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Introduction

A specific application letter is a letter that you write in response to a concrete job announcement in a newspaper or list of positions available. Unlike with open applications, you know that an employer is in fact looking for a new staff member. Study the text of the announcement carefully, since it will contain clues that you will certainly need in order to write your application.

The nucleus of your application letter should include two important issues: your motivation and your sales pitch. Your motivation in turn should also consist of two factors: your motivation for the position, and your motivation for the firm/organisation. You sell yourself using your experience, study and person (character, traits, skills). Precisely what elements of your experience, your study and your person you describe you should, if you're doing it right, derive from your job vacancy analysis. Match your sales pitch to the requirements specified in the vacancy: the vacancy is what matters, not your CV.

The reader's perspective

In other words, what you should bear in mind while writing your letter of application is that you should consider what you write from your reader's perspective. The primary concern is not to describe what **you** feel is important to state, for example what you consider to be the highlights of your 'career' so far, but rather to respond specifically to what the organisation/firm asks, i.e. what the job vacancy requires or asks. Use that information. The vacancy determines what elements from your CV should be addressed in your letter.

Compare yourself to a salesperson who launches into a standard pitch when you're looking for a new stereo/car/mobile phone. A salesperson who is enthusiastic, helps you define your needs, listens carefully, provides a solution to your requirements and does his best for you will be much more appealing. As a customer, you want to receive special attention, and not be made to feel that the salesperson is churning out the same story on automatic pilot for the tenth time that day. An employer will have the same feeling when faced with a standard application letter or – even worse – a letter from an application 'mailing'. Your reader will feel like you are not taking them seriously.

Distinction between motivation and sales pitch

It is important to make a clear distinction between your motivation and your sales pitch. Many application letters muddle the two together. Your 'motivation' describes what you find interesting, what about the position and the firm appeals to you. It deals with interests, passion, what you 'like', etc. Basically, it deals with feelings, and has nothing to do with whether you're suitable, or whether you have relevant experience or are good at the work. Those elements come into play when you start 'selling' yourself, which is about what you can do, what makes you the right person for the job, what your skills are, what expertise and personal qualities you possess that are required for the job, etc.

Example

The position of brand manager appeals to you, because you find it interesting to, you like doing, it is your passion to

You are suitable for the position of brand manager because you are good at, because you have experience with, because as a student you learned about, and your work placement demonstrated that.....

This handout goes into your motivation and your sales pitch for the position. It also provides you with information about the layout of your application letter and about submitting your letter and CV electronically. The annexes set out schematic representations of how to structure a letter of application, as well as a series of examples of motivations and sales pitches. It is important to bear in mind that these aren't textbook examples of successful motivations, but rather are intended to give you ideas and get you started. You will certainly not help your chances of being invited for an interview if you copy the examples word for word into your own application letter.

Motivation for yourself

In your letter, you explain your motivation, followed by your suitability. Your letter should always contain two motivations: your motivation for the position for which you are applying, and your motivation for the firm: 'Why do you want to work for this specific company?'

'Sucking up'

Most students find it very difficult to phrase a good motivation. The greatest objection is that people don't like 'sucking up'. That is what many people think a motivation means: you have to suck up. It is important to look at it differently, however. The jobs for which students and graduates apply are generally complex positions, involving a wide range of duties, responsibilities and aspects. The company – the reader – simply wants to know what element or elements of the job appeal to you. In other words, you have to explain what about this position caught your interest, what triggered you. Is it 'the international nature of the job', as many letters claim? Great! However, you should then be sure to explain precisely why that interests you. If you don't explain it, it is simply an empty statement without meaning. It is fine to say, 'The variation in the duties appeals to me'; but you should explain why. What variation do you see (which might be different from one person to the next) and what about it precisely appeals to you?

