Cover Letter Writing

careers.ucr.edu
(951) 827-3631

CONNECT. INSPIRE. EMPOWER.
Agenda

Purpose of a Cover Letter
Do Your Research
Formatting
Tailoring your Cover Letter
Cover Letter Content
Additional Tips
References
Next Steps
What You'll Learn Today

At the end of this workshop, you will be able to...

- Understand why and how to use a cover letter to articulate your experiences, strengths, and skills
- Identify format and content ideas to implement on your own cover letters
- The ability to communicate what a cover letter is and why it is important to your career development
NACE CAREER READINESS COMPETENCIES

Obtaining **requisite competencies** that broadly prepare college graduates for a **successful transition** into the workplace.
Purpose of a Cover Letter

• Expresses interest & qualifications for a particular position
• Personal but professional
• Tailored to position/company
• Explains how you fit with organization & how you will help them
• Expands main points from your resume
• “Sells” qualifications to the prospective employer
Do Your Research

Position/Role
• General job responsibilities
• Desired qualifications and skills
• Identify key words from job description

Company/Organization
• Mission Statement
• Organizational Vision & Goals
• Strengths & Opportunities
• Philanthropy
• Affinity Groups

Mission
The University of California, Riverside will transform the lives of the diverse people of California, the nation, and the world through the discovery, communication, translation, application, and preservation of knowledge – thereby enriching the state’s economic, social, cultural, and environmental future.
**Tailor Your Cover Letter**

**Academic Advisor for Student Athletes**  
Job # 72150

**Description**  
The Academic Advisor for Student-Athletes holds a professional academic advising position in Athletic Department. The Academic Advisor for Student-Athletes works closely with coaching staff, athletic department administrators, faculty, academic advisors, and other campus offices, departments, and staff who are involved with the academic lives of undergraduate student-athletes to ensure that student-athletes are presented with a broad base of opportunities with which to optimize their experience at University of XYZ. The Academic Advisor for Student-Athletes implements and interprets university and department policies, and identifies and resolves complex issues using advanced knowledge requiring independent judgment.

**QUALIFICATIONS**

- Advanced degree  
- 1-2 years of experience in academic advising and coordinating academic programs in a college or university  
- Participation as a Student-Athlete, and/or experience working with Division I Student-Athletes

**Knowledge & Skills:**

- Strong communication skills to clearly and effectively communicate information to Student-Athletes, internal and external audiences, and management.  
- Advanced analysis and problem solving skills, including experience with NCAA compliance rules and regulations  
- Strong team work and interpersonal skills.  
- Advanced customer service skills.  
- Relevant computer systems/technology experience.  
- Ability to ensure and apply compliance with legal, financial, and university policies and external regulations.
September 4, 2017

Ms. Christina Brown
Vice President
Bright Green Talent
4500 3rd Street
Los Angeles, CA 90020

dear Ms. Brown,

I was thrilled to come across Bright Green Talent’s advertisement for a College Recruiter on Green, with a passion for people and positive psychology. I’ve kept an eye on your company with great presence. I think it’d be a great addition to Bright Green Talent’s Marketing Team because of my proficiency in corporate communications and my proven ability to successfully work independently.

The job description requires someone with strong phone skills, an ability to network and an outgoing personality. In my previous work as a marketing intern, I developed my skills in all three areas. I managed agents remotely, coordinated teams of marketing assistants working in our company, doubled my team’s number of projects in one year, and actively engaged in my company’s volunteer programs. In particular, I wish to enrich its partnership with Solar Richmond, and expanding the reach of our organization.

I recently graduated from UC Riverside with a Bachelor of Science in English and wrote my senior thesis on how universities are integrating sustainable business issues into traditional academic frameworks, including preparation students for the 21st century’s resource management challenges. The unique background in training and preparation would translate well to helping talented recent graduates find the first steps in their “green career.”

I am aware that Bright Green Talent is a small team, and that each person must operate relatively independently. In my previous intern role, I took a leadership position in each of the project teams I worked with, and operated efficiently on remote teams where I had to self-impose deadlines and goals. I look forward to bringing my ability to take the initiative and be self-directed to Bright Green Talent.

Overall, I’d love to add my skills and perspective to Bright Green Talent’s Marketing Team to grow the business. Please contact me if you have other questions. I look forward to hearing from you.

