

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



Welcome



Housekeeping



Introductions



About this webinar / goals

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**
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Context – Crown boards

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



The screenshot shows the 'Leadership Learning Hub' interface. At the top, the title 'Leadership Learning Hub' is displayed in a purple serif font. Below the title is a search bar with a light purple background. The search bar contains a search input field and several filters: a checkbox for 'Only show online events', and dropdown menus for 'Time commitment', 'Price range', 'Topic', and 'Delivery type'. A 'Reset' button is also present. Below the search bar, a card is highlighted in orange. The card is titled 'Guidance' and 'Introduction to public sector board appointments'. It lists the 'Ministry for Women' as the provider and includes details such as 'Online', 'Free', and 'Up to 2 hours'. A brief description follows, mentioning the involvement of the Ministry for Pacific Peoples, Whaikaha - Ministry of Disabled People, and the Ministry for Ethnic Communities. A 'Read more' link with a right-pointing arrow is at the bottom of the card.



<https://www.women.govt.nz/women-and-leadership/leadership-learning-hub/introduction-public-sector-board-appointments>

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.
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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



Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka

[Nominations Service |
Ministry for Ethnic
Communities](#)



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

[Te Pae Ārahi –
Nominations Service
\(tpk.govt.nz\)](#)



Ministry for
**Pacific
Peoples**

Te Manatū mō ngā Iwi ō te Moana-nui-ā-Kiwa

[Ministry for Pacific
Peoples — Nominations
Service \(mpp.govt.nz\)](#)



Whaikaha
Ministry of Disabled People

[Join our Nominations
Database | Whaikaha -
Ministry of Disabled People](#)



Manatū Wāhine
Ministry for Women

[Register with our
Nominations Service |
Ministry for Women](#)

Check out other governance learning opportunities on the Leadership Learning Hub

The screenshot displays the Leadership Learning Hub interface. At the top, the title "Leadership Learning Hub" is prominently featured. Below the title is a search bar with the placeholder text "Search keywords...". To the left of the search bar, there are several filter options: a checkbox for "Only show online events", and dropdown menus for "Time commitment", "Price range", "Topic", "Delivery type", and a "Reset" button. Below the search bar, two webinar listings are shown in teal-colored boxes. The first listing is for "Governance CV Training" by the Ministry for Women, which is online, free, and up to 2 hours long. The second listing is for "LinkedIn for Governance Professionals" by the Ministry for Women, also online, free, and up to 2 hours long. Both listings include a brief description of the content and the organizing 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 mārيره!





Te Tūāpapa Kura Kāinga
Ministry of Housing and Urban Development



Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT



Ministry for
**Pacific
Peoples**
Te Marautanga o Aotearoa



Whaikaha
Ministry of Disabled People



Manatū Wāhine
Ministry for Women

Thank you
