



STRATEGIC CAREER

PLANNING & MANAGEMENT

RESOURCE GUIDE



GEORGETOWN UNIVERSITY
School of Continuing Studies
Division of Professional Communication





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Welcome!

As a student or alumnus of the Division of Professional Communications at Georgetown University's School for Continuing Studies (SCS), you have already demonstrated a commitment to your career and your professional development.

We are providing this career resource guide as an additional tool to help you strategically plan and manage your professional life. As with everything we teach at Georgetown, strategy and planning are the cornerstones of success and that certainly applies to your career as well.

At Georgetown SCS, we are here to support you in your career goals. We hope that you will find this guide useful. We will continue to modify this document as our careers initiative grows.



Best wishes for continued professional success.

A handwritten signature in black ink that reads "Denise Keyes" with a long horizontal flourish extending to the right.

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Additional Georgetown University Resources for Career Planning & Management:

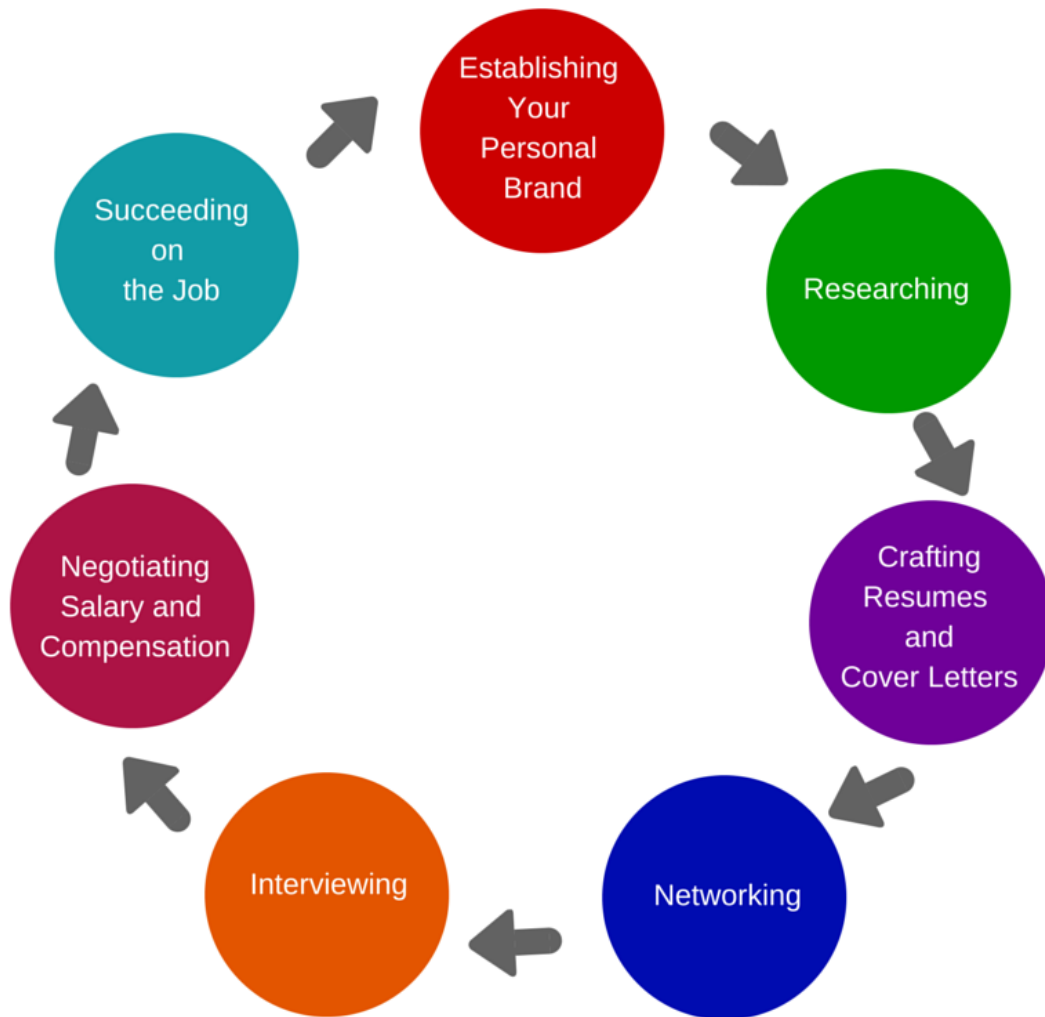
- [Career Center](#)
- [Alumni Resources](#)
- [SCS Career Collaborative](#)
- [International Student Career Resources](#)



Career Management Lifecycle¹

The career management lifecycle, around which this guide is organized, is a tool in and of itself. At any point in your career, you should be cognizant of where you are in this cycle and where you are headed. Depending upon whether you are in an “active job search” phase of your career or a “plan and manage” phase, your outlook will be different.

Stay apprised of changes—in yourself, your skill set, the marketplace and the workforce—that may require you to revisit various elements of the career management lifecycle, even if you are already in a job you love.



¹ Please note that this resource guide and the career management lifecycle are designed with a focus on careers in the United States. Some elements may be relevant to an international job search but are not universally applicable.





Establishing Your Personal Brand

Think of yourself as a product you admire—perhaps like a car, an apparel company or an electronics brand. Who are you? What comes to mind when people think of you? What is the experience people come away with after interacting with you? What attributes of the “brand of you” are memorable and consistent? This is the essence of personal branding.

Whether you are “selling yourself” for a job, making your case for a promotion or just meeting someone for the first time, you want your personal brand to come across as:

- Meaningful,
- Memorable,
- Authentic and
- Consistent.

What do we mean by that? Every time someone comes into contact with you—on paper, on the web, via email, via social media, or in person—they should have a similar “brand experience.” That’s the consistency part.

The other attributes—meaningful, memorable and authentic—are really up to you. Is your brand flashy? Quiet? Casual? Formal? Reliable? Honest? Tactful? You decide but remember to keep it consistent across platforms and people. That’s how you build reputation.

Your Personal Branding Statement

Once you’ve given some thought to the attributes of your personal brand, you’ll want to put it into a statement made up of one to two sentences about who you are and what you do best. This statement, or a variation of it, will be the way you introduce yourself to professional contacts and form the language on your LinkedIn, Twitter and other profiles online.

While your personal branding statement should be written, memorized and practiced, it should be flexible enough to be tailored slightly for your audience. That way, you can ensure its relevance at all times.

To craft your personal branding statement, think about the following questions:

- Who are you? Why are you unique and what is unique about you?
- What value(s) do you bring to your field, organization or industry?
- What is your purpose, mission or passion? Why do you do what you do?
- How do you use your talents, skills and experience?
- Who do you serve? To which target markets or to what clients do you/does your organization provide value?
- What would you ideally like to be doing, accomplishing? What would you ideally like to be doing in your field?

Then, complete the following sentences:



✓ **My name is** _____ **and I am** _____.

Ex.) *I am a journalist interning at NBC News and/or I am currently Master's Degree Candidate in the [Insert] Program at Georgetown University's School of Continuing Studies...*

✓ **I** _____.

[State your skills, abilities, values and give an example of a success you achieved]

Ex.) *I have been teaching English classes for five years in inner-city schools.*

✓ **Now, my goal is to** _____.

[Tie in the story of where you are now and what you would like to be doing next. Or express how you might contribute to organization/industry/job]

Ex.) *I'm hoping to bring those skills to a program manager position at a nonprofit dedicated to inner-city youth.*

Finally, combine all the sentences together to complete your personal branding statement.

Ex.) *I am a communications and PR professional who delivers state-of-the-art campaigns within the public and private sectors. I create strong and sustainable corporate brands by using my passion for powerful storytelling using digital media. Most recently, our team raised \$20 million for the second largest non-profit organization in the United States that serves children around the world. I would like to continue impacting organizations and the communities they serve by telling their stories and creating a socially responsible world.*

Business Cards

While they may seem dated in our electronic world, business cards are remarkably helpful in planning and managing your career. If you don't have a current employer, they provide your personal contact information immediately, in writing, to anyone you meet. Even if you do have a professional business card, a personal business card may be best to use if you are looking for a new job or changing careers.

