



# Writing a winning cover letter

## CAREER SUPPORT FROM TAL AND CAREER MANAGEMENT SERVICES

Writing a cover letter takes time and asks you to think about what the employer really wants, so you can highlight how suitable you are for the role.

Think of a cover letter like a pitch for why you want the job, providing deep, personal insights into who you are and how your experience relates to the role.

Often overlooked or approached as an afterthought, the cover letter is usually the first thing an employer will read before they look through your resume. It's the organisation's first impression of you, so it's important to devote time and effort to writing an effective cover letter that will help you move to the top of the list of applicants.

Here are CMS' practical tips for writing a winning cover letter.

### HELPING YOU GET BACK INTO THE WORKFORCE

As a leader in the life insurance industry, TAL has always been focused on helping Australians through life's biggest challenges. In these challenging times, we understand it's not just lives, but also jobs and livelihoods that are at risk due to the economic impacts of COVID-19.

That's why TAL has partnered with Career Management Services (CMS) to provide resources, tools and expertise to super fund members if your employment has been impacted or you're facing uncertainty about your career and the job market because of the pandemic.

### ABOUT TAL

TAL is a leading Australian life insurer, helping people protect what matters most in their lives for 150 years. Together with its partners, TAL provides life insurance and disability benefits to over 4 million Australians and in 2019, paid over \$2.3 billion in claims to more than 34,000 customers. TAL partners with leading superannuation funds to provide members with options to protect their future choices with insurance through super.

### ABOUT CAREER MANAGEMENT SERVICES

CMS is a leading personalised career services provider that helps Australians transition into new roles based on their individual requirements and career needs. CMS have a comprehensive knowledge and understanding of the Australian job market, drawing on extensive experience in career transition support.

# 1

## Research is key

When you see a job ad that interests you, you'll probably want to apply as quickly as possible, but take the time to tailor your cover letter to the specific demands of the company and position. When faced with a large number of applications, recruiters and hiring managers will look for signs that you have a genuine interest in the role. Make sure you:

- Google the company
- Visit their website
- Explore their social media.

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# 2

## Don't duplicate your resume

Fight the urge to copy information from your resume and paste it into your cover letter. You want to include highlights that relate to the role you're applying for without recapping your entire work history. Focus on your personal values and traits, and why you'd be a more suitable fit than other candidates.

# 3

## Address the requirements

Evidence-based statements are much more powerful than broad ones. Analyse the job description to identify what expertise, skills and strengths the recruiter or hiring manager is looking for. When you're writing about your accomplishments, use specific examples and/or figures wherever possible to demonstrate the value you can add to the organisation. Rather than saying that you're great at business planning, give an example to show how just how great you are.

# 4

## Highlight your soft skills

If you want to catch the eye of a recruiter or hiring manager, you need to make sure that you're showing your transferable skills. Use specific examples: how are you an "exceptional communicator" or "analytical thinker"? Give context to your skills statement to illustrate your expertise in that area and demonstrate your value. Identify the technical and behavioural skills required for the position, and use them as an opportunity to connect the dots between your experience and the requirements of the role.

**A cover letter provides a platform to share your personality and expertise to impress a recruiter or hiring manager. You don't need to walk through your entire career: focus on your most transferable skills, experience and knowledge to highlight your suitability.**



### TOOLS AND RESOURCES TO HELP YOU SUCCEED



#### Start your job search today

If you're feeling confident and ready to continue your job search, we're providing access to the CMS **job search portal**. Updated daily, new jobs and hiring opportunities are posted by sector or industry with technical and professional roles covered.



#### Need some extra support?

If you think you'd benefit from some personal advice, CMS' experienced consultants have recruited and coached through previous economic downturns and can provide tailored career, job search and career transition support. As a member of a TAL partner super fund, you can claim 10% discount on CMS services. Call **1300 588 088** and quote the special code *TALSUPPORT20* or click [here](#) to learn more.