# **Crafting a compelling cover letter**

Wednesday 26 June 2024, 12:00 - 1:00pm

Presented by the Ministry for Women, the Ministry for Ethnic Communities, and the Ministry for Housing and Urban Development







## Karakia

Whakataka Te Hau

Whakataka te hau ki te uru

Whakataka te hau ki te tonga

Kia mākinakina ki uta

Kia mātaratara ki tai

Kia hī ake ana te atakura

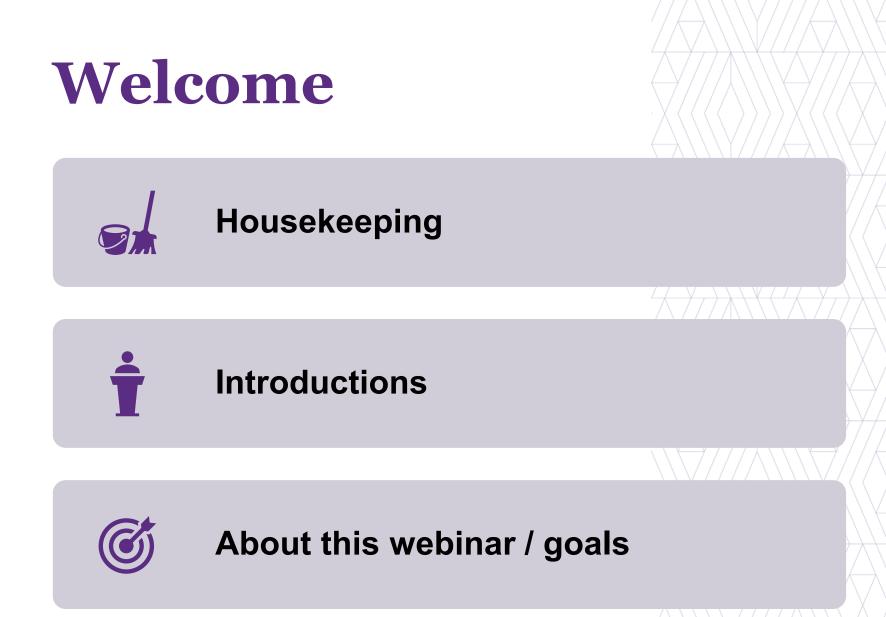
He tio

He huka

He hauhū

Tihei mouri ora





### What we will cover

- Context Crown boards
- What is a cover letter?
- Preparing to write your cover letter
- How to draft an effective cover letter
- Content, style, format
- "Yeah or nah?"
- Short-listing process
- Questions?

# **Context – Crown boards**

#### Demand

- 400+ boards
- ~2,500 individual board positions
- 30 appointing agencies, eg Health, Education, Justice, Conservation etc.

Source: Ministry for Women, 2022 Stocktake of Gender, Māori, Pacific and Ethnic Diversity on Public Sector Boards and Committees (2023)

#### Supply

- Treasury database alone has ~5000 members
- Online advertising
- Nominating agency databases
- MP nominations
- Appointment rounds usually attract 80-90 applications

## **Context – Crown boards**

Check out this guidance on the Leadership Learning Hub for more information!

#### Leadership Learning Hub

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#### Guidance

Introduction to public sector board appointments

Ministry for Women

Online Free Up to 2 hours

Manatū Wāhine, alongside Te Puni Kōkiri, Ministry for Pacific Peoples, Whaikaha - Ministry of Disabled People, and Ministry for Ethnic Communities, will be running a webinar for wanting to learn about how the public sector recruits board members.

https://www.women.govt.nz/womenand-leadership/leadership-learninghub/introduction-public-sector-boardappointments

