



FORMAL LETTERS OF APPLICATION

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EXAMPLE QUESTION You have seen the advert below posted on the StudentJob website. You decide to apply for the job.

Temporary Position in Social Media Marketing

Are you a student with a keen interest in social media? If so, we'd like to hear from you.

We are a creative agency offering marketing services to brands in the lifestyle sector. We are seeking a motivated individual who would like to get experience during the summer within our dynamic team.

Apply to FourStar.com.

Write your covering letter.

Use *Dear Sir* or *Madam* when you do not know the name of the person you are writing to. Otherwise, use *Dear Mr/Mrs/Ms ...*

Use more formal vocabulary, e.g. *gain* instead of *get*.

When you do not know the name of the person you are writing to, use *Yours faithfully*. Otherwise, use *Yours sincerely*.

MODEL TEXT

Dear Sir or Madam,

I am writing in regard to your advertisement for a temporary position in social media marketing, which is currently **posted on the StudentJob website**. I feel confident that a role in your company would be a wonderful opportunity for me.

I have recently completed my final year at school, and plan to start a degree in Marketing at university in October. I intend to spend the summer months **gaining** relevant work experience. I have a keen interest in digital media and marketing strategies. That is why I would particularly welcome the chance to work with your agency. I consider myself to have **excellent communication and IT skills**. I am also organised, efficient and strive to complete any challenge given to me to the highest standard.

I was impressed to read that FourStar is one of the leaders in the field of digital marketing as I am convinced that this is the future of the marketing industry. As part of my work experience at school I spent two weeks in a local company, **where I formed part of a team responsible for** developing a campaign for a new clothes store using various methods, including social media. Furthermore, I took part in the company's Young Enterprise challenge, which allowed me to experiment with creating products and marketing them online. For these reasons I believe that I am an ideal candidate for a position in your company.

I attach an application form and CV and am available for an interview at your convenience. Do not hesitate to contact me if you require further information.

Yours faithfully,

Marc Bailey

Marc Bailey

The style is formal: avoid contractions.

Say where you saw the advertisement.

Relate your skills and experience to the position advertised.

Use more formal expressions, e.g. *where I formed part of a team responsible for ...* instead of *where I worked on ...*

Write your signature and print your name underneath.

Useful expressions

- I am writing in regard to/in connection with a position/post in your company.
- I have recently completed ...
- I intend to ...
- I have a keen interest in ...
- I have excellent communication/IT skills.
- I would welcome the chance/opportunity to ...
- I believe that I am well-suited for this position since/because/as ...
- For these reasons, I believe that I am an ideal candidate for ...
- I am available for an interview at your convenience.
- I would be delighted to attend an interview.
- Do not hesitate to contact me if you require further information.

Suggested paragraph plan

Paragraph 1: State the job you are applying for.

Paragraph 2: Give basic details about yourself, why you are applying for the job, and your relevant skills.

Paragraph 3: Give information about your experience.

Paragraph 4: Give information so that the company can continue with your application.