



Illustration by Priscilla Fung



How to write to employers for job opportunities





Illustration and screen printing workshop

Definition

- **Speculative application:** Where you contact the company directly to introduce yourself, your expertise and services. This is in the hopes of forming a connection and getting a job at the company.
- **Speculative role:** A role that is not advertised publicly.

Structure

When you contact an employer looking for a job opportunity, follow this structure in your messaging:

What	What opportunity are you looking for?
Why	Why do you want to work for the brand? What is the brand's unique selling point that captured your interest?
Who	Who are you? What skills can you bring to the role and brand? Why do the brand's values align with your own?
When	What is your availability to have a conversation or potential interview? Are you available permanently or temporarily?
How	Attach your documents to showcase how your experience is relevant to the role (CV, cover letter and portfolio)

Tips for writing a speculative application email

- **Effective email subject lines:** Think about what will grab their attention and focus on their need as a brand
- **Put your best foot forward:** Introduce yourself and demonstrate your knowledge of the brand
- **Summarise your skills:** Match your experience and skills to the brand's values
- **Perfect your tone of voice:** Professionally show your enthusiasm for the brand and tailor your tone to match theirs
- **Short but sweet:** Keep your application email messaging to no more than 250 words
- **The goal is to get a response:** Remember you are hoping for a response to organise a meeting to discuss further, do not expect to be offered your dream job straight away

Speculative application timeline

Research everything:

- The brand
- The people
- The types of roles within the team
- The brand's values
- What excites you about the brand

Prepare your tailored documents:

- Your messaging
- CV
- Cover letter
- Portfolio (if applicable)

Find the most direct route and send your application:

- Use LinkedIn to find the department manager of the area you wish to apply for
- Email or message them directly with your application, ensuring to address them by name



Students working at the Byam Shaw Print Workshop

Follow up

- After 2 weeks of silence, follow up with a gentle chase message
- In your message, be polite and ask if they had time to review your previous email
- Acknowledge and understand that they may be very busy
- Confirm that you are still available to discuss further
- Offer to answer any questions they may have about your expertise

Ask for feedback

- If you get a short response acknowledging your effort but no continued path, ask politely for feedback and whether you can be contacted should any new vacancies arise

Track your progress

- Keep on track of how many applications you send and the style of messaging
- You'll start to see patterns of what worked and what didn't



Student working on Computer, London College of Communication,
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Speculative application email examples

Example 1

Subject: Fashion Journalism graduate available for meaningful copywriting and content

Hi Jo,

I hope you've had a good week so far.

I'm a recent Fashion Journalism graduate from London College of Fashion with a keen interest in innovative digital publications and blogs. I would like to offer my services as a long-form copywriter with a focus on thought-provoking and purposeful writing.

I have enjoyed Refinery28's content for the past few years and especially admired your recent series by non-binary beauty bloggers. Your mission to give a voice to minorities and offer hope to young readers in the current climate totally aligns with my own.

Through my degree and freelance writing at Teen Vogue, I have developed my personal writing style with flair, fun and meaning. I have previous experience writing to a brief with quick turnarounds and tight deadlines which I feel would benefit the Refinery28 writing team extensively.

I have attached my CV and cover letter and should you wish to read some of my work, you can view my portfolio [here](#). My writing services are available from July onwards.

I would love to discuss my profile further with you and look forward to hearing from you. Thank you for your consideration.

Kind regards,
Alex Smith

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[LinkedIn](#) | [Portfolio](#) | [Instagram](#)

Example 2

Subject: Womenswear Design student available for an internship

Dear Polly Goddard's Design team,

I hope this email finds you all well.

I am a second year Womenswear Design student at London College of Fashion, with a keen interest in sustainable practices in that field. I would like to offer my support and dedication to your Design team for a 10-week internship starting January 2022, which I must undertake as part of my course.

Polly Goddard's recent decision to reconsider Design and Production processes to reduce your environmental impact, and the research you conducted on the use of natural dyes really stood out to me, as I worked on similar research for the Future Thinking module of my degree.

Using my degree and practical projects, I have developed a good understanding of fabric and trend research as well as tech drawings using Adobe Illustrator. I have also demonstrated my ability to plan, prioritise and communicate professionally through my previous work experiences.

Should you wish to find out more about how I can contribute to the team, you will find my CV and portfolio attached.

I look forward to hearing from you and I am available to discuss my profile further via phone or video call. Thank you for your time and consideration.

Warm regards,
Alex Smith

Ba (Hons) Fashion Design and Technology: Womenswear (Year 2)
London College of Fashion
LinkedIn Profile
Portfolio | IG