



Application Letter

Intercultural Session - presented by SieguVer (C. Knie, Juli 2021)

Application Letters in Germany Content, Customs and Formalities

AGENDA

- Introduction
- Different international norms and customs
- Importance of application letters in Germany
- Help for application processes at University of Siegen
- Let's practise:

Structures and Norms of Cover Letters in Germany

- Feedback/ Outlook



Application Letters in Germany

Content, Customs and Formalities

Different international norms and customs

- India – only short cover letter
- United States – no Signature? CV: no Photo, no date of birth...
- Turkey.....
- Syria.....
- Iran...



How is it in your
home country?

How are the conventions in your home country?

What is the most important document in the application process at home?

Application Letters in Germany

Content, Customs and Formalities

The importance of application letters (in Germany)

Recruiters decide **in seconds** whether you are suitable for them or not. They will **use your cover letter** to make sure you have **picked up and understood the must-haves**.

Therefore:

- Write **individual cover letters** for each job you apply for. Even though the basics are the same, you need to tailor it to each job to be successful
- The text should be **clear, well structured** and **the sentences not too long**
- Tell them you understood **what they're looking for** and explain how **you fit the job** description
- Show that you **know** and **respect** German **formalities**

Application Letters in Germany

Content, Customs and Formalities

Addresses for help with the application process at the University of Siegen



Career Service: workshops and coaching
<https://en.career.uni-siegen.de/>



Woman Career Service

<https://www.uni-siegen.de/gleichstellung/karriere/womencareer/index.html.en?lang=en>

- Better chances for women at work
 - Awareness of your own strengths and potentials
 - More motivation to develop your own action plans
 - Knowledge of the requirements of the labour market
 - Realization of the mechanisms excluding women in the workplace and development of a corresponding strategy
- Personal Consultation

Flyer: https://www.uni-siegen.de/gleichstellung/karriere/womencareer/wcs_flyer_21_englisch_ohne_druckfahne.pdf

Application Letters in Germany

Content, Customs and Formalities

SieguVer Website – Help with Job Application

<https://blogs.uni-siegen.de/sieguver/files/2021/06/Bewerbungchecklist-ENG-1.pdf>

formal application checklist

Order of documents

The cover sheet is optional and can act as a design feature

General advice

Read through job ads carefully and take notes of „must have“ and „can have“ requirements. Use these criteria to shape your application documents.

Applications via email or online often require different formats. For these, however, thorough application documents act as a solid foundation.

Do you already have a XING or LinkedIn profile?

It pays off to be thorough. The most common and avoidable application mistakes are:

- 1) Spelling
- 2) Wrong contact person or company
- 3) Unexplained gaps in your CV
- 4) No customized cover letter
- 5) Missing documents
- 6) Unprofessional photo

formal application checklist

CV

Lebenslauf (Beispiel Name)

Berufserfahrung

Ausbildung

Besondere Kenntnisse

Length: 3-4 pages. The CV is your personal branding and can be designed in a short profile, functional or chronological form.

For an overview and CV building the European CV format is a helpful tool. The standard provides structure, but also comes in a generic look <https://europa.eu/european-cv-format>

* This is common in Germany, but not a must.

formal application checklist

Cover letter

- ☐ Sender's address (name, address, phone number, email)
- ☐ Date (right-aligned)
- ☐ Receiver's address (company name, first and family name of contact person, address)
- ☐ Subject (link to position as advertised)
- ☐ Salutation
- Watch out!** Use „Sehr geehrte Frau“ when contact person is **female** and „Sehr geehrter Herr“ when contact person is **male**
- Also watch out for titles of contact person**
- ☐ Introduction and opening phrase
- ☐ Presenting your profile – strengths and competences with examples
- ☐ If applicable, motivation further skills, languages, references and notice periods
- ☐ Closing phrase and greetings
- ☐ Signature
- ☐ Attachments

Length: 3 pages. The DIN 5108

Which parts and where they have to be placed?

