



RICHARD M. FAIRBANKS

SCHOOL OF PUBLIC HEALTH

Cover Letter Writing

Including a cover letter in any application is essential. The only time it is acceptable to NOT include a cover letter is if the employer specifically tells you not to include one. Cover letters that are written in application of a specific position are referred to as “letters of application” while letters written to inquire about opportunities within an organization are referred to as “letters of inquiry.” Both types of letters should follow the general guidelines provided below and seek to achieve the following goals:

Convince the employer that you:

1. Would be a good match with what they are looking for and will add value to their organization (Skills!)
2. Have done your research and really feel like this job and this organization are the right fit for you (Personality!)

COVER LETTER CONTENT

Introductory Paragraph

- Briefly explain who you are and why you are writing. Mention the specific position title and how you heard about the position.
- Demonstrate your knowledge of the organization and why you are interested in working there (avoid generic reasons).
- If you have a connection at the organization or have been referred, mention that person’s name and their connection to you.

Body Paragraph

- Illustrate how your qualifications and skills match the organization’s needs (use the job description as a guide).
- Choose one or two key experiences that exemplify your qualifications for the position and provide examples or very short stories that provide details about your abilities, strengths, and skills (avoid repeating your resume verbatim). Be sure to connect these experiences back to the position and explain what you can bring to the organization.

Closing Paragraph

- Summarize your fit with the organization.
- Indicate action – state that you will follow up in two weeks (if you state that, you MUST actually follow up).
- Refer to your enclosed resume and restate your contact information (phone and e-mail).
- Express your appreciation for their time and consideration.
- Always make sure you sign your letter! If submitting/sending your cover letter electronically be sure to attach your cover letter as a PDF file and do not leave a space for a handwritten signature.

COVER LETTER TIPS

Target each and every letter to the specific position and organization. Never send out generic or form letters. Show your individuality, fit, and that you know something about this organization and this position. Make each and every letter count!

Write professionally. Employers will use this as a writing sample. Do not use contractions (don’t, I’ve, etc.). Avoid acronyms and jargon.

Always get a name! Never address a letter “To Whom It May Concern.” Do some research and find a name if it is not readily given. Use LinkedIn, look for employee directories on the website, or talk to a current employee. You can always call and ask to whom to address the letter if necessary.

Focus on what YOU can do for THEM, not what they can do for you. Convey how hiring you will benefit the organization.

Make sure it is perfect! Proofread it and have others look it over. There can be no errors!

Keep it to one page and set your type to between 10 and 12pt. Employers see hundreds of letters. They will only read one page.

Use a standard font that matches the font on your resume, and high-quality paper that also matches your résumé.

All of your application materials should look like they belong together. Avoid fonts that are overly unique or difficult to read. You want to keep it professional, but you can also explore options beyond Times New Roman.

Sign your letter. On electronically submitted letters consider signing a blank sheet of paper, scanning it, cropping the image of your signature out and dropping that into the cover letter document. This gives your document a very polished look.

JACKSON SMITH

jsmith@gmail.com (555) 555-5555
441 Sunset Rd. Ely, MN 55731

February 12, 2016

Damon Tomlinson
Director of Marketing
Hoosier Care Hospital
6745 Brentwood Drive
Indianapolis, IN 46205

Dear Mr. Tomlinson,

Please consider this letter my application for the Digital Marketing Coordinator position with Hoosier Care Hospital. I learned about this opening from Sam Taylor, who works at Hoosier Care Hospital in Financial Management. I believe that my healthcare marketing background, digital marketing skills, and ability to collaborate well in a team environment will allow me to contribute greatly to the Hoosier Care marketing team.

A key focus of any successful digital marketing professional is analytics. My time in marketing with Rosebud Village has taught me just that. In that role I had the opportunity to develop social media campaigns, manage the company's social media platforms, and analyze all digital data and analytics. During my time in the role the organization saw a 20% increase in engagement in the digital space. I know I could bring this experience and dedication to analytics tracking to the Digital Marketing Coordinator position and see results. Additionally, I have experience in improving patient satisfaction. Understanding the patient perspective can be extremely valuable in developing impactful marketing campaigns in the healthcare sector. My experience, paired with an affinity for teamwork and collaboration, would set me up well for success in the team-based marketing department at Hoosier Care Hospital.

I strongly believe my combination of healthcare marketing experience, digital marketing skills, and ability to collaborate would greatly benefit the marketing team at Hoosier Care Hospital. Attached is my resume, which further outlines my education and work experience. Should you have any questions, please call me at (555) 555-5555 or e-mail me at jsmith@gmail.com. I look forward to hearing from you and will follow up in two weeks to check on the status of my application. Thank you for your time and consideration.

Sincerely,

Jackson Smith

Jackson Smith

Brian Michaels

2304 W. Eisenhower St. Indianapolis, IN 46202
(555) 555-5555 | michaelb@gmail.com

December 19, 2016

Mark McDonald
Director of Government Relations, IU Health
1001 W. 10th St.
Indianapolis, IN 46202

Dear Mr. McDonald:

I am writing to apply for the Government Relations Internship with IU Health that was posted through the IU Richard M. Fairbanks School of Public Health Career Services. I have been following healthcare policy and legislation here in Indiana and am excited by the prospect of engaging in these policy discussions on behalf of IU Health. My experience on both the private and public sides of policy and legislation, paired with my relationship development skills, make me a strong candidate for the Government Relations Internship.

My interest in government relations began when I served as a Legislative Intern with the Indiana State Senate. In this role I was able to establish key relationships with members of the general assembly and their respective staffs. The establishment and maintenance of these relationships was crucial in gaining support for legislation I helped to draft and ultimately saw passed during my time in the role. Additionally, I served as a Policy Intern with the Indiana State Department of Health, where I continued to develop relationships at the statehouse but also across the healthcare sector here in Indianapolis. Those relationships and my ability to develop others would serve me well in the Government Relations Internship with IU Health.

In addition to public policy and legislation experience, I had the opportunity to gain valuable skills as a Policy and Quality Intern with the American Society of Gastrointestinal Endoscopy. In this role, I represented a private entity in the policy arena and honed my policy research and analysis skills. Those skills will translate well into the analysis aspects of the Government Relations Internship.

I am excited by the prospect of joining the IU Health Government Relations team as an intern. I know I would be able to contribute to the team when it comes to relationship development and policy analysis. I have enclosed my résumé for your review and will follow-up within the next two weeks to check on the status of my application. If you wish to reach me prior to that time, please call me at (555) 555-5555 or e-mail me at michaelb@gmail.com. Thank you in advance for your consideration.

Sincerely,

Brian Michaels

Brian Michaels

Attachment: Résumé