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| **Writing a Cover Letter - Assessment Rubric** |

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| **Criteria** | **Excellent** | **Average** | **Unacceptable** |
| **Style, Appearance and Tone** | * Is appropriate in length (no more than 1 page unless the position description or advertisement specifies maximum length) * Font style and size are readable and consistent (11-12 pt font, Arial, Calibri, Times New Roman) * Uses correct business letter format * Format is consistent * Information fills the page(s) without overcrowding * Sentences are fluent without the overuse of sentences commencing with “I have” or “I did” * Letter is signed | * Page appear crowded but total length doesn’t exceed 1 page * Minor formatting errors * Content is relevant but sentences are not fluent with overuse of sentences commencing with “I have” or “I did” | * Exceeds 1 page * Font style is difficult to read * Font size is less than 11 or more than 12pt |
| **Grammar, spelling & Punctuation** | * Error free spelling * Error free grammar * Error free punctuation | * Contains 1-2 minor errors (punctuation) | * Has 3 or more minor errors * Has a significant error (eg incorrect spelling of a the company name) |
| **Contact/Personal information** | * Includes name, address, email address, phone | * Email address is too informal * Name does not stand out from other content | * Missing name, address, email address or phone number * Email address is inappropriate |
| **Opening Paragraph** | * Introduces applicant and identifies the purpose of the letter (ie what role is being applied for) * For advertised positions identifies where the vacancy was sourced from and reference/job number (if applicable) * Identifies qualifications, skills and experience relevant to the position (in summary) * Motivates the reader to want to keep reading | * Uses abbreviations for qualification * Identifies the purpose of the letter but omits other key information | * The purpose of the letter is not stated or unclear |
| **Middle Paragraphs** | * States clearly and concisely the reasons for being interested in the job and/or organisation * Illustrates that research has been done into the company and an understanding of the business/organisation * Shows enthusiasm for the role and organisation * Demonstrates how experience and skills fit the position (Examples could be through education/training/work/co and extra-curricular activities etc) | * One element is missing from these paragraphs | * This paragraph contains irrelevant information that does not relate to the position * Multiple elements are missing from this paragraph |
| **Closing Paragraph** | * Identifies any documents that accompany the cover letter (eg resume, transcripts etc) * Expresses an interest in attending an interview * Advises method(s) for employer to make contact * For unadvertised positions indicates how and when the applicant will follow up from the cover letter * Closes with “Yours Sincerely” | * One element is missing from this paragraph | * There is no closing paragraph |