



performance
lifestyle

Sample Covering letter (for a specific job vacancy)

Mr John Jones
Public Relations Ltd
22 Bloggs Road
Seatown
TH5 6GB

17th January 2003

Dear Mr Jones

Re: Sailing PR Manager

I am writing to apply for the position of Sailing PR Manager as advertised the Sports Recruitment Company's Website and have attached a copy of my C.V. for your consideration.

Having recently ceased competing as a full-time member of the British Olympic Sailing Team, I am very keen to pursue a career within sport promotion. This position represents an exciting and highly motivation opportunity to do so whilst making best use of my unique sports specific experience.

As a 'World Class' athlete it was essential for me to develop my Public Relation skills through constant interaction with the media, sponsors and event co-ordinators. I appreciate that this may not be the dedicated PR background form, which other applicants will draw from, but I am confident I possess a highly transferable set of skills that will be ideally suited to the position.

Since moving away from full time competition I have been actively involved with the Royal Yachting Association's 'Youth Programme'. As 'Youth Squad Head Coach' I . This position has further enhanced my management skills together with developing my inter-personal skills.

My undergraduate degree in 'Sports Studies with Business', together with subsequent practical experience, has furnished me with the marketing expertise required by this position. In addition to this, I have excellent communication and presentation skills as well as being well versed in the used of MS Word, PowerPoint, Excel and Internet based operations.

I would greatly value the chance to build a career within Public Relations and hope that my C.V. will persuade you of my potential to fulfil this role.

Yours sincerely,

John Smith