



Format guidelines for writing a good covering letter

The usual guidelines for a covering letter are:

Length

Usually one side of A4. If sending a hardcopy by post use good quality, plain paper.

Addresses

Put your address in the top right hand corner, leave one line then on the left put the employer's name, job title and address. Leave one line and then put the date (DD/MM/YY). Always try and write to a specific, named person. Use their correct title in the salutation i.e. 'Dear Mr Jones' or 'Dear Ms Smith'. If you really cannot find a name use 'Dear Sir/Madam'.

Job title/vacancy reference

If the job vacancy has a title and a reference use this after the salutation, before your first paragraph. If you are writing a speculative letter add a title describing the topic of the letter eg: "Seeking work shadowing opportunity in May 2017".

Paragraphs

Use 3 or 4 well-constructed, concise paragraphs. See content guidelines and suggestions on previous page and sample letter overleaf.

End the letter correctly

If you address the letter to a named person i.e. 'Dear Ms Smith' sign off with 'Yours sincerely'. Use 'Yours faithfully' if the letter is addressed to 'Dear Sir/Madam'. Then leave a few lines and type your name in full, leaving space for your signature.

Ground Floor Flat
Kinn Road
Oxford
OX2 6BB

27th March 2018

Sam Jones
Oxford Universal Publishers
Great Clarendon Street
Oxford
OX2 6DP

Dear Ms Jones

Re: Marketing Assistant (W07/076)

I am writing to apply for the position of Marketing Assistant as advertised on the Oxford Universal Publishers website. Enclosed is my CV for your consideration.

I am not only drawn to OUP because of its global reputation as a leading publisher, but also because of its focus on education. My recent experience as an undergraduate and 'end user' of academic journals such as Essays in Criticism and The Review of English Studies has sparked an interest in how they are produced and targeted. I welcome the opportunity to explore this further in a marketing role at Oxford Universal Publishers.

My current position as UK Marketing Assistant at Publishing Co, together with my role as Concert Manager at Oxford Brookes University have given me a strong interest in a marketing career. As a Marketing Assistant my duties include designing print materials such as posters, booklets, and leaflets using Adobe InDesign and Photoshop. The designing process requires a high level of attention to detail, taking into account marks and bleeds, image resolutions, and ink coverage to ensure the end product is of the highest quality. Liaising with suppliers regarding our events and the materials we need has allowed me to develop my networking and account management skills. Discussing the most appropriate products for the work we produce and estimated delivery times allowed me to forge a stronger relationship with our suppliers. In addition, managing the company's contact database has developed my account management skills, ensuring all contact addresses and invoicing details are up to date.

As a concert manager, my duties included managing our social media pages such as: Facebook, Twitter, and Instagram. This involved uploading images and promotional offers for current and upcoming events. I also developed my oral communication skills liaising with musicians about time-slots and equipment requirements. Writing reviews for Oxford's 'Daily Info' has enhanced my copywriting and written communication skills, ensuring all work has the correct spelling and grammar.

As a result of my experience to date both professionally and academically, I believe that I could make a valuable contribution to OUP as a Marketing Assistant. I look forward to hearing from you. I am available for interview at any time.

Yours sincerely,

Jane Schiller

Job description

Company: Oxford Universal Publishers

Department: Marketing

Title of Post: Marketing Assistant

Post Number: W07/076

Overall purpose of post: To assist with the development and implementation of the OUP's marketing strategy in order to raise the profile of the company. Support the delivery of a range of marketing activities including communications, production of digital and printed marketing materials, events organisation and promotional activity.

Skills and experience required for post: Experience in a marketing related post with excellent creative, organisational, communication, teamwork and IT skills.

Main duties:

1. Contribute to the development and implementation of OUP's Marketing & Communication Strategy;
2. Contribute to the creation, maintenance and production of imaginative marketing materials within the Company's branding guidelines;
3. Assist with the development and maintenance of OUP's website within company branding guidelines;
4. Contribute to social media accounts (Facebook, LinkedIn) to maximise the positive exposure of OUP.

Person specification

Specification	Essential	Desirable
1. Education	Undergraduate degree or relevant experience.	
2. Relevant Experience	<p>Proven design, marketing and promotion work.</p> <p>Experience of networking and relationship / account management.</p> <p>Competent user of Microsoft Office, design software.</p> <p>Digital and online development to include designing and updating websites and setting up and managing social media accounts, Facebook, LinkedIn etc.</p> <p>Writing / designing for the web and social media.</p> <p>Experience of administrative systems and processes in particular recording and managing contact databases.</p>	<p>Knowledge of Adobe In-Design Software</p> <p>Knowledge of CMS</p> <p>Experience of a CRM system</p>
3. Relevant Skills/ Aptitudes	<p>Confident and professional manner to establish rapport with clients & colleagues.</p> <p>Good standard of spoken English, speaks clearly and confidently, able to present to and network with internal and external stakeholders.</p> <p>Demonstrable written communication skills in English for example, writing and editing marketing copy.</p> <p>Strong attention to detail when writing copy and carrying out administrative tasks.</p> <p>Ability to work flexibly and co-operatively in a team and across the wider company.</p> <p>Ability to act on own initiative and demonstrate problem-solving skills.</p>	