

BATH FINANCE SOCIETY

CAREERS PRESENTS

Cover Letter Guide

2026–2027

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01

Overview

Overview

What makes a strong cover letter

01 WHAT IS A COVER LETTER?

- A cover letter shows an employer that you can **write professionally**, while conveying genuine interest in the firm, the division and the role, backed by evidence of your skills.
 - Think of it as a companion to your CV: it explains your **motivation for the role** and introduces the person behind the experience.
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02 STRUCTURING & FORMATTING

- Keep it **strictly one page**, at 300–500 words.
 - Follow this flow: **Introduction** → **Why this firm?** → **Why this role?** → **Why you?**
 - Keep the introduction short: include a greeting, your name, your degree and the programme you are applying for.
 - Use Arial, Calibri or Times New Roman in size 10 or 11.
 - Keep formatting consistent throughout: font size, spacing and alignment.
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03 CONTENT: WHY THIS FIRM?

- Ask what kind of firm it is (bulge bracket or boutique), which regions it operates in, and which recent news or deals appeal to you.
 - Use the firm's website, annual reports and shareholder letters to understand its **core values, business focus and what sets it apart**.
 - **Top tip:** build a short fact-file on each firm before application season starts, so every application is quicker.
 - Speak to past interns and employees, and mention those conversations in your letter where relevant.
 - Write a **different letter for every firm**, referring to its values and how you relate to them.
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Overview

Making the case for you

04 CONTENT: WHY THIS ROLE?

- Explain what interests you about the role in general.
 - Connect personal experiences, related to the role or the skills it requires, to your desire to do the job.
 - Look at the language in the job description: **using its words** makes this section easier to structure.
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05 CONTENT: WHY YOU?

- Tell a short story about yourself: explain how your passions, experiences and skills make you the **right fit for the job**.
 - Show that you match the firm in both culture and skills, and that you are curious and hardworking.
 - **Top tip:** employers are checking more than whether you can work hard. They also want to know whether you are someone they would enjoy working with every day.
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06 GENERAL TIPS

- Always recheck your grammar and remove avoidable errors. A tool such as Grammarly can help.
- Ask for outside feedback: have friends, family or mentors read your letter before you send it.
- Prioritise speed: do not let a cover letter hold up your application for long.

02

Template

■ TEMPLATE · COVER LETTER

[Your Name]
[Your Address]
[Your Phone Number]
[Your Email Address]

[Date]

[Name of Recruiter]
[Title]
[Name of Firm]
[Recruiter's Address]

Dear recruiting team/hiring team,

My name is [Your Name] and I am currently [a Year and Degree Title] student at the University of Bath. I was recently introduced to your firm via [Friend / Contact at Firm / Presentation] and was impressed by what I learned about [Firm Culture / Working Environment / Firm-Specific Information]. I am applying for the [Spring Week / Internship / Placement] at your firm, and have enclosed my CV below.

I have previously [Completed Internships In... / Worked Part-Time In...]. Through this experience [Working on Transactions / Leading Teams and Managing Projects / Performing Quantitative Analysis], I have developed [Analytical / Leadership / Teamwork / Finance / Accounting] skills and strengthened my [Any Other Relevant Skills]. I also had the opportunity to work on [High-Impact Project], which [Describe Results].

Given my background in [Summarise Internships / Work Experience] and my [Summarise Skills] skills, I am a strong fit for the [Position Name] at your firm. I am impressed by your track record of [Transactions / Clients] at [Firm Name] and by the responsibility given to [Position Name], and I look forward to contributing to your team.

A copy of my CV is enclosed for your reference. I would welcome the opportunity to discuss my application and to learn more about [Firm Name] at your earliest convenience. I can be reached on [Phone Number] or by email at [Email Address]. Thank you very much for your time and consideration.

Yours sincerely,

[Your Name]

Template Pointers

How to use the letter on the previous page

POINTERS

- 01 Use proper **letter-writing format**.
- 02 Address the letter to the **recruiting or hiring team**, unless you know someone involved in recruitment at the firm who is likely to read it. In that case, address it to them.
- 03 Begin by introducing yourself: "I am a ... student at the University of Bath and I am applying for the ... programme at ...".
- 04 Mention **all relevant prior experience** to show your skills and interest, linking each one back to the role.
- 05 End with a concluding sentence that reiterates your dedication and your ability to take on the role.
- 06 Place **your address at the top right**, with the date and the firm's address beneath it on the left of the page.

WEBSITE

bathfinancesociety.com

INSTAGRAM

[@bathfinancesoc](https://www.instagram.com/bathfinancesoc)

LINKEDIN

[Bath Finance Society \(BFS\)](https://www.linkedin.com/company/bath-finance-society/)

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