GUIDE TO
EMPLOYER COMMUNICATION

**First Steps**
✓ Research the company where you want to work and look at the specific qualifications listed for the position for which you are applying.
✓ Highlight your personal skills and experiences in a way that matches the listed qualifications.
✓ Construct a rough draft of your cover letter and have it reviewed by peers and advisors. Editing your draft several times will help ensure that your final copy is polished and professional.

**First Steps**
✓ Remember the name of the person or people who interviewed you so that you can personally address the letter to them.
✓ Make yourself and your interview stand out by taking the time to make a personal connection with the interviewer.

**How Do I Communicate Effectively With Employers?**
Communicating effectively with employers involves a variety of tactics...
- Cover Letters
- Email Communication – intro email and replying to...
- LinkedIn – interacting with connections and messaging
- Thank You Letters

**What Is A Cover Letter?**
A cover letter is intended to complement your résumé by adding a more personal touch to your application. It gives you the opportunity to...
- Tell the employer what type of position you are seeking and why.
- Entice the employer to learn more about you by examining your résumé.
- Elaborate on your experiences and the ways they have made you qualified for the position.
- Impress the employer by showcasing your knowledge about the company and/or its goals.
- Show the employer how well you can express yourself.

**Getting Started**
Address the letter to a specific individual. Call to request the name and title of the person responsible for hiring applicants for the position you are interested in holding. You may direct the letter to an individual, a specific job title, or a group. Some examples may include Mr. John Doe, Human
Resources Representative, or Hiring Committee. If these don’t fit, simply begin the letter without a salutation.

**State the position for which you are applying and point out your relevant qualifications.** Do not merely list the contents of your résumé. Select one or two specific experiences relevant to the job and discuss them in more detail than the bullet points included on your other application documents. Fill in the blanks your résumé leaves open. Tell the employer why you are uniquely suited for the job, but try to avoid using the word “I” to start every sentence.

**Tailor your letters to the needs of the company and requirements of the position.** How will the employer benefit by hiring you? Want ads, company publications, and job descriptions offer clues about what skills and characteristics to highlight. Use this information (along with your company research) to let them know that you are aware of and possess exactly what they are looking for.

**Remember!**

- Match your stationery and résumé in size, weight, and shade without exceeding one page.
- When writing, avoid listing your skills and starting all sentences with “I”.
- Don’t forget to sound positive and confident!
- This is a professional document, so use proper spelling and grammar. Avoid abbreviations, text lingo, and slang terms.

**COVER LETTER STRUCTURE**
Today’s Date

123 Hitt Street
Columbia, Missouri 65201
TrumanTiger@mail.missouri.edu
(573)123-4567
(Space down four spaces)

Mr. /Ms. Recruiter or Employer’s Full Name
Recruiter’s Job Title
Department Name
Company Name
Street Address
City, State Zip Code

Dear Mr. or Ms. __________,

While researching publishing companies online, I discovered an opening on your firm’s website for an Editorial Assistant. I would like to be considered for this position at the company headquarters in Kansas City and am very excited about the opportunity to apply. This May, I will graduate from the University of Missouri with a bachelor’s degree in English, and I would like to use the knowledge, skills, and experience that I have gained to contribute to Walsworth Publishing.

Through valuable experiences at several newspapers and magazines, I have found a love for all things layout, editing and feature writing. For the past year, I have been the lead copy editor for The Maneater, a bi-weekly campus newspaper with a readership of 30,000. In addition, I interned as a writer and editor for Mizzou Weekly, a faculty and staff publication, and reported on the health and science beat for the Columbia Missourian. By creating copy and editing, I have improved my writing skills, learned to develop engaging stories, and honed my eye for detail and accuracy. If selected, I am confident I will bring creativity, professionalism, and a unique writing style to the job.

Walsworth Publishing’s commitment to young readers and reputation for excellence are compelling reasons why I would like to join your team. My communication style would fit well with the youth population your publications reach. A passion for crafting messages and captivating a reader through storytelling are values I share with your current staff. Contributing to a firm, who through content writing and graphic representation bring to life such effective publications, would be extremely motivating and exciting if given the chance to do so.

I would like to discuss my interests and qualifications with you in person and have enclosed a résumé for your review. You may reach me at TrumanTiger@mail.missouri.edu or (573)123-4567, and can reference writing samples and additional information through www.linkedin.com/in/trumantiger. Thank you very much for your consideration.

