

UD1: Looking for a job

Cover letter, CV, and job interview

Cover Letter

☐ What is a cover letter?

Cover Letter

❑ What is a cover letter?

A formal business letter sent together with your CV  *Carta de presentación*

- Objective  Introduce yourself as the best candidate for a specific job
- Complements the CV  Motivation, skills and fit for the role

Dear Search Committee,

I would like to express my appreciation for the Applied Linguistics Department at the University of Massachusetts Boston for its impactful contributions to applied linguistics, bilingual and multicultural education, language policy, and sociolinguistics. The department's diverse expertise aligns closely with my academic and professional aspirations and I am eager to contribute to its mission through my teaching, research, and service.

My Ph.D. in Language Acquisition in Multilingual Settings, together with two M.A. degrees in the same field and in Teacher Training for Secondary and High School Education, have given me a solid foundation in language learning in multilingual environments, as well as broad training in teaching and research. Raised in a multilingual immigrant household, I learned early on the value of linguistic and cultural diversity. This perspective has guided my career as I have consistently sought to promote the rights and contributions of multilingual speakers in both teaching and research.

I have taught in higher-education contexts in Spain and Chile, two distinct multilingual environments where global languages like English and Spanish coexist with minoritized and indigenous languages such as Basque, Mapudungun, and Quechua. These experiences deepened my understanding of how classrooms can respect, protect, and promote diverse linguistic backgrounds, and they continue to inform my teaching philosophy.

My research examines the protection and preservation of minoritized languages and the rights of speakers of different linguistic backgrounds. I have investigated issues in sociolinguistics, English language teaching, speaker identity, collaborative teaching, and minority languages, with implications for classroom practice, curriculum design, and language policy. I believe research must not only advance knowledge but also address real needs and provide evidence that informs policy and practice.

In addition to teaching and research, I view service as essential to fostering collaboration and impact. I have contributed to curriculum committees, organized workshops and conferences, reviewed for international journals, and supported heritage language initiatives. At UMass Boston, I look forward to contributing to the Educator Licensure Program, mentoring multilingual students, and strengthening partnerships with New England's culturally and linguistically diverse school communities.

Thank you for considering my application. I welcome the opportunity to discuss how my background and research agenda align with the goals of your department. I can be reached at kebir.colmenero@ehu.eus or +34 607 748 720.

Sincerely,

Kebir Colmenero

Cover Letter

□ Goal

Convince the recruiter to invite you for an interview. Show:

- Who you are → quick background
- Why you are applying → motivation
- What you can offer → skills + experience
- Why this company → tailored interest

Cover Letter

□ Characteristics

- 1 page (3-4 short paragraphs)
- Structured + visually clear
- Personalized
- Why this company
- Carefully selected language*

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Sincerely,

Kebir Colmenero

<https://www.umb.edu>

Cover Letter

□ Characteristics

Carefully selected language*

I am writing to apply for the job because I think I would be good at it.

(Escribo para solicitar el trabajo porque creo que sería bueno en él.)

I really need this job and I promise I will work hard if you hire me.

(Realmente necesito este trabajo y prometo que trabajaré duro si me contratan.)

I am a responsible person. I am a hard worker. I am also a good team player.

(Soy una persona responsable. Soy un trabajador duro. También soy buen compañero.)

I am the best candidate for this job and nobody could do it better than me.

(Soy el mejor candidato para este trabajo y nadie podría hacerlo mejor que yo.)

Activity:

These 4 sentences contain some mistakes related to the language of cover letters.

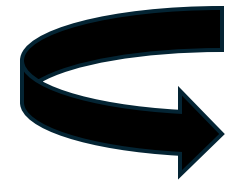
- 1) Identify the mistakes
- 2) Try to correct them

Cover Letter

□ Characteristics

Carefully selected language*

 I am writing to apply for the job because I think I would be good at it. **Too vague**
(*Escribo para solicitar el trabajo porque creo que sería bueno en él.*)

  I am writing to apply for the Marketing Assistant position at your company, as I am eager to contribute with my skills in digital communication and teamwork to your growing team.

(*Escribo para solicitar el puesto de Asistente de Marketing en su empresa, ya que deseo aportar mis habilidades en comunicación digital y trabajo en equipo a su equipo en crecimiento*)

Activity:

These 4 sentences contain some mistakes related to the language of cover letters.

- 1) Identify the mistakes
- 2) Try to correct them

Cover Letter

☐ Characteristics

Carefully selected language*

Activity:

These 4 sentences contain some mistakes related to the language of cover letters.