Gut feeling

Alternatively, your motivation may focus on the position's substance. For example, you might be completely fascinated by logistics or criminal law or marketing, etc. To give your reader a sense of that fascination, you could, or rather should, use your 'gut feeling'. Your motivation will not be well-considered and rational, but instead will come straight from your heart or your gut. A useful tool might be to have a friend question you carefully about what precisely is so fascinating about the concept of marketing. Generally, your friend will have to ask you quite a number of questions before reaching the true answer. However, your eventual response can often be fully included in your application letter. It can be very convincing that your favourite pass-time as a child was already 'playing shop', and that that trend continues to the present day. Describe what you liked so much about it when you were a child and show that you still retain some of that fascination with selling things. Such a motivation will generally also make your letter more personal and unique, instead of a dime a dozen. This will set you apart, in a positive sense, from many of the other applicants. And setting yourself apart is what you want to achieve with your application and your CV. Words such as 'fascination', 'riveting', 'passion' and 'driven' are often excellent in this context. Such statements are all rather more illuminating than 'appealing', 'fun', 'challenging', 'seems fantastic', 'great' or 'amazing'.

Hollow motivation

However, be careful about including hollow motivations in your letter: 'I am interested in your job as a legal expert, because I hope to complete my law studies shortly.' There is nothing wrong if the prospective legal expert then describes WHAT precisely about the position appeals to him. Yet in many cases, the motivation will be limited to that one line, leaving the reader in the dark as to what drives the applicant, what about the position motivates him or her. It is possible that the prospective

legal expert completed his studies by the skin of his teeth, is not motivated at all and is only applying for the job in order to make sure that he will receive his welfare cheque. Although it may be apparent, or even obvious, to yourself what your motivation is for the job, it will not be so for your reader, who is dependent upon the information that you supply. Even when writing your own motivation, you should bear your reader's perspective in mind. The employer is looking for a motivated employee, someone who wants that specific job and who can make an important contribution to his firm, not someone who is looking for just any job: that is not enough for the employer, who demands more.

The place of the motivation in your letter

Make things easy for your reader and for yourself, and present your motivation immediately following the opening paragraph. In many cases, your opening paragraph will provide you with a great way to start presenting the actual information and put your reader in the right frame of mind. Many students include a statement to the effect of, 'It is with great enthusiasm that I apply for the position referred to above. My enthusiasm also grew after my fascinating or interesting telephone with Mr or Ms So-and-so.' You already indicate your enthusiasm: so what could be better or more logical to describe that enthusiasm explicitly in the following paragraph (the motivation)? Your letter will be even better if you refer to elements from the telephone call in your motivation: 'Especially when I heard that the focal point of the position is

Motivation for the firm

Grolsch and Heineken: Six of one, half a dozen of the other

Something of which fewer people are aware is that each letter should also include a motivation for the firm. You should indicate that you are consciously choosing that particular company. From your own point of view, it might not make much difference what firm you work for (as long as they hire you), but for the organisation itself it is an important factor. Rabobank and ING Bank most certainly do not want to be placed in the same category. They will both feel that they are clearly different from one another. Bear this in mind when applying for a job. In many cases, the job vacancy will already give you clues as to how the company wishes to set itself apart. One firm (Heineken) presents itself as an essential ingredient for parties, while another (Grolsch) prides itself on its craftsmanship. Every single village boasts a relatively autonomous branch of Rabobank, while ING is proud of its international character. Make sure that your motivation ties into that identity. You should demonstrate that you are aware of what is important for the product/service/organisation. There are tremendous differences between Unilever and Procter & Gamble, between the Ministry of Agriculture and Fisheries and the Ministry of Economic Affairs, between the Municipality of Rotterdam and the Municipality of Utrecht, etc., etc.

It is irrelevant in this connection whether you are applying for a substantive or a more auxiliary position. Secretaries and HR officers must 'think up' motivations for the organisation at which they are applying just as much as the logistics manager or policy adviser. In addition, it does make a real difference whether you are a secretary at a machine factory or at a solicitors' office. It is not difficult to imagine the differences in culture, the work involved and the types of colleagues that you will be working with. In other words, make sure that your motivation expresses that you're aware of the type of organisation at which you're applying.

Tie-ins for your motivation

Depending on the text of the job advertisement, but depending above all on your own motivation, you will be able to find elements that you can use in writing a motivation in almost any advertisement. Most advertisements include information about the organisation, such as its size, products or services, vision and objectives. That information provides you with points of reference to tie into in your letter, for example that working in a small organisation appeals to you because of the close cooperation. A job advertisement placed by ROYAL Talens (with 'royal' printed in a large font size than 'Talens'), with below it '*since 1885*' printed in graceful italics, creates an impression that what matters to that company is quality, reputation, respectability, historical awareness, etc. Using this in your application letter will allow you to connect to your reader. If necessary, you should

choose your language to match: in this case, it might be advisable to close your letter with 'Yours sincerely' rather than 'With kind regards'.