The benefits of having a business card are numerous. A business card

- Communicates your contact information.
- Reflects your skills, areas of interest/expertise.
- Provides an opportunity for exchange of business cards so that you can connect with someone else and get their business card.
- Projects a high-level of professionalism.
- Makes you memorable.

Personal business cards can include:

- Your full name
- Email address and phone number



- Areas of focus/job title/industry/skills/competencies
- Your LinkedIn URL/Link to your own website
- Your photo/graphics

They do not need to include:

- Your home address
- Your current employer
- Your current job

Tips for creating your personal business card:

- Use a professional service or software. Be professional, creative, and interesting.
- Use good, strong stock. No flimsy cards!
- Distribute to others during networking events, interviews, informational interviews, and in social settings.

Remember, business cards will be worthless if you are not able to share them. Be sure to have some on hand at all times! You never know where you might meet a potential employer or career contact.

Suggested Web Resources for Business Cards:

- [Vistaprint](#)
- [123Print](#)
- [Zazzle](#)
- [Mossbay Software](#)
- [GotPrint](#)

Using LinkedIn

Are you on [LinkedIn](#)? If your personal brand exists nowhere else online, make sure it exists on LinkedIn. As the world's largest professional social network, LinkedIn is used by 93% of employers to find candidates.² In fact, LinkedIn has given every employer access to a network of individuals who may have previously only been known to recruiters. Today, any employer can search the title of an open job at their organization and come up with a list of individuals holding that title at other organizations; from there, future jobs will find you! However, that will only happen if your LinkedIn profile is optimized and reflective of your personal brand.

Tips for optimizing your LinkedIn Profile:

- **Name and headline:** Use key words or a tagline related to your industry describing what you are capable of doing and what you want to do. Note that a title you hold or had in the past may not fully say what you are capable of doing.
- **Photo:** Use a professional headshot. Know your industry for the appropriate attire.
- **Profile URL:** [Personalize your LinkedIn profile](#) URL with your name. This makes you more searchable on Google, LinkedIn, etc. (Ex. www.linkedin.com/in/firstlast)

² Source: "[A Look Inside the Habits of the Social Job Seeker](#)" by Hannah Morgan, *US News*.



- **Contact Information:** Provide alternative email and phone information in your contact information to help others get in touch with you. This also prevents you from getting locked out of your profile if your primary email address changes.
- **Summary:** Include a summary of your professional career path in the first person. When appropriate, add in your personal story.
- **Experience:** Utilize your resume to showcase your significant accomplishments. (See “CAR Method,” p. 17, for resume development). Upload projects, writing work, media work within each job.
- **Projects:** List your projects on your profile to provide a fuller representation of what you want to do. Use YouTube, Vimeo or SlideShare to add PowerPoint or rich media.
- **Volunteering/Causes:** Be sure to include your volunteer work, especially if it demonstrates additional skill sets, work with additional audiences, etc.
- **Education:** Beyond the basics, include projects, courses, certifications, and volunteering/causes. Double-check the titles of your degrees.
- **Recommendations:** Get recommendations from managers, colleagues, clients, etc. You can add up to three recommendation letters.
- **Skill Endorsements:** Colleagues can recognize what they see as your strengths. Request these from contacts who know your work well.
- **Ordering Sections:** You can reorganize the order of the sections on your LinkedIn profile in “edit” mode. You want potential employers to see the most relevant information first. Depending upon where you are in your career the most relevant section might be your education section, which highlights relevant coursework and projects (e.g., your Georgetown Capstone client work), or your volunteer work if you are doing unpaid work in your desired area of focus.

Other Tips for LinkedIn and Your Personal Brand

- Publish and share your insights on LinkedIn to help build your brand; see [LinkedIn Pulse](#) for details. If you publish elsewhere (e.g., a blog or website), consider sharing that content on LinkedIn to extend your reach.
- [Join LinkedIn Groups](#) aligned with your field and interests. These will appear on your profile.
- Understand LinkedIn Privacy settings: When you are editing your LinkedIn profile, you can turn off your activity broadcast and notifications to others. You can also select what others see about you when you are using LinkedIn to research and view profiles.
- Use [LinkedIn Help](#) to navigate features and settings.

Resources: Book for Career Vision/Goal

Bolles, Richard N. [What Color is Your Parachute? 2015](#). Ten Speed Press, New York. | ISBN-10: 1607745550



Resources: Personal Website Templates³

Wordpress

- Free options:
 - [Responsive](#): a great theme to adapt to a variety of devices.
 - [Magnifique](#): works well for bloggers.
 - [Zenith](#): simple and responsive for blogs, magazines, and portfolios.
 - [Origin](#): (Ranges from free to \$40, depending on version) offers numerous options for whatever you wish to accomplish, and it's responsive too.
 - [Travelify](#): perfect for travel writers or photographers.
 - [Photo Free](#): responsive and great for photographers.
 - [Balloons](#): a cheeky theme that, while not responsive, offers the fun visual effect of [parallax scrolling](#).
- [Textural](#) (\$35) is another minimalist theme great for bloggers or someone looking to showcase a fair amount of work.
- [Blogdrops](#) (\$40) looks great for a magazine-style layout.

Tumblr

- [Lucid](#) (free) is a simple theme great for a minimal portfolio site.
- [Silkyflat](#) (free) looks great with photos and text alike.
- [Electrum](#) (\$19) is a Pinterest-style layout that offers a good amount of flexibility.
- [Candis](#) (\$10) offers lots of great add-ons like Google Analytics baked into the template. It's also [adaptive](#), a version of responsive design.
- [Friday](#) (\$15) is a simple theme that doesn't require much coding and looks great for simple portfolios.

Wix

These templates are all free within the Wix platform (includes ads) and don't have special names. Users may upgrade for a monthly fee to remove ads.

- [Photographer Template](#)
- [Personal Website Template](#)
- [Personal One Pager Template](#)
- [Online Business Card Template](#)

Squarespace

These templates are all free within the Squarespace platform. The links below take you to "demo" versions of the website. Note that all themes are customizable.

- [Aviator](#) works for a small business or portfolio site.

³ Source: McLean Robbins, MPJO Alumni



- [Beatrice](#) is simple for a small business or portfolio with a more text heavy layout than Aviator.
- [Devlin & Co.](#) is great for a small ecommerce shop.
- [Flatiron](#) would be perfect for a photographer.
- [Hudson](#) is great for a photographer or writer to showcase both images and text.
- [Marquee](#) lets big, beautiful images shine on the home page.
- [Montauk](#) is a beautiful and clean minimalist template for a blog or website.
- [Adirondack](#) is great for a small shop.

Weebly

- [Cento](#) (free) is great for a simple portfolio.
- [Motion](#) (\$44.99) offers lots of custom modifications for a moveable, creative theme.
- [Storyboard](#) (\$44.99) would be great for someone with film or artistic experience.
- [Paperclip](#) (\$44.99) is professional yet perfect for a portfolio or small business.

Resources: Personality Assessments

- [16 Personalities](#) (free) is a modified Myers-Briggs test.
- [StrengthsFinder2.0](#) (\$15.15) helps discover your strengths and natural talents.
- [StandOut](#) (\$17.17) strengths assessment for leadership.
- [FourSight](#) (\$35) focuses on how you collaborate with others.
- [DiSC By Wiley](#) (Requires partnership or a certified partner) focuses on leadership and how you interact with others.
- [Myers-Briggs](#) (\$150 online/varied pricing with certified coach) best known personality test in the world.





Researching

Research is one area employers across the board wish candidates spent more time doing, and it is the best use of your time when you are in the job search phase. Just as you need to understand yourself (see *Establishing Your Personal Brand*, p. 7-12), you also need to understand the marketplace and where you can find the best match for your skills and desires.

