

What is a cover letter?

An employer gets most of the information they want from your CV, a cover letter can be an email or a ‘word’ / pdf document which is attached along with your CV. It should not be a repeat of your CV but an introduction to you, an extra chance to sell yourself and show some personality. Please find below some pointers of what should be included in your covering letter.

* Examine the job advert
	+ Essential skills (good communication / horticultural knowledge / customer service etc.)
	+ What qualifications and work experience have they asked for?
	+ Personal qualities
	+ Information about the role

The aim of the cover letter is to highlight to the employer and us as the recruiting agency how you fit the position your applying for and what parts of your career so far will be of most interest.

**The cover letter**

To: *exmaple@email.co.uk*

Subject: *example job title*

 Dear *consultant’s name or name of person recruiting if known if not address as follows ‘To whom it may concern’.*

I am writing to apply for the *job title within your compan*y I have attached my CV for your consideration.

I am a qualified or have accreditations… *mention the qualification/accreditations whether it is an essential or a desirable requirement noted in the job description. If the job descriptions asks if you have passion whether it be for horticulture/ sales / etc .mention it here followed by examples of how you have gained the passion, previous jobs, hobbies etc.*

My relevant skills and experience would make me a good candidate for this job as I have good knowledge of… *mention the sector or area of horticulture you have gained your knowledge relevant to the vacancy*. I have produced … *note specifics* (*Soft/hard landscapes of plan* /*managed a team of x /increased the companies turnover by x /profitability by x)* which I feel will be beneficial in the role.

*Lastly conclude with some personal attributes that make you suited to the role such as… hard working, ensuring that work is completed to a high standard, how you motivate yourself and others and examples of these.*

I look forward to hearing from you to discuss the role further.

Kind regards,

Sam Tester