Selling

Hot air

Once you have explained your motivation, it is time for your sales pitch. The difficulty that this causes for students is that they associate it with selling hot air, slick speeches, boasting and bragging. But that is not what is meant here with selling. What it means is that you should show that you are suitable for the job. You demonstrate your suitability using facts from your CV. How precisely you do that is explained below.

Don't aim for comprehensiveness

It isn't necessary to discuss **all** your work experience and **all** your extracurricular activities in detail: they are already listed in your CV. This is a mistake that many people make. Many letters are essentially elaborate CVs, adding little in the way of content, but essentially just mean that the same story is told twice. Trying to fit all the information in your letter generally detracts from your powers of persuasion and makes your letter less interesting. Your reader is swamped with relevant and irrelevant information, can't see the forest for the trees, and gives up.

Write a new letter for each specific application

Use your letter to clarify those elements from your CV that will interest the employer, for example because they display similarities with the work for which you're applying. Tailor your letter to the situation! If the employer wants his new worker to be flexible and capable of handling stress, and your current working environment is hectic and your days filled with a range of different activities, you can use that information in your letter. For example, you could say, 'I enjoy the variation in my current work and during the busiest times in particular I am capable of distinguishing between important and less important matters. In my view, this ability would serve me well during the introduction of the new financial system, particularly since, as your advertisement states, that introduction must be completed within a short space of time.'

Compare this with a salesperson who swamps you with detailed technical information about a product that you're considering buying, while in fact you're only interested in the appliance's functions. The salesperson's story might be completely accurate, but you nevertheless leave, because you're being given information in which you have no interest. You have the feeling that you're not being heard, not being understood, and have failed to connect. In all likelihood, you'll make an excuse to leave the shop.

No work experience

It is another matter if you are applying for a position that is entirely new to you. Unfortunately, this is often a reality for starters on the job market. In such situations, your letter will have to demonstrate that, despite your limited experience, you nevertheless have the capabilities to satisfactorily carry out the job in question. Explain that you have already acquired a degree of relevant experience in your field, for example during a work placement or a practical or by carrying out certain activities or side jobs. If you are applying under such circumstances, the tone of your letter must be convincing: after all, your letter is supposed to convince an employer to invite you, of all people, for a job interview.

For example, you might write, 'As a volunteer for the Red Cross, I possess a great deal of experience working in groups. To me, taking care of invalids and organising events for them is a meaningful way to spend my spare time, time and again. It has also taught me to listen to what people want and to be flexible, which are skills that I feel would be of great use in the position you offer.'

Sales pitch

The previous example is also a good example of the proper way to structure a sales pitch. The structure resembles a funnel, going from general (broad) through specific to personal (narrow). In this

example, the general information is 'Red Cross' and 'working in groups'. The writer then focuses more on the group work: 'taking care and organising'. Finally, he specifies his own personal characteristics and skills acquired from that work. The writer then completes the paragraph by making a link between his characteristics/skills and the position for which he is applying. In this manner, the applicant moves in a straight line from his experiences toward the much-desired job. As a result, there is no danger of the reader misunderstanding or misreading this sales pitch. It is entirely clear what the applicant wants the reader to understand, because he takes the reader by the hand in his story, as it were, and demonstrates his suitability for the position. The reader serves the information in bite-sized pieces: all the reader has to do is swallow.

Superficial letters

Many letters remain superficial in this regard. The applicant only describes his study and specialisation, for example. (So far, such application letters add nothing that is not already in the CV and which the reader has already read. The importance of this advice is increased by the fact that nowadays CVs are generally read first, and the letter only being studied if the CV is sufficiently interesting). Such information about your study and specialisation is only relevant if you then take matters further and use the information to demonstrate what qualities you have or what skills you developed as a result. Obviously, it is best to specify those personal character traits or developed skills that the firm is looking for in the advertisement. This will make the link between the job and the applicant immediately apparent (bite-sized piece of information). As such, having mentioned your study/specialisation, you should next state, 'During the practical I worked in a group, researching and I gained experience with This showed that I am good at I have learned that and that I can deal well with'. These additions make the letter both more personal and, more importantly, more convincing.

