

# NAVIGATING YOUR JOB SEARCH

## START YOUR RESEARCH

### Georgetown Resources

**Connect with  
Georgetown alumni**  
[hoyagateway.georgetown.edu](http://hoyagateway.georgetown.edu)

**Peruse Georgetown's job  
and internship database**  
[georgetown.joinhandshake.com](http://georgetown.joinhandshake.com)

**Polish up your cover  
letter and resume**  
[careercenter.georgetown.edu](http://careercenter.georgetown.edu)

**Watch professional  
development videos and  
webinars**  
[alumni.georgetown.edu/careers](http://alumni.georgetown.edu/careers)

**Check out IMC's weekly  
newsletter**  
New info every Wednesday



## PERFECT YOUR PITCH

### Develop a personal brand statement.

- Identify your target market.
- Choose your brand attributes.
- Select strengths to highlight.
- Convey what makes you different.
- Example: "Passionate communicator working tirelessly to make complex topics and technologies easy to understand, exciting, and relevant to global consumers."
- Add your statement to your LinkedIn profile.

### Network using the Elevator Pitch Essentials.<sup>1</sup>

- Be brief (30-60 seconds) and clear.
- Tailor your pitch to your audience.
- Emphasize your benefits.
- Invite a continued conversation.



MPS in Integrated  
Marketing

Communications

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## BUILD YOUR NETWORK

### Know and leverage your community and network.<sup>2</sup>

1. Team, family, friends
2. Peers
3. Management, customers, business partners
4. External associations
5. World at large

### Be effective when networking.

- Be intentional but curious.
- Deliver a good elevator pitch.
- Be