

[Your Name]
[Your Address]
[Date]

[Name of Firm]
[Firm Address]

Dear EMEA Campus Recruitment,

RE: [Name of Summer Internship Programme]

First Line – Introduction:

- **One line** about your name/University of Nottingham/degree of study e.g BSc in Industrial Economics
- Mention you are writing in regard to applying for e.g IBD Summer Analyst position at their firm

Paragraph 1 – Why the Firm?

- **Show you have researched the firm.** Look at their core values, annual reports, leading awards, and any recent expansions in your division that they have made or future plans.
- Whatever topic you choose, relate it back to why this topic **differentiates this firm from others.** Consider linking in any insight days, showing this event reflected e.g their core values

Paragraph 2 – Why the Division?

- Think about when your **interest into this division** started to become stronger. Why do you want to learn more? Was it a **university module/networking event?**
- Discuss **different parts of the division** that appeal to you and explain why. For example, within Asset Management there are different asset classes so pinpoint those that interest you e.g Fixed Income
- Explore **how the division is performing** in the industry through researching any recent news articles or statistics

Paragraph 3 – Why Me?

- Mention relevant **work and extracurricular experiences** and use them to show your soft/hard skills e.g. Leadership, Analytical, Coding Skills
- You need to explain how these **skills make you a good fit** for this particular job role
- Therefore, make sure you have **researched properly** what is actually involved in this job role!
- If some experiences are not corporate, still include them as its the skills gained that are valuable e.g Retail jobs are applicable to client facing roles as you developed strong communication skills

Thank you for your time and consideration.

Yours faithfully,

[Your Name]

TIPS:

- No longer than $\frac{3}{4}$ of a page (450 words including personal details)
- Use Size 10 or 11 font (and either Calibri, Arial, or Times New Roman)
- Always align text from edge to edge (Looks professional)
- Adding your signature between 'Yours faithfully' and 'Your Name' for added professionalism
- Only mention points that are relevant, this will ensure your letter is concise as possible
- Keep this letter personal to you. Any points you make ensure you have related it back to why this is important to you. For example, firms have multiple awards, so why was that one award you picked so important?
- When applying don't overlook the cover letter. Although it is not seen as important as your CV, this will still be important to supporting a strong application on the whole
- Make it as personal and unique as possible to help you stand out, what are you writing that nobody else will include?
- Sections of the letter can be switched around to allow your cover letter to flow better so that it is more engaging to read, e.g. why you, why the bank, why the division etc
- Consider contacting a few people who work at the firm in the specific division you're applying to using LinkedIn and write notes on what they say. This can go in the Cover Letter and you can name drop employees that you have spoken to before (you have to ask their permission beforehand)
- If your first paragraph doesn't convince the recruiter to keep on reading, rephrase it!



NEWS