Why Research

- Prepare yourself with important information about companies, industries, leaders, employees, job functions, financial status, latest news releases, cultures and geographical locations of potential jobs and employers.
- Make networking more effective by understanding people and their organizations.
- Gain knowledge and insights you can share and use to help others.
- Determine your career direction.
- Create confidence during interviews.
- Develop substantive questions to ask during networking conversations and interviews.

What to Research

- **Industry information:** Know and understand current trends, stats, industry lingo, future direction, geo-political and economic influences and culture.
- **Company information:** Know the history of the organization, organizational structure, executive and leadership teams, stock market symbol/status/shares (if applicable), financial statements, news releases, culture and competitors.
- **Network contacts:** Learn who is connected to this organization and how you can connect to them (See *Networking*, p. 25).
- **Jobs:** Who is currently hiring and for what positions. Learn about job titles, job descriptions, and current job qualifications and requirements.

Where to Research

- Company/Industry websites
- LinkedIn, Facebook, Instagram, Pinterest
- Associations or member organizations
- Your current and past organizations, schools
- Job boards and postings
- All network contacts
- Job fairs and recruiters

When to Research



- Continually! Stay abreast of industry trends and global events that shape your profession. Know your own opinion about these events.
- Make time each day to learn something new and incorporate this information into your repertoire of industry and professional knowledge.

Web Resources: Job Boards

General

[America's Job Exchange](#)
[Beyond](#)
[CareerBliss](#)
[CareerBuilder](#)
[Glassdoor](#)
[Indeed](#)
[Job.com](#)
[JobFox](#)
[Joined](#)
[Monster](#)
[SimplyHired](#) (Can search LinkedIn connections for jobs)
[Vault](#)

Non-Profit

[Idealist](#)
[NonProfitJobs.org](#)
[Philanthropy News Digest](#)

PR & Communications

[CommunicationsJobs.net](#)
[HooJobs](#)
[MediaBistro](#)
[O'Dwyers](#)
[PR Crossing](#)
[PRSA Job Center](#)
[PR News Job Center](#)
[PRTalent](#)
[PRWeek Jobs](#)
 (Twitter) [@prwork](#)

Journalism/Media

[JournaJobs](#) (Europe)
[JournalismJobs.com](#)
[JournalismNext.com](#)
[MediaBistro.com](#)
[NewsNerdJobs.com](#)
[The Create Daily](#)
 (Twitter) [@ed2010news](#)
 (Twitter) [#pubmediajobs](#)
[WriteJobs.com](#)

Washington D.C Area

[Washington Post Jobs](#)
[Virginia Job Network](#)
 (Twitter) [@dcpjjobs](#)

Government

[USAJobs.gov](#)
[IntelligenceCareers.com](#)

Associations

[ASAE Career HQ](#)

Freelance

[Ed 2010](#)
[Fiverr](#)
[FreelanceWriting.com](#)
[Freelance Writing Gigs](#)
[Guru](#)
[WriterFind](#)

Web Resources: Career & Company Research

Companies:

[Chronicle of Philanthropy](#) (nonprofits)
[Corporate Research Project](#)
[Forbes](#)
[GlassDoor](#)
[GoinGlobal](#) (international)
[GuideStar](#) (nonprofits)
[Manta](#) (small businesses)
[Vault](#)

Salaries

[CareerBliss](#)
[CareerBuilder](#)
[Economic Research Inst.](#)
[GlassDoor](#)
[HomeFair](#)
[Indeed](#)
[PayScale.com](#)
[Salary.com](#)
[U.S. Bureau of Labor](#)
[Statistics](#)

Careers:

[CareerPerfect](#)
[CareerOneStop](#)

Web Resources: Newsfeeds and Newsletters

As a busy professional, sometimes it's difficult to make time to actively find information. Here are a few resources to make information come to you and keep you updated on the industry and career development process.



General

- [SmartBrief](#): handpicked industry and career news, e-mailed directly to you.
- [Brazen Careerist](#): the latest career news, in your inbox. Also includes events.
- [RSS Feed Reader](#): Combine all your news in one place with this Chrome plugin.
- [Digg Reader](#): Another RSS reader for combining all your news.
- [Feedly](#): A single place to read your favorite newspaper, magazines and blogs.

PR Industry

- [PRDaily](#): the latest in PR happenings and trends, daily.
- [Holmes Report](#): ranks PR agencies and provides trends/happenings in the PR world.

Journalism Industry

- [PBS MediaShift](#): Your guide to the digital media revolution. Track how mobile devices, social media, citizen journalism and new technology are changing the media landscape through email newsletters, podcasts and more.
- [Society of Professional Journalists](#): Press notes, SPJ news and more via RSS.

Georgetown Resources

- **Weekly newsletters**: Each program has a weekly newsletter that contains job postings, Georgetown-related networking events and industry-related events.
- **Program LinkedIn groups**: Each program has a LinkedIn group. Request to be a part of the group for regular industry job postings.
- **Program Twitter account**: Follow your program on Twitter for program and industry news as well as featured jobs.

Resources: Books for Job Search

Yates, Martin. [*Knock 'em Dead 2015: The Ultimate Job Search Guide*](#). Adam's Media, Avon MA | ISBN-10: 1-4405-6229-9

Luchts, John. [*Rites of Passage t \\$100,000 to \\$1 Million+: Your Insider's Lifetime Guide to Executive Job-Changing and Faster Career Progress in the 21st Century*](#). The Viceroy Press, New York. 2001 |ISBN-10: 0942785339



Crafting Resumes and Cover Letters

You know a good resume when you see one, but how should yours look? Your resume should be a living document—something that you update regularly and have at the ready because in an ideal world, your next job will come to you based on your reputation and brand. Yet it is a rare person who enjoys the process of developing their resume. Let's take a closer look at this age-old document. As communicators, you can do this!

Purpose of a Resume

- Summarize your experiences and accomplishments for the employer/reader.
- Serve as a marketing piece for your personal brand, written with the employer, industry and job in mind.
- Provide an example of your written work (whether you like it or not, a resume is a writing sample, too).
- Show employers why they should hire you.

Do not think of your resume as a job description; it should not list every responsibility you have had at every job and all the ways you have spent your time for the last five years. Instead, think of your resume as a newscast or a highlight reel. What are the big takeaways, the leading headlines, and the moves in the game that made you the Most Valuable Player? Those are the pieces your resume should convey—and that should spark enough interest that the reader wants to know more.

Resume Format

- **Fonts:** Clean and readable (e.g., Times New Roman, Arial, Helvetica, or Cambria; 11- and 12-point sizes).
- **Margins:** No smaller than 0.5 inches on each side
- **Length:** One page if you have fewer than seven years of experience. If you have more, feel free to go to two pages, but be sure to have your name and a page number in the footer of the second page.
- **Consistent formatting:** Convert your resume to PDF format before sending it to an employer; an employer opening your resume on a different version of Word may not see the spacing you intended.

Resume Sections

- **Heading** (contact information)
 - Name
 - Address (optional)
 - Phone number (with a professional voicemail message)
 - E-mail address (not your work address, but should be professional)



- LinkedIn URL ([personalized](#)) and/or your own web page link
- Citizenship and/or security clearance level (if applicable)
- **Career Profile or Executive Summary**
 - Overview of your leadership/occupational focus, your skills, and how you excel in your work
 - Can include **Areas of Expertise** (titled capabilities), soft skills, hard skills
 - Should focus on what you want to do next and demonstrate those capabilities that make you successful
 - Note: Not an “objective” statement
- **Education**
 - Institutions listed in reverse chronological order
 - City, state (and country if outside U.S.)
 - Degree program
 - GPA (optional), Scholarships, awards, leadership activities, honors
 - Relevant courses
- **Experience**
 - Organizations listed in reverse chronological order (consider linking to organizational websites)
 - City, state (and country only if outside U.S.)
 - Job title
 - Dates of employment (Month/Year)
 - Highlight accomplishments and skills using the CAR Method detailed in the side box?
 - Use 4-7 bullet points per organization/employer
 - Each bullet point should be no more than two lines long.
 - Highlight accomplishments and skills, showing quantifiable results or fully expressing the impact of your accomplishments.
 - Use powerful, leadership-oriented action verbs.
 - List your clients.
 - Provide links to your media/writing work.

