

Alison Thorpe
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Mr Michael Tale
Interworld Communications
45 Able Street
London
SW9 5GB

Dear Mr Tale,

I am writing to apply for the role of graduate communications officer, as advertised on targetjobs.co.uk. Please find my CV attached.

One of the key attractions of this role for me is the opportunity to further develop my digital communication skills while building strong relationships with clients across a variety of sectors. I have some customer service experience in retail and utilities (areas I note from the portfolio on your website you have clients in), and I enjoyed gaining insights into the needs of different customer bases and developing good relationships with clients. I have long been interested in engaging with different audiences via social media platforms and the content I posted during my PR and communications internship with Galactic Cosmetics generated 30% of traffic to the product website of a new shampoo. I would love to develop my skills with you, as I am impressed by how you stay at the cutting-edge of digital communications. Your 'love you for you' campaign for LoveLiFE amplified the body confidence movement in a way that really resonated with me.

Your advertisement highlighted the need for 'a strong aptitude for improving engagement with audiences' and I believe my past experience has enabled me to develop this. In my roles as Secretary of Abingdon University History Society, in telesales with Eastern Electricity and as an intern with Galactic Cosmetics I contributed to improved sales targets and membership numbers. Coming up with practical, workable new ideas was key to this. This was particularly evident at Eastern Electricity, where I proposed a mentoring scheme for new starters that has since been put in place. New starters are now trained much more quickly, resulting in an increase in sales across the department.

I have also developed other skills relevant to this position both at university and in my working life, such as managing several projects at once and prioritising accordingly. In particular, I believe my social media experience in my Galactic Cosmetics role, using Instagram and Twitter to engage with the target audience for the product, provided me with knowledge that can be put to good use in the role at Interworld Communications. I am now familiar with the need to adopt different tones and approaches not only with specific audiences but also in relation to wider marketing surrounding different products.

Thank you for considering my application and I look forward to hearing from you. I am available for interview at any time.

Yours sincerely,

Alison Thorpe