

## ACTION APPOINTMENTS MOTIVATION LETTER GUIDELINE

In our 20 years of recruitment experience we have come to the conclusion that when applying for a specific position a good motivation letter is probably even more important than your CV. This is the first document that the prospective employer reads about you and it is on the basis of this letter that they will go on to look at your CV. If you send a sloppy generic letter that contains typos, spelling mistakes and even worse an unedited reference to a previous job you have applied for there is a good chance that your application will be thrown out at that point in the process.

### HERE ARE SOME HINTS TO WRITING A GOOD LETTER THAT WE HAVE DEVELOPED FROM READING THOUSANDS OF EXAMPLES OVER THE YEARS:

- Lay your letter out professionally – use a good clean font and stick to it – there is nothing worse than a letter made up of a patchwork of fonts, bold and italics.
- Address the letter to the correct person:

Head of Human Resources – The Nordic Trust

Dear Mrs Garson

- Give a good relevant title such as:

Application for the position of Monitoring and Evaluation Training Manager at the Nordic Trust

- Make absolutely sure that if you are using part of a letter from a previous application that all reference to that application is removed – it is very off-putting to realize that the applicant is merely cutting and pasting from a previous letter.
- If you do cut and paste sections make sure that everything is laid out uniformly using the same font.
- Keep the letter short and to the point – provide only the information from your past career that is relevant to the post.



- Refer directly to the position you are applying for in the opening paragraph of your letter and make sure you state why you are applying:

I wish to apply for the position of Monitoring and Evaluation Officer at the Nordic Trust because I believe I am an ideal candidate for this post.

- Carry on telling them why you are an ideal candidate:

I have gained nine years of progressively more senior experience in M&E and M&E reporting in a variety of NGOs and government departments and I have many of the skills that you are looking for.

- Tell them more about the skills and experience they have asked for that you have and also tell them what capacity you were in when you got them:

In my current post at World Visionaries where I have worked as an M&E Manager in the Food Security Unit I have been directly responsible for the redesign of the new M&E system.

- Now you can also draw on other experience that is relevant to this specific post:

While an M&E Officer at Ipas South Africa I was also involved in the design of the M&E system and gained experience in the provision of technical support to in-country Sexual and Reproductive Health monitoring and evaluation activities. In my work as an M&E Reporting Officer at the Department of Social Development I assisted in a major impact evaluation of the Child Support Grant and assisted in the facilitation of training programmes for national and provincial M&E staff.

- Now you could summarise your skills:

Since I have a background in both M&E and training I do believe I am your ideal candidate and would be grateful to be given the opportunity to expand on my skills and capabilities at an interview.



- Summarise why you are keen on this particular post and make it clear that you are aware what the organisation you are applying to actually does:

I am passionate about M&E and training as well as the field of Children's health and rights and am keen to advance my career in these areas. I believe the work that the Nordic Trust does in the area of Children's rights and OVC support is aligned to my interests and experience and offers me just such an opportunity and I am excited at the prospect of exploring this further.

- Finish off the letter in a professional manner:

Thank you for considering my application, I look forward to hearing from you.

Yours sincerely  
Thembi Ndlovu



## HERE IS THE COMPLETED EXAMPLE OF A MOTIVATION LETTER

9th January 2014

Head of Human Resources – The Nordic Trust

Dear Mrs Garson

### **Application for the position of Monitoring and Evaluation Training Manager at the Nordic Trust**

I wish to apply for the position of Monitoring and Evaluation Officer at the Nordic Trust because I believe I am an ideal candidate for this post. I have gained nine years of progressively more senior experience in M&E and M&E reporting in a variety of NGOs and government departments and I have many of the skills that you are looking for.

In my current post at World Visionaries where I have worked as an M&E Manager in the Food Security Unit I have been directly responsible for the redesign of the new M&E system.

While an M&E Officer at Ipas South Africa I was also involved in the design of the M&E system and gained experience in the provision of technical support to in-country Sexual and Reproductive Health monitoring and evaluation activities. In my work as an M&E Reporting Officer at the Department of Social Development I assisted in a major impact evaluation of the Child Support Grant and assisted in the facilitation of training programmes for national and provincial M&E staff.

Since I have a background in both M&E and training I do believe I am your ideal candidate and would be grateful to be given the opportunity to expand on my skills and capabilities at an interview.

I am passionate about M&E and training and am keen to advance my career in these areas. I believe the post at the Nordic Trust offers me just such an opportunity and I am excited at the prospect of exploring this further.

Thank you for considering my application, I look forward to hearing from you.

Yours sincerely  
Thembi Ndlovu

