

# COVER LETTER GUIDANCE

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# RH SU



## HELLO.

We're excited to see that you are interested in applying for a job at RHSU!

We employ over 400 student staff in different roles from Helpdesk Assistants, Comms Assistants, Photographers, Bar Staff, Student Researchers and more.

This guide is to help you know what it is we're looking for when you're asked to write a cover letter.

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01.

# INTRODUCTION.

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Sometimes known as personal statement, supporting statement, application details, a cover letter is essentially an introduction to who you are and why you're perfect for the job you're applying for. It's your chance to make a great first impression, beyond your CV. In a cover letter, you get to explain why you're interested in the role, how your skills and experiences make you a good fit and why you're excited about working with the Students' Union. It's important that you take the time to write a cover letter tailored to the role you are applying for, as a good cover letter is key for securing an interview.

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# TOP TIPS.

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>> Here are some key top tips on the basics of a cover letter:

- A cover letter should be no more than 1-2 pages of A4. Any more than this and you're probably going into too much detail. Anything less than 3/4s a page, it's probably not long enough.
- You should submit your cover letter as a word document or PDF.
- Make sure to personalise your cover letter for the specific role and organisation – generic cover letters are easy to spot and may not make the best impression. It doesn't give us enough insight into what will make you the right fit specifically for the role you are applying for. To make your cover letter stand out, read through the job description, review the SU website and research our values and strategy. A personalized cover letter demonstrates to the hirer just how committed you are to the role.
- Read it before submitting – silly errors such as not changing the name of the role / organisation on the cover letter is enough for a hirer to choose not to interview you. So, make sure to read and re-read your drafts before submitting or even asking a friend!

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# THINGS TO INCLUDE.

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>> Now you've nailed the formatting and some of the basics, here's what you should think about including in your cover letter:

- **Introduce Yourself** – Start by mentioning the job you're applying for, a brief introduction to who you are and explain why do you want to apply for the role.
- **Why you're the ideal candidate** – This is the most important section! Here is where you show off all your skills and experience, but the key part is to make sure to make it relevant to the role you are applying for. Look through the person specification and the job description and note where you have relevant skills and experience. In your cover letter, use examples to back up each of your claims e.g. if you are talking about event planning skills, you may talk about a time you planned an event for a club or society you are involved in or whilst you were at school. Or if you are talking about your experience working in a

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shop, you should list where you have done this before and what responsibilities you held. A common technique you can use is the STAR method to structure examples (Situation, Task, Action, Result).

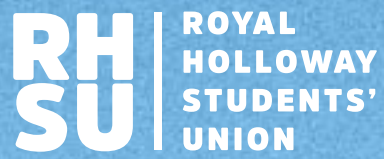
- **Why do you want to work for RHSU?** - You've talked about why you'd be good for the role, but why are you excited to work at RHSU? We're a values led organisation with clear strategic aims, we want to know what these appeal to you and why you want to be part of the RHSU ambition to make student life better at Royal Holloway.
- **Closing** - Wrap up your application in a couple of sentences, reminding the reader of the relevant skills and experiences you have and the contribution you can make the organisation. Express your enthusiasm for the opportunity to interview and thank the hirer for reading your application.

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# ADDITIONAL GUIDANCE

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If you'd like any additional or personalised help, then why not book an appointment with one of the consultants in the Careers department? They can offer one-to-one sessions that will help you identify skills, review your CVs and Cover Letters and more! [Check them out here.](#)



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September 2024