



# WEEK #5

How to write

A successful Cover Letter

# What is a “Cover Letter”?

- A **Cover Letter** is a document you send together with your CV; it is also called Covering Letter or **Motivation Letter**.
- It **differs** from a CV which is a *written overview of your skills and experience*.
- It is **specifically written** for the job you’re applying for.
- It allows you to highlight certain areas you think would make you **right for the role**.

To put it simply, your cover letter is the easiest  
and most effective way to **stand out**  
from the crowd\*



The Cover Letter is crucially important on many levels.

A CV or resume is about **facts**: your experience, your background.

You can make it sound impressive but it is something **fixed**.

The Cover Letter is the **first interaction** you will have with the recruiter

and, as you know, **first impression** counts.

Also, the cover letter is your chance to get your **personality** across.

# Useful tips

- 1 → Keep it brief, but not too short (half a page)
- 2 → Do not include too many details on your background and qualifications
- 3 → Make sure you use positive words about your soft skills and personality (relevant to the job)

3 → Your personal story is not interesting for them

4 → Write a separate cover letter for each job application  
and make some research on the company

5 → Avoid making spelling or grammar mistakes



# What should you include and who should you address to?

Your cover letter should include:

Email address  
Phone number  
Linkedin profile  
Useful links

You should address your covering letter to an **actual person**:

Do some **research** to find out who will manage the role you're applying for

Try to avoid such forms as "To whom it may concern"

# The Structure

Heading



Greeting



Opening → Reason for writing



Paragraph 1 → Motivation: Why are you suitable for the job?



Paragraph 2 → Skills: What can you do for the company?



Paragraph 3 → Recap & Call to action



Closing



# Heading and greetings



Name/Surname

Position (Deck/Engine Cadet)

Email.....

Mobile....

Linkedin...

Dear Mr.....or Sir/Madame, Dear Hiring Manager

## Opening

Highlight the **role** you're applying for, and where you found the vacancy

### *EXAMPLE*

*I am writing to apply for the role of .....cadet, currently being advertised on*

.....

## Paragraph 1 → Motivation: Why are you suitable for the job?

Briefly describe any **qualification** which you believe are most **suitable** for the job and why you are a qualified candidate. [Refer to the skills required in the job description]

### *EXAMPLE*

*As you can see from my attached CV, [I have recently left school and I obtained my Diploma in Nautical Studies with very good grades. I also completed all mandatory Basic Training Courses required, which I believe I can put to practical use in this role and which make me the perfect candidate.]*

## Paragraph 2 → Skills: What can you do for the company?

Indicate why you are interested in the position and the company and stress **what you can do** for the employer. Use practical examples.

### *EXAMPLE*

*This position particularly interests me [because of my passion for the sea/navigation and I am strongly willing to start a career at sea.]*

*I also recently completed a period of working experience as [a deck boy on a private yacht so that I could start understanding life at sea and applying what I've learned in my studies.....]*

## Paragraph 3 → Recap & Call to action

Here's where you **restate your interest** in the role and reinforce what makes you the perfect candidate. Make sure you use some of the key words in the job description.

### **EXAMPLE**

*I see the role of ..... cadet as the perfect position for me. [I believe my eagerness to learn, together with my hard-work and dedication, will contribute to the success of your Company].*

## Closing

Thank the employer for their time, and sign off your cover letter with ‘Yours sincerely’ (if you know the name of the hiring manager)/’Yours faithfully’ (if you do not), and your name.

### EXAMPLE

*Thank you for your time and consideration. I look forward to meeting with you to discuss my application further.*

*Yours sincerely,*

*[Your name]*

From the web

# cover letter

job application

## opening

To Whom It May Concern, / Dear Sir or Madam,  
Dear Mr. O'Brien,

## reason for writing

I am writing to express my interest in the position of ...  
I wish to apply for the position of ...  
I am writing in response to your advertisement for ...  
I am writing to enquire as to whether there are any vacancies ...

## introducing yourself

I am currently working as a ... / I am currently studying ...  
At present, I am working for xxx where I am responsible for ...  
I have been working in my current position for the past (time).

## talking about your education & experience

I graduated from ABC University with a degree/master's degree in ...  
The nature of my studies has prepared me well for a position such as this one.  
As you can see from my CV, I have worked ... and gained experience ...  
My mother tongue is English and I am fluent in both French and German.

## why you are the best for this position

I feel I am suitable for this role as I have a great deal of experience in ...  
I consider myself to be a friendly, efficient and enthusiastic worker.  
I believe I would be the ideal candidate based on the fact that I ...  
I am very keen to work for an ambitious company such as yours.

## closing comments

Thank you for taking time to consider my application.  
I am available for contact and/or interview at any time.  
If you wish to contact me, you can do so on +353 86020 ...  
Should you require further information, do not hesitate to contact me.  
Please find CV attached (emails) / enclosed (letters).

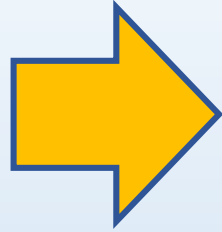
## signing off

I look forward to hearing from you.  
Yours sincerely, (if you know the name 'Dear Mr. O'Brien')  
Yours faithfully, (if you are writing to 'Dear Sir or Madam')



**CORK ENGLISH TEACHER**





# REMEMBER

The above mentioned are only **templates**, not ready-made cover letters.

