



## Example covering letter – Reply to an advertised vacancy

State why you are writing.

State what you can offer the employer and relate your skills and experience to those listed in the job description or person specification.

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

End 'Yours sincerely' because there is a named contact.

End 'Yours faithfully' if addressing the letter to 'Dear Sir/Madam'.

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

Mr P Cottingham  
Pockitt & Jingle  
Main Street  
Fossington, Hants

Dear Mr Cottingham,

### Job reference: 22401: Marketing Assistant

I am writing in response to your advertisement for a marketing assistant listed on the Careers and Employability Service website.

As you will see from my CV, I am in the final year of my biological science degree at the University of Nottingham. I have excellent oral and written communication skills through my coursework, extracurricular activities and work experience in catering and retailing. For example, as captain of the University's badminton team, I lead and motivate the team during training sessions and competitive matches. As a second-year student, I mentored a group of first years and received very positive feedback from tutors on my ability to build rapport with them.

My involvement in extracurricular activities alongside my strong academic performance clearly demonstrates my time management skills and ability to work under pressure. Throughout my studies, I regularly utilise my numerical ability, IT skills and attention to detail on individual and group projects. I enjoy research and have always found analytical work very satisfying. From the job description, these are the key skills and qualities required for the role of marketing assistant.

I am really interested in a career with Pockitt and Jingle because it offers me the opportunity to work in industrial product marketing where I can use my scientific knowledge in a commercial setting. The job description states I would be involved in marketing projects from an early stage and this is very appealing. In addition, I am attracted by the opportunity to deal with a wide variety of customers. I notice that you place great emphasis on the personal development of staff, and this is important to me.

Thank you for considering my application, I would welcome the opportunity to discuss my experience with you at interview.

Yours sincerely,

Steven Brown