- 1) Identify the mistakes
- 2) Try to correct them

 I am a responsible person. I am a hard worker. I am also a good team player.
(*Soy una persona responsable. Soy un trabajador duro. También soy buen compañero.*)

Repetitive structure

 I am a responsible and hardworking professional with strong teamwork skills, eager to contribute positively to your company.

(*Soy un profesional responsable y trabajador con sólidas habilidades de trabajo en equipo, deseoso de contribuir positivamente a su empresa.*)

Cover Letter

❏ Characteristics

Carefully selected language*

Activity:

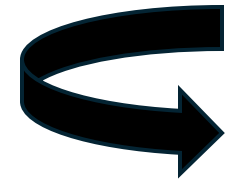
These 4 sentences contain some mistakes related to the language of cover letters.

- 1) Identify the mistakes
- 2) Try to correct them



I am the best candidate for this job and nobody could do it better than me.

(Soy el mejor candidato para este trabajo y nadie podría hacerlo mejor que yo.)



I believe my qualifications and experience make me a strong candidate for this position, and I am eager to demonstrate how I can contribute to your team's success.

(Creo que mis cualificaciones y experiencia me convierten en un candidato sólido para este puesto, y estoy deseoso de demostrar cómo puedo contribuir al éxito de su equipo.)

Exaggeration/overclaiming

Cover Letter

□ Things to include

- Greeting
- Job title you are applying for
- Why you are interested in this position
- 1-2 relevant experience/achievements
- Skills that match the job description
- Closing statement (availability, thanks)
- Contact information

Cover Letter

Activity:

Identify these 7 information pieces in the provided cover letter.

□ Things to include

- Greeting
- Job title you are applying for
- Why you are interested in this position
- 1-2 relevant experience/achievements
- Skills that match the job description
- Closing statement (availability, thanks)
- Contact information

Dear Ms. Smith,

I am writing to apply for the position of Customer Service Assistant at Bright Future Company, as advertised on your website. This opportunity is very exciting for me, and I would like to explain why I believe I am a good match for the role.

I am especially interested in working for Bright Future Company because of your strong reputation in customer care and your clear commitment to supporting both clients and employees. I admire how your company values teamwork, innovation, and respect, and I believe that these values are also very important in my personal and professional life. Joining Bright Future Company would allow me not only to develop my career, but also to grow in an environment that matches my own principles.

In my previous job at City Supermarket, I assisted customers daily with questions, complaints, and purchases. This experience taught me how to listen carefully, solve problems quickly, and stay calm under pressure. I received positive feedback from both customers and supervisors for my ability to handle difficult situations with patience and professionalism. In addition, I was asked to train two new colleagues during my time there. This responsibility helped me develop my leadership skills and made me realize how much I enjoy helping others learn.

I believe my skills in customer service, communication, and teamwork make me a strong candidate for this position. I am confident that I can adapt to new situations quickly, manage tasks efficiently, and build positive relationships with both clients and colleagues. I also have basic computer skills, including the use of Microsoft Office and email systems, which I understand are necessary for this role. My motivation, flexibility, and dedication to quality service will allow me to make a valuable contribution to Bright Future Company.

I would be very happy to discuss my application in more detail in an interview. I am available at your convenience and can start working immediately if selected. I can be reached at anna.smith@gmail.com or +34 608 745 343. Thank you very much for considering my application. I look forward to the possibility of joining your team and contributing to the continued success of Bright Future Company.

Sincerely,

Dear Ms. Smith,



Greeting

I am writing to apply for the position of Customer Service Assistant at Bright Future Company, as advertised on your website. This opportunity is very exciting for me, and I would like to explain why I believe I am a good match for the role.

I am especially interested in working for Bright Future Company because of your strong reputation in customer care and your clear commitment to supporting both clients and employees. I admire how your company values teamwork, innovation, and respect, and I believe that these values are also very important in my personal and professional life. Joining Bright Future Company would allow me not only to develop my career, but also to grow in an environment that matches my own principles.



Why you are interested in this company

1

In my previous job at City Supermarket, I assisted customers daily with questions, complaints, and purchases. This experience taught me how to listen carefully, solve problems quickly, and stay calm under pressure. I received positive feedback from both customers and supervisors for my ability to handle difficult situations with patience and professionalism. In addition, I was asked to train two new colleagues during my time there. This responsibility helped me develop my leadership skills and made me realize how much I enjoy helping others learn.



Relevant experiences/achievements

2

I believe my skills in customer service, communication, and teamwork make me a strong candidate for this position. I am confident that I can adapt to new situations quickly, manage tasks efficiently, and build positive relationships with both clients and colleagues. I also have basic computer skills, including the use of Microsoft Office and email systems, which I understand are necessary for this role. My motivation, flexibility, and dedication to quality service will allow me to make a valuable contribution to Bright Future Company.