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Preparation for the Job Market
<https://blogs.uni-siegen.de/sieguver/en/>

Help with Application (Laura Yilmaz)

Personal Consultation

<https://blogs.uni-siegen.de/sieguver/en/vorbereitung-auf-den-arbeitsmarkt/bewerbungsunterstuetzung/>

Application check list (Order of documents, Cover Letter, CV, General Advice <https://blogs.uni-siegen.de/sieguver/files/2021/06/Bewerbungschecklist-ENG-1.pdf>)

Intercultural Topics - Information and Discussions (Christine Knie)

Workshops and Sessions/ Information Material and Links

<https://blogs.uni-siegen.de/sieguver/en/vorbereitung-auf-den-arbeitsmarkt/preparation-for-the-jobmarket-intercultural/>

Networking (Alicia Platt, Eva Grottschreiber)

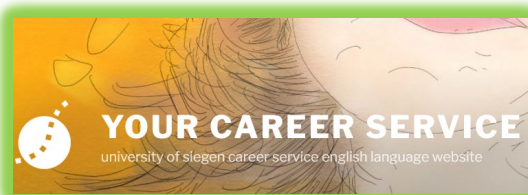
International Breakfasts, Company Visits, Excursions, Engagement-Talks

<https://blogs.uni-siegen.de/sieguver/en/vorbereitung-auf-den-arbeitsmarkt/networking/>

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Application Letters in Germany

Content, Customs and Formalities

Internet pages – Examples (for German application letters) -

<https://bewerbung.com/so-sieht-ein-ideales-anschreiben-aus/>

<https://karrierebibel.de/anschreiben/>

https://www.xing.com/news/insiders/articles/einstieg-ins-anschreiben-sagt-doch-einfach-was-sache-ist-3780897?xng_share_origin=web

Application Letters in Germany Content, Customs and Formalities

Group Session: Application Mosaic

A typical application letter has been cut into the various parts – Please place them to the right position in a blank document and identify the content

- 5 groups with 2 people
- 10 minutes time each

Discussion and comparison in the plenary

Which parts and where do they have to be placed?



Let's practise

Content, Customs and Formalities in Germany

Parts of a cover letter:

Which parts and where they have to be placed?

6. November 2021

Tatjana Beispiel
Marketing SunMax GmbH
Bahnhofstrasse 13
12345 Frankmund

Dear Ms. Beispiel,

My business expertise and practical experience next to my social skills enable me in the field of marketing assistance. I gained knowledge of a wide variety of marketing techniques and concepts and I am an excellent communicator and creative thinker. I am used to working under pressure when it comes to deadlines. Apart from that, I am an outgoing person and always interested in what motivates people. I believe that I am the perfect candidate for developing your lead generation campaigns.

I am sure that I will play a vital role in your team to help SunMax successfully reach its goals.

At my former workplace, I was responsible for organising events and workshops for regional teams. In addition, I am experienced in a variety of marketing campaigns. I am very motivated by the prospect of working with SunMax.

I welcome the opportunity to speak with you about my qualifications and ways that I can contribute to SunMax.

Please find enclosed my CV, which details my career history to date, along with additional information, please feel free to contact me at alina.musterweber@mail.de or 0765 432 132.

I welcome the opportunity to speak with you about my qualifications and ways that I can contribute to SunMax. Thank you for your consideration and I look forward to hearing from you.

Yours sincerely
Alina Musterweber

Attachments
Curriculum Vitae
Certificates
Recommendation Letter

Application as a Marketing Assistant

ENGLISH TEXT compiled according to GERMAN FORMS / STANDARDS

Alina Musterweber
Musterstraße 123
87654 Musterstadt

6. November 2021

Tatjana Beispiel
Marketing SunMax GmbH
Bahnhofstrasse 13
12345 Frankmund

Application as a Marketing Assistant

Dear Ms. Beispiel,

your advertisement in the Frankfurter Rundschau for a marketing assistant exactly matches my professional competence. After my international Business and English studies at University College Dublin, I worked for a British clothing company. I am a native German speaker and speak English and Spanish fluently and I am sure that these language skills will prove an asset to SunMax.