# What is a cover letter?

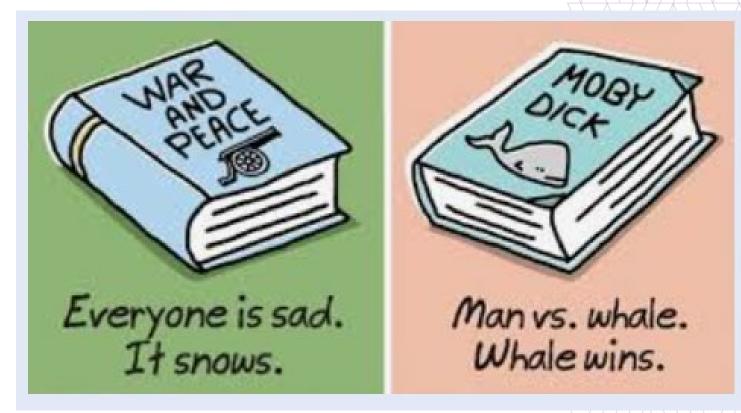
• CV: a chronological account of facts about your professional history.

• Cover letter: the narrative that draws the link between you and what the particular vacancy requires.

# Preparing to write your cover letter

- Do your research.
- Where is a skill/expertise gap on the board?
- Position specification.
- Entity website.
- Corporate documents.
- Media search.

# How to draft an effective cover letter



Source: John Atkinson, *Abridged Classics: Brief Summaries of Books You Were Supposed to Read but Probably Didn't* 

# How to draft an effective cover letter

- Correctly addressed.
- Demonstrate understanding of the organisation's mission and goals.
- Highlight relevant experience and skills.
- Provide specific relevant examples and achievements.
- Be concise and to the point.
- Proofread!

## Content, style, format

Tēnā koe / Dear / To [name]

First sentence expresses interest in being considered for the role you're applying for.

Next paragraph summarises your most relevant skills, sector experience, competencies, education, attributes.

You can touch on your motivation for applying if that isn't obvious from preceding paragraphs or your CV.

If required this paragraph could anticipate questions that arise from your CV, such as apparent conflicts of interest or capacity to take on another role, or the selection criteria you don't meet.

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

Ngā mihi / Yours sincerely / Regards / etc.

First name Last name Mobile Email

## Yeah or nah?

"I am-

passionate excited strategic the ideal candidate"

"I love what the company is doing with x,y,z"

"I am looking for a board role that affords me the opportunity to [name of your dream]"

"I know [Very Important Person] very well and they will vouch for me"

"I am an avid spear fisher so I can also offer Seafood Fridays"



# **Short-listing process**

- First screening minimum essential criteria.
- Second screening benchmarking against others.
- Third screening Chair.
- Short-list of 3-4.
- Minister agrees/disagrees/adds names.
- Interviews arranged.
- Can be 1-3 months from application to interview.

# Questions?

#### **Nominations databases**



Nominations Service | Ministry for Ethnic Communities





<u>Te Pae Ārahi –</u> <u>Nominations Service</u> (tpk.govt.nz)

Ministry for Pacific Peoples — Nominations Service (mpp.govt.nz)

Whaikaha Ministry of Disabled People Join our Nominations Database | Whaikaha -Ministry of Disabled People



Register with our Nominations Service | Ministry for Women

### Check out other governance learning opportunities on the Leadership Learning Hub

#### Leadership Learning Hub

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Search keywords ...

#### Webinar

#### Governance CV Training Ministry for Women

Colline Free O Up to 2 hours

Manatů Wähine Ministry for Women, alongside the Ministry of Ethnic Communities, Whaikaha - Ministry of Disabled People, Ministry for Pacific Peoples and Te Puni Kökiri, ran a

#### Webinar

#### LinkedIn for Governance Professionals Ministry for Women

Online Free O Up to 2 hours

Manatü Wähine Ministry for Women, alongside the Ministry

#### www.women.govt.nz/hub

## Karakia

Unuhia! Unuhia!

Unuhia i te uru-tapu-nui

Kia wātea, kia māmā te ngākau,

Te tinana, te wairua i te ara

takatū

Koia rā e Ronga, whakairia ake ki

runga

Kia wātea.

Kia wātea.

Ae rā, kua wātea!

Hau pai mārire!













## Thank you