

Cover Letter

A. Presentation Checklist	Satisfactory	Unsatisfactory
1. Is the cover letter original and written specifically for this application?		
2. Does the header include your name and contact information and is it consistent with the header used in the resume?		
3. Is the contact information of the hiring organization included?		
4. Is the date included?		
5. Is the letter free of spelling and grammatical errors?		
6. Is the letter one page and formatted with a clear introduction, body and closing? <i>(Unless a longer cover letter is appropriate, e.g. for federal public service applications)</i>		
7. If you are emailing or uploading your application, is the document saved as per the requested format and file name? <i>Tip: Unless the job posting instructs otherwise, save your cover letter and resume together in one pdf. Include your first name, last name, and job posting name/number in the file name unless the posting requests differently.</i>		
B. Targeting Checklist	Satisfactory	Unsatisfactory
1. Does the letter include a salutation addressed to a specific person (if possible) or an appropriate general salutation? <i>Tip: Avoid overused salutations such as "To Whom it May Concern" or "Dear Sir/Madam". If you can't find the name of the person recruiting, consider alternative generic salutations such as "Dear Recruitment Team" or "To the [Department Name]" (if it's likely that there are multiple decision makers).</i> <i>If you think one individual will be shortlisting and can't find a specific name or job title, it's ok to use "Dear Hiring Manager".</i>		
2. Do you clearly mention the job title of the target position and if applicable, the job posting number?		
3. Did you include a referral name or other relevant connection to the organization if you have one? (e.g. If you were a former employee, client, volunteer, alumni, etc.)		
4. Do you express why you are interested in the organization?		
5. Do you write from the perspective of what you can do for them, connecting your skills and experiences to current and future challenges they face? <i>Tip: If all of your paragraphs begin with "I", you need to change your approach.</i>		
6. Have you matched your experience and qualifications with the most important points in the posting?		
7. Have you used important keywords?		