**The CAR Method:
Challenge/Context. Action. Results.**

Use the CAR Method to develop 4-7 strong resume bullets for each employer in the Experience section of your resume:

- **Challenge/Context:** What was the challenge you conquered? Or provide context of the situation.
- **Action:** Specify what actions you took in the situation to complete the tasks and achieve your results.
- **Results:** What results followed due to your actions? Who or what did your actions impact?

Action Verbs: Strengthen the Experience section language with action verbs:



A-Z	Accelerated	Accomplished	Accounted for	Accumulated	Achieved	Acquired	Acted
	Activated	Adapted	Addressed	Adjusted	Administered	Advanced	Advised
	Advertised	Advocated	Aided	Allocated	Allowed	Analyzed	Annotated
	Answered	Anticipated	Appeared	Applied	Appointed	Appraised	Approved
	Arbitrated	Argued	Arranged	Articulated	Ascertained	Assembled	Assessed
	Assigned	Assisted	Assumed	Assured	Attained	Attended	Auctioned
	Audited	Augmented	Authored	Authorized	Awarded	Balanced	Bargained
	Bartered	Bolstered	Bought	Briefed	Brought	Budgeted	Built
	Calculated	Captivated	Cared	Cataloged	Catalogued	Categorized	Catered
	Caused	Certified	Chaired	Championed	Changed	Charged	Chartered
	Chartered	Checked	Chose	Clarified	Classified	Cleared	Closed
	Coached	Coded	Collaborated	Collated	Collected	Combined	Comforted
	Composed	Computed	Conceived	Conceptualized	Concluded	Conducted	Confronted
	Conserved	Considered	Consolidated	Constructed	Consulted	Contacted	Continued
	Contracted	Contributed	Controlled	Convened	Converted	Conveyed	Convinced
	Coordinated	Copied	Corrected	Correlated	Corresponded	Counseled	Created
	Critiqued	Cultivated	Dealt	Commented	Communicated	Compared	Compiled
	Completed	Debated	Decided	Defended	Defined	Delegated	Delivered
	Demonstrated	Demystified	Described	Designed	Detailed	Detected	Determined
	Developed	Devised	Devoted	Diagnosed	Diminished	Directed	Discriminated
	Discovered	Dispatched	Dispensed	Dissected	Distinguished	Distributed	Diversified
	Documented	Doubled	Drafted	Earned	Edited	Educated	Effected
	Elicited	Eliminated	Emphasized	Enabled	Encouraged	Enforced	Engineered
	Enlarged	Enlightened	Enlisted	Ensured	Entertained	Established	Estimated
	Evaluated	Examined	Exceeded	Excelled	Executed	Exercised	Exhibited
	Expanded	Expedited	Experienced	Experimented	Explained	Explored	Expressed
	Extended	Extrapolated	Facilitated	Familiarized	Fashioned	Figured	Filed
	Financed	Fired	Fixed	Forecasted	Foresaw	Forged	Formed
	Formulated	Fostered	Founded	Fulfilled	Funded	Furnished	Gained
	Galvanized	Gathered	Generated	Governed	Graded	Granted	Graphed
	Grouped	Guaranteed	Guarded	Guided	Handled	Headed	Helped
	Highlighted	Hired	Hosted	Identified	Illuminated	Illustrated	Immunized
	Implemented	Improved	Improvised	Incorporated	Increased	Indexed	Influenced
	Informed	Initiated	Innovated	Inspected	Inspired	Installed	Instituted
	Instructed	Integrated	Interpreted	Interrogated	Interviewed	Introduced	Invented
	Inventoried	Investigated	Invigorated	Involved	Joined	Judged	Justified
	Kept	Keynoted	Launched	Learned	Lectured	Led	Leveraged
	Licensed	Listened	Litigated	Lobbied	Located	Maintained	Managed
	Manipulated	Mapped	Marketed	Mastered	Masterminded	Maximized	Measured
	Mediated	Mentored	Merged	Met	Minimized	Mobilized	Modeled
	Moderated	Modified	Monitored	Motivated	Named	Navigated	Negotiated
	Observed	Obtained	Operated	Optimized	Orchestrated	Ordered	Organized
	Originated	Outlined	Overcame	Overhauled	Oversaw	Participated	Perceived
	Perfected	Performed	Persuaded	Piloted	Pioneered	Planned	Predicted
	Prepared	Prescribed	Presented	Preserved	Presided	Printed	Prioritized
	Probed	Processed	Procured	Produced	Programmed	Projected	Proliferated
	Promoted	Proposed	Prosecuted	Protected	Provided	Publicized	Purchased
	Pursued	Quadrupled	Qualified	Quantified	Questioned	Quoted	Raised
	Ran	Ranked	Reached	Read	Reallocated	Reasoned	Recaptured
	Received	Recommended	Reconciled	Reconfigured	Reconstituted	Recorded	Recruited

Optional Resume Sections

- **Other Related Experience**
 - Include if you spent significant time working or volunteering, even if it is not directly related to the job/industry to which you are applying. These other jobs can showcase specific skills and explain a potential gap on your resume.
 - For example, perhaps out of college you worked retail for two years, while you interned at a news station. The retail job may not be directly related to the job for which you are applying but it would explain that you are hard-working and committed, as you supported yourself during those two years, and gained valuable managerial and customer service skills.
- **Affiliations**
 - Professional associations, clubs and networks are worth including if you have space on your resume, mostly because they provide an opportunity for a potential employer to connect with you.
 - It is better to have fewer associations and affiliations with a deeper level of involvement in each (e.g., officer position) rather than a long list of groups.
- **Global Experience:** If you speak multiple languages or have significant experience in other cultures, highlighting this knowledge can be helpful to a potential employer, and is particularly helpful for jobs requiring international relations and travel, etc.
- **Community Service:** This could stand alone or be listed under Other Related Experience—or even Experience—depending upon your level of engagement.
- **Additional Skills**
 - Skills are always good to highlight, especially if you are applying for jobs that list particular technical knowledge as a requirement.
 - You can include languages, computer skills, certifications, trainings, licenses, etc.
 - If you have a long list of representative projects or publications, include them as an addendum to the resume.



Sample Resume Construct I

NAME

XXXX Street Address • City, ST ZIP • 000-000-0000 • yourname@gmail.com • LinkedIn URL

CAREER PROFILE

- xxx years of communications experience in the areas of strategic communications, media relations, community outreach and project management.
 - Excels at serving as the liaison between an organization and its target audiences with use of segmented messaging, research and digital engagement.
-

EDUCATION

Georgetown University School of Continuing Studies, Washington, DC Month Year
Master of Professional Studies in Public Relations and Corporate Communications GPA: xxx

- Notable Coursework: Strategic Event Planning, Integrated Marketing Communications, Digital Communications Strategy, Entertainment Communications, and Grassroots Communications

UNIVERSITY, City, State Month Year
Bachelor of Science in Journalism, Minor: Theater, *magna cum laude*

WORK EXPERIENCE

XYZ ASSOCIATION CITY, ST
Manager, Media Relations Month Year – Month Year

- Crafted communications that informed xxx members about XYZ's educational activities and advocacy initiatives with xxx social media followers and fans.
- Coordinated more than xx media engagements (radio, TV, and in-person) annually, serving as a liaison between XYZ staff and media.
- Assisted in coordinating and publicizing more than xx local and national events, which included developing scripts and talking points for XYZ senior leaders and crafting news releases and media advisories for press.
- Served as content manager for XYZ's website; maintained the quality of written and visual material.

Associate Editor, *XYZ Magazine* Month/Year – Month/Year

- Generated more than XXX timely news stories for daily e-newsletter and monthly print publication.
- Edited original news stories for grammatical, typographical, compositional, and factual errors.
- Assisted in establishing *XYZ Magazine* presence on Twitter and live-tweeted more than 10 events.

