House number/ flat number

Street name

City

POSTCODE

Company name

Building number/street name

City

POSTCODE

Day Month Year

Dear \*[insert salutation](https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters)\* i.e. Mr Harris, or Sir/ Madam, or Hiring Manager,

1st PARAGRAPH: **Give context as to who you are and why you are writing to the employer** i.e. *“As a current postgraduate student studying Master’s in Business Management with Professional Placement Year at Cardiff University Business School, I am writing to apply for \*placement title\*, at \*insert company name\*, as seen advertised on/through \*insert where you saw the placement being advertised\*. The Placement Year takes place in the second year of a 2-year Master’s programme and forms an integral part of the course. Please find my CV enclosed for your consideration.”*

2nd PARAGRAPH: **Tell the employer what attracts you to the role and their company.** Use the placement advert, job description and/or person specification to help you identify the responsibilities of the role; then write genuine reasons about **why** you want to do this role. Research the company’s website, social media, job advert and/or job description, to understand the company’s business, culture and values. Write genuine reasons about **why you want to work for this company.** Don’t copy and paste from the website or job description and don’t be tempted to tell the employer what they already know! It is important to show the employer that you understand the role and their company and can explain your motivations for wanting to work for them.

3rd PARAGRAPH: Using the research that helped you write the second paragraph, **tell the employer about the skills, knowledge and experience you have that relates to the role.** Cross-referring your CV can be useful i.e., *“you will see from my CV that I…”* Don’t copy statements directly from your CV. Use examples from clubs, societies, volunteering, part-time jobs, placements, internships, and academic work. Use the STAR (Situation, Target, Action, Result) technique to demonstrate how you meet the requirements of the role, using examples from your previous experience.

4th PARAGRAPH – **This is a recommended paragraph for international students:** *“As an international student on a 2-year master’s programme, my Student visa allows me to work full-time during my placement in the UK. Unlike undergraduate students, I am not required to return to university on completion of my placement year. Therefore, if the opportunity arose, I would be in position to graduate into a role within the business following my placement.. I am eligible to work in the UK for a two-year period if I apply to the Graduate visa (which does not require employer sponsorship) and am eligible to apply for permission to work under the Skilled Worker visa upon receipt of a qualifying job offer from a sponsoring employer. You can access government guidance on these routes* [*here*](https://www.gov.uk/apply-sponsor-licence#more-information)*.* [*Recruiting International Graduates: A Guide for Employers*](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fukcisa.org.uk%2Fuploads%2Ffiles%2F1%2FRecruiting_International_Graduates-ISEG.pdf&data=05%7C02%7CHarrisJ35%40cardiff.ac.uk%7C20d9d170d651489f367d08dc99cf698d%7Cbdb74b3095684856bdbf06759778fcbc%7C1%7C0%7C638554364655908616%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=GOrJbRbzhvBQgaOoUBHGhhhwRUqcYwW73kAycuV4itk%3D&reserved=0)*, endorsed by the Institute of Student Employers and the CBI, is also useful”.*

5th PARAGRAPH: **This is your closing paragraph.** Reaffirm your suitability for the role and your enthusiasm about the prospect of working for the employer. Thank the employer for taking the time to read your application and explain that you look forward to hearing from them and that you are happy to provide any further information if needed.

\*[Insert closing](https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters)\* i.e. Yours sincerely (if the name of the addressee is known) or Yours faithfully (if you don’t know the name of the addressee),

**Your first name and surname**