Skills that match the job description

I would be very happy to discuss my application in more detail in an interview. I am available at your convenience and can start working immediately if selected. I can be reached at anna.smith@gmail.com or +34 608 745 343. Thank you very much for considering my application. I look forward to the possibility of joining your team and contributing to the continued success of Bright Future Company.



Closing statement (availability, thanks)

Sincerely,

Cover Letter

Things to **avoid**

 “To whom it may concern.”

 Copy-paste the information from the CV

 Irrelevant information → Age, hobbies, personal details...

 Informality → contractions, phrasal verbs...

 Size → One-page long

Cover Letter

□ Structure



Header: contact details*

Cover Letter

□ Structure

 **Header:** contact details*

 **Greeting:** “Dear XXX,”

Cover Letter

□ Structure

?;

Header: contact details*

1

Greeting: “Dear XXX,”

2

Introduction: 1 paragraph

- State the position: “*I am writing to apply for the position of XXX at XXX*”
- Mention how you found the ad.
- Quick hook: “*my background in XXX makes me a strong candidate.*”

Cover Letter

□ Structure

?;

Header: contact details*

1

Greeting: “Dear XXX,”

2

Introduction: 1 paragraph

3

Body: 1-2 paragraphs

- Skills and achievements: “*During my internship at XXX I developed XXX which improved XXX*”
- Motivation: “I am particularly interested in XXX because...”

Cover Letter

□ Structure

?;

Header: contact details*

1

Greeting: “Dear XXX,”

2

Introduction: 1 paragraph

3

Body: 1-2 paragraphs

4

Closing:

- Express enthusiasm: “I would welcome the opportunity to discuss..”
- Thank the recruiter
- Formal sign-off

Cover Letter

□ Useful language

1

Greeting

- “*Dear Mr./Ms. _____*”
Estimado/a Sr./Sra. _____
- “*Dear Hiring Manager*” (if no name is available)
Estimado/a Responsable de Selección/Contratación
- “*To the Human Resources Department at _____*”
Al Departamento de Recursos Humanos de _____.

Cover Letter

□ Useful language

2

Introduction

- *“I am writing to apply for the position of ____ recently advertised on ____”*
Me dirijo a usted para solicitar el puesto de ____ recientemente publicado en ____.
- *“As a student/professional with a background in ____, I am very interested in this opportunity at ____”.*
Como estudiante/profesional con formación en ____, me interesa mucho esta oportunidad en ____.
- *“I believe my skills in ____ and my experience in ____ make me a strong candidate for this role”.*
Creo que mis competencias en ____ y mi experiencia en ____ me convierten en un candidato sólido para este puesto.

Cover Letter

□ Useful language

2

Introduction

- *I am particularly motivated to join _____ because of your commitment to _____”.*

Estoy especialmente motivado/a para unirme a _____ por su compromiso con _____.

Cover Letter

□ Useful language

3

Body: skills, experience, fit

- *"During my internship/work experience at _____, I developed [specific skill], which resulted in _____."*

Durante mi práctica/experiencia laboral en _____, desarrollé [competencia específica], lo que dio como resultado_____.

- *"I have gained valuable experience in [field] through [project, course or job], where I was responsible for [task]."*

He adquirido una valiosa experiencia en [campo] a través de [proyecto, curso o trabajo], donde fui responsable de [tarea].

Cover Letter

□ Useful language

3

Body: skills, experience, fit

- *“My strengths include [skills 1] and [skill 2], which I believe are directly relevant to the requirements of this position.”*

Mis puntos fuertes incluyen [competencia 1] y [competencia 2], las cuales considero directamente relevantes para los requisitos de este puesto.

- *“I am confident that my ability to [specific action] will allow me to contribute positively to your team”.*

Estoy convencidxs de que mi capacidad para [acción específica] me permitirá contribuir positivamente a su equipo.

Cover Letter

□ Useful language

3

Body: skills, experience, fit

- *“In addition to my technical skills, I bring enthusiasm, adaptability, and a strong willingness to learn”.*

Además de mis competencias técnicas, apporto entusiasmo, adaptabilidad y una gran disposición por aprender.

Cover Letter

□ Useful language

4

Closing: enthusiasm, availability, thanks

- *“I would welcome the opportunity to discuss how my skills and background can contribute to [company name].”*

Estaría encantadx de tener la oportunidad de conversar sobre cómo mis competencias y experiencia pueden contribuir a [nombre de la empresa]

- *“Thank you very much for considering my application. I look forward to the possibility of an interview.”*

Muchas gracias por considerar mi solicitud. Espero con interés la posibilidad de una entrevista.