THE DAILY NEWSPAPER CITY, ST
Reporter, Copy Editor Month Year – Month Year

- Wrote and published more than 100 articles for the University of Tennessee's primary student news publications.
 - Copy edited a minimum of 10 news articles each week.
-

VOLUNTEER LEADERSHIP POSITIONS

- Organization One, Title (Dates)
 - Organization Two, Title (Dates)
-

PROFESSIONAL HIGHLIGHTS

- Recognized as "Employee of the Quarter" for the XYZ Association (Month Year)
 - PR Week "ABC Award" for "XYZ Campaign" (Dates)
-

ADDITIONAL SKILLS

Adobe Photoshop. Microsoft Word, Excel, and PowerPoint. PC/MAC. PRNewswire. Social media platforms: Facebook, Twitter, LinkedIn, Blogger, and Hootsuite.

Sample Resume Construct II

NAME



MOST REVELANT EXPERIENCE

Company Name, Division, Location

Title, Start Month 20XX-Present

- One Sentence Description of your job and the scope of your employment
- Describe your Management and Leadership Responsibilities
- Who do you connect with and who are your partners?
- Describe ways that you get your work done, deadlines?
- What special projects do you work on? Describe here?
- Have you met any special goals or met any criteria above the baseline?

Note: Try to show in each job how you have improved, grown or gained experience over the previous position.

Company Name, Division, Location

Title, Start Month 20XX- Month 20XX

- Same type of information as above

SECOND MOST REVELANT OF EXPERIENCE

Company Name, Division, Location

Title, Start Month 20XX-Present

- Same type of information as above

THIRD MOST RELEVANT EXPERIENCE:

Company Name, Division, Location

Title, Start Month 20XX-Present

- Same type of information as above

EDUCATION

Georgetown University, School of Continuing Studies, Washington, D.C.

Masters of Professional Studies in _____, (Graduation/Expected Graduation Date) May 2015

Honors:

Activities:

Projects:

- **One sentence description of what you have gained from your degree. No more than 2 lines.**

ABCXYZ University or College, School within Univ. or College, City, State

Bachelor of _____, Major, Month Year

Honors:

Activities:

Projects:

SKILLS AND CERTIFICATION

Active Certifications: If applicable

Skills: Write a relevant list; include technical proficiencies if it is applicable.



Cover Letters

Many applications are submitted online, and some may require only a resume to be uploaded. However, there are times when you will need to include a cover letter with your application.

When to Include a Cover Letter

If a cover letter is specifically not requested for an application, do not send one. However, if it is possible to include a cover letter with your application, and the instructions do not indicate one way or the other, include it. If you hear about a job through a contact, always include a cover letter when submitting your resume for consideration.

Structure of a Cover Letter

Cover letters should NOT be lengthy—never more than one page. They should, however, be tailored to the reader/job, well written and well organized.

To reinforce your consistent personal brand, consider creating “letterhead” for your cover letter that mirrors your resume header, using the same font/format and including the same contact information as you have at the top of your resume.

The heading of the cover letter should include the following:

- Date
- Company name
- Manager or HR person’s name, if known (do your research if necessary)
- Full company address
- A “regarding” line that is formatted as “RE: [formal name of position and position number if applicable]”

The salutation should say “Dear _____:” and the blank could be filled as follows:

- Person’s name (Mr./Ms. & Last Name)
- Recruiting Director/Manager
- *Don’t use “To Whom it May Concern”*

The body of a cover letter should have three to four clear paragraphs as follows:

- **(Paragraph 1) Introduction:** Why are you writing? State the position and company you are interested in, how you learned of the position, and what about the company inspires you. Express your passion for it.
- **(Paragraph 2 and/or 3) Hire Me:** Show how your experiences to date relate to the position, what you have accomplished, and how what you have done would help you succeed in the new position. Help the employer hire you!
- **(Paragraph 4) Closing:** Thank them for the opportunity, restate your desire for the position, and express your excitement about meeting in person to discuss further.



Cover Letter Dos & Don'ts

- DO showcase your research and understanding of the industry/company/job.
 - DO mention those who referred you or with whom you've networked, but be sure to get their permission first.
 - DO prove that you are ideally suited for the job.
 - DO express your passion and excitement for the position.
 - DO sound like a real person.
 - DO write with the specific employer and/or job in mind.
 - DO make it interesting and include examples of projects/work.
 - DO proofread it (No errors!).
 - DO put it in PDF before you email it.
-
- DON'T waste time re-stating your resume, which you are also including.
 - DON'T use informal language (no contractions or colloquialisms).
 - DON'T begin every sentence with "I."
 - DON'T be overly personal.
 - DON'T use many long sentences.
 - DON'T use jargon or buzzwords.
 - DON'T be overly humorous.
 - DON'T forget to have someone else proofread it.

Resources: Books for Resume Writing/Construction

Enelow, W. [*Best Resumes for \\$100,000+ Jobs*](#). Impact Publications, Manassas Park, VA. 2001 | USBN-10: 1570231680

Remember: Your cover letter also serves as an example of your writing abilities!

Make sure it is error free!



Sample Cover Letter Construct

NAME

XXXX Street Address • City, ST ZIP • 000-000-0000 • yourname@gmail.com • LinkedIn URL

DATE

Name of Organization

Name of Person/Employee, Title

Address

Address

RE: Name of the Position (and position number, if applicable)

Dear Mr. or Ms. [Last Name] OR Dear Recruiting Director:

Paragraph 1: I'M INTERESTED: *State why you are writing:* Express that you are applying for the job and include the job position/number; how you learned of the position; any one who recommended you for the job or with whom you've networked. Convey how and why you are suited for the position, why you are interested in the position, your passion for the industry, and your desire to work for the company. (Include what you learned in researching the company, its leaders, its competitors, its focus, its mission and culture, etc.)

Paragraph 2 and/or 3: HIRE ME: *Write about how your background/experiences will make you successful in the job and help the company succeed:* Provide an overview of your background in reverse chronological order, and include example(s) of a project or program you completed that relates directly to position qualifications and responsibilities. Ensure that you show how your experiences and skills will benefit the organization and make you successful on the job. Show your passion (for the job, for working with excellence, for working on teams, with creative projects, in the industry, etc.). *Option: Use bullet-points to highlight the results/accomplishments you've achieved in your work or projects (relevant to the job).*

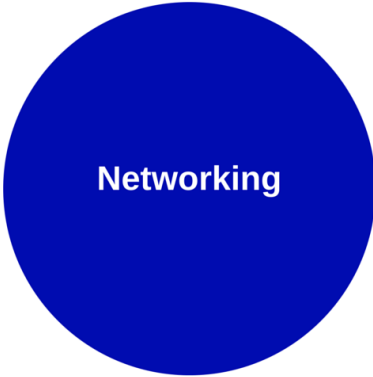
Paragraph 4: THANKS AND NEXT STEPS: *Express your gratitude for their time and the opportunity to apply. Ask to meet in person to discuss how you might contribute to organization's success.*

Sincerely,

Full Name

Enclosure





Approach every day as an opportunity to network: internally, externally, socially, and professionally. Everyone you meet is someone you can consider adding to your “network.”

So what is networking and why should you be focused on it?

Types of Networking

- **Endowment networking:** You are networking with the understanding that you are generously giving of your time, energy, political capital, or information.
- **Inherent networking:** You are networking with the understanding that you are openly and gratefully receiving the time, energy, connections and information from others.
- **Reciprocity networking:** You are networking with the understanding that you will both give and receive meaningful information, time, energy, etc.

Defining Networking

“To authentically build, nourish and maintain relationships that enhance your life and your career – and positively influence the career and lives of others.”

