



Example Covering letter – responding to an advertised vacancy

To be used in conjunction with the job description for a policy and campaign assistant and Olivia’s CV

Olivia is quickly demonstrating her suitability for the role as ‘research and data analysis’ is a focus of the position.

Olivia is using the language from the job description to speak to the reader.

Olivia’s second paragraph focuses on another core aim of the position: communication.

This was a desirable criterion, demonstrating that she not only holds the key skills the charity are looking for, but also has experience of the sector which might set her apart from other applicants.

If you don’t know the name of the person you are writing to, end Yours faithfully. If you have a named contact, end Yours sincerely.

Olivia Stewart
Hyson Green
Nottingham
NG7 6DP

Local Women’s Health Charity
London SW1 5HP

18 March 2022

Job Reference: 45678: Policy and Campaigns Assistant

Dear Recruiter,

I am writing in response to your advertisement for a Policy and Campaigns Assistant listed on the Charity Jobs website.

As you will see from my CV, I am in the final year of my economics degree at the University of Nottingham. Over the past three years I have been exploring different career options but have always been drawn to the idea that you can make a significant difference by providing a solid case for change through evidence, research and data. I have explored this in different ways, firstly through my virtual internship experience at Nottinghamshire County Council where I used data captured from focus groups and desk research to identify staff training requirements that would raise awareness around issues of domestic abuse. Then again as a student rep during the lockdown period, advocating for the rights of my fellow students. These experiences allowed me to apply technical skills in Excel and SPSS gained through my degree and additional online courses to real world scenarios.

My degree gives me a unique perspective because it is impossible to separate politics from economics and I believe this allows me to speak to audiences that need a business case to engage in the work of charities to drive forward policy change. This idea was further supported when I engaged in the BCG Virtual Work Experience Programme in which I looked at how to identify a client’s needs and present recommendations accordingly. I have also developed my communication and influencing skills through the university’s Public Speaking Society. Studying and working during lockdown has required me to think more creatively about how to reach my goals when barriers were put in the way, and use new technologies to continue my studies. I believe this flexible approach will serve me well in this sector.

I am really interested in a career with your charity because it offers me the opportunity to apply my knowledge and experience to a cause that holds personal importance to me. My experience of working with a charity as part of the Nottingham Advantage Award, opened my eyes to the opportunities within the sector. In the job description it mentions that I would be liaising with teams across the UK, and this is an exciting prospect as I develop my understanding of how policy is formed across the nations.

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

Yours faithfully,

Olivia Stewart.



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