Besides your educational background, you can of course also use your work experience, extracurricular activities, around-the-world trip, etc. to demonstrate your skills and character traits. You should start in general terms (funnel), for example by saying that you have a temporary job working for a bank. The next step is to describe what you do there, or what your responsibilities are. You then finish by explaining what you have learned from that job (skills), or how you approach that job, or how you experience it. For example, you might say, 'My present job mainly involves More specifically, I do In that job, I feel that it is important to I have learned that I am good at, and

Prove and demonstrate, don't just claim

A rather unfortunate way to make your application letter more personal and give it more depth is to devote one paragraph entirely to a list of various qualities and skills: 'I have a desire to learn and a healthy curiosity. I have strong analytical capabilities and excellent communication and social skills.' Merely enumerating your qualities is not convincing: you are claiming something rather than proving or demonstrating it. By connecting personality traits and skills to practical examples (as explained in the previous paragraph) relating to your studies, work experience, administrative work, etc., you will seem much more convincing.

In addition, this will also serve as an excellent preparation for your interview, because such interviews generally require you to give concrete examples of your personal qualities or skills, using the STAR method.

Layout of your letter

Content

- Use direct language ('I hereby apply for the position referred to above' rather than 'I would hereby like to apply for the position referred to above'). By addressing our reader in your letter, you will make your letter more direct (your firm, the position you advertised, your response, my telephone conversation with you). Use active verb forms instead of passive forms ('achieved the target' rather than 'the target was achieved'). Avoid using too many perfect tenses ('have worked as a secretary'); instead, use the past tense ('worked as a secretary), and where possible the

present tense ('am responsible', 'possess analytical qualities').

- As a rule, academics have learned a somewhat woolly way of writing, often qualifying their statements. Application letters are allowed to be more direct and less qualified ('I am familiar with' rather than 'I have some acquaintance with', or 'I have some experience with'). Selectors prefer to read self-assured letters (since they are looking for self-assured applicants).
- Another mistake that many academically trained applicants make is using run-on sentences: sentences making up three lines, with multiple subordinate clauses. Such language often presents information very densely, but generally detracts from readability. Keep your sentences short. Cut run-on sentences into shorter sentences. This will be easier to read and gives an active and resolute impression.
- Avoid using the same words continually ('appeals'), as well as using clichés ('is a challenge').
- Use abbreviations as sparingly as possible, but if you do use them, use them properly.
- Avoid grammatical, spelling and typing errors, and be consistent in your spelling. Have someone else read your letter before you send it. People are often so blind when it comes to their own texts that it is almost impossible to read them critically. Your proof reader need certainly not be an expert on the subject, and in fact it is preferable if he or she isn't: a layman often sees matters clearer if something is wrong in a text, if you have missed a step or left out important information in the name of brevity.
- Only align your text on the left, allowing the letter to be uneven on the right: you're writing a personal letter, not business correspondence (in which case the letter would be justified).
- Also state your address and private telephone number in your letter; letters and CVs sometimes get separated unintentionally during the selection procedure. If your telephone number and address are included in both documents, you can always be traced.
- Sign your letter using blue ink: black ink sometimes makes it look like a photocopy. Naturally, you are sending the original, so you should avoid giving a wrong impression.
- Also specify the number of documents enclosed and the number of pages of those documents. If your CV covers two pages, be sure to mention that at the bottom of your letter.

Appearance

- Type your letter, unless a hand-written copy is explicitly requested. However, such requests almost never occur anymore, except sometimes in education. In other countries (France) it is still common practice, and graphologists are still doing overtime there. In the Netherlands, graphological examinations as part of a selection procedure were officially banned a number of years ago. The scientific value of graphological examinations has not been proved in the Netherlands.
- Use blank paper, rather than your employer's stationary or lined paper. Also avoid using paper that is too thin. Light yellow or off-white paper is permissible, but don't be tempted to use striking or bright colours in the hope of setting yourself apart. You will be noticed, that is certain, but it is doubtful whether that will be in the positive sense.
- Make sure that your letter isn't overly long: one A4-sized page is standard. If your letter is too long, try experimenting with a smaller font size and/or different font. Cheat with the official four blank lines for your signature: two lines are also good.
- Use a clear font and suitable spacing (Courier is old-fashioned).
- Be sparing in your use of underlined, capitalised, bolded or italicised words.
- Use a balanced typeface, make sure that your letter is clearly laid out.
- Various layouts exist for application letters, an example of which is included below. Note that your letter is permitted to be different.

