

The HR Department
The ASA / British Swimming / IoS
SportPark
3 Oakwood Drive
Loughborough
Leicestershire
LE11 3QF

28th May 2010

Dear The HR Department,

I am delighted to accept the role of Website Journalist advertised somewhere on the British Swimming / Swimming.org / Institute of Swimming / Amateur Swimming Association / Swimfit / London 2012 / Amateur Swimming Federation of Great Britain website(s).

As I am sure you know, I am currently editor in chief of *The Wobbly Block* (www.wobblyblock.com), the internet's leading swimming website. Obviously this alone makes me over-qualified for the position, but adding to my considerable repertoire I also created and produced the ground-breaking *UptheBeavers* website for masters swimmers between 2002 and 2008. Additionally you have me to thank for the fan site celebrating the omniscience of London Swimming's director Colin Brown (www.ColinBrownKnows.com).

You will no doubt agree that my unmatched experience means that there is no need for me to complete the application form. However, I am happy to explain in further detail why I am the right person for this – or indeed any other – job.

For starters, in terms of qualifications I have a BA, BSc, MA, PhD and MD from Ashwood University (<http://www.ashwooduniversity.net/>), Pakistan's leading online distance learning institution. All my certificates are available to view, but only in electronic format.

Naturally I have no previous criminal convictions. Indeed, the presiding judge at my trial noted that although 'a great deal of questions remained unanswered' I was to remain a free man.

Furthermore, I am perfectly capable of working as part of a team, providing I am allowed to do so on entirely on my own. I am also good at working under pressure. After all, what could possibly be more difficult than learning to work under the pressure of long, deep, dark periods of near-suicidal depression? I am sure you can relate.

You also ask for experience with sub editing. This is great news as I have edited on a variety of both submersible and floating vessels including subs, trawlers, canoes and even one aircraft carrier. Additionally, like many swimmers, I love a good tug.

I am delighted that I will be working for an equal opportunities employer. I usually like people from all four corners of the British Isles – even the Welsh (except those from Anglesey) and a good 30% of the Jocks.

Your instructions asked applicants to provide 'three innovative content ideas you could bring to the website'. Though many so vociferously disagree, I do not believe it is possible to improve the British Swimming website(s). However, given my extensive experience I would humbly suggest the following as ways of making the visitor experience even more perfect:

1. **More websites.** Only four distinct websites showing essentially the same thing was never going to be enough. Ideally each individual region should have its own website within each organisation. That would take you up to 32 different sites. Then, if each of those sites were divided up into a site

for each stroke, you would have 128 distinct websites – which I am sure you will agree is a far more sensible number.

2. **More boxes.** Currently there are less than twenty different boxes on the front page. Clearly more boxes are needed if you are to absolutely guarantee that visitors will not be able to find what they are looking for.
3. **Complete eradication of humour.** On a couple of occasions I have spotted instances of content that could, in certain extreme circumstances, be construed as humorous. We all know that humour is as welcome as a *Code Brown* during a competition warm-up. Every effort must be made to ensure such content is removed and not repeated.

I have also downloaded the executive summary of the excitingly-entitled *ASA Employer Workforce Audit* (<http://www.swimming.org/assets/uploads/vacancies/33f1ef3e57bc5bb7.pdf>).

I was, as requested, all set to write an article that ‘engages members of the general public’, but then I realised this is clearly a trick question. After all, why would a member of the general public possibly be interested? (Unless by ‘general public’ you actually mean ‘prospective swimming teachers’, in which case that’s a mistake that I have spotted – proving again that I am indeed well clever.)

Anyway, undeterred I have put together an article. As everyone knows, print media is dead and long form reporting via any medium will soon be heading the same way. Therefore, in order to connect with the youth of today, the youth of tomorrow and the youth of yesteryear British Swimming must embrace social networking and whatnot. That is the future and, as such, I have expertly distilled the entire document into the following tweet article ready for instant dissemination via Twitter:

#ASA_EmployerWorkforceAudit: No longer putting the ‘Peedo’ in Speedo!! Big up my ASA crew ROFL!!!1!! PMSL!! RT @StephenFry

You will notice this article is indeed ‘no longer than 500 words in length’, as per your instructions.

Please let me know when my start date will be.

Lots of love,

A handwritten signature in black ink that reads "Ivor" on the top line and "xxx" on the bottom line.

Ivor Skrewkyk (Revd)

ivor@wobblyblock.com

P.S. Your application form asks for me to ‘describe my Ethnic Origin’ (as you inexplicably punctuated it) but sadly, as a part-Native American, part-Japanese Jew there is no box for me to tick. Please amend for future applications.

P.P.S. I am happy to change my surname by Deed Poll to ‘Juba’ if that makes things easier.