Why Write a Cover Letter?

- Part of a complete application

- Another opportunity to share information about you

- Introduce new information not contained on your resume

- Helps you stand out

- Get an interview!

Types of Cover Letters

Response	Referral	Broadcast
Job Ad is available	Job Ad may / may not be available	No Job Ad is available
Focus on meeting hiring criteria	Focus on mutual connection	Focus on building a relationship
Employment is short term goal	Employment is medium term goal	Employment is long term goal
Include resume	Include resume	Do not include resume
1 page maximum	1 page maximum	1 page maximum

Sections of a Cover Letter

- **Header**
  - Name
  - Contact information
  - City and province (no mailing address)
  - Not in document header
  - Consistent on all job search documents (resume, cover letter, references)
  - Optional:
    - LinkedIn profile, personal website, portfolio, blog, etc.

Sections of a Cover Letter

- **Employer Contact Details**

- Recipient's name

- Recipient's position
  - *If unknown, use "Hiring Manager", "Human Resources" or "Selection Committee"*

- Organization

- Address

- Phone

- Email

Sections of a Cover Letter

- Subject

- Written using the preposition "Re"

  - meaning "in reference to" or "in regard to"

- Similar to the subject of an email

- Include the job title (as written on the job ad)

- Include the job or competition number (if available)

Sections of a Cover Letter

- ## Salutation

  - If recipient is known:
    - Dear Firstname Lastname

  - If recipient is unknown:
    - Dear Hiring Manager
    - Dear Human Resources
    - Dear Selection Committee
      - *<u>Do not</u> use "To whom it may concern", or "Dear Sir/Madam"*

Sections of a Cover Letter

- Body Paragraphs

  - Paragraph 1 – Why are you applying?
    - Interested in the job? Why?
    - Interested in the company? Why?
    - Interested in the field? Why?
    - Focus on intrinsic motivation!
    - Highlight any connections to the employer
      - E.g., values, network, co-op experience, experience as a customer

Sections of a Cover Letter

- Body Paragraphs

- Paragraph 2 – How can you help them?
  - What problems can you help them solve?
  - What tasks can you help them perform?
  - What goals can you help them achieve?
  - This will require some research (products, services, etc.)
    - Job ad, website, social media, YouTube, news, network, annual reports, etc.

Sections of a Cover Letter

- Body Paragraphs

  - Paragraph 3 – What will you do to help them?

    - What steps would you take?

    - What knowledge would you utilize?

    - What experience would you draw upon?

    - Review / highlight past experiences that connect to the position you are applying for.

Sections of a Cover Letter

- ## Body Paragraphs

  - Paragraph 4 – Wrap up and thank you

    - Restate interest and suitability for the position

    - Request interview (include contact information).

    - Answer employer questions (e.g., availability, salary expectations)

    - Employment equity statement (if applicable)

    - Thank-you statement

Sections of a Cover Letter

- Closing

- Appropriate
  - Sincerely
  - Kind regards
  - Warm regards
  - Best regards
  - Best wishes
  - Thank you

- Inappropriate
  - Cheers
  - Ciao
  - Peace
  - Yours truly

Targeting a Cover Letter

- **Why target your cover letter?**
  - Demonstrates that you have read the job posting
  - Grabs employers' attention; helps your application stand out
  - Demonstrates effective communication skills
  - Highlights connections to the company
  - Able to explain potential red flags (e.g., gaps, irregularities)
  - Previews the type of employee you will be

Targeting a Cover Letter

- **How do you target a cover letter?**
  - Identify the following
    - Key hiring criteria
    - Keywords (nouns, verbs)
    - Connections (network contacts, past/present employees)
    - Assets
    - Employer culture

Targeting a Cover Letter

Position: Junior Application Developer
Requisition Number: JD0925
Location: Winnipeg, MB
Reports To: Development Manager

Description
Directly accountable to the Development Manager, the Junior Application Developer contributes to the development and maintenance of internal and client-facing applications that support organizational goals and user needs. In collaboration with the development team, the Junior Developer helps translate functional requirements into working solutions, participates in team code reviews, and assists with testing and deployment.