Sincerely,

Scott Bears
Enclosure: resume
Address the letter to a specific person if possible

Hiring Manager/Committee, Selection Committee/Team can also be used
Example 1

Scott Bears
900 University Avenue, Riverside, CA 92521
555.555.5555
scott.bears@gmail.com
www.linkedin.com/scottbears

[Month, Day, Year]
Courtney Richardson
University of XYZ
55 University Avenue
Sometown, CA 12345

Example 2

Scott Bears
900 University Ave.
Riverside, CA 92521
951-827-3631

August 8th, 2018

Mr. Will Smith
Superintendent
ABC College
100 University Ave.
Sometown, CA 92521
First Paragraph

Explain purpose of letter
Introduce yourself
Explain why interested in the position and the company
What qualities make you an ideal candidate for the position?
I am very excited to express my interest in the Academic Advisor for Student Athletes position at the University of XYZ. The University of XYZ is a national leader in Division I athletics and is well-respected for emphasizing the holistic development of academic, career and life skills for all student athletes. It would be an honor to be a part of this program. I believe I am an ideal candidate for the position due to my personal experience as a student athlete, my experience serving as an academic advisor for student athletes, and my educational preparation.
Middle Paragraphs

Highlight skills and benefits to the company

Emphasize interest in the company

Provide concrete evidence

Show, don’t tell

Do not include all information from your resume
Body Paragraphs Example

As an athletic academic advisor, I developed the skills to investigate and analyze information to draw conclusions about academic concerns regarding at-risk freshmen football athletes. Evaluating grades, course history, and teacher’s comments, I focused my appointments on noticeable behaviors that may have influenced each student’s particular situation.

Making sure I scheduled follow-up appointments, I interpreted and applied guidelines and procedures for each individual athlete so they understood what was required of them to remain eligible for current and post seasons.

Successfully witnessing breakthroughs with multiple athletes, we saw as a department student-athletes holding themselves accountable and being educated enough on the expectations of remaining eligible and compliant with university academic expectations. Seeing athletes succeed academically motivates me to continue to put in the extra time needed to ensure they are prepared. I fully intend on bringing the same service to the University of XYZ.

Skills & Qualifications Mentioned:
• Analytical
• Communication & Interpersonal
• Teamwork
• Follow policies and procedures
Real examples are provided.
Connecting my personal experiences as a former student athlete with current athletes is something that is extremely important to me. If given the opportunity to use this platform to help students, I assure you that my work ethic and attention to detail will exceed the expectations of the position. If you have any questions, please call me at 951-827-3631 or e-mail me at scottbears@ucr.edu. Thank you for your time and consideration. I look forward to hearing from you.
Closing Formats

Sincerely,

Scott Bears

Scott Bears

Sincerely,

Scott Bears
Scott Bears
900 University Avenue #3
Riverside, CA 92521
951-827-3631
scottbears@ucr.edu
Additional Tips

• TAILOR IT!
• Avoid unprofessional language
• Length – should be one page, depends on industries
• Strongest and most relevant qualifications should be highlighted – limit to a few – ELABORATE!
• Demonstrate enthusiasm and originality
• Proofread for typos, grammar error, and spelling
• For a polished look, use the same header style for your contact information that you used for resume
• Font size 10-12
• Margin 0.5-1 inch
References

• A reference is someone who:
  • knows your work habits
  • has known you for a long time
  • is credible
  • is not *just a personal friend or your mother*

• Contact your references before
  • Ask if they are willing to give you a *positive* reference

• Make sure their information is correct
  • Names, job titles and phone numbers
References Format Samples

SCOTT BEARS
City, State | Phone | Email | LinkedIn URL

REFERENCES

Name
Position
Company/Organization
Phone number
Email Address
Professional Relationship

Note: Your format for the reference should be the same as your resume's header format.
Next Steps

1. Have your cover letter reviewed via appointment or drop-in by a career specialist virtually!
   
   Drop-Ins: (Mon-Thurs 10am-3pm, Fri 10am-12pm)

2. Upload your resume and cover letter to UCR Handshake & complete your UCR Handshake profile
Join the UCR Career Network, an online community for networking, mentoring, and job opportunities for alumni and students.

MENTORING
Matching process that connects current students with alumni or alumni with one another.

JOB SEARCH
Job board for those currently seeking employment or for alumni looking to hire other Highlanders.

NETWORKING
Discussion boards to meet and network with others who have similar career questions.

REGISTER AT CAREERNETWORK.UCR.EDU
Questions?
**Location:** We are located in the Career Center Plaza. Our entrance is the University Lecture Hall and the Surge Building, behind the UCR Campus Store.

**Hours:**
Mon. - Fri. 8 am to 5 pm

*Individual counseling appointments available*
*Schedule on Handshake*

**Drop-In Hours:**
Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm