

# Career Essentials Group Work: Cover Letter Session



**The session will begin at 1pm**



Please make sure you have downloaded the example Cover Letter and accompanying sample job description for the session. Scroll down to the additional handout under ‘Career Essentials Group Work: Cover Letter Session’:

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

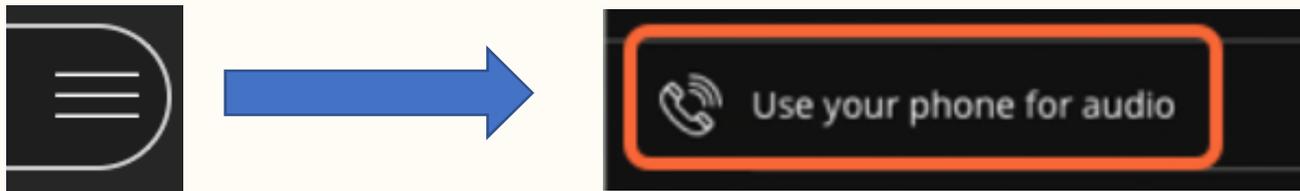
# Career Essentials Group Work: Cover Letter Session

# Logistics

- Please let me know in the chat box if you can't hear me.
- You may get an individual message from a member of Careers staff asking your full name for the register.
- Please be aware that moderators can see **all** chat messages.

# Can't hear me?

1. Check your sound settings on your device
2. Try leaving the session and re-joining
3. Use the menu tool (top left) and select “use your phone for audio”



# Career Essentials programme 2020 - 2021

- 13 title talks
- **Small Group Work sessions**
- 3 title workshops covering LinkedIn, Mock Assessment Centres and MBTI Personality Profiling.
- 6 module e-learning course

<https://www.ucl.ac.uk/careers/resources/elearning>

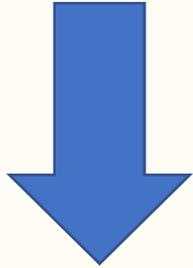
# What we'll cover in this session

1. Basic components of a well-constructed Cover Letter
2. How and why you should tailor your letter
3. Evaluate a cover letter from the recruiter perspective (group activity)
4. Gain peer feedback on your own letter

# Basic Components of a Cover Letter

1. Why are you interested in **the position**?
2. Why are you interested in joining **the company**?
3. How **are you suitable** for the position and the company?

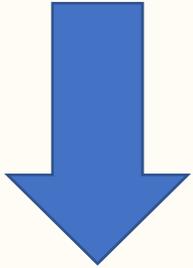
# Sample Job Description



Download the example Job Description from here, under ‘Career Essentials Group Work: Cover Letter Session’:

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

# Cover Letter (1) Example



Download the example **Cover Letter (1)** from here, under ‘Career Essentials Group Work: Cover Letter Session’:

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

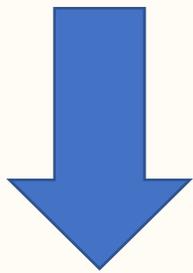
# Cover Letter: Key Questions

Have they explained why they are **interested in the job?**

Have they explained why they are **interested in the company?**

Have they explained why they are **suitable** for the job and the company?

# Cover Letter (2) Example



Download the example **Cover Letter (2)** from here, under ‘Career Essentials Group Work: Cover Letter Session’:

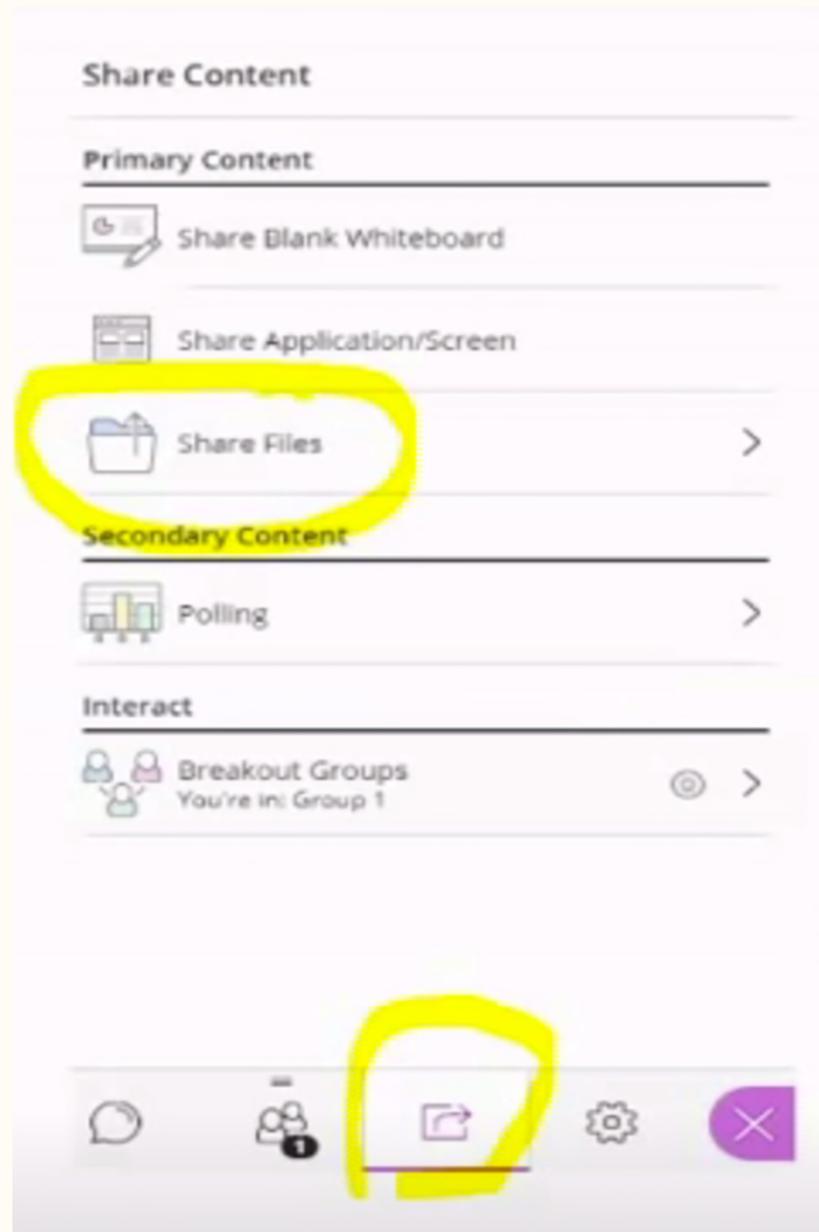
<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

