

# Sample Cover Letter – Public Relations

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3 July 2015

Mr Peter Cassa  
Cassa Public Relations  
[peter@cassapr.com.au](mailto:peter@cassapr.com.au)

Dear Mr Cassa,

## **Application for PR Account Assistant position**

Please accept my application for the PR Account Assistant position at Cassa Public Relations, as listed on seek.com.au on 13 June 2015. I recently completed the Bachelor of Professional Communication at Monash University with a distinction average across core subjects. I am seeking an opportunity to commence my professional career in Public Relations and would greatly value the entry-level experience to assist the Cassa Account Manager and Executive as described in the advertisement.

I am naturally out-going, friendly and a real communicator as evidenced by winning the Casey Creations Youth Arts Drama Award during high school and by successfully gaining a voluntary position to train students to work as volunteer university campus guides. I have proven strong customer service skills acquired from two major retail organisations including winning a National Trainee of the Year award as well as Staff Member of the Month award. My mature approach and ability to work independently and report back is demonstrated through part time employment as an Assistant Manager responsible for eight staff members at VideoEzy.

I have a demonstrated ability to implement public relations programs gained through practical experience at Peninsula Health and voluntary work with the Deaf and Blind Association. This has included writing approved media releases, liaison with local media outlets and developing an approved public awareness campaign.

I also have well-developed written communications skills demonstrated through elected roles as high school magazine sub-editor and university society secretary responsible for accurate and timely minutes, agendas and reports. My digital media skills have been demonstrated through checking and uploading to content management software the personal profile stories for the Department of Human Services web site.

Thanks you for considering my application which includes the attached resume. I would welcome an opportunity to further discuss my application further with you at interview.

Yours sincerely,

Angela Van

## **PR Account Assistant**

### **Cassa Public Relations - More jobs by this advertiser**

PR Account Assistant

*Are you a sharp and engaging media person with loads of fresh ideas?*

We're looking for a PR Assistant to join our boutique corporate and marketing communications agency in the Melbourne CBD.

This is a great opportunity for a university degree PR / Media graduate or final year student, to gain hands-on experience across a diverse range of accounts whilst learning from an established team of professionals.

We're looking for someone who is outgoing and instinctively communicative. The successful applicant must demonstrate maturity as well as exemplary interpersonal, writing, organisational, and computer skills.

We want a talented person with flair and a real determination to begin making a professional contribution through PR and the media, including creatively working with social and digital media.

The person we select must have the capacity to work and report back, independently, to a high standard. The successful candidate will be required to assist an Account Executive and Account Manager work with clients and journalists, prepare reports, draft media releases, help direct calls and confidently and proactively contribute to the smooth day-to-day running of our office and accounts.

Peter Cassa  
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