

Example covering letter – Speculative submission

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Farrar PR Ltd
22 Regents Crescent
London
SW1B 2TP

Dear Sir/Madam,

Job reference: 22401: PR Assistant

As a highly motivated student, who has undertaken editorial work placements in different settings, please consider my application for an account handling role with your company. Having gained editorial experience through the Students' Union's magazine, Impact, while studying at the University of Nottingham and while at Crispin Publishing, I am now seeking a career in consumer PR.

State why you are writing.

As highlighted in my CV, I have excellent communication skills. Extensive customer service experience helped develop these skills coupled with my drama performance interests. Socially confident, I am capable of addressing a range of audiences. I have excellent negotiation and persuasion skills, which I have had to apply recently when persuading store managers to lend me props for 26 photo shoots. I possess a combination of creative ability with a very can-do approach. My peers regard me as a good team player who, being well organised, is comfortable with both event management and communication roles.

State what you can offer the employer.

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 really developed my writing skills, and taught me the need to produce copy to tight deadlines. At Crispin Publishing I learnt how to compile and research information. The strong emphasis on written coursework throughout my studies has been important in developing my written communication skills. My secretarial course and employment also taught me how to use business English and my IT skills are well developed.

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

I hope that my enthusiasm for PR is conveyed in this application. I consider that I have the necessary drive and personal qualities required to contribute to your success as an established PR agency.

Close positively.

I look forward to hearing from you.

Yours faithfully,

Steven Brown