# Compare & Contrast

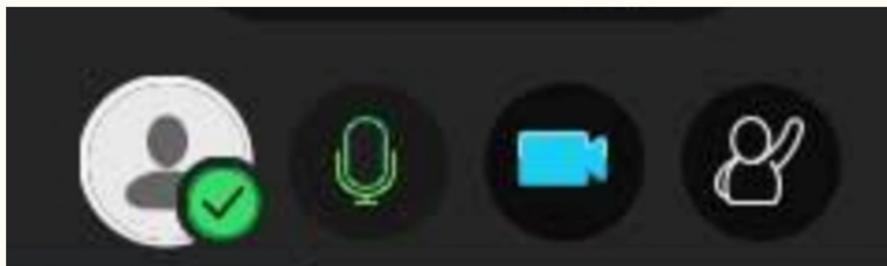
# Reviewing Each Other's Cover Letters

- I will move you to breakout rooms in pairs and your audio will be connected.
- Choose who is going to go first and share your Cover Letter (PDF doc) in the breakout space. Make sure both of you has the chance to gain feedback (5 minutes on each CV).
- I will bring you back to the main room after 10 minutes where we can have a group discussion

# Sharing your Cover Letter (PDF)



We are back in the main room now for our summary and your audio is connected. Feel free to raise your hand if you would like to speak or write your comments in the chat box.



# Summary

What were the main positives that you discussed in your breakout groups?

Were there any development points discussed?

Were you persuaded that the person could do the job?

# Any Questions?



Please fill in your brief feedback form for this session. **Thank you!**

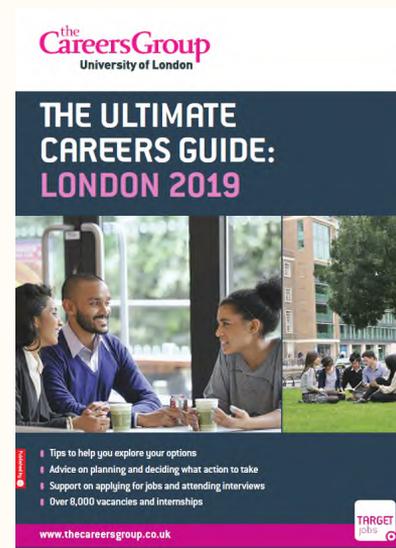
# CareersLab YouTube video suite:



[UCL CareersLab YouTube video](#)

# Additional Resources

- Helpsheets
- Ultimate Careers Guide
- [Electronic](#) & paper copies



## How to write a CV

A CV should not be a list of everything you have ever done, but a marketing document that should promote your skills and experience. In a 20 second scan the recruiter should be able to see evidence of your ability to do the job.

### Steps to a great CV

#### 1. Start with the job specification

The starting point for CV writing should always be the skills and experience the recruiter is seeking. You will find this on the list of job requirements in the job advert, job description or person specification. Your task is to clearly evidence each of these requirements on your CV using examples to convince the reader of your ability to do the job. If you are applying speculatively and there is no job description, search for similar roles to find out the relevant transferable skills.

#### 2. Active language

Use action verbs in your CV and covering letter to convey achievement and impact. Consider starting sentences with a verb rather than using pronouns (such as "I") too much. Avoid passive forms such as "I had to" "I was involved in" "I was required to".

#### Examples of active verbs

achieved analysed coordinated  
 created demonstrated designed  
 developed evaluated improved  
 increased initiated liaised managed  
 negotiated planned persuaded  
 prioritised researched supervised

#### 3. Brainstorm your skills

Think of examples of the skills you have gained and how you acquired them. Draw examples from your work, internships, volunteering, study, and interests. Match your skills to the job you are applying for to create a CV that clearly demonstrates you possess the skills they require.

#### 4. Attention to detail

One spelling or grammar error can be all it takes for a CV to be rejected, as many employers regard it as an indication of carelessness and poor motivation for the job. Triple check all spelling and grammar and ask someone else to proofread the final draft. Reading it out loud to yourself is a useful technique that can help you identify any errors.

#### Guidelines on CV length

There is no one rule about CV length, but in general two pages is the norm for a 3rd graduate CV. Exceptions are in investment banking where a one page CV is generally preferred (see the second example in this guide) and academics. CVs tend to be longer (see the 5th CV for PhDs for guidelines). Always follow the recruiter's instructions on length.

<https://www.ucl.ac.uk/careers/applying/applications>

# UCL Careers 1 to 1 Support

- Applications advice (20 minutes)
- Short guidance (20 minutes)
- Practice Interview (60 minutes, on condition of real employer interview)
- Book online in advance using myUCLCareers



# Find us online

[www.ucl.ac.uk/careers](http://www.ucl.ac.uk/careers)

[careers@ucl.ac.uk](mailto:careers@ucl.ac.uk)

Mon - Fri 9:30 - 17:00



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