



Writing a motivated cover letter

Giving employers an overview of why you are
the candidate, they should hire.

Introducing yourself

Give a short presentation of yourself and your professional experience,

- Remember that employers are able to read more about your experience in your resume.
- Keep this part short and specific to the job you are applying for.



Target your cover letter to the job description

- Make it clear which company you are directing your application to and which position you are applying for.
- Reference the job description.
- Include key words into your cover letter.



Highlight a few of your relevant experiences

- Choose one or more tasks from the job description and show the employer how you have relevant experience in this field.
- Make it clear to the employer how your experiences qualify you for the specific position.
- You don't have to meet all requirements from the job description. Use your cover letter to convince the employer that you are the right candidate.

What matters most, is what you write

however having a visually appealing
application can be an advantage

- Separate your cover letter into smaller paragraphs.
- Help the reader maintain the overview.
- Write max. 1 page.



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