

An Expression of Interest is an opportunity to present yourself in a clear, professional document. It is an opportunity to provide important information and to demonstrate your suitability, interest, availability in relation to the position. It is not an opportunity to tell the entire story of your passion for the field. Keep it clear and to the point.

An EoI is usually created as a traditional 'letter'. This is so that it can be passed to the right person in the organisation, or be included amongst a bundle of applications. It can be attached (as a pdf) to a very short succinct e-mail identifying yourself and advising on the nature of the e-mail.

If an internship has been advertised, the cover e-mail might simply identify the internship being applied for, and draw attention to the attached Expression of Interest, and CV.

If you are approaching a company 'cold' you might incorporate your EoI into your e-mail, or advise that you are inquiring about an internship and to ask for the attached Expression of Interest and CV to be passed on to the relevant person.

Who to contact when making an approach to a host

If you are approaching a large, well-known organisation or company, check their website to see if they have their own internship program. If not, you may want to try HR or People and Culture first.

For a smaller company or Not-for-Profit, you will probably have more luck approaching the Director or CEO directly.

Keep your EoI to a page or a page and a half (max). People are very busy and you can demonstrate that you understand this by providing a succinct introduction. Because it is short, there is more demand on you to make sure the sentences are well written; flow well; are free of grammar and spelling mistakes. This is an opportunity to share who you are: be clear, focussed, and well presented!

Expressions of Interest, like CVs are an extension of your personality. There are many different ways to approach them so look online for examples, and ask people your respect to read a draft. A good EoI would go through at least 3 or 4 drafts before you find the right tone. The following is an example only but might give you a few ideas.

Look up the correct way to structure a formal letter (usually address on top left corner)

Find the right person to address it to (this shouldn't be too hard)

Include your own basic contact info (e-mail and phone)