

- 1. Focus first on why that organisation** (bring in a specific detail from website, annual report, social media) **& why it matters** (draw parallel to your work, bring yourself into the narrative, why should they care, use JD as a guide)

Address of Organisation

Dear [Name of Hiring Manager]

I am very excited to be applying to Arup's Urban Planning internship programme - especially after learning of the pioneering work done by Arup in New York where your collaboration with Aecom reduced congestion across Manhattan's East Side by 13%. The redesign of the Second Avenue subway has parallels with a design I created using Saturn software, where I modelled the effects of repositioning subway entry points as part of my Urban Studies degree at UCL. I later compared this model to Transport for London's *Travel Time* using their mapping data.

- 2. Second paragraph (optional) that keeps the focus on the organisation**

Conversations with Arup planner and UCL alumna, Rhea Tendulkar, highlighted how Arup's system of blended learning alongside fieldwork helps develop practical and theoretical planning skills. Rhea's exposure to passive flood resistance measures in Hull, England, coupled with training in flood risk management software, is something that I find particularly attractive; I find I deliver my best work in case studies blending theory with practical applications.

- 3. Use 2 paragraphs to focus on one relevant skill each** (those skills particularly important to the employer from the JD, use the [Harvard Competency Dictionary](#) to structure evidence-based paragraphs delivering credible and detailed evidence)

Organisational skills have been core to my success in my second year. When coordinating timelines for a project plan to applying localised noise cancelling, I prioritised critical aspects such as supplier and stakeholder engagement. These initial interactions helped me determine which tasks and resources I should target next. As a result, I was well placed to make accurate schedules that included the planned use of resources, resulting in a project plan covering 31 different aspects.

Communication skills proved important in my summer work as a cafe attendant in a busy area of London. I retained queuing customers' attentions by asking open questions and answering any general questions about London they had. I adapted my communication style to each customer. Not only did such communicative techniques ensure that customers would be happier to queue, but they also allowed me to anticipate orders and communicate them, in advance, to the busy kitchen.

- 4. Simple professional closing**

I look forward to us working together.

(Video source: https://www.youtube.com/watch?v=tm7zdQ7TWQs&ab_channel=UCLCareers)