

Job Application Letter Information Design

To create an effective job application letter, use good document design and use the reader-centered approach to information design: put the bottom line up front, show how you will help the organization achieve its goals, explain how your experience matches the job requirements, move from general to specific information to back up your claims.

224 McMurray Drive #8
Tipp City, OH 45237
April 14, 2005

Mr. Robert Prudhomme
Director of Human Resources
Data Systems International
606 Trident Lane
Peachtree City, GA 30269

Introduction

Your introduction should discuss the following:

- Where you saw or heard about the position
- A brief background on the organization and its goals
- How your experience matches the position
- How you will help the organization achieve its goals
- Your objective: an interview

Dear Mr. Prudhomme:

While attending the computer science job fair at the University of Dayton on April 7, 2005, I met with Ms. Janice Andrews from your networking and data transfer division. Ms. Andrews mentioned that Data Systems has an entry-level Application Programmer position open, and I would like to meet with you to discuss this opportunity further. For the past several years, I have followed the growth of Data Systems from a small privately owned company to a multinational corporation. Based on your aggressive growth in international markets, I believe my skills in programming and systems analysis can help your company succeed in developing nations. Moreover, since you are planning to expand your operations in Southeast Asia, my fluency in Vietnamese and French will help you in this potentially lucrative market.

Body Paragraph 1

This paragraph should discuss the following:

- More detail on company goals/mission
- More detail supporting your claim that you can help them achieve goals/mission
- Specific example based on information in résumé
- How this experience will help the organization

After speaking with Ms. Andrews, I looked at your website. From your online information, it's clear you are looking to compete in Southeast Asia in the networking and data transfer markets. Many companies in this part of the world are migrating information from legacy systems. As a second-semester senior at the University of Dayton, I will graduate in May with a B.S. degree in Computer Science with a focus on Networking and Data Transfer Management. I believe my background closely matches the goals you outline on your website. In fact, in Computer Science 390, I led a group of students helping to design a new online database for the Dayton YMCA. This database looked the same to users, but used a much more powerful search engine. This experience will help Data Systems because many of your potential customers have similar needs: seamless data transfer, transparent user interface, and high-level security.

Body Paragraph 2

This paragraph should discuss the following:

- More detail on position requirements
- More detail supporting your claim that your experience fulfills these requirements
- Specific example based on information in résumé
- How this experience will help the organization

Your website states that entry-level Application Programmers must have experience using VSAM. In addition, you state that applicants should have some real-world experience beyond the classroom. I have experience with VSAM, and I have real-world experience. During my internship with Dominick's Food Stores, I used VSAM to develop a unique solution for accessing data in the company's capital expenditure database. My effort helped the company to monitor and report capital expenses in a more timely and accurate manner. Additionally, my course work has included assignments where I worked with outside companies on real-world programming projects. Through my experiences, I have become very familiar in implementing all phases of the systems development process. My background will help Data Systems because you will not have to train me on your VSAM applications and development procedures.

Closing Paragraph

This paragraph should do the following:

- Repeat your main objective: an interview
- Provide contact information
- Close the letter in a professional manner
- Provide signature block
- Provide enclosure information

Data Systems is a growing company with the potential to expand even further in Southeast Asian markets, and I would like to speak with you further about how my experience can help you increase your operations in countries such as Vietnam. I will be contacting your office next week, but if you have any questions, please call me at (xxx) xxx-xxxx or email me at xxx@xxx.xxx. I look forward to hearing from you soon. Thank you for reviewing my letter and my enclosed résumé.

Sincerely,

Roselyn Childers-Vu

Enclosure (Résumé)