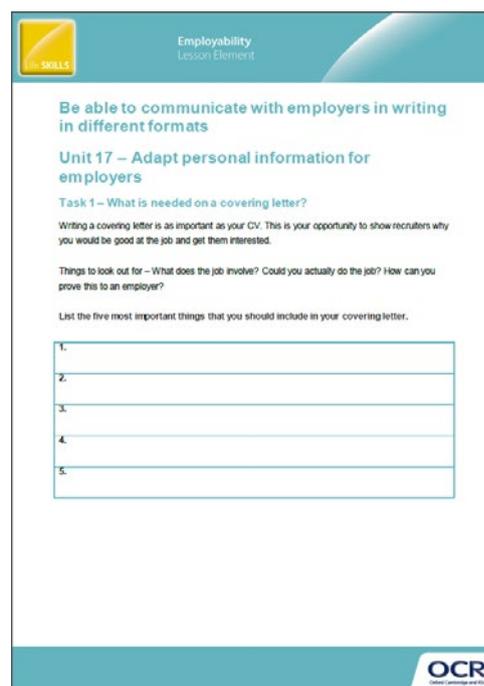


Be able to communicate with employers in writing in different formats

Unit 17 – Adapt personal information for employers

Instructions and answers for teachers

These instructions should accompany the OCR Lesson Element ‘**Be able to communicate with employers in writing in different formats**’, which support OCR Awards and Certificates in Employability Skills Unit 17 – Adapt personal information for employers.



The screenshot shows a lesson element page with the following content:

Be able to communicate with employers in writing in different formats

Unit 17 – Adapt personal information for employers

Task 1 – What is needed on a covering letter?

Writing a covering letter is as important as your CV. This is your opportunity to show recruiters why you would be good at the job and get them interested.

Things to look out for – What does the job involve? Could you actually do the job? How can you prove this to an employer?

List the five most important things that you should include in your covering letter.

1.	
2.	
3.	
4.	
5.	

OCR logo is visible in the bottom right corner of the page.

Associated files

Lesson Element Activity – ‘Be able to communicate with employers in writing in different formats’

Expected duration

Task 1 – 20 minutes
Task 2 – 45 minutes
Task 3 – 45 minutes

Task 1 – What is needed on a covering letter?

Use the following website:

<http://www.totaljobs.com/careers-advice/cvs-and-applications/cover-letter-tips>

The key points to remember are:

- Write individual cover letters for every job you apply for. Even if the basics are the same you need to tailor it to each role to succeed
- Try and find out a contact name so you can personalise your letter or email
- Remind the recruiter what they're looking for
- Tell them you are what they're looking for (and explain how you fit the job description)
- Demonstrate why you are the best choice with examples
- Use bullet points to get maximum impact
- Be specific and keep it simple
- Be enthusiastic and show them you've done your research on the company
- In the final paragraph, point the addressee to the CV you have attached or enclosed for further details, and thank that person for their time and consideration
- It's a good idea to sign off with a positive statement to prompt the recruiter to take action. Be assertive and never apologetic.

Learners may come up with their own suggestions which if they are relevant are acceptable.

Task 2 – Adapting an application

The errors within the covering letter are highlighted below.

Jane Brown

12 high street

York

Yr7 8np

07777666655

jbrown@home.coz

SUPERCO

Penny lane

York

Dear sir or madam

I am writing in reply to your recent advertissment for a checkout supervisor at the penny lane store.

I have recent expereince working in a small supermarket where I worked on the checkouts, stacking shelves and taking in deliverys. I worked there part time for 18 months and was very reliable and competent at the job.

I am flexible with the hours I can offer and am able to start work imediately. I am keen to get work in this area and hope you can interview me for the job.

I enclose my CV with this letter for you to consider

Please do not hesitiat e to contact me if you have any questions.

Yours fathfully

J.A.Brown

Jane Ann Brown (Ms)

The learners should re-write the second and third paragraph giving more details about Jane's skills and experience.



Below is an example but learner responses will vary:

Jane Brown
12 High Street
York
YR7 8NP
07777666655
jbrown@home.coz

SUPERCO
Penny Lane
York

Dear Sir or Madam

I am writing in reply to your recent advertisement for a checkout supervisor at the Penny Lane store.

I have had recent experience of working in a small supermarket. I worked for 15 hours a week whilst I studied at York College for a qualification in Customer Service. I worked across the supermarket and gained some useful experience in several areas mainly using the checkouts, monitoring and re-stocking the shelves and organising deliveries and the relevant paperwork. My supervisor would confirm that for eighteen months I was conscientious and reliable. I now hold a Level 2 qualification in customer relations and would be very interested in obtaining further qualifications in this area when the time is right.

I am able to be flexible with the hours I can offer, including both evenings and weekends and am able to start work immediately. I am enthusiastic about working in the retail industry and this is exactly the type of job I have been looking for. I look forward to hearing from you and hope that you can offer me an interview for this job.

I enclose my CV with this letter for you to consider.

Please do not hesitate to contact me if you have any questions.

Yours faithfully

J.A. Brown



Task 3 – Writing a covering letter

Learners could find a suitable job and write a covering letter to support their application.

Below is a template for a covering letter.

	Name
	Address: Full Postal Address
Telephone: Include the telephone number you use the most or both mobile and landline	Email: full email address
COMPANY NAME AND ADDRESS	
TAILORED RESPONSE (in response to a specific job advertisement and in line with person specifications and job descriptions)	
Dear Sir / Madam	
Job applied for	
<i>“As you will note from my enclosed CV/application form.....”</i> use this opportunity to provide a brief overview of your CV/application form, focusing on the elements that you believe would interest the reader.	
The next paragraph is a great place to put your transferable skills. If you have been made redundant or are unemployed tell the reader that, just as you should let them know if you are looking for a first job after leaving school or college.	
Any skills you feel you have should also be covered in the letter; let the reader know if you are good at communicating with people or can work well under pressure.	
Try and keep it to one page.	
You could end your letter with something like: <i>“Please do not hesitate to call me on (include your telephone number) if you are interested so we can discuss this further.”</i>	
Yours faithfully,	
<i>Signature</i>	
Print your full name here	



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