

AUSTRALIAN COVER LETTER AND RESUME GUIDELINES

General Guidelines

- Keep your font type and size the same in both your cover letter and resume.
- Be concise and use attention-grabbing words - the reader will spend roughly 8 seconds reading your CV and 5 seconds reading your cover letter.
- Remember the reader will be looking at what you say and how you say it – these documents give a good idea of the communication skills of the applicant.
- Your cover letter and resume should work together as a partnership, both delivering a powerful message about who you are.
- Check your spelling, punctuation and grammar
- Use past and present tense correctly

Cover Letter Guidelines

- A Cover Letter is not your Letter of Motivation – it is a professional document targeted at a senior executive
- Address your letter to:
Internship Program Officer
Macquarie International
Macquarie University
NSW 2109
- While your letter is addressed to the Internship Program Officer, it is to apply for a specific internship, not the internship program generally. Therefore, the content needs to be targeted at the host organisation. Study abroad and exchange student – this is not the place to write about how excited you are to be studying at Macquarie or being abroad - the reader just wants to hear how well suited you are to the job.
- Keep your letter general and do not be too specific with where you want to work and what role you want to do as you may end up applying for something quite different.
- Just write one cover letter. If you have written that you want to apply for a PR role, but end up applying for a Marketing role, you can change the letter at a later date.
- Stick to one page in length, with three main paragraphs:
 1. State what you are applying for and what makes you suitable for the position.
 2. Describe your most relevant working history with a handful of main points, or your course/training highlights.
 3. Present your best practical skills for the placement and how they will contribute to your value there.

Finish with a statement on how to contact you. Study abroad and exchange students – this will generally be via email as you will be unlikely to have an Australian number when you apply.

- Do not mention your sorority/fraternity in your Cover Letter as they do not exist in Australia therefore employers do not understand their significance. You could note it in your Memberships section if you wish.

- Tailor your statements to your audience, ensuring that the experience and goals you mention are specific to the internship profile you are looking for. You may have skills in other areas but as you need to keep your letter short – leave them out.
- Do not use words like ‘I love...’ or ‘I am really excited...’ Imagine you are reading this letter to the CEO of Yahoo!7 - be mature and professional.
- Don’t use vague words like ‘a lot’, ‘plenty’, ‘various etc’. Grab your audience’s attention with action words, eg ‘initiated’, ‘coordinated’, ‘organised’, ‘demonstrated’ etc.
- Always end your letters with *Yours Faithfully* if you are not addressing someone by name.

Resume Guidelines

- The top two-thirds of your first page is prime real estate – sell yourself here so the reader continues through your document
- Keep it to two pages
- Don’t add a photo or your date of birth
- Don’t use a silly email address
- White space (ie no text) is important, use it carefully to emphasize important words or information
- Place the sections with the most relevant and impressive information first
- Career objective – to assist the reader in interpreting and contextualising the rest of your CV. Focus on qualities, experience, short-term goal and long-term goal.
- Professional Overview
 - Provide a 1-2 line summary about each of your employers to set the scene for the reader. This is important as Australian employers may not know anything about the organisation.
 - Position Summary – what were your responsibilities in the role?
 - Key achievements – what did you achieve in the role?
- Key Skills – choose those skills most relevant to the position and list in order of relevance. For each, provide a specific example that clearly demonstrates your level of competence in this area.
- Interests – this is your opportunity to put some personality into your CV. Use no more than a couple of examples.

Following are examples of a cover letter and resume to help you create your own.

This resume is entirely fictitious and represents a style and content guide only. To remove the text boxes and adapt these sample documents for your own requirements, click on the border edge of the box and hit delete.

Keep the same header in
your cover letter as shown
in your resume.

12 University Parade
Richmond NSW 2753
0406 100 100
sam.taylor@university.edu.au

12 June 2010

Internship Program Officer
Macquarie International
Macquarie University
NSW 2109

Dear Sir/Madam,

Do not be too specific in the area of
internship you are looking for as you may
end up applying for a slightly different field.

I would like to apply for a *Marketing* Internship with your partner organisation. This opportunity holds great interest for me as I would like to pursue a career in marketing and public relations when my Bachelor of Cultural Studies degree is complete. I am confident that this Internship opportunity will provide me with valuable practical experience, industry exposure and the network of contacts I need to realise my goals for a future in this area.

I have sought to maximise my opportunities within the framework of my Degree and throughout the University during my studies here. My participation in the Global Leadership Program has provided the means to meet with key industry spokespeople and build on my public speaking skills. I have also enjoyed being able to mentor and support other students within the Faculty.

This Internship will provide me with a competitive edge when I embark on my career in the Marketing industry. I hope that my record of achievements with the organisation will reflect my value to the team during my time there as well as the training I gained from the experience.

