



Cover letter by students

General

- The purpose of the application letter is to present your motivation and competencies
- Do not merely repeat the content of the CV, as many recruiters first read the CV and only then the letter
- Stress the most relevant strengths that coincide with the job ad: personal unique selling proposition (USP)
- Use concise and precise, positive and active wording
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- No more than one page (applies around the globe)
- Basic structure: Describe WHY YOU/WHY ME/WHY US
- Personalise your application letter, be authentic

1 Mona Beispiel | Beispielweg 9 | CH-9000 St. Gallen | +41 79 999 99 99 | mona.muster@student.unisg.ch

Cubicle Food Ltd.
Klaus Muster
HR department
Musterstrasse 8
8000 Zurich

3 January 2015

3 Application as Marketing Services Assistant - your ad on hsgcareer.ch

Dear Mr Muster,

What especially impresses me about Cubicle Food Ltd. is the fact that its headcount has gone up from 1,300 to 2,000 over the last five years. Another remarkable aspect is that it received the "European Marketing Prize 2015". In view of my personal interest in healthy food and a healthy lifestyle, I would love to be part of your successful enterprise starting from September 2015.

My university studies as well as my hands-on activities afforded me the opportunity to gain marketing experience throughout Europe. I like analysing markets, developing marketing strategies for different target groups and marketing products.

I was able to furnish evidence of my wealth of ideas for B2B Consulting in London: Within four weeks of their introduction, the innovative marketing activities that I developed on social online networks boosted the number of new users by 15 per cent.

I find it easy to present information in bundled, customer-oriented form in German, English and French. In doing so, I especially pay attention to comprehensible, precise wording. I enjoy working as part of a team, as I appreciate different opinions and the exchange helps me to develop ideas. I often assume a moderating role in the team in order to capture ideas and measures.

Thanks to the experience I have gained so far, my open and direct communication style, my language skills and your inspiring setting, I am confident that I will be able to assume my duties in a customer-oriented manner.

I would be pleased to meet your dedicated team in Zurich and learn more about the current projects of Cubicle Food Ltd.

Yours sincerely,

Mona Muster

Mona Muster

1 **Dos:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. The block or letter head containing the contact details can be designed identically in the CV and in the cover letter.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

2 **Dos:** Address your letter to a specific person. If you are unable to find out who the responsible contact is, address your letter to the HR manager or "Dear Sir/Madam". If possible, use personal names in the salutation as well.
Don'ts: Avoid writing letters without specifying the recipient. Such letters look like impersonal templates.

3 **Dos:** Specify the job and/or function that you are applying for and indicate where you found the job ad. You may also specify the ad number.
Don'ts: -

4 **Dos:** Why are you interested in the company and in the job? Inform yourself thoroughly. Describe your motivation and make reference to any contacts (guest lectures/exhibition/acquaintances, etc.).
Don'ts: Do not reason with general statements like "What impresses me about you is that you are a large, international enterprise". What exactly, why in this industry, what is your link? Stimulate the other person's curiosity.

5 **Dos:** Why should they hire you? What are your main competencies and achievements? Describe your competencies in concrete terms and substantiate your information with examples. In this way, you can arouse interest, and the company will see what they can expect in case they hire you. Establish a link to the job ad.
Don'ts: Avoid going into too much detail – highlight only the most relevant competencies and experience.

6 **Dos:** What specific contribution can you make? Summarise your core statements. Conclude with a sentence that expresses what you would like to do next.
Don'ts: Avoid an exuberant conclusion – remain down to earth and credible.