

Write a Cover Letter

Use your cover letter to connect your story to the employer's needs.

1 Context	WHY THIS MATTERS A cover letter explains why you are applying and how your experience, skills and motivation match the role.	A SIMPLE PATHWAY → Opening → Why this role → Your evidence → Why this employer → Professional close	KEY TAKEAWAYS ■ Keep it to one page. ■ Show why the role genuinely interests you. ■ Use one or two relevant examples. ■ End with a clear, confident close.
2 Insight	EMPLOYER INSIGHT A strong letter shows you understand the organisation and have taken the time to tailor your application.		TOP TIP Focus on evidence. Employers respond to clear examples of what you did, what you learned and what changed because of your contribution.
3 Action	WHAT TO DO ✓ Address the hiring manager where possible. ✓ Mention the exact role and organisation. ✓ Connect your skills to the job requirements. ✓ Use a confident, professional tone.	WHAT TO AVOID ■ Repeating your resume word for word. ■ Generic openings like 'To whom it may concern'. ■ Focusing only on what you want from the role. ■ Submitting without checking spelling and formatting.	QUICK CHECKLIST ■ Role and company named ■ One page only ■ Relevant examples included ■ Professional tone ■ No spelling errors

REFLECTION

What makes this opportunity valuable to you, and what value can you bring in return?

YOUHIVE TIP

Make sure to include a tailored cover letter when you apply for roles through YouHive.