Please contact me on the mobile number above to discuss my application further and arrange an interview appointment.

I look forward to meeting with you.

Yours faithfully,

Sam Taylor

Encl. Resume

If your studies and work experience are
closely related to the Internship you are
applying for, keep the detail neat and to
the point to maintain impact.

Have little or no work experience – or
nothing relevant to your internship? Focus
on your transferable skills, experience and
contribution within the University, and be
enthusiastic about the opportunity to do
an internship.

Sam Taylor

Use this header near your name to insert your address and contact details, keeping them out of the way.

12 University Parade
Richmond NSW 2753
0406 100 100
sam.taylor@university.edu.au

Your career statement should mention your best qualities, any relevant experience, current plan and goals

Career Statement

Organised, adaptable Journalism student with three years experience in radio and print journalism, seeking a cadetship opportunity with a large metropolitan newspaper in order to gain a greater understanding of editorial composition and news preparation.

Education

2008 – 2011 Bachelor of Communications Studies (Journalism)
Macquarie University, Sydney
2007 Higher School Certificate
St Margarets College, Sydney

Remove/insert sections depending on what applies to you. Put those sections first that demonstrate your skills the most.

Professional Overview

May 2008 – Present **Editor** **Macquarie University Newspaper, Sydney**
The Macquarie Student Newspaper is a bi-monthly publication for students covering current affairs, campus news and discussion topics, as well as relevant insights into travel, employment and culture.

Position Summary Interview and profile special guests for feature articles
Coordinate advertising streams and payments with commercial partners
Manage a team of six interview and administration staff on content and deadlines
Participate in campus radio segments three mornings a week

Key Achievements Reached target readership of 4000 in November 2009
Exceeded advertising revenue targets for 2009 by 150%
Promoted to Editor after 2 months with the Newspaper

Pick out the most important points of each position

Feb 2008 – May 2009 **Tutor** **Excellent Essays Etc, North Ryde**
Excellent Essays Etc is a small tutoring company established to help secondary school students with their assignment planning, structure, grammar and spelling.

Position Summary Meet with clients on a fortnightly basis to review assignment progress and deadlines
Conduct training workshops on essay and short answer composition
Support junior tutors with client needs and training plans
Review study notes and revision guides prior to examination period

Key Achievements Achieved a B Grade average from all student clients in assignment submissions
Introduced a client database management system, reducing administration workload
Received referrals and recommendations from local high school teaching staff
Awarded Tutor of the Year for 2008

Aug 2006 – Nov 2007 **Sales Assistant** **Active Sports, Caringbah**
Active Sports is a fitness equipment and clothing franchise, with 18 stores across the Sydney Metro area. The Caringbah team consisted of three sales staff, two assistant managers and a store manager.

Position Summary Consult with store customers on their fitness plans and safety requirements
Revise in-store merchandising displays subject to promotions, new lines and sales

Perform counter sales, returns and exchanges subject to customer requirements

Key Achievements

Learnt to manage customer demands under pressure
Implemented own inventory tracking system to reduce theft and loss
Received industry-recognised training in Health and Fitness Management

Key Skills

Communication

As Editor of the Macquarie University Newspaper, I communicated with a diverse range of people, including verbally with interview subjects, advertisers, and contributors, as well as writing articles and editing the final draft of the newsletter.

Organisation & Time Management

During my time as a tutor, I had to manage and plan for my tutoring around my own study and work, as well as coordinate and support junior tutors. This required careful planning, prioritising and time management.

Teamwork

Our sales team at Active Sports had ambitious sales targets to meet each month, requiring the team to work closely together to support and motivate each other to achieve our goals.

Awards and Achievements

2008

Excellence in First Year Journalism
Macquarie University

2006

Duke of Edinburgh Award – Bronze
International Youth Development and Achievement Association

2006

Senior First Aid Certificate
Centre for First Aid Training and Survival Skills

Further Training

2007

Certificate of Knowledge in Fitness Health and Safety Awareness
Active Sports Training and Development

Competencies

Microsoft Word
Microsoft Project
Microsoft Excel
Italian
Data Entry

Advanced Knowledge
Basic Knowledge
Intermediate Knowledge
Advanced Skills
98% accuracy

6 years experience
1 year experience
2 years experience
4 years experience
2 years experience

Include any languages, computer programs, or other technical skills you have acquired.

Memberships

Current

Agent for Change
Mission Australia – Stand Up for Youth

2007 - 2009

Associate Member
Australian Institute for Educational Tutors

Interests

Building Japanese treehouses
Entertaining family and friends at home with Italian cuisine
Skiing in central New South Wales

Be specific with your interests – going out, eating, movies, music, friends and shopping are not interests – these are activities common to most people

Referees

Available upon request