LET'S HAVE A LOOK AT:
THE FORMAT OF YOUR COVER LETTER:

- Your cover letter should be clear and concise. Keep it short –

- ideally, your letter should fit onto one side of an A4 page.

- Use a standard font, such as Arial or Times New Roman, to type your e-mail.

- If you are sending a hard copy of your cover letter: use the standard letter format, with your address at the top right, and the recipient's address below that, on the left.

- If you are sending your cover letter via e-mail: write the letter in the body of the e-mail, and start with the salutation (instead of your address).

- If you are responding to a job advertisement via e-mail, use the subject line provided in the advertisement. If no subject line was provided, use a relevant subject line that refers to the position being advertised. E.g. "Application for Project Management Assistant position (ref. no. 4231)".

Salutation

If you know the name of the person to whom you are writing:
- Start your letter by addressing the recipient by name: e.g. "Dear Mr John Smith/Dear Ms Joanne Smith"

If you don't know the name of the person to whom you are writing (and only if you have no way of establishing the recipient's name):
- Start your letter by addressing the recipient in one of the following ways: "Dear Hiring Manager" or "Dear Sir/Madam"

In an e-mail, you can also leave out the salutation entirely (and replace it with a subject line) if you don't know the name of the intended recipient, and you feel uncomfortable using an impersonal salutation such as "Dear Sir/Madam".