

Speculative cover letter for a job in marketing

I. Things to consider when writing a speculative cover letter

When searching and applying for a job nowadays, many applicants simply write to a company in the hope that a position maybe available or that will be available in the near future. Marketing, due to the fast and dynamic nature of the sector means that new positions can become available without too much warning, meaning that a speculative application can often advised in this area.

When applying to speculatively for a job in marketing Steps you should follow when writing a speculative cover letter:

- With the volume of applications received by a recruiter it can be difficult to make your application stand out, but it is important to find a way to do so. Some recommend send a postal application to accompany an online application for example.
- Follow the usual practise of writing a professional letter, but keep the letter in line with the marketing ethos – short, punchy and catchy. Too much information and too many long sentences make the letter heavy and difficult to follow.
- Include your strengths and specialities, along with any gained experience. Mention also any transferrable skills that you have as this will show your adaptability.

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Re: Potential position in marketing

Dear Mr Adams,

I am writing to you as a highly motivated young professional wanting to work for Whistlers Marketing Company. You have the reputation for working with quality products, you offer excellent career development and have been the market leader consistently for the last years. I am currently seeking a position as a marketing trainee but I would be also happy to consider any other related positions you have within this field .

I am fully aware that to be successful in marketing you need to be flexible, work to tight deadlines and produce quality work under pressure. These are all qualities that I have obtained during my degree and previous employment.

I am well organised and have developed leadership skills and responsibility during my voluntary work for a local charity organisation. I strive to get the best results possible; I work well within a team and also independently whilst not being afraid to ask for direction if needed.

Thank you for taking the time to read my letter, if any suitable positions are open or will open in the future I would really appreciate your consideration. If you have any further questions please contact me.

Yours sincerely

Cedric Fuller