Cover Letter

□ Useful language

4

Closing: enthusiasm, availability, thanks

- *“I am available for an interview at your earliest convenience and can be reached at [phone/email].”*

Estoy disponible para una entrevista en la fecha que mejor le(s) convenga y puede contactarme en [teléfono/correo].

- *“I look forward to the possibility of contributing to your team and learning from the experience”.*

Espero con ilusión la posibilidad de contribuir a su equipo y aprender de la experiencia.

- *Yours sincerely*
Kind regards

Atentamente,

Cover Letter

□ Writing advice



- Research the company → Mention something specific (values, projects...)
- Use keywords from the job description

Activity:

Read the following job description and underline the relevant keywords that you could include in your cover letter.

Job Description: Social Worker

Position: Social Worker

Location: City Community Center

We are looking for a dedicated and compassionate Social Worker to join our team at the City Community Center. The successful candidate will support individuals and families by providing guidance, counseling, and resources to improve their quality of life.

Responsibilities:

- Provide emotional support and practical assistance to clients facing challenges.
- Conduct assessments to identify client needs and create personalized care plans.
- Work closely with other professionals (teachers, doctors, community leaders) to ensure collaborative care.
- Keep accurate records and write clear reports about client progress.
- Promote social inclusion and help clients access community resources.

Requirements:

- A degree or diploma in Social Work or a related field.
- Strong communication and active listening skills.
- Ability to show empathy, patience, and understanding.
- Experience in problem-solving and conflict resolution.
- Ability to work independently as well as in a team.
- Good organizational skills and attention to detail.

We offer:

- A supportive team environment.
- Opportunities for professional development and training.
- The chance to make a real difference in people's lives.

Activity:

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Cover Letter

□ Writing advice



- Research the company → Mention something specific (values, projects...)
- Use keywords from the job description
- Show both motivation and fit, not just skills/training.
- Keep a professional format → Times/Arial, 12pt, spacing, PDF...

Dear Ms. Smith,

I am writing to apply for the position of Customer Service Assistant at Bright Future Company, as advertised on your website. This opportunity is very exciting for me, and I would like to explain why I believe I am a good match for the role.

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I would be very happy to discuss my application in more detail in an interview. I am available at your convenience and can start working immediately if selected. I can be reached at anna.smith@gmail.com or +34 608 745 343. Thank you very much for considering my application. I look forward to the possibility of joining your team and contributing to the continued success of Bright Future Company.

Sincerely,

Dear Ms. Smith,

I AM WRITING TO APPLY FOR THE POSITION OF CUSTOMER SERVICE ASSISTANT AT BRIGHT FUTURE COMPANY, AS ADVERTISED ON YOUR WEBSITE. THIS OPPORTUNITY IS VERY EXCITING FOR ME, AND I WOULD LIKE TO EXPLAIN WHY I BELIEVE I AM A GOOD MATCH FOR THE ROLE.

I AM ESPECIALLY INTERESTED IN WORKING FOR BRIGHT FUTURE COMPANY BECAUSE OF YOUR STRONG REPUTATION IN CUSTOMER CARE AND YOUR CLEAR COMMITMENT TO SUPPORTING BOTH CLIENTS AND EMPLOYEES. I ADMIRE HOW YOUR COMPANY VALUES TEAMWORK, INNOVATION, AND RESPECT, AND I BELIEVE THAT THESE VALUES ARE ALSO VERY IMPORTANT IN MY PERSONAL AND PROFESSIONAL LIFE. JOINING BRIGHT FUTURE COMPANY WOULD ALLOW ME NOT ONLY TO DEVELOP MY CAREER, BUT ALSO TO GROW IN AN ENVIRONMENT THAT MATCHES MY OWN PRINCIPLES.

IN MY PREVIOUS JOB AT CITY SUPERMARKET, I ASSISTED CUSTOMERS DAILY WITH QUESTIONS, COMPLAINTS, AND PURCHASES. THIS EXPERIENCE TAUGHT ME HOW TO LISTEN CAREFULLY, SOLVE PROBLEMS QUICKLY, AND STAY CALM UNDER PRESSURE. I RECEIVED POSITIVE FEEDBACK FROM BOTH CUSTOMERS AND SUPERVISORS FOR MY ABILITY TO HANDLE DIFFICULT SITUATIONS WITH PATIENCE AND PROFESSIONALISM. IN ADDITION, I WAS ASKED TO TRAIN TWO NEW COLLEAGUES DURING MY TIME THERE. THIS RESPONSIBILITY HELPED ME DEVELOP MY LEADERSHIP SKILLS AND MADE ME REALIZE HOW MUCH I ENJOY HELPING OTHERS LEARN.

