

**Speculative
covering letter –
example for a
placement**

Sarah Jones
28 Green Lane
Brighton
BN2 9XY

BM Digital
Cranleigh Road
Hove
BN4 7YX

7 January 2018

Dear Ms Linsky,

Re: Placement year opportunity

I would like to enquire about the possibility of a placement year in your marketing department starting summer/autumn 2019. I am second year English student at the University of Sussex with a keen interest in marketing, particularly digital marketing.

I believe I can offer the following skills developed through my work experience and academic work:

- experience with a range of social media platforms including LinkedIn, Instagram, Facebook, and Twitter
- developing and managing the marketing strategy for the Frisbee society, which doubled the membership in the last year
- strong communication skills including written communication, demonstrated through my English degree
- excellent interpersonal and team work skills developed in my part-time job as a sales assistant.

Following research into BM Digital products and services I am particularly interested in the data analysis app. Having recently completed a module in data analysis I recognise the importance of comprehensive client data in order to improve the services of all businesses.

I spoke to one of your representatives at the Careers Fair in November who gave me further information about your company including the opportunities you offer for training and development.

The University of Sussex requires that the placement is a minimum of 40 weeks and students are paid at least the living wage. The University works in partnership with employers to provide quality placement provision, and can provide guidance and support, including a named Placements Officer, to your organisation. To find out more, please see:

www.sussex.ac.uk/about/recruit-graduates-students/placements

I attach my CV and look forward to hearing from you.

Yours sincerely,

Sarah Jones