

COVER LETTER FORMULA

I. FIRST PARAGRAPH – INTRODUCTION

- Introduce yourself and tell them why you're writing (i.e. to apply for a position, be specific as to which position).
- Tell them how you found out about the position.
- Tell them why you're applying to this employer specifically. If it is a career shift, explain briefly why you are making the shift. (This may also be done or expounded in your body paragraph and main themes).
- Describe any connection you have to the employer, and why you want to be in the geographic area if it is a change from where you are currently.
- Finish with a roadmap sentence.
 - Encapsulate your candidacy with 2-3 themes, and tell them why they should hire you in one sentence.
 - This is the epicenter of your cover letter.

II. SECOND (and perhaps THIRD) PARAGRAPH – MEAT AND POTATOES

- Breakdown the roadmap sentence and support the three themes you provided with examples and stories.
- Remember to tie each theme back to why it is relevant to this employer. How will your strengths/characteristics/experiences allow you to make a meaningful impact for this employer?
 - IF you don't have much to say in that regard, you can say at the end of the paragraph, "I would love to bring these skills and experiences to work with your team as"
- Don't forget to lead the reader through your letter with topic sentences and/or transitional phrasing where helpful.

III. FINAL PARAGRAPH – SIGN OFF

- Tell them your application materials are attached.
- Thank them for their consideration.
- If you are an out of town candidate, let them know if/when you'll be in town.
- You can add that you will follow up within a certain time frame (and then follow up).
- Convey enthusiasm!

Candler School of Theology, Office of Career Services

SAMPLE COVER LETTER

2245 Mandalay Way
Burbank, CA 20045

December 18, 2018

Hiring Manager
3492 Rodeo Drive
Los Angeles, CA 20055

Dear Genesis Team:

I am writing to introduce myself and to apply for the Director of STEM/STEAM Education role at Genesis. As a passionate technology educator and artist, I was very excited to see this position nearby. I was also able to speak with Janice Jenkins in your Biological Sciences Department and, as a result of that conversation, I am even more enthusiastic about submitting my application. I believe my passion and experience in technology education, combined with my management expertise and interpersonal skills, would allow me to thrive and bring real value to Genesis in this role.

STEM/STEAM education is my passion and center of my career. I have eight years of experience creating STEM/STEAM curriculum and teaching technology and science to a diverse range of K-8 students, including five years' experience directing a technology-based summer camp. I started out teaching basic technology skills at PlanetBravo and at Thomas Edison Elementary for bilingual students. After this, I became the camp director for the Pasadena location of PlanetBravo, and I am proud to say that enrollment grew from 32 to 64 students under my direction in one year. Additionally, my camp location is also currently over-enrolled for 2018. Through this work in technology education, I have found my passion, which is effectively engaging students through STEM/STEAM instruction. I also get to use my background as a 3D rendering artist and 3D animator.

In addition to teaching and curriculum design, I have significant experience in business and marketing – and I am currently finishing my Master's in Business Design and Arts Leadership at Savannah College of Art and Design. In addition to my Master's at SCAD, I gained hands-on experience in business when I started and ran my own after-school education company. As the CEO, I managed all business matters, including budgeting, insurance, and staff. With this experience, I gained valuable skills and was promoted to Special Programs Director at PlanetBravo where I now manage all the after-school programs, marketing for the camps, facility forms, and the office operations. I wear many hats in this role and have really enjoyed and excelled at building partnerships, working with school facility managers, and other camp staff. I pride myself on my interpersonal skills and team-focus, and I believe it is a big part of what has allowed me to be so successful in my current and previous roles.

In short, I believe I am an excellent fit for the Director of STEM/STEAM Education at Genesis, and I know I would grow as an educator, manager, and as a person in this role. Additionally, it would be a true pleasure to bring my skills and experience to the Genesis team.

I have attached my application materials for you, and I'd be thrilled to speak with you about this role. I am local and could come by for an interview at your convenience. If you have questions until then, you can reach me at (747) 333-8897 or andrea.jones@gmail.com. Thank you so much for your time, I look forward to hearing from you.

Sincerely,

Andrea Jones