

Rubric or Marking Guide criteria – Cover Letter

	Proposed weighting	Excellent	Average	Poor
Presentation & Structure	30%	<p>Letter is professionally presented with:</p> <ul style="list-style-type: none"> • One A4 page, 11-12 point with appropriate font and margins • 3-5 paragraphs • Standard business letter format including date, address lines, contact details, appropriate greeting and sign off • 300-500 words length 	<p>Letter is adequately presented with opportunity to improve in the following area(s):</p> <ul style="list-style-type: none"> • Margins, font selection and/or font size • Number or length of paragraphs • Format of letter e.g. date, address lines, contact details, appropriate greeting and sign off • Word length – too little or too much 	<p>Letter is poorly and unprofessionally presented with many issues which may include:</p> <ul style="list-style-type: none"> • Inappropriate font selection and/or size and/or inappropriate margins • Poor use of paragraphs • Not in a standard business letter format and/or with missing information • Significantly under or over word count
Content	60%	<p>Letter reads professionally with:</p> <ul style="list-style-type: none"> • Logical paragraph construction • Clear opening statement addressing what you are applying for and why • Outlines relevant skills, qualifications and experience appropriate to the position • Includes evidence of research into organisation and how skills/experience connect • Evidence drawn from across a range of experiences • Finishes with a positive close • Tightly edited • Conveys interest, energy and enthusiasm 	<p>Letter reads adequately with opportunity to improve in the following area(s):</p> <ul style="list-style-type: none"> • Paragraph construction • Opening statement addressing what you are applying for and why • Outline of relevant skills, qualifications and experience appropriate to the position • Evidence of research into organisation and how skills/experience connect • Evidence drawn from across a range of experiences • Closing sentence • Editing • Conveys interest, energy and enthusiasm 	<p>Letter reads poorly and unprofessionally with many issues which may include:</p> <ul style="list-style-type: none"> • Illogical and confusing paragraph construction • Opening statement confusing and/or omitting key information • Skills, qualifications and experience referenced are limited and/or it is unclear how they relate to the role • Skills, qualifications and experience are provided but without evidence of how/where they were acquired • Includes no evidence of research into organisation and how skills/experience connect • Closing statement is confusing and/or omitting key information • Poorly edited • Conveys disinterest and a lack of enthusiasm
Spelling/grammar	10%	<ul style="list-style-type: none"> • No spelling errors • Appropriate phrasing and expression with no grammatical errors 	<ul style="list-style-type: none"> • 1-2 spelling errors • Some use of inappropriate phrasing and expression and/or 1-2 grammatical errors 	<ul style="list-style-type: none"> • Many spelling errors • Phrasing is inappropriate – e.g. uses slang, jargon, casual expressions, acronyms and/or passive voice