Applying electronically¹

Applying for a job using electronic means only differs from traditional methods of application in terms of the way in which you submit your application. Traditionally, the postal service will deliver your letter and it is safe to assume that the letter will come out of the envelope in the same form as it went in. With electronic applications, however, you cannot assume the same. Even if you use the

¹ Management Support Magazine – March 2001

same E-mail programme as the recipient, the programme's setting may be different. With E-mail message, there is no point in using a particular font or italicising words to make a better impression. There is a great possibility that the whole text will appear as a uniform 'Courier mess' on the recipient's screen. This means that you have to find a method in which the format won't change.

Type your letter of application and your CV in Word or PDF. One suggestion is to save your documents with a password for editing. This will ensure that nobody can change the text in the original document. The recipient can only open the document as *Read Only*. Give the document a descriptive name. Be sensible and use your own name with a short addition, such as 'FritsEgmondAppl.doc' and 'FritsEgmondCV.doc'. The recipient is sure to receive more than one application, and it will be difficult to identify a document entitled 'Application.doc' or 'CV.doc'.

Sending your application

Create the E-mail message in Outlook. Here, too, you have to place yourself in the recipient's position. In the Subject line, clearly state that your message concerns an application and specify the position for which you are applying, if necessary including the reference number. The recipient is not always the person who will read the message. If the recipient is acting as a mailroom, the Subject line will explain for whom the message is intended, allowing the recipient to forward the message without needing to open it. Write the message as a covering note. State the name of the person for whom it is intended, the subject of the message and your own name and address, as well as what documents are attached to the message. This may seem superfluous, since that information is already provided in your letter and CV. However, it makes matters easier for your reader, for example if any attachments are missing, which wouldn't be the first time. Moreover, the reader only has to open the message in order to see your address or telephone number: you save him the additional action of opening an attachment to the message.

Sample application letter

Name of firm
Attn. Mr (or Ms) A.B. van den Berg (head of Human Resources)
PO Box 12
1234 AB Werkendam

Subject: job vacancy number, or application for job title

Town/city, today's date

Dear Ms Van den Berg,

Introduction

- specify position
- (state date and source)
- (refer to telephone conversation or someone relevant you have spoken to)

Motivation

- for the position
- for the firm/the organisation

Sales pitch

Display your suitability by means of:

- education/courses/subjects/Bachelor's or Master's thesis/practicals/study projects
- work experience/administrative posts/committee work/side jobs/volunteer work
- personal qualities/skills

Conclusion

- hint at an invitation for a job interview

Yours sincerely or With kind regards,

(signature)

Your name

Examples of sales pitches of EUR students

The following are a series of randomly selected examples of motivations and sales pitches taken from application letters written by students at the EUR. Although they are not all perfect, they may nevertheless serve to steer you in the right direction.

Introductions

I spoke to you during last year's Rotterdam Business Days, and you invited me for an exploratory interview. The reason that I have not taken you up on that invitation until now is that Since we spoke, my interest in the Dutch Central Bank has increased further, having participated in a workshop organised by DNB. Similarly, the informal interview between and, at which I was present as a student trainee, also increased my interest in your bank.

I am applying for the position of Management Trainee, which I saw advertised in *Intermediair* of 13 March last. Having examined the content of’s German website, I am enthusiastic about the concept for which stands and its objectives: simplicity and European success. These are ideas to which I wholly subscribe, and I would like to help realise and develop them.

Motivations

As far back as at secondary school, I was already greatly fascinated by international affairs. That interest was aroused when I participated in the MUN in The Hague, and determined the choices I made during my studies. It was why I chose to specialise in International within my General Economics studies at the Erasmus University Rotterdam. I completed that specialisation with a thesis in which I.....

After my Business Administration studies at the Erasmus University Rotterdam and my studies at the Institute of Technology before that, I have made a conscious choice to launch my career at a growing retailer. That will offer me the opportunity to combine by practical background and mentality with my theoretical expertise and experience. Having had side jobs in distribution and retail property – the ‘back of the shop’ – I am now looking forward to getting started in the shop itself. The international context also appeals to me a great deal, and working with a foreign parent organisation is particularly attractive because of the many opportunities it can offer. Finally, it is a conscious decision on my part to apply for a traineeship, since working at different departments will help me to properly understand the organisation.

