10 Banhoek Street

 Stellenbosch

 7600

 2 July 2014

The address of the place you are applying to

Your address and the date

Mr K. du Plessis

GROCOTT’S MAIL

PO Box 20

Hermanus

7200

Who you are (what you are currently doing, where), the position you are applying for and how you knew

Address the recipient by name

Dear Mr. K. Du Plessis

**Application for a Municipal Reporter Position**

I am a Political Science Masters student at Stellenbosch University and wish to apply for the Municipal Reporter position advertised in the June 18, 2014 edition of the *Cape Times*.

As a Grahamstown resident, I have observed the role played by Grocoot’s Mail in the service rendered in the neighbouring communities. The platform afforded by the organisation to train young journalists to become seasoned producers of such a high-quality independent media has always inspired me. The position you have advertised requires an ability to study and translate complex governmental policies into simple language for a layperson and I believe my ability to study, analyse combined with my strong creative writing skills could make me an asset to your organisation.

Show your research about them

Why them?

My strong academic background in Political Science and government would enable me to make a significant contribution for the Municipal Reporter position you are currently advertising. I have also been involved in student government; held office as a spokesperson in the university’s Political Science Club and have had to write reports as a project manager of team projects during my graduate training. Working as a part-time analyst in our local radio station has exposed me to a variety of communication skills for diverse purposes. I strongly believe that both my oral communication skills acquired as a spokesperson and my report writing skills developed through my position in different university projects will be of value for the position I am applying for. I am convinced I can add worth to your organisation.

Thank you for considering my application. Should you wish to invite me for an interview, please contact me at 071 222 0000/ 021 808 8888. Alternatively, you can email me at 1666777766@sun.ac.za. I look forward to hearing from you.

Assertive and Positive ending telling them what next (interview)

Kind regards

Kobus Smit

Your contact details and professional email address

Mention other skills they are after which you have developed and how you obtained them. You can add others not on your CV.

Highlight your achievements related to what they need.