Sincerely,

Truman Tiger
Truman Tiger

The opening paragraph should state why you are writing.
- Explain why you are interested in the organization and position.
- If someone referred you to the employer, this is the best place to mention that person’s name.
- Be sure to entice the reader and make them want to know you better through your enthusiasm.

The second paragraph is devoted to explaining how you are qualified.
- Draw attention to your résumé and highlight specific skills, achievements, and qualifications related to the position.
- Talk about any relevant experiences, especially if not mentioned on your résumé.
- Avoid making this section into a list by breaking things up using short examples to expand upon and illustrate certain qualities.

The third paragraph states why you are right for this job.
- Demonstrate your knowledge of the employer and industry to show the employer that you are informed about the type of work and experience required.
- Restate why you should be considered for the position by identifying ways you fit with their mission, goals, and/or culture.
- Focus on what you can contribute to them, not what they can do for you.

The closing paragraph states what you will do next or what you would like the recipient of the letter to do next.
- Request an in-person meeting or inform the employer of a specific timeframe when you will contact them.
- Restate your phone number and email address in case this becomes separated from your résumé.
- Thank the employer for their time.

What is a Thank You Letter?

Purpose

A thank you letter should be sent after you meet a networking contact, after an informational interview, job shadowing experience, a scholarship, internship or job interview. The general purpose of a thank you letter is to show gratitude to the contact for his or her time and information. A thank you letter also provides you with another chance to remind an interviewer of your interest in the position/award and the skills that you have to offer.

Cover Letters
TIMELINESS

Thank you letters should be sent promptly after the interview (within 24 hours if possible), because you will still be on the contact’s mind. Timely thank you letters make a good impression on a person considering you for a job or potential member of your long-term network. Timeliness is particularly important in potential employment situations where the employer might make a quick hiring decision.

FORMAT

Depending on the situation and the contact to which you are writing the letter, you can choose between a hand-written note, a typed letter, or an email. If you have a more casual contact or if the organization for which you are interviewing is a small business or non-profit organization, it might be more appropriate to send a hand-written note or card. In cases of dealing with a large corporation or a more formal business contact, you might consider a business letter format or an email. Lastly, an email format would be recommended if you are interviewing with a group who may be making their hiring decision in a very short time frame from when you interview. You can always follow up with a handwritten note afterwards.

ADDRESSING

Ideally, you should send a separate thank you letter to each person with whom you had contact. If you were a part of a panel interview, you should send a letter to each interviewer, if possible. If for some reason you were not able to get everyone’s full name, consider contacting an administrative associate with the company or organization to obtain more detailed information about proper spelling, address, and so forth. Try to get business cards from your interviewers before you leave the interview, or look them up on LinkedIn!

IMPACT

In many cases, a simple thank you letter addressing your genuine interest and gratitude can make the difference between being hired and being overlooked. Amidst a job search, you should look for any opportunity to set yourself apart such as a tailored cover letter or making a follow-up phone call directly to an employer to introduce yourself after you send in an application. It is assumed only 10% of candidates send a thank you letter, so take the time to make yourself stand out!

SUGGESTED THANK YOU LETTER FORMAT AND EXAMPLE
Dear Mr. Quinn,

Thank you for the opportunity to interview yesterday for the Sales Trainee position. I enjoyed meeting you and learning more about Davis Enterprises. You have a fine staff and a sophisticated approach to marketing.

Davis Enterprises appears to be growing in a direction that matches my career goals. Your organization’s emphasis on creative advertising parallels my interests in utilizing new media. The interview with you and your staff confirmed my initial positive impressions of Davis Enterprises, and I want to reiterate my strong interest in working for you. My prior experience in running social media campaigns plus my training in communication would enable me to progress steadily through your training program and quickly become a productive member of your sales team.

Again, thank you for your consideration. If you need any additional information, please feel free to call me at (444) 222-7777.

Sincerely,

Cary Harmon

NEXT STEPS

✓ Come to the MU Career Center to talk with someone about your job search! Schedule a mock interview, request interview help, or have your résumé and/or cover letter reviewed.
✓ Visit https://career.missouri.edu and click on the “Resources” Tab to visit Mizzou Career Tools, where you can search our site for more handouts on this and other topics relevant to you!