

How to write a compelling cover letter for applications in Austria

Tips and best practices for international students



Purpose of the cover letter

1. Introduces you beyond your CV
2. Explains your motivation
3. Shows alignment with the the company & specific job role



**Your cover letter should not be like a “mass letter”!
Each cover letter must be created individually for the
respective company. Copy-and-paste applications
usually have no chance.**

1. The cover letter introduces you beyond your CV

- A cover letter is a personalized letter that you send along with your CV (normally it precedes the CV) when applying for a job.
- It serves as an introduction, offering insight into who you are, what skills you possess, and why you're a strong candidate for the job.
- It allows you to showcase your personality, enthusiasm, and unique qualifications.
- Whereas the CV mainly contains facts & figures about your skills & experience, the cover letter explains and underlines your fit– it is not just a narrative version of your CV!

2. The cover letter explains your motivation

Your cover letter should always refer to the specific vacancy and explain

- ✓ what you like about this company
- ✓ what you like about this job/internship



3. It shows alignment with the the company & specific job role

Your cover letter should always refer to the specific vacancy and explain

- ✓ why you are a suitable candidate for this concrete position



Format of a cover letter

- ✓ Not longer than one page
- ✓ Formal language
- ✓ Contact details of applicant and employer
- ✓ Date
- ✓ Reference line
- ✓ Greeting
- ✓ Opening paragraph
- ✓ Body: 2-3 paragraphs of content
- ✓ Closing sentence
- ✓ Name and signature



Format of the cover letter

- **Not longer than one page**

Whereas in Austria CVs can have a length of 1-2 page/s, the cover letter should have 1 page only!

- **Formal language with engaging wording**

Write in a professional tone but let your personality shine through. Be enthusiastic and positive about the opportunity and express your eagerness to contribute to the company. Austrian HR managers welcome a polite and professional style, which is not too obsequious or flowery.

Format of the cover letter

- **Contact details of applicant and employer**

At the top of the document, include your contact information, such as your name, city and state, phone number, and email address. Then add the employer's contact information.

- **Date**

Don't forget to include the date of the application.

- **Reference line**

This is your opportunity to eliminate any doubt about the position for which you are applying. Your cover letter should clearly state the job title or reference number of the position you are interested in.

Format of a cover letter

- **Greeting**

Leave space after the reference line and then address your cover letter to the hiring manager once you conduct further research and identify the appropriate person. If you can't find a specific name, go with a generic greeting: "Dear HR Team"

- **Opening paragraph**

Share a brief noteworthy paragraph/sentence about why you are applying for the position and what interests you about the role. Ideally, this first sentence is catchy and special and not boring.

Format of a cover letter

- **Body: 2-3 paragraphs of content**

Tailor your cover letter for each job application. Highlight the specific skills and experiences that directly relate to the company and the concrete job/internship you are applying to and answer the following 3 questions: Why this company? I Why this job/internship? I Why me?

- **Closing sentence**

Conclude your cover letter by reiterating your interest in the position and expressing your readiness for an interview.

- **Name and signature**

At the end of the page write your name and put your signature

Example

Laura Heidelbeere, BA
Donaupromenade 1, 4020 Linz
Tel.: +43 650 12 34 567
E-Mail: laura.heidelbeere@karriere.at
LinkedIn: linkedin.com/in/laura-heidelbeere/

