



How to Apply for a Job via Email



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A Complete SmartAfricaGuide Reference for Jobseekers

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✉ 1. Why Your Email Matters

Every job begins with a simple email, and often, this small step decides whether you get shortlisted or ignored. Recruiters receive hundreds of applications daily, and your message must look clear, polite, and easy to read.

When an email is messy, too long, or informal, HR might skip it even if the attached CV is great. But when it's written with a little care — short, professional, and to the point — it immediately creates a good impression.

✓ ***Think of it this way:***

Your email = your handshake before the interview.

It shows how you communicate, how organized you are, and whether you pay attention to detail.



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🌀 2. What to Include in Your Email

A strong job application email has **five simple parts**. Let's go through each with examples.

1 Subject Line — Clear and Informative

Your subject line helps HR understand *what your email is about* before opening it.

Do:

- Be specific and include your name.
- Use the same job title mentioned in the job advert.

Examples:

- Application - Marketing Assistant - David Otieno
- Applying for Finance Intern Position - Amina Yusuf
- Job Application - Sales Representative - Ref#2025-08

Don't:

- Write only "Job" or "CV."
- Use vague subjects like "Please see attached."

2 Greeting — Keep It Polite and Professional

Always greet the person formally. Avoid "Hey," "Hello dear," or "Hi guys."

If you know the name:

Dear Mr. Kamau,
Dear Ms. Njeri,

If you don't know the name:

Dear Hiring Manager,
Dear HR Team,

Note:

When unsure of gender or name spelling, "Dear Hiring Manager" is always safe.

3 Introduction — One Line About Who You Are

Start with a short, confident line about yourself. This is not your life story — just a snapshot.

Examples:

My name is Kevin Mwangi, and I recently completed a diploma in Information Technology. I am a trained teacher with two years of experience in early childhood education.

I am currently pursuing my degree in Business Administration and would like to apply for an internship.

4 Purpose — Mention the Job and Why You're Applying

Be direct. Mention the role and show that you understand what you're applying for.

Examples:

I am applying for the Accountant position advertised on your company website.

I came across your post for a Sales Executive role, and I believe my background in customer service fits the requirements.

I would like to apply for the Marketing Intern position recently listed on BrighterMonday.

 *Tip:* Keep this paragraph to two lines max — recruiters prefer quick reads.

5 Closing — End with Politeness and Contact Info

End your email with a polite line and your details.

Examples:

Kind regards,
Faith Njeri
+254 7XX XXX XXX
faith.njeri@gmail.com

You can also write:

Sincerely,
Yours faithfully,
Regards,



3. Sample Job Application Emails

Here are ready-to-use examples for different situations.

Example 1 – General Job Application

Subject: Application - Administrative Assistant - Mary Wanjiru

Dear HR Manager,

I am applying for the Administrative Assistant position at your company.
I have attached my CV and certificates for your review.

Kind regards,
Mary Wanjiru
+254 7XX XXX XXX
mary.wanjiru@gmail.com

Example 2 – Internship Application

Subject: Application - Marketing Intern - John Mwangi

Dear Hiring Team,

I would like to apply for the Marketing Internship position recently advertised.

My CV and transcripts are attached for your review.

Sincerely,
John Mwangi
+254 7XX XXX XXX



Example 3 – Short, Quick Application

Subject: Application - Sales Intern

Dear HR Team,

I am interested in joining your company as a Sales Intern.
I have attached my CV for your review.
I look forward to your response.

Kind regards,
Brian Otieno
+254 7XX XXX XXX

Example 4 – For Experienced Applicants

Subject: Application - Senior Accountant - Ref#A004

Dear Hiring Manager,

With over five years of experience in accounting and financial reporting,
I am excited to apply for the Senior Accountant position at your firm.
Please find attached my CV and testimonials for your review.

Sincerely,
David Kiptoo
+254 7XX XXX XXX



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4. Smart Subject Line Ideas

Use one of these depending on your role or purpose.

Purpose	Example Subject Line
Standard job application	Application – Marketing Officer – Brian Otieno
Internship	Application – IT Intern – Grace Wairimu
Referral	Application – Referred by Mr. Onyango – Procurement Assistant
Fresh graduate	Job Application – Finance Trainee – Mercy Kamau
Follow-up	Follow-up on Application – Sales Executive Role

☒ Keep your subject line under **60 characters** for better visibility on mobile.



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5. Tips Before You Hit Send

Check for Mistakes

Read your email aloud once. It helps catch typos or repeated words.

Attach Your CV and Certificates

Always confirm attachments before sending.

Example file names:

- *BrianOtieno_CV.pdf*
- *FaithNjeri_Transcript.pdf*

Send at the Right Time

- Best hours: 8:30–10:00 AM (weekday)
- Avoid: weekends, late nights, or public holidays

Use a Professional Email Address

- Good: *mary.wanjiru@gmail.com*
- Not good: *prettyqueen95@...* or *bossman2024@...*

Proofread Subject and Greeting

Your subject line and greeting create the first impression. A wrong spelling there can cost you.

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6. Attachments: The Right Way

What to Do

- Use PDF format — it looks clean on all devices.
- Keep files under 2 MB.
- Attach before you start typing (so you don't forget later).
- Mention your attachments in the email body.

Example Line:

I have attached my CV and academic certificates for your review.

What Not to Do

- Don't zip your files.
- Don't send multiple emails with one file each.
- Don't forget to rename files properly.



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💡 7. Bonus: Follow-Up Email Template

If you haven't heard back after 10–14 days, send a polite follow-up.

Subject: Follow-Up on Job Application - Accountant Position

Dear HR Manager,

I hope you are doing well.

I wanted to kindly follow up on my job application sent on October 5 for the Accountant position.

Please let me know if there are any updates or additional details you may need from me.

Kind regards,

Fatou Diallo

+254 7XX XXX XXX



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⦿ 8. Quick Checklist Before Sending

- ☑ Subject line is clear and specific
- ☑ Greeting is polite and formal
- ☑ One-line introduction about yourself
- ☑ Job title mentioned correctly
- ☑ Attachments renamed and added
- ☑ Contact info and signature included
- ☑ No emojis, slang, or abbreviations





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