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Dear Applicant,

If you have decided to apply for an open vacancy or you are sending us your application initially then please include an informative cover letter in your application. The following information may be helpful for creating your cover letter.

Cover Letter:

When applying for a job a cover letter should be sent or posted with your resume. Your cover letter should be specific to the position you are applying for, relating your skills and experience to those noted in the job posting. Your cover letter is your first (and best) chance to make a good impression.

How you format your cover letter, both from a content (the information you include) and a presentation (what your cover letter looks like) perspective is important.

Cover Letter Content

First of all, your cover letter needs to include your contact information (name, address, phone, email) so prospective employers can get in touch with you.

Your cover letter should include at least three paragraphs:

1. What you are applying for and where you found the job posting - First Paragraph
2. What you have to offer - Middle Paragraph(s)
3. How you will follow-up - Final Paragraph

In the first paragraph, if you are writing in response to a job posting, indicate where you learned of the position and the title of the position. More importantly, express your enthusiasm and the likely match between your credentials and the position's qualifications.

The middle paragraph(s) of your cover letter should refer specifically to the qualifications listed in the job posting and illustrate how your particular abilities and experiences relate to the position for which you are applying.

The final paragraph of your letter should reiterate your interest in the job and let the employer know how they can reach you and include your phone number and email address.

Cover Letter Format

Cover letter presentation matters as much as what you include. When writing cover letters it's important to use a basic font that is easy to read.

It's also important for the hiring manager to be able to easily read your resume. Using a basic 12 point font will ensure that your cover letter is easy to read. Basic fonts like Arial, Verdana, and Times New Roman work well. Don't forget to leave space between paragraphs and to proof your letter before you send or upload it. Do remember that your cover letter fonts should match your resume.

Before you send your cover letter, it's important to make sure that you have covered all the basics and are sending a perfectly written and formatted cover letter to your prospective employer.

We are looking forward to receiving your full application and thank you very much for your cooperation.

Best regards

Brueckner China / Human Resources