



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

BA COMPUTER GAMES DESIGN
BA COMPUTER ANIMATION

CRITICAL REVIEW

Cover / Speculative Letters



Critical Review

Cover / Speculative Letters

Cover Letter



Key Elements of a Cover Letter

- Information about you
- Date
- Contact Person's Name, Title, Employer, and Address.
- Salutation (Addressing the recipient)
- Opening Paragraph
- Middle Paragraph
- Second Middle Paragraph
- Contact Information and Closing



Key Elements of a Cover Letter

- Information about you

Begin your cover letter with your contact information. It should be in block style, on the left margin of your paper, towards the top.

- Name
- Current home address
- Telephone number



Key Elements of a Cover Letter

- Date

Include a date as you would do with any business letter.



Key Elements of a Cover Letter

- Contact Person's Name, Title, Employer, and Address.

Including a specific name can get your letter and resume to the hiring manager more quickly and can be an effective personal touch.

If you are applying for an advertised position that does not give a name to contact, call the company and ask for the department manager's name.



Key Elements of a Cover Letter

- Salutation (Addressing the recipient)

Choose the appropriate way to address the contact person.

For example:

- Dear Mr. Johns (if a man's name is the contact)
- Dear Ms. Smith (if a woman's name is the contact)
- Dear Prospective Employer (if there is no contact name)



Key Elements of a Cover Letter

- Opening Paragraph

In the opening paragraph tell how you learned about the position. You may, for example, know of a job through:

- A classified advertisement
- An unsolicited mailing
- Advertisement on the Internet
- Personal referrals



Key Elements of a Cover Letter

- Middle Paragraph

This paragraph gives a summary of your background and critical skills (hard skills) that make you qualified for the position.



Key Elements of a Cover Letter

- Second Middle Paragraph

This paragraph can be used to demonstrate your persuasive skills (soft skills).



Key Elements of a Cover Letter

- Contact Information and Closing

At the end of the letter talk about your availability for the job, where you can be contacted, and when you are going to contact the hiring person for an appointment to discuss your application.

If you have no contact name you may simply want to indicate your anticipation for a response in this part of the letter. Thank the person to whom you are writing for his/her time and consideration of your application.



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Cover Letter Example

Info about you

Date

Contact's name, details, address

Salutation

Opening paragraph

Middle paragraph

Second middle paragraph

Your contact info & closing

Joseph Q. Applicant

123 Main Street, Anytown, CA 12345 · 555-212-1234 · josephq@email.com

July 20, 2020

Jane Smith
Director, Human Resources
Fit Living
123 Business Rd.
Business City, CA 54321

Dear Ms. Smith,

I'm writing to apply for the position of Social Media Manager for Fit Living, as advertised on your website careers page. I have three years of experience as a Social Media Assistant for Young Living, and I believe I am ready to move up to the manager position.

In your job posting, you mention that you want to hire a Social Media Manager who understands Internet and social media trends. During my time at Young Living, I was given the responsibility of increasing follower numbers on Instagram. I explained to my manager that I would be happy to do so, and that I would also work hard to increase follower participation, because engagement has become an important metric.

Within six months, I increased our followers by over 50% and increased engagement by 400%. I'm very proud of that accomplishment. Currently, I'm working to build a following with the best influencers in our niche.

When I saw the job opening, I knew it was the perfect opportunity to offer you both my social media marketing skills and people skills. I've included my resume so you can learn more about my educational background and all of my work experience. Thank you for your time and consideration.

Please feel free to email me at josephq@email.com or call my cell phone at 555-555-5555. I hope to hear from you soon.

Sincerely,

Joseph Q. Applicant (signature hard copy letter)

Joseph Q. Applicant



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Speculative Letter



Key Elements of a Speculative Letter

A **speculative cover letter** is sent to apply for or enquire about a job that is not currently being advertised.

You should consider making a speculative job application if you are:

- Actively looking for a new job role
- Trying to find a work experience placement
- Thinking about making a career move



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Cover / Speculative Letters

Speculative Letter Example

Miss Julie Brown
1 The House
Something Street
Anytown
AB12 3ZY

Head of Resourcing
ABC Corporation
The Square
Townland

(date)

Dear Sirs

I am writing to express my interest in working for your company.

At present, I work for a (insert type of business) company as an Acquisitions Administrator, and have been considering progressing for some time, whether it is in a similar role, or in something which would present a different challenge entirely. I am hoping that such a vacancy exists within your company.

In my current job, I have obtained skills in (skill1), (skill2), and (skill3) that I feel will aid me greatly and allow me to fit in well with your existing staff. You will find that I have an excellent work ethic, and I am exceptionally hard working and willing to learn to improve my performance in the workplace. I have detailed my skills further in the attached copy of my CV for your perusal at your earliest convenience.

Should you wish to interview me, I can be available at short notice. I can provide references at the time of interview should they be required. I look forward to hearing from you.

Kindest regards

Julie Brown



EXERCISE

- Construct the first draft of your Cover / Speculative letter (Choose ONE)
- This can be reviewed and developed throughout the term – Melanie Hall can offer feedback and guidance on this after submission



QUESTIONS?



Remember:

**SAVE YOUR WORK
AND SAVE IT OFTEN!**



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Cover / Speculative Letters

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Bibliography



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Key Elements of a Cover Letter

<https://www.washington.edu/doit/key-elements-cover-letter>

How To Write A Speculative Cover Letter

<https://www.wikijob.co.uk/application-advice/job-applications/how-write-speculative-cover-letter>



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Cover Letter Example

[https://www.thebalancemoney.com/thmb/QJsaPycmnYG139g91PNZUXEv-Kw=/1500x0/filters:no_upscale\(\):max_bytes\(150000\):strip_icc\(\)/JosephQ1a-f81fd2a8b3764c58ae9a38e17865ee60.jpg](https://www.thebalancemoney.com/thmb/QJsaPycmnYG139g91PNZUXEv-Kw=/1500x0/filters:no_upscale():max_bytes(150000):strip_icc()/JosephQ1a-f81fd2a8b3764c58ae9a38e17865ee60.jpg)

Speculative Letter Example

<https://i0.wp.com/www.icover.org.uk/wp-content/uploads/2012/11/Speculative-Cover-Letter-Example.png?w=900&ssl=1>