Cover Letter

Key tips

- Make sure your cover letter is addressed to the right person, do not write "To whom it may concern" or "Dear Sir/Madam". Try to find out the recipient's name by looking through the job ad, company's website or making a phone call if it is unclear.

- Introduce yourself and state the position you are applying for, where and when the position was advertised (if relevant).

- Go through the job ad and underline the requirements used to describe the skills, experience being sought. Search through your career history, study or volunteering for specific evidence of how you can demonstrate you meet and match the criteria that the employer is looking for.

- Highlight your "Unique Selling Points" – i.e. the qualities/competencies that set you apart.

- Don't rehash everything in your resume, use your cover letter to describe the reasons why you are a good fit for that job offer, how your skills and experience specifically satisfy the requirements outlined in the job ad, and the value that you can contribute to the company.

- Close the letter by briefly explaining how your qualifications and experience are suitable for the position.

- Write each unique cover letter for different jobs that you are applying for, instead of having a generic cover letter for every job.

- Don't rely too heavily on AI as it can weaken the authenticity of your cover letter and limit your opportunity to showcase personal insight. Use AI as a supportive tool, not a replacement for your voice. Employers value originality, so ensure your experiences and motivations are clearly expressed in your own words, not automated ones and ideas.

- Make sure to use Australian English on your cover letter.

- Making a draft, then when you are satisfied that it reads well and will get the reader interested, get a second opinion by asking a friend to review it.

- Keep your cover letter to no more than one side of A4 and without any spelling mistakes.

- Keep your cover letter succinct, use simple language and be concise.

- Don't use acronyms

Government of South Australia