My business expertise and practical experience next to my social skills enable me in the field of marketing assistance. I gained knowledge of a wide variety of marketing techniques and concepts and I am an excellent communicator and creative thinker. I am used to working under pressure when it comes to deadlines. Apart from that, I am an outgoing person and always interested in what motivates people. I believe that I am the perfect candidate for developing your lead generation campaigns.

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Please find enclosed my CV, which details my career history to date, along with information about other professional and linguistic qualifications. If you require any additional information, please feel free to contact me at alina.musterweber@mail.de or call on 0765 432 132.

I welcome the opportunity to speak with you about my qualifications and ways that I can contribute to SunMax. Thank you for your consideration and I look forward to hearing from you.

Yours sincerely
Alina Musterweber

Attachments
Curriculum Vitae, Certificates, Recommendation Letter
© Musterweber.de (revised according to the German standards by C. Knie)

Group Session: Application Mosaic

Discussion and comparison in the plenary

1. Sender's address (name, address, phone number, email)
2. Date (right-aligned)
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6. Introduction and opening phrase
7. Presenting your profile – strenght and competences with examples
8. If applicable, motivation further skills, languages, references and notice periods
9. Closing phrase and greetings
10. Signature
11. Attachments

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Alina Musterweber

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Curriculum Vitae, Certificates, Recommendation Letter

© Karrierebibel.de (revised according to the German standards by C. Knie)

Application Letter/ Cover Letter/ Anschreiben

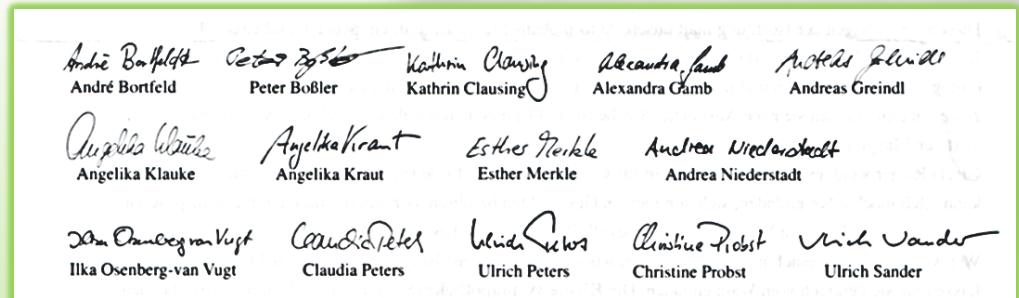
Content, Customs and Formalities in Germany

How is it in your
home country?

The importance of your signature

In Germany, the **application letter as well as the CV must be signed**. (The UK CV as well as the US Resume are both unsigned. When applying in English, only the cover letter is signed.

The signature is of a special importance in Germany, as this is a "**handwritten**" part and makes it all the more **personal**. Some people even make a **connection between your handwriting and your character....** (professional advertising also very often works with personally signed cover letters to create trust).



Application Letter/ Cover Letter/ Anschreiben

Content, Customs and Formalities in Germany

German or English?

If you are applying in English for a **job in a German company**, it is particularly good if you also send a covering letter in German (beside language but be aware of different structures!)

All documents should be free of spelling and grammatical errors!

For automatic translation you should use reputable **internet translators** such as:

Linguee Translator (<https://www.linguee.de> and <https://www.deepl.com/translator>)

Cambridge Dictionary and Translator (<https://dictionary.cambridge.org/translate/>)

Ponds (<https://de.pons.com/text-übersetzung>)

And if possible, always have it checked again by a native speaker!

Application Letter/ Cover Letter/ Anschreiben

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