

## The Transition Services Program Cover Letter Builder

The Cover Letter Builder is intended to assist you in drafting a cover letter to complete your job application process.

### THE PURPOSE OF THE COVER LETTER

The cover letter completes your professional application and gives the employer an opportunity to know more about you. Cover letters can distinguish you from other candidates and can help generate interviews. It introduces you, highlights your fit for the position and provides a writing sample.

It is strongly recommended that you customize each letter for the specific job. A good cover letter responds to the needs of the employer and what you can contribute to the organization. To some hiring managers it is the most important part of the application.

### GETTING STARTED

- Research the organization and the specific job you want. Check out their website, use LinkedIn to look at employee and executive profiles. What are their challenges? What is the work culture?
- Don't be too formal--use a conversational tone, and let them know why you want the job.
- Briefly highlight experience that meets their needs. What do you bring to the job? Avoid repeating your resume word for word.
- Enthusiasm sells!
- Keep it to one page.
- Format – type font and header should match your resume.

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### **PUTTING IT TOGETHER**

#### **HEADER**

- Match the type font and format of your resume.
- Include contact information.
- Employer name and location.
- Job Title, Posting identification.

#### **Example:**

San Francisco, CA 94564  
Telephone, email, LinkedIn

**JANE DOE**

May 23, 2016

University of California, Berkeley  
2199 Oxford, Berkeley, CA 94704

Re: Managing Director of Learning and Development  
Posting #14320

#### **SALUTATION**

Dear Selection Committee: (or Dear Hiring Manager; or, best the Name of Hiring Manager)

#### **PARAGRAPH 1**

Why are you writing?

- Tell them why you are interested in the position.
- What makes you unique for the position and what value do you bring?

#### **Example:**

I was excited to learn about your need for a Managing Director of Learning and Development, as this role is a great match for my skills, background and interests. I have been involved in education for most of my career and am very experienced in setting and successfully executing the vision for training and development.

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### PARAGRAPH 2

This can be a paragraph, or bulleted examples (preferred) describing how your qualifications match the requirements of the job. Be sure to:

- Match your qualifications with the position requirements.
- Include relevant, specific quantified achievements
- Use action verbs and keywords.
- Respond to both the stated and implied requirements in the posting. What does it take to be successful in the job?

A great way to analyze the job posting and to organize how you match the required qualifications, is to:

1. Highlight the items that you want to address.
2. Create a table with two columns, one for the required qualifications, and one for your matching experience. Excel works great for this.
3. Add your experience to the cover letter (it is not necessary to repeat the job requirements) in the second paragraph where you want to specify how you match the employer requirements.
4. Note: Requirements are usually prioritized, so be sure to address the first 3-4.

Job Requirement	Your Matching Experience
<ul style="list-style-type: none"> <li>• Ability to successfully lead and influence others to support organizational initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate and lead training in industry best-practices in supervision and customer service.</li> <li>• Successfully develop effective leadership teams in management, improving employee satisfaction surveys by 70%.</li> </ul>
<ul style="list-style-type: none"> <li>• Knowledge of Adult Education methodologies, experienced in development and delivery of staff training.</li> </ul>	<ul style="list-style-type: none"> <li>• Managed on-going continuing education programs for diverse professional staff. Initiated and led training in industry best-practices in supervision and customer service.</li> </ul>

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**(FORMATTING: NEEDS TO BE IN A BOX)**

### PARAGRAPH 2

**Example:**

My wide-ranging knowledge of, and enthusiasm for, professional development in the workplace would enable me to contribute to the success of your programs in a short time. I bring experience that includes:

- **This can include up to 6 brief bullets summarizing your matching experience.**
- Management of on-going continuing education programs for diverse professional staff.
- Initiating and leading training in industry best-practices in supervision and customer service.
- Successfully develop leadership teams in management, improving employee satisfaction surveys by 70%.

### PARAGRAPH 3

This is your close and where you summarize what you bring to the job and restate your interest. Always thank the prospective employer for taking the time to review your qualifications.

**Example:**

My strengths in mentoring and developing a strong staff, collaboration and innovation would enable me to quickly contribute to your team. Thank you for your time and consideration. I look forward to speaking with you soon.

Respectfully,

Jane Doe

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**Example: (Letter needs to be in a frame)**

Oakland, CA 94000 | (415) 000-0000  
Janesmith@gmail.com, jsmith@linkedin.com

**JANE DOE**

May 23, 2016

University of California, Berkeley  
2199 Oxford, Berkeley, CA 94704

Re: Managing Director of Learning and Development  
Posting #14320

Dear Selection Committee: (or Dear Hiring Manager; or Name of Hiring Manager)

I was excited to learn about your need for a Managing Director of Learning and Development, as this role is a great match for my skills, background and interests. I have been involved in education for most of my career and am very experienced in setting and successfully executing the vision for training and development.

A wide-ranging knowledge of, and enthusiasm for, professional development in the workplace would enable me to contribute to the success of your programs in a short time. I bring experience that includes:

- This can include up to 6 brief bullets summarizing your matching experience.
- Management of on-going continuing education programs for diverse professional staff.
- Initiating and leading training in industry best-practices in supervision and customer service.
- Successfully develop leadership teams in management, improving employee satisfaction surveys by 70%.

My strengths in mentoring and developing a strong staff, collaboration and innovation would enable me to quickly contribute to your team. Thank you for your time and consideration. I look forward to speaking with you soon.

Respectfully,

Jane Doe