

1 Coronation Street
Sheffield S1 1AA
Tel: 0780000000
22 June 2017

Ms P. Jones
P.R. Solutions
1 Booth Street
Leeds LS1 1BB

Dear Ms Jones,

Public Relations Officer - reference no. 1234

I am keen to apply for the position of Public Relations Officer with P.R. Solutions, as advertised in the Star. I thoroughly enjoyed recent work experience in a public relations role, and wish to pursue a career in this area. In particular, I hope to work for a specialist PR company, to utilise and further develop my skills and experience.

I performed a variety of PR related tasks during my recent employment at Browns. These included organising an open day, where I worked as part of a team to ensure that it was a success. The work involved designing posters, displays, tickets and voucher booklets, and liaising with printers to produce them. I also designed and produced a handout for the tour of the factory which is now used to assist with site tours, as well as an internal welcome pack for prospective employees.

Through this and my other work experience, I have developed many of the skills required for a role in PR. This includes having strong organisational skills as shown by the successful fundraising activities that I arranged, promoted and supervised at Browns, and at University as a co-ordinator for their 'Intro Week'. In this role, I further developed my project management skills by working with University departments to establish information points, and taking on responsibility for organising a series of evening social events. My verbal communication skills are excellent, demonstrated by my experience as a Health and Safety trainer at Browns and by my degree which requires frequent presentations. Successful completion of my second year project demonstrated my written communication skills and that I can manage my time to meet tight deadlines. This was also shown by my work at ABC Marketing which required me to meet monthly targets, which I consistently exceeded.

I am an active member of the University Hockey Team and am involved in recruiting new players and organising fundraising events. I am currently in the process of seeking sponsors and designing our kit for the final season.

Having worked hard to build, maintain and manage the reputation of both Browns and my hockey team, I would relish the opportunity to continue doing this for your organisation as a Public Relations Officer. The fast-paced environment of PR, and the varied nature of your work, are particularly appealing to me.

I hope you find that my skills and experience meet your requirements for this position. I would be happy to discuss my application with you in more detail, and look forward to hearing from you soon.

Yours sincerely

Charlie Smith

Charlie Smith

Charlie Smith

Address: 1 Coronation Street
Sheffield S1 1AA

Tel: 0780000000
Email: csmith@xxxxx.com

Education

University of Sheffield, BSc (Hons) History (2:1 expected) Sept 2014 – June 2017

Studying History has allowed me to develop a broad range of skills including team working, data management and communication skills through group project work, research assignments and oral presentations. Successful completion of my dissertation "Europe in the 20th Century" displays my written communication and project management skills, along with the ability to meet strict deadlines. Also acted as a Mentor for two new students during my second year, providing a 'friendly face' to help new arrivals deal with a range of practical issues.

Old High School, Newcastle Sept 2007 – June 2014

A Levels: History (A), English (B), French (B), General Studies (B)
10 GCSEs including English (A) and Maths (B)

Work Experience

Public Relations Assistant - Browns Tools, Newcastle, June - Sept 2016

Provided cover for the switchboard, greeted visitors, and participated in meetings across two factory sites, which required adaptability and flexibility.

Responsibilities included:

- Public Relations administration: maintaining contact records, lists of actual and potential sponsorships, and details of enquiries. Designed welcome packs for new employees and guides for visitors to the factory.
- Part of a team responsible for organising Browns' annual open day which involved a variety of design tasks such as creating posters, displays, tickets and voucher booklets. Created a handout for a tour of the factory, which is now used for school visits. Helped with smooth running of events on the day, which attracted over 200 visitors.
- Organising a variety of fundraising activities, for example encouraging employees to compete in a local mini sports day to raise money for Oxfam, and co-ordinating the entries received. Acted as site contact for Comic Relief activities, including supervising fun activities such as a sponsored head shave and organising a 5-a-side football competition. Each event ultimately raised over £1500.
- Guiding groups of employees through Health and Safety training. This involved delivering presentations to employees and responding to questions. Initiated and developed a Health and Safety database to record staff training and renewal dates.
- Assisting Product Development department with data entry, which involved daily reporting of samples to ensure consistency in production.

Additional Experience

Temporary Part-time Office Work, Sheffield, Sept 2014 – June 2016

Temping during term-time which meant adjusting to new practices quickly and effectively, and provided me with an understanding of different environments and management styles.

Telemarketer – ABC Marketing, Newcastle, June – Sept 2015

Used my persuasion and negotiation skills to sell insurance policies over the telephone to members of the public. Won monthly prize for consistently exceeding sales targets in August.

Barista – Costa Coffee, Newcastle, June - Aug 2014

Responsibilities included: dealing with customers, taking orders accurately, making drinks, and handling cash in a busy environment. This further developed my communication and interpersonal skills.

Interests and Achievements

University ‘Intro Week’ Co-ordinator, Sept 2016

Member of a small team responsible for co-ordinating Intro Week to welcome new students to the University. Liaised with University departments to obtain materials to publicise their services, and set up and worked on information points throughout the campus. Organised a series of successful evening activities for new students including movie, bowling and quiz nights.

University of Sheffield Hockey Club

Active member for the last two years which involves:

- recruiting new members
- organising fundraising events such as a Race Night, children’s Play Day and various competitions
- coaching and captaining the current players
- chairing team meetings and attending league meetings
- writing weekly match reports for university newspapers.

Sheffield University Photography Society

Resurrected the Sheffield University Photography Society in January 2015, working with the five existing members to promote the society and recruit 50 new members within the first month. Created posters, flyers and web-based materials to publicise the Society, promoting it at student fairs and by talking to students outside the Union Building.

Duke of Edinburgh Award - Gold

Led a team expedition in the Lake District, responsible for planning our hiking route, organising accommodation and other logistics and motivating our team to complete this challenging five days.

Additional Information

Competent in the use of Microsoft Word as well as being a regular user of the internet.

Language Skills: French (fluent), Spanish (intermediate).

Other: Full clean driving licence, held for four years. Car owner.

References

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