The **SUCCESS** of any cover letter takes time  
and  
should be **tailored** to the Company with the right amount  
of **research.**



# Week 5 Assignment #1

Which Company would you like to apply for?



Start gathering information, do some research on their Website or LinkedIn and write down the key points:

Their fleet

Their vision/philosophy

Their environmental sustainability approach

ETC.



EXAMPLE

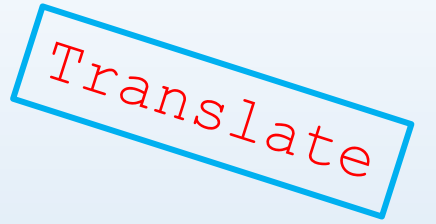
[<http://www.cclcareers.com/home/about-us>]

# Week 5 Assignment #2

- Please translate the following slides (n° 19 if you're a deck cadet, n° 20 if you're an engine cadet) into Italian
- Don't forget to check the words you don't know in the dictionary and take note of them

 What are the key skills a cadet is required to have?

# Deck Cadet Job Description and Duties: (cruiseshipjobs.com)



A Deck (Navigation) Officer in training:

- Reports to the designated Training Officer and to the Staff Captain
- Helps overseeing a safe navigation of the cruise vessel
- Under the guidance of the Training Officer gradually becomes familiar with all navigational instruments and equipment on the bridge
- Becomes familiar with various routines taking place on the bridge - port arrival and departure, anchoring, mooring etc.
- Supervises the Deck Ratings
- Participates in tender operations and learns to drive a tender
- Attends safety drills
- Spends time with other Departments and gains knowledge and a clear understanding of the overall operation of a cruise ship

## Deck Cadet Job Requirements:

- National License and valid medical certificate
- Strong mathematical ability
- Determination, resilience, flexibility and a positive, enthusiastic approach
- Candidates will need to pass their color and form vision test, demonstrating the absence of any color deficiency

## Engine Cadet Job Description and Duties: (cruiseshipjobs.com)

Translate

- Follows the instructions of the First Engineer and attends the engine control room usually as part of the First Engineer's watch
- Assists in the maintenance and repair of engine room equipment, as well as other mechanical equipment throughout the ship
- As part of the training process duties that are customary to the engine department will be assigned to the Engine Cadet by the Chief Engineer
- Although on training the professional performance of the Engine Cadet will be evaluated for continued long-term career with the cruise line
- Upon attainment of a National License and completion of at least one assignment aboard a cruise ship the most qualified candidates with the best performance evaluations could be promoted to Third Engineer position depending on current openings in the company's fleet

## Engine Cadet / Junior Third Engineer Job Requirements:

- National License (STCW III/1) and valid medical certificate
- Excellent verbal and written command of the English language
- Determination, resilience, flexibility and a positive, enthusiastic approach

**TAKE A LOOK AT THE FOLLOWING EXAMPLE to find some inspiration**

Dear Ms. Anne Ware,

I am applying for a position of Deck Cadet for your cruise line Oceania Cruises and have attached my resume for you.

I have a high school diploma and want to start my career with a cruise line and understand to do this I must start at the bottom and work my way up. I am strong and can handle storing cargo, handling gear, working with the rigging and running any other errands that are required of me. I understand that I will be required to preserve the paint on the ship along with any maintenance. I do not have a problem being away from home for extended periods of time as I know this is also a part of the job.

I am a quick learner and can pick up new concepts and tasks very quickly and would like to begin my training as an entry level seaman as soon as possible. I do know that this takes passing all the classes and putting in at least three years on a ship in order to make this career move. I am ready for the challenge and am prepared to work as many hours as necessary to make my dream come true.

I am physically able to handle the challenges of life on a ship and have spend many years on private fishing vessels so I know that being on water is not a problem for me. I am currently studying all I can about navigation, both traditional and the more technical types of navigating.

Please feel free to contact me any time at (123)-893-1749.

Respectfully,

Tom Johnson

**FROM GREATSAMPLERESUME.COM:**

# Week 5 Assignment #3

You are ready to write your first cover letter!

First step is → **Finding a job offer/s of your interest**

[You can also write your cover letter as a spontaneous application]

Remember: Write a different and customized cover letter every time you apply for a position at a different company!

Now, go ahead and Good Luck!



# Week 5 Assignment #4

Please watch one of the 2 videos by clicking on the links below (according to your job title) and write down a summary of the video contents

The Deck Cadet | Life at Sea | Seaman Vlog

<https://www.youtube.com/watch?v=DYr28GqllCI>

Engine Cadet : Life at Sea | Seaman Vlog

[https://www.youtube.com/watch?v=3Dcy\\_MevgZ0&t=53s](https://www.youtube.com/watch?v=3Dcy_MevgZ0&t=53s)

# IDIOM OF THE WEEK

## << MISS THE BOAT >>

To miss an opportunity to do something

→ If you don't reply to the recruiter's mail right away you're going to miss the boat.

Invent a sentence  
of your own  
using this idiom!