- Sunny Levitt,
Leadership Coach

Outcomes of Good Networking

- Establishes and cultivates relationships
 - Builds up a team of people who can support you throughout your career
 - Provides the opportunity to learn about, support, and help others
- Educates others on who you are, what you want to do, and what you do well
- Provides a resource for career advice
- Grows your professional community
- Allows you to give back (but not always or every time)
- Cultivates career ideas and opportunities
- Helps identify new possible career paths
- Increases understanding about particular careers and industries
- Identifies individuals who can act as a mentor or sponsor
- Develops your communications and listening skills

Building Your Network



- Start with family, friends, family members of friends, family friends, colleagues, current and former managers, those you already know, and those in your community.
- Use social media, including LinkedIn, Facebook, Twitter, and Instagram.
- Engage in your school/alumni associations.
- Maximize industry gatherings, associations, meetings, and conferences.

Creating a Networking Strategy Plan

1. Define your strengths (personal branding statement (See p. 7-8), career summary)
2. Determine what you need to know and learn.
3. Decide what you will share and give.
4. Make a list of all your current contacts.
5. Prioritize whom you will reach out to and when.
6. Create a calendar and schedule time for networking meetings.
7. Make an agenda for each of your meetings.
8. Engage with your contacts (over coffee, lunch, etc.).
9. Follow up (on regular basis).

Reaching Out to Your Network

- Introduce yourself (full name, organization/school).
- Create a connection (state how you're connected/why you are contacting them).
- Remain open/no pressure on yourself or your network contact.
- Make the request for a meeting, preferably in person (brief meeting, coffee, breakfast lunch, informational interview, exchange of information). If it is agreed that you will meet for coffee, breakfast, or lunch, you will be responsible to plan and pay for the event.
- Express your gratitude and excitement.
- Follow up.

Suggested Subject Lines for Email Outreach:⁴

- Referred by [Mutual Connection Who Referred You]
- Recent [School] Grad Seeks Your Advice
- Fellow [Industry] Professional Needs Your Advice
- Friend of [Your Friend] Seeking Your Insights

When to Network

⁴ [*The Networking Email that Works Every Time*](#), by Danny Rubin



All the time! Networking is always a part of your career management and job search. Create time on your calendar each quarter or each month to schedule and complete networking meetings.

- Show curiosity and be open to suggestions
- Ask questions!
- Offer help and assistance; reciprocity is key.

Keeping Track of Your Network

- Make a list/keep a spreadsheet
- Use smartphone apps or online tools

Sample Excel Networking Tracking Sheet

Name & Title	Org.	Email	Phone	Connected by	Date of Contact	Follow Up	Comments
Jane Doe, Director, Marketing	Google	jandoe@email.com	222-222-2222	Bill Jones at IMB	02/02/14	02/16/14	Discussed IBM/provided two other contacts: Brown and Smith
Tom Brown, SVP, Communications	IBM	Tbrown@email.com	333-333-3333	Jane Doe & LinkedIn	01/02/14	03/01/14	Advised Jane Doe suggested to call; provided info on job at IBM/will call back in early March

Web Resources: Networking

- [LinkedIn](#)
- [RE: Focus on Careers](#)
- [Spoke](#)
- [Washington Network Group](#)
- [Yes Circle](#)

Resources: Membership Organizations

PR/Communications

- [**Public Relations Society of America \(PRSA\)**](#)—a national organization for public relations professions that centers on professional development, networking opportunities, and public relations news.
- [**Washington Women in Public Relations**](#)—a vital resource for communications professionals in the metropolitan Washington, D.C., area.
- [**ColorComm: Women of Color in Communications**](#)—niche group designed for women who are looking for new opportunities that will stimulate, educate, and broaden their horizons.



- [National Communication Association \(NCA\)](#)—advances communication as the discipline that studies all forms, modes, media, and consequences of communications.
- [International Association of Business Communicators](#)—global network of communication professionals committed to improving organizational communications.

Journalism:

- [Society of Professional Journalist \(SPJ\)](#)—the nation’s most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. Georgetown University has a chapter.
- [Online News Association \(ONA\)](#)—a nonprofit membership organization for digital journalism, technology and innovation.
- [Journalism & Women Symposium \(JAWS\)](#)—supports the professional empowerment and personal growth of women in journalism and works toward a more accurate portrayal of the whole society.
- [Radio Television Digital News Association \(RTDNA\)](#)—maintenance of journalistic ethics and the preservation of the free speech rights of broadcast journalists.

More professional associations are located on [the Georgetown Journalism blog](#).

Resources: Networking Books

- Salpeter, M. [*Social Networking for Career Success*](#). Learning Express, New York. 2013 | ISBN-10: 1576857824
- Hoffman, R., and Casnocha, B. [*The Start Up of You*](#). Random House, New York. 2012 | ISBN-10: 0307888908



Networking Checklist

Pre-Networking Work

- Complete a networking strategy plan (see p. 26).
- Do your research: The person, company, industry, news releases, competitors, etc. (see p. 13-15)
- Know your shared connections: LinkedIn, Twitter, Facebook, and current network contacts.
- Understand/learn the industry vocabulary.
- Make a networking meeting agenda: determine what questions you want to ask, information you want to glean, how you can help.
- Bring your resume, business cards, and professional portfolio with you.
- Make sure your LinkedIn profile is up to date.
- Relax and anticipate the meeting going well!
- Prepare and act as if it's a formal interview...it may become exactly that!**

At the Networking Meeting

- Be on time** and dress professionally (when in doubt, dress for a formal interview).
- Smile, shake hands, relax, and trust in the process.
- Begin a conversation and create a connection.
- Be genuine and show sincere interest!
- Allow the free flow of information.
- Ask how you can help.
- Offer to pay for the coffee, lunch/meal, etc., if you asked for the meeting.
- Ask for at least one or two additional contacts or companies. Ask, "Is there anyone else that you recommend I speak with?" or, "Are there other companies that you think I should consider?"

Following Up After Networking Meeting

- Write and send a "Thank You" email within 24 hours. Personalize it and keep it short.
- Keep your commitment to send follow-up items and information.
- Create ways to stay connected or re-connect in the future.
- Be discerning about sharing this contact with others.
- Add them to your network-tracking sheet (see p. 27).
- Update contacts on your progress and career path.



Interviewing

To get the job, you need to interview. The employer needs to get to know you, the whole person—not just the resume accomplishments—and you need to get to know the organization as well.

Regardless of the type of interview format, your approach is to be prepared, stay true to your personal brand, and show gratitude for the opportunity to meet with a potential employer—whatever the circumstance.

Desired Attributes of Candidates⁵

- Goal-Oriented/results-driven
- Hardworking
- Dedicated
- Determined
- Focused
- Cooperative
- Creative
- Innovative
- Detail-oriented
- Analytical
- Energetic
- Articulate
- Trustworthy
- Organized
- One who takes initiative
- Ethical
- Motivated
- Directed

Skills Interviewers Look For⁶

- Writing skills
- Creativity
- Analytical skills
- Teamwork/leadership skills
- Presentation skills
- Problem-solving skills
- Computer skills
- Mathematical/finance skills
- Research skills
- Good judgment

Types of Interviews

- **Informational:** Much like a networking meeting, informational interviews give you the chance to meet informally, often out of the office. Don't let the name fool you; you will still be assessed as a potential candidate—now and in the future.
- **Phone:** A first-and/or second-round interview may be conducted by phone to screen the candidate. Be sure to be on a landline phone, or, if you must use a mobile, be in a quiet place with great reception. Try to avoid using speakerphone unless you are videoconferencing via Skype, FaceTime, etc.
- **Traditional:** One interviewer with one candidate, face to face, or two interviewers with one candidate, in person, usually in an office.
- **Panel/Group:** More than two interviewers for one candidate, or more than one candidate, usually in an office conference room.

⁵ From [How to Interview Like a Top MBA](#) by Dr. Shel Leanne

⁶ From [How to Interview Like a Top MBA](#) by Dr. Shel Leanne



- **Case or Presentation:** Scenarios that you solve and make verbal recommendations, or a required presentation as a part of the interview process.
- **Stress:** Purposefully stress-inducing experience to determine how you react in that environment. Stress interviews can include an interviewer who is unusually combative; makes you wait; disagrees with your answers; stares and creates unusually long silences; or takes phone calls and/or leaves the room during your interview.

