



To whom it may concern,

RE: Cover Letter for Social Media and Content Specialist St John WA

As a young and motivated individual I am extremely interested in submitting an application for the advertised Social Media and Content Specialist position with St John WA.

In August of 2021, I completed my Certificate III in Business and Certificate III Active Volunteering. This has given me a range of customer service oriented skills which will meet the needs of this role.

Whilst completing my ATAR studies I worked at both the Department of Education and the City of Swan as a Swimming Instructor. My responsibilities in this role included maintaining strong relationships with clients' parents (swim students) and collaborating closely with managers to create an individualised education for each student. In addition to working with both the Department of Education and the City of Swan, I volunteered with the State Emergency Service and was granted the role of Social Media/Public Relations Coordinator, a role I have undertaken for the last year. These positions have given me very relevant key employability skills whilst also allowing me to experience working in a professional and fast-paced work environment.

With regard to my ability to meet the specific requirements of this job:

- **Customer Service:** Worked 2.5 years with various government bodies, large corporate entities both voluntarily and in paid capacities, liaising with clients and key stakeholders to deliver a personalised experience the client can thrive on.
- **Social Media:** Have 5 years of using social media platforms like Instagram, Facebook, Twitter and LinkedIn to deliver meaningful and useful content to a target audience. Identifying characteristics and qualities of an audience to achieve maximum awareness.
- **Highly Creative:** Utilising Brand and Style Guides to align with an organisation's vision whilst maintaining a high level of professionalism to achieve a desired aesthetic in graphics design. (i.e. Photoshop and Illustrator)

My managers and employers have commended me for my high level of client focused service and team oriented personality and have recognised these traits through awards and unsolicited recommendations. My motivations include learning new things, the challenge of meeting key objectives and working in a team. My referees may be contacted through the information provided on my application.

I understand that you will receive a large number of applications for this role. I do, however, believe that my motivation, commitment and pre-existing skills in addition to volunteering with St John WA for 2 years now, will allow me to fit into your work environment and immediately start supporting the needs of the organisation.

I would appreciate the opportunity to meet with you to discuss my application at an interview. I have enclosed a copy of my resume for your consideration. I can be contacted at all times on the details provided above.