

Sample résumé cover letter

June 24, 2007

Human Resources
The University of Nebraska Medical Center
Omaha, Nebraska

Regarding: Director, Public Affairs

Please consider me for the job of UNMC Director of Public Affairs. I am excited about the possibility of helping the Medical Center tell its story to audiences in Nebraska and beyond.

Born and raised in Omaha, I have been familiar with UNMC for as long as I can remember. One of my uncles, Harold Jones, was an early graduate of the College of Medicine. I have watched the complex grow and have seen perceptions of it change from a "charity hospital" to a widely esteemed center for learning and teaching, groundbreaking research, state-of-the-art diagnosis and treatment of *patients* (rather than *conditions*), and service to the disadvantaged.

Most recently, I have watched with interest how UNMC is incorporating "accessibility" into its brand in ways that are both direct and subtle, from the style of advertising and promotion to the design of new buildings. It is as if the Medical Center is physically and metaphorically opening itself up to the community in visible new ways. The fact that UNMC is a necessary and welcoming resource to local and international communities is being clearly announced and well articulated. It's exciting to see.

One of my strengths, from a public-relations standpoint, is ensuring brand consistency so that perceptions are strengthened rather than sabotaged. I believe it's essential that every interaction between UNMC and "the public," broadly defined, support the principle of accessibility. Large organizations are becoming aware of the need to break down the barriers, real and perceived, that separate them from their constituents. Those barriers can range from an unfriendly employee on the other end of the phone to written communications (letters, reports, brochures) in convoluted academic jargon. In my years as an editor at the University of Arizona, I became an expert in translating academic language for specific audiences — faculty, business and community groups, other professionals, students, or the public — in all cases making it clearer and more inviting.

I would enjoy learning more about the Public Affairs Director position and seeing how my skills and experience might benefit UNMC and its image. Please call me at 555-6789 or e-mail mary@zgravweb.net if you would like to arrange an interview.

Sincerely,

Mary Campbell

Mary Campbell

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More Than One Résumé?

NO! PUT YOUR COVER LETTER TO WORK!

Get to the point. Tell the reader why you're writing.

Indicate interest in and knowledge of the prospective employer. Show that you've done your homework.

It can be risky to make suggestions if you're not an insider. You might be stepping on the wrong person's toes if the issue is a volatile one.

CALL TO ACTION... very important!

It wasn't necessary in this letter, but often it's a good idea to call attention to particularly relevant sections of your résumé: "As shown on my résumé in the education section, I served in a summer-long internship at Jasper County Hospital in Jasper, Oklahoma... [etc.]"