

Cover Letter Guidance

When applying for a role in adult social care, many employers will ask for a cover letter in addition to your CV. Cover letters are a chance for you to introduce yourself personally to the employer. They can help you stand out from other candidates, demonstrate how your skills and experience make you the perfect fit for the role and show your understanding of the company.

In this document, we'll share helpful guidance on how you can write a great cover letter to help get your application noticed.

Include your **email address** and **contact number** so employers know the best way to contact you.

John Smith

Tel: XXXXX XXXXXX
Email: your-name@email.com

[Today's date]

Dear [Mr/Mrs/Miss] [Hiring Manager's Last Name],

I am excited to apply for the role of XXX, because I am passionate about...

I am right for this role because...

In my spare time I enjoy sports/reading/being creative....

Yours sincerely,
John Smith

If no name is provided on the job advert, you can start your letter with 'Dear Sir or Madam'.

The first paragraph should include a **short introduction** about yourself. Make your application stand out by telling the employer **why you want to apply for the role**.

You can mention the job title, and reference number if there is one.

Include a paragraph that talks about **who you are outside of work**, referencing any **skills, interests and hobbies** you have, particularly if they are relevant to the role.

The second paragraph is where you can show the employer **why you're the right person for the job**. Highlight any **skills, experience, values and attitudes** you have that match what the employer is looking for in the job description.

To end your cover letter, add a paragraph **thanking the employer for considering your application**.

Let them know that they can get **further details from your CV** and tell them you look forward to hearing from them.

Cover Letter Tips:

- Try and keep your cover letter to one single page.
- If you're applying for a role online, your cover letter can be sent as an email, or it can be a printed letter if you are posting it with your CV.
- Write a new cover letter for every job you apply for, making sure each one is tailored to the company and specific role you are applying for.
- Use the same font and size for your cover letter as you do for your CV, so it looks consistent.
- Show you've done your research into the job and the company, outside of what the job advert might tell you.
- Match keywords and language used by the employer in their job advert about skills, experience, values, etc.
- Double check spelling and grammar before you send it.
- Keep a copy of your cover letter as they may ask you about it in an interview.

Additional support is available:

It's natural to feel overwhelmed or confused about how to write a cover letter, especially if you do not have a lot of work experience, however there are organisations which can help provide more support and guidance:

- **The King's Trust** (formerly known as The Prince's Trust) – If you're aged 16 to 30, The King's Trust can help you. They provide free application support, training courses, mentoring and financial support to help you get into a career in adult social care. Find out more on their website: sectors.kingstrust.org.uk/health-social-care
- **National Careers Service** – A National Careers Service career adviser can help you work out what your CV should say and get you on the path to your dream career. Visit their website to find out more: nationalcareers.service.gov.uk/contact-us