Guidelines for Interview Attire

Business attire varies widely in the communications industry. It's always a good idea to ask the person who schedules the interview what is appropriate attire for that organizational culture. Or if you know someone who works there, you might ask him/her. If you don't know anything about the company, err on the side of conservative attire.

- **Dark suit or dress/skirt suit:** No tan, beige, or white. Dark gray or dark navy recommended. Dress/skirt preferably no more than 1" above the knee.
- **Blouse or shirt:** Spotless, wrinkle-free, not too tight or too low-cut.
- **Shoes:** Polished, without scuffs. No stilettos, clogs, flip-flops, or sneakers.
- **Hair:** Clean, neat professional style and color, neatly trimmed facial hair.
- **Nails and makeup:** Clean hands, groomed nails, conservative with colors. No excessive perfume/cologne.
- **Jewelry:** Nothing excessive.
- **Accessories:** Professional bag, portfolio and pen. No chewing gum.

Phone Interview Tips

Be prepared.

- Schedule the phone interview for when you are ready. Do not feel compelled to do an unscheduled interview just because you answered the phone; ask for a later time, if only 15 minutes, when you can focus fully. Never do a phone interview while driving or in a public place.
- Use a handset and a landline if possible. If using a cellphone, test the phone reception before the interview.
- Do not use a speakerphone unless videoconferencing via Skype or FaceTime.
- Find a quiet place where you can stay focused without distractions.
- Have your resume, job description, pen and paper in front of you.
- If you can access it, pull up a photo of the interviewer so you can "see" the person to whom you are speaking.
- Have a glass of water (without ice) on hand.

When you speak ...

- Stand with the phone (or sit up straight). It will help your voice project and your



confidence come through.

- Smile while you speak.
- Be clear and succinct in your answers.
- Be positive and enthusiastic in your tone.
- Watch your filler words (e.g., “you know,” “um,” or “yeah”).

Be respectful.

- Listen to the questions! Pause after each question before answering. **Never** interrupt the interviewer.
- Take notes for yourself to use in subsequent interviews, thank you notes, etc.
- Thank the interviewer and ask about next steps in process.

Types of Interview Questions

You should be prepared to answer the following types of questions, some of which are sure to be used by employers in the process of hiring you:

- **General Questions:** Your background, your education, your work history, your strengths, your weakness, your interactions with coworkers, managers, etc.
- **Behavioral-based Questions:** Experiential questions that can showcase your skills/abilities, e.g., “Tell me about a time when you ...” “Explain a situation when you demonstrated your ability to ...” Use the CAR Method on p. 17 (also see [the STAR Method](#)) for your answers.
- **Future-based Questions:** For example, “Where do you see the industry going?” “What do you want to be doing in 5-7 years?”
- **Writing Challenge or Test:** You may be asked to write a press release, media pitch, op-ed or story ideas. Or, you may be given a written test related to AP Style, editing, reading, and grammar/spelling, as it is required for the job. Most of these will be timed tests.
- **Strategic Assignment:** You may be given organizational scenarios and be asked to analyze a news article from a particular perspective or develop a communications plan for particular issue, for example.
- **Case Questions:** You may be given a scenario to resolve or to make a recommendation. For example, “Your client is a \$300 million a year copper mining company. This year it has lost \$50 million. How do you turn it around?”⁷
- **Brainteasers:** You may be asked questions to test your logic and reasoning abilities. For example, “If you have only one match and you walked into a room where there was an oil burner, a kerosene lamp, and a wood burning stove, which one would you light first?” (Answer: The match!)

Interview Checklist⁸

⁷ Source: [Oliver Wyman Case Studies](#).

⁸ From [Knock 'Em Dead – Strategies for First-time Job Seekers](#) by Martin Yate, CPC



Before the Interview

- Understand the job responsibilities.
 - How will your experiences, skills, or professional values equip you to do the job?
 - What problems will you solve?
 - What goals will you help them reach?
- Prepare and **practice** answers to anticipated interview questions (see p. 34).
- Do your research. Know about the company, industry, your interviewers, the executives, recent news releases, their competitive edge in the market, their competitors
- Create a list of questions to ask during the interview.
- Arrive 5-10 minutes early. Do a run-through to the location before the day of the interview, if necessary.
- Bring a pen and professional notebook, your portfolio, copies of your resume, reference list and reference letters, list of your questions and bottled water.
- Review tips for proper interview attire (see p. 31) and plan your outfit accordingly.

During the interview

- Breathe! Relax, smile, look the person in the eye and give a firm handshake.
- Wait to be asked to sit down. Avoid fidgeting. Use good but not stiff posture.
- Answer the questions keeping the job/company in mind. Focus on results and avoid tangents.
- Display intelligent enthusiasm and a professional demeanor at all times with everyone.
- Be honest, but not overly personal.
- Prepare and ask four to six substantive questions about the job/company:
 - Tell me a little about the culture of the organization.
 - How would my performance be evaluated? (Over the next six to nine months)?
 - What are the top three priorities/challenges for the person in this position?
 - Where does this role fit within the mission of the organization?
 - What most surprised you when you first started working for this organization?
 - What skills are most essential for one to be successful in this position?
 - What is the next step in the process?
 - Now, that you've interviewed me, is there anything about my background or experiences that might keep you from considering me for this position?
- Close the interview: Recap your skills and **ask for the job!**

After the Interview

- Email a thank you note within 24 hours of the interview (no exceptions). Send this note early in the evening or first thing the following morning. Provide any follow-up information and any relevant information that you did not express during the interview.



- ❑ Send a hand-written “thank-you” note on quality stock card within two days. Express your enthusiasm for the job and enclose your business card.
- ❑ If you have not received any communication within two weeks since the first interview, send a polite email inquiring about the interview process.

Frequently Asked Interview Questions

Your Background

- Tell me about yourself.
- What was a favorite project/class/job you had and what made it so meaningful to you?
- What is your greatest strength? Your greatest weakness?
- Where do you see yourself in three to five years?
- What makes you different from other candidates? Why should we hire you?

Your Industry Perspective

- Why do you want a career in PR/Corporate Communications/Journalism?
- What made you decide on a career in journalism? What journalists do you most admire and why?
- Where do you see the industry going? What are some of the latest trends?
- How do you think social media has changed stakeholder relations?
- In what way will social media continue to change the face of journalism?
- How is the Web changing crisis communications?
- How do you reconcile the sensationalism of news reports with the important in-depth issue that do not get as much coverage?

Your Work and Communication Style

- How do you keep your cool when clients and senior-level executives are simultaneously clamoring for your time and attention?⁹
- If I were to ask your manager/co-worker about you, what would s/he tell me?
- Tell me about a time when you faced a particular challenge. What did you do and how did it turn out?
- Tell me about a time you failed.
- What kind of management style appeals to you? What makes a good manager?

Your Knowledge About the Organization

- What do you know about the company/organization?
- What are some of the trends you have read about?
- Tell me about some of our leaders and what inspires you about them.

⁹ From <http://www.prsa.org>.



- Who are our top clients?
- How do you think we could improve our coverage of X topic?
- What community/cause do we serve?
- How would you go about creating a positive impact here?

Resources: Books for Interviewing

Shel. Dr. Leanne, [How to Interview Like a Top MBA - Job Winning Strategies from Headhunters, Fortune 100 Recruiters, and Career Counselors](#). McGraw-Hill, New York. 2004 |ISBN-10: 007141827X

Fry, Ron. [101 Smart Questions to Ask on Your Interview](#). Cengage Learning, Boston, MA. 2009 |ISBN-10: 1598638548



Negotiating Salary and Compensation

Great news! You have been offered a job! Either it has just been offered to you, or you have had the job and have been performing well and now the time has come for a well-deserved raise. In either case, how do you talk about money with your employer or potential employer? First, you need to spend some time by yourself thinking this through.