The developer is responsible for writing, updating, and maintaining code using technologies such as **C#, .NET Core, ASP.NET MVC, and SQL Server**. This position is ideal for students or recent graduates looking to grow practical skills while contributing to real-world software development. The Junior Developer applies emerging knowledge of software best practices, security awareness, and UI/UX principles to create systems that are both effective and user-friendly.

Key Responsibilities
Assist in designing, coding, testing, and documenting software systems
Participate in team meetings, sprint planning, and code reviews
Troubleshoot and debug issues across development and staging environments
Collaborate with QA and support teams to ensure smooth deployments
Learn and apply internal coding standards, secure coding practices, and DevOps workflows

Required Qualifications
Currently enrolled in or recent graduate of a post-secondary program in Computer Science, Software Development, or a related field
Exposure to or coursework in C#, .NET (Core or Framework), MVC, and SQL required
Experience with version control (Git), and basic understanding of REST APIs preferred
Willingness to learn, ask questions, and grow within a collaborative team
Strong communication skills and ability to work both independently and with peers would be an asset

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Directly accountable to the Development Manager, the **Junior Application Developer contributes to the development and maintenance of internal and client-facing applications** that support organizational goals and user needs. In collaboration with the development team, the Junior Developer **helps translate functional requirements into working solutions, participates in team code reviews, and assists with testing and deployment**.

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James Dean

(204) 000-1234 | email@email.com | Winnipeg, MB

September 16, 2025

Hiring Committee
IC Group Inc.
383 Dovercourt Drive
Winnipeg, MB R3Y 1V6

careers@icgroupinc.com

RE: Junior Application Developer – Requisition #JD0925

Dear Hiring Committee,

I am writing to express my interest in the Junior Application Developer position (Requisition #JD0925) at IC Group Inc. As a current student in the Application Development and Delivery program at Red River College Polytechnic, I am eager to contribute to a collaborative, security-focused team while continuing to develop my technical skills in a professional environment. Your commitment to delivering secure, enterprise-grade solutions across critical industries aligns well with my career goals.

In my most recent academic project, I led the back-end development of a scheduling system built with ASP.NET MVC. I was responsible for database design, controller logic, and coordinating sprint tasks to ensure timely delivery. I have also worked with REST APIs, Git, Azure DevOps, and Visual Studio, all of which are tools I understand are part of Junior Application Developer's development workflow at IC Group Inc.

I am confident in my ability to write clean, maintainable code, participate in peer reviews, and support deployment and testing activities. I am equally comfortable asking questions, learning from feedback, and contributing positively to a team environment—qualities I understand are essential in a Junior Application Developer's role.

Thank you for considering my application for Junior Application Developer's position. I would welcome the opportunity to speak with you further about how I can contribute to IC Group's development team. I am available for full-time work and am legally entitled to work in Canada without restrictions. I can be reached at (204) 000-1234 or via email at email@email.com.

Sincerely,

James Dean

Writing Cover Letters

- **How to write effective cover letters:**

  - One page in length; follow business letter structure

  - Target language to the position and the company

  - Write in short sentences

  - Use plain language

  - Use active voice (not passive voice)

  - Write in first person

Fraud Alert: Job Scams

Each year, there are attempts to scam students through fraudulent job postings.

You can avoid scams by watching for these warning signs:

- You are offered a job without an application or interview.
- You are offered a job different (better) than the one you applied for.
- You are promised high pay for easy work or a limited amount of work hours.
- You are asked to use your bank account to conduct business on behalf of the company.
- You are told to pay for training, software or materials.
- You are told to use your money to purchase gift cards or other items of value for the "employer".

Many scammers now have professional-looking websites with matching emails, which make it difficult to determine their legitimacy.

👉 If you are ever suspicious about a job ad, please contact us at careerservices@rrc.ca