I BELIEVE MY SKILLS IN CUSTOMER SERVICE, COMMUNICATION, AND TEAMWORK MAKE ME A STRONG CANDIDATE FOR THIS POSITION. I AM CONFIDENT THAT I CAN ADAPT TO NEW SITUATIONS QUICKLY, MANAGE TASKS EFFICIENTLY, AND BUILD POSITIVE RELATIONSHIPS WITH BOTH CLIENTS AND COLLEAGUES. I ALSO HAVE BASIC COMPUTER SKILLS, INCLUDING THE USE OF MICROSOFT OFFICE AND EMAIL SYSTEMS, WHICH I UNDERSTAND ARE NECESSARY FOR THIS ROLE. MY MOTIVATION, FLEXIBILITY, AND DEDICATION TO QUALITY SERVICE WILL ALLOW ME TO MAKE A VALUABLE CONTRIBUTION TO BRIGHT FUTURE COMPANY.

I WOULD BE VERY HAPPY TO DISCUSS MY APPLICATION IN MORE DETAIL IN AN INTERVIEW. I AM AVAILABLE AT YOUR CONVENIENCE AND CAN START WORKING IMMEDIATELY IF SELECTED. I CAN BE REACHED AT anna.smith@gmail.com OR +34 608 745 343. THANK YOU VERY MUCH FOR CONSIDERING MY APPLICATION. I LOOK FORWARD TO THE POSSIBILITY OF JOINING YOUR TEAM AND CONTRIBUTING TO THE CONTINUED SUCCESS OF BRIGHT FUTURE COMPANY.

Sincerely,

Cover Letter

□ Writing advice

- Research the company → Mention something specific (values, projects...)
- Use keywords from the job description
- Show both motivation and fit, not just skills/training.
- Keep a professional format → Times/Arial, 12pt, spacing, PDF...
- Avoid negative language →  “Although I lack experience in...”



Cover Letter

□ Writing advice

- Research the company → Mention something specific (values, projects...)
- Use keywords from the job description
- Show both motivation and fit, not just skills/training.
- Keep a professional format → Times/Arial, 12pt, spacing, PDF...
- Avoid negative language →  “Although I lack experience in...”
- Proofread carefully → 



Cover Letter

□ Writing advice

- Research the company → Mention something specific (values, projects...)
- Use keywords from the job description
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- Avoid negative language →  “Although I lack experience in...”
- Proofread carefully → 



Cover Letter

In groups (2-3)

❑ To be collected and graded

- **Step 1:** Analyze job description + complete guided questions
- **Step 2:** Write first draft
 - Use the useful language section in this doc = copy - paste
 - Allowed resources: Kebir, Wordreference, Lingue, ~~IA~~
 - Show me the final draft
- **Step 3:** Final cover letter
 - Allowed resources: Kebir, Wordreference, Lingue, IA
 - Submit via moodle

Job Title: Marketing Assistant (Internship)

Location: Barcelona, Spain (Hybrid: 3 days in office, 2 days remote)

We are looking for a motivated and creative Marketing Assistant to support our team in promoting our digital products and services. This position is ideal for a recent graduate or student interested in gaining professional experience in a dynamic international environment.

As a Marketing Assistant, you will support our team in several important tasks. You will help create and edit content for different social media platforms. You will also assist in the organization of online marketing campaigns and events. In addition, you will conduct market research and prepare simple reports. Finally, you will collaborate with the design team to prepare promotional materials for our products and services.

To be considered for this position, you need to meet some basic requirements. You should have at least a B2 level of English. Strong communication and organizational skills are also important. In addition, you should have basic knowledge of social media platforms such as Instagram, LinkedIn, or TikTok. It is also necessary to be able to work independently as well as in a team.

Our company provides several benefits for interns. We offer a six-month paid internship with flexible working hours. You will gain practical experience in a multicultural company and work with colleagues from different countries. We also provide mentoring and opportunities for professional growth during your time with us.

Responsible of the hiring process: Anne Smith

- **Guided Questions**
- **Job Title:** What is the position offered?
- **Who is responsible for the hiring process?**
- **Location:** Where is the job located?
- **General Description:** What type of candidate are they looking for?
- **Responsibilities:** What are the main tasks of this job? Write at least three.
- **Requirements:** What skills, knowledge, or abilities do applicants need?
- **What They Offer:** What benefits or opportunities does the company provide?
- What **skills/experience** can you mention as contributing or helpful for your cover letter?
- **Availability:** How are you going to be contacted?