Your Work Up Front

Before you even start the discussion about money, ask yourself these questions:

- Do you want the job? Do you like the industry, company, work, job responsibilities, culture, office environment, supervisor, your co-workers, location? Decide if you really want this job, and understand why.
- **Salary:** What do you want and need to earn?
 - Research what the industry pays, company pay scales and **know your value** in the job market (see p. 14 for web resources on calculating your salary).
 - Determine your own yearly salary range from lowest to highest (Ex. \$45,000-\$65,000).
 - Take into account how much you can earn at the organization in the future. Factor in the potential for bonuses, commission, and future raises.
- **Benefits:** What do you want and need?
 - Make a list of the benefits you (1) need, (2) want, and (3) would like to have in a perfect world.
 - Itemize them in order of preference: signing bonus, relocation expenses, start date, medical coverage, retirement account (401K, etc.), number of vacation/paid time off (PTO) days, travel/parking, education assistance, etc.
 - Consider the value of benefits in relation to monetary compensation: would better medical coverage, generous retirement account contributions, more vacation, or education assistance offset a lower salary?
- **Title:** What do you want and need?
 - Sometimes you can negotiate a lower salary for a better title.
 - Know what matters to you and what motivates you.



Negotiation Tips

- Know that negotiating **is** part of the hiring process. You will be expected to negotiate. With the right preparation, you will successfully negotiate!
- Avoid being the first to discuss your salary requirements. It is to your advantage to negotiate compensation after all interviews are completed.
- When asked about your salary requirement, **your first step is to ask**: “What is the salary range for this position?” or “How much has been budgeted for this position?” It is to your advantage to know the salary range the employer has in mind.
- If pressed for your salary requirement, give a range (based on your research).
- Refrain from accepting the first offer.
- Be prepared with a counter-offer (either in terms of salary, title, or benefits).
- Ask about other compensation like medical, retirement accounts, travel/parking, or education reimbursement.

Things to Remember

- This is a business transaction and a professional decision.
 - Detach emotionally. Don't take it personally.
 - Don't get defensive or combative.
- Ask for time to review all the terms.
- Review the employment offer letter carefully.
- Be willing to walk away or turn down an offer if you cannot come to an agreement. This can and should be done professionally and respectfully.
- Once you have accepted the offer, thank the employer and express your enthusiasm for the job!





Succeeding on the Job

Congratulations!

You have a job! Or you have successfully negotiated a new position, new responsibilities or transitioned to a new career. So, what else do you need to do? Here are some thoughts for introspection and action as you transition to this next phase in your professional life.

Prior to Your First Day

- Take time to honor where you are and what you are about to do next.
- Establish a clear break point from where you are now with yourself, previous manager, former peers, etc., and reset expectations with family/friends.
- Make sure you have all the physical things (equipment, computer, clothes, shoes, bags) you need for the new role.
- Know and plan your daily commute (The nearest train station, parking lot, etc.)
- Think about the following questions:
 - What made me successful up until now? How will these things these help in my new or next job?
 - Are there parts of the new job that are critical to my success that I would rather not do? Why? How will I overcome or compensate for them?
 - What do I need to learn next? Make a learning plan by creating a list of questions you might want/need to ask your manager, team or others in the department, company, industry, etc.

On the Job, Get to Know Your ...

- **Direct supervisor/manager:** Understand his/her management style, how she/he likes to communicate, etc. Assume that it is 100% your responsibility to develop this relationship.
- **Internal colleagues:** Ask questions and learn about their successes.
- **External network:** Make connections with others in the company and industry.
- **Cultural environment:** Observe and make adjustments to adapt.
- **Job expectations**
 - Clarify, clarify, clarify.
 - Manage expectations.
 - Under promise and over deliver.
- **Self:**
 - What gets you excited, enthusiastic, worried, frustrated, angry? Manage your work environment to support positive and productive feelings.
 - Manage your emotions and maintain healthy habits and interests outside of work.

Resources: Books for Succeeding on the Job



Watkins, Michael. [*The First 90 Days: Critical Strategies for New Leaders at all Levels.*](#) Harvard Business School Press. 2003 | ISBN-10: 1591391105

Levit, Alexandra. [*They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World.*](#) Career Press; 3rd edition. 2014 | ISBN-10: 1601633084

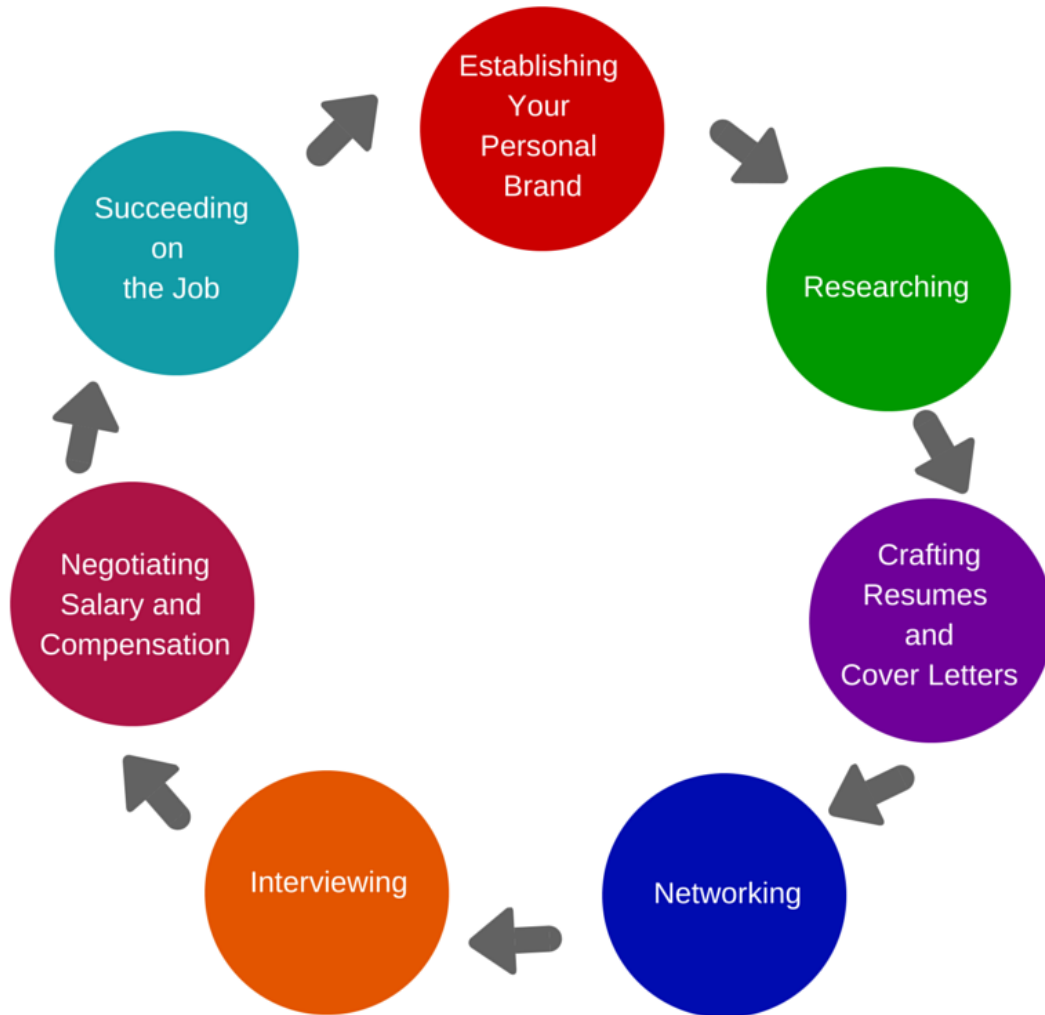
Cashin, Diane. [*Why You Didn't Get the Job: Ten Steps for Success in Business. A Woman's Guide to Navigating Her Way to the Top.*](#) AuthorHouse, 2012 | ISBN-10: 1477274251



Career Management: The Cycle Continues

We hope you found this resource guide helpful as you navigate your communications career. As mentioned at the beginning of this guide, the career management process is ongoing, and at any point in time you could be in one or multiple stages of the cycle.

We wish you all the best in your career!



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