

Example cover letter for a graduate position



6 Murray Place
St Andrews
Fife
KY16 9AT

Mr S Erskine
Senior Marketing Manager
Scottish Country Foods
Thistle Street
Edinburgh
EH10 3DJ

23 April 2021

Dear Mr Erskine

Marketing Project Assistant Application

I am writing to apply for the above position which I saw advertised on the University of St Andrews Careers Centre website. I will graduate in June and expect to achieve a 2:1 MA Hons in Medieval History.

As you can see from my CV, I have developed a keen interest in the premium food sector through my work at Edinburgh's famous Da Vinci's Delicatessen and with my involvement in the Gastronomic Society which I founded in my second year at St Andrews. During my time at university, I have been able to develop an understanding of the core principles of marketing, through my internship with Shell Step and by successfully increasing the membership of the Gastronomic Society. I am now keen to pursue a marketing career in the food industry.

This position particularly interests me as it affords the opportunity to work within an organisation which is committed to sourcing and promoting quality Scottish food products, both throughout the UK and internationally. Having enjoyed a talk by Robert McFarlan of SC Foods as part of the Gastronomy Society programme, I am aware that Scottish Country Foods has an unparalleled reputation and is committed to using only the finest ingredients in its food production. I'm keen to play a part in helping the Scottish food and drink sector double its turnover by 2030, as planned in 'Ambition 2030'.

In addition to my interest in the premium food sector, I have been keen to develop my knowledge of marketing techniques. During my internship, I was able to create a marketing plan from scratch and help implement it. As a result of my work at Tyne IT Solutions, footfall, telephone, and online enquiries increased by 20%. I have developed key practical skills in IT, including the ability to create and maintain databases and have made many presentations in the course of my academic work and my extra-curricular activities, using PowerPoint to illustrate these.

I hope that I have demonstrated that I meet your requirements for the position of Marketing Project Assistant, and I look forward to discussing my application with you in the near future.

Yours sincerely

Tom Henderson

Opening Paragraph
Explain why you are writing. Say where you saw the advert. Introduce yourself.

Why this type of work?
Explain why you are interested and motivated by the type of work—stick to the specific vacancy.

Why this employer?
Explain why you are interested. Tailor it carefully. Demonstrate some knowledge of the organization. Avoid repeating text from their publicity information.

Why you?
Use the paragraph to explain why you are well suited to the post. Refer to relevant skills, experience and knowledge. Don't just repeat your CV - give evidence for your claims. Tailor it!

End 'Yours sincerely' if named contact. End 'Yours faithfully' if addressing the letter to 'Dear Sir/Madam'.