

## Expression of Interest Letter

### What is an Expression of Interest letter and when would use it?

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This type of letter is designed and intended to target a company to introduce yourself and express your interest in the possibility of future employment. To establish if there is any potential job opportunity that fit with your interest, experience, and skills.

Important to note that if you write a bad/poor letter, you will be ignored. But if you write a perfect one, you could land yourself with the work opportunity you are after.

During your job search process, you **may want to or need to be proactive** in creating a job opportunity. What if the company you would like work for is not advertising jobs in your desired field / experience? So, this is when you can be proactive, and express your interest, to hopefully create an opportunity to then present your CV and apply formally.

### Is there a difference between a Cover Letter and an Expression of Interest Letter?

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Yes, but they both might contain similar elements, typically a **Cover Letter** is used and sent to accompany a CV (or Resume) and is often used when applying for a posted job vacancy. Why we say often, is sometimes the Recruiter / Employer does not request a Cover Letter only your CV.

An Expression of Interest Letter should not be accompanied with a CV (or Resume).

### Tips to consider when preparing your Expression of Interest Letter

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1. **Research the company** - what is it about this company and why do you want to work for them?
2. **Make sure you identify the right person** - to address your letter to and address your letter correctly.
3. Like a Cover Letter, **always customise each letter**.
4. **Write a strong opening paragraph**.
5. **Conclude your letter positively** - this is effectively a 'marketing' and introduction letter. And your time to shine.
6. **Maintain a professional tone** - this is a business letter and should be written professionally.
7. **Give sufficient details about yourself** - naturally, you are writing this letter because you want an Internship or a graduate role with the identified target company. So, this is an opportunity to market you the value you can offer. What makes you qualified for an Internship or graduate programme position.
8. **Avoid mistakes in the letter** - please check spelling, punctuation, and letter format. Remember, once your letter is 'opened' you will be evaluated.
9. **Reveal your knowledge about the company** – this is where your research is key, since you have shown your interest in working with them, it will be assumed that you know something about the company.
10. **Keep your letter short** - no more than 3 paragraphs.

Refer to page 2 offers an example of a Letter of Interest.

## EOI Example Letter

Name Surname  
Residential Area:

Mobile:  
Email:  
LinkedIn:

20 February 2022

**ATT: Graham Smith**  
**Director - Human Resources**  
XYX Company  
32 Fox Street  
Sandton  
2146

Dear Graham

I hope my letter finds you well. For the past 6-months, I have been observing the work of XYZ Company, where I have been inspired and motivated by the company's devotion to sustainability - moved by the focus to make sure that the development process of your products is always aimed at creating sustainable and user-friendly products, as I am a passionate advocate of eco-friendly solutions.

I am currently the Senior Engineer at ABC Company, where I have worked for the past 3 (three) years on several leading climate initiatives and additionally lead a successful project from 2019 to 2020 that focussed on XXXX where we were an international award for our sustainable practice. This year, I have embarked on my MBA with Gordon Institute of Business Science (GIBS), which is further providing the opportunity to learn additional business skills, and furthermore..... In 2015, I graduated with a XXXX degree from University of Pretoria, achieving.....

I am showing my interest in contributing to....., where I believe I am a good match in terms of culture and skills. Not only will I gain greater experience, but I am confident that I will be able to add value to the projects you are working on....

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely

Name Surname