



Example covering letter – Speculative submission

Contact the company to find out who would be the best person to address the letter to. This will increase your chances of getting a response.

State what the employer can offer you and show that you have researched the company.

State what you can offer the employer.

Close positively.

End 'Yours faithfully' if there is no named contact.
End 'Yours sincerely' if there is a named contact.

4 Green Drive
Lenton Nottingham NG7 2EE
s.brown@hotmail.com
6 September 20XX

Farrar PR Ltd
22 Regents Crescent London
SW1B 2TP

Dear Sir/Madam,

PR Assistant roles

I am writing to you as I am interested in a career in consumer PR and would love to be considered for a role at Farrar PR Ltd. I have gained editorial experience through the Student's Union magazine, Impact and at Crispin Publishing which has confirmed my interest in this area of work.

I note from your website that you are a full-service agency that specialises in PR for the retail industry. I am impressed by your extensive range of clients including top names such as Tesco and have followed their recent campaigns in the media. Communication skills are my strength. My editorial experience has honed my copywriting skills and time management skills to achieve tight deadlines. At Crispin Publishing, I compiled and researched information for colleagues to produce insightful articles.

As highlighted in my CV, I have excellent communication skills developed through extensive customer service experiences. Socially confident with highly developed presentation skills, addressing a range of audiences does not faze me. I have excellent negotiation and persuasion skills, which I demonstrated recently when I persuaded store managers to lend me props for 26 photo shoots. I possess a combination of creative ability and problem-solving skills with a positive approach. In addition to established teamworking skills, my organisational and planning skills are key strengths for project working.

I hope that I have conveyed my enthusiasm and suitability for a role in PR to you through this letter and my CV. I am confident that I have the drive and personal qualities that would enable me to contribute to the success of Farrar PR Ltd and would welcome the chance to talk further about possible opportunities. Thank you for taking the time to read this letter and my CV.

Yours faithfully,

Steven Brown