

COVER LETTERS

“How do I write a cover letter that compliments my résumé/CV?”

PARAGRAPH 1

Purpose: To establish the reason you are writing to the organization, the role you are applying for and how you heard about this job/opportunity.

FORMULATE YOUR INTENT

1. Acknowledge the organization and what they do well
2. Create a link between the organization and yourself, as it relates to your core values and experience
3. Ensure there is an effective lead-in to the next paragraph

PARAGRAPH 2

Purpose: To connect your work, volunteer and personal experience to the organization, and/or job description.

RESEARCH THE ORGANIZATION

- Mission, Mandate & Values (“About”)
- Are they for profit or non-profit?
- Workplace culture and staff
- Scope of their achievements
- Current priorities

WHAT IS REQUIRED TO DO THIS JOB WELL?

- What was your last position?
- Highlight a specific skill you learned when you were there
- Elaborate on how you excel at this skill
- How does this skill relate back to the position?

CREATE A NARRATIVE

In this paragraph, expand on how your skills and insights have helped you improve as a designer, artist and/or creative worker. Here, you create a memorable, compelling story that directly connects your experience to the needs of the organization.

PARAGRAPH 3

Purpose: To re-establish your enthusiasm and fit for the role, request the opportunity to elaborate further in-person, and sign-off formally.

THINGS TO REMEMBER

Formalities: Remember that a cover letter should be formatted as a proper letter.

Watermarks / Design: It is important to retain the design, typeface and flow of your resume in this letter. Consistency and attention to detail are important!

Tone: Keep the tone of your Cover Letter consistent with your “Statement of Intent”, and, more importantly, to your philosophy as an artist and/or designer.

Remember: A cover letter is your first writing sample. It demonstrates tangible skills such as your ability to write cohesively, and a capacity for research or marketing.

Length: One page max!

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