..... is the largest company in the world, and its brands are bought by millions of women, and by increasing numbers of men. You can only stay at the top by innovating, by adopting unconventional approaches in response to the right challenges and by seizing every opportunity to tempt consumers. That is the type of environment in which I want to work, as I believe that it will allow me to perform to the best of my abilities. Another factor that is just as important in such an environment is having the right colleagues: interesting, ambitious people who give their all to their profession. I am convinced that I will flourish at, because I am fascinated by every aspect of the industry. The dynamism of that industry, which is apparent from the rapid pace of its technological progress, suits me well. These considerations, combined with my close affinity with the products, allow me to truthfully say, I have a passion for

There are a number of reasons why I am applying for the position of policy adviser at Firstly, I am interested in a job that is largely policy-related: my current job primarily involves describing and analysing economic and social processes, with policy being only a minor component of the work. The position at your organisation is more implementation-oriented: the analyses include evaluating current policies and substantiating future policies. Secondly, the position involves working in a social (and political) context: this means that many different actors are involved with the-related areas of policy. Although that diversity of interests will regularly make it difficult to find solutions, it will also make it more interesting, since it continually creates new situations in which clear analyses and effective negotiations will be decisive.

Sales Pitches

I believe that I qualify for the position of Trainee at Because I am good at working with people of different levels and backgrounds. During my committee work and side jobs, I experienced that I enjoy the sense of working together to 'get the job done'. My style of leadership was also appreciated by others. My analytical and problem-solving capabilities are apparent from the fact that colleagues at entrust me with assessing the arguments underlying proposals for investments and disposals. They accept my recommendations more or less blindly, while the work offers me an enjoyable, interesting and educational side job beside my studies. I am also a hard worker: I completed my Institute of Technology programme in three years rather than the usual four.

Why am I of value to? Firstly, my enthusiasm and drive are qualities that allow me to achieve targets in my current job at I truly enjoy convincing prospective customers. I use a range of different presentation styles to match the customer's characteristics and needs. I have learned a great deal from that job, and have developed my commercial side. Secondly, I believe that it is important to combine a personal vision with perseverance to produce results. My time on the executive committee of, in particular, taught me a great deal in this regard. Helping our executive committee reach the Number 1 position in the Netherlands in terms of successful negotiations is an example. Finally, during several projects, I enjoyed using my creativity to produce original and concrete solutions. The product concept developed during the Minor, in which has displayed an interest, was one such project. It is my wish to successfully utilise my enthusiasm, perseverance and creativity for My ambition is to become In my view, a Traineeship is the ideal preparation and is precisely what I am looking for.

In October 2004, I started my work placement at law firm in After that full-time placement, I was offered the possibility of continuing to work at that office for two days a week. This traineeship provides me with an opportunity to gain a great deal of legal expertise and experience in practice. Most of my work is in the field of criminal law; however, I also do a great deal with civil, immigration law, law of persons and family law. My traineeship demands a great deal from me in terms of my creativity and analytical understanding. It has also allowed me to develop my written and oral communication skills.

Motivation and Sales Pitch combined

It was with a strong sense of justice and great enthusiasm that I started studying national law at the Erasmus University in Rotterdam. During my studies, I had the opportunity to spend more than three months in the legal practice of law firm, during a work placement. My duties there included writing objections, preparing pleas and writing petitions. Those tasks are not the same in practice as is taught at university, and my time there was highly educational. For example, I learned that, rather than submitting objections, I prefer to review them, which is an important part of the position you offer. My work placement allowed me to gain experience with the language of legal correspondence. It also demonstrated that I am good at working with other people, and can handle stress. Having completed my studies of civil and corporate law, I now hope to gain experience in the legal profession and apply my theoretical knowledge in practice.

Conclusions

For details, please refer to my enclosed Curriculum Vitae. I hope that you will invite me for an interview, based on my letter. Please note that I will be attending a conference abroad from 15 to 27 April, and as such might not be available immediately.

I believe that my educational background and the experience I have gained match the position. Combined with my broad social interest, my inquiring mind and my critical mentality, this convinces me that I am the right person for the job. I look forward to discussing my application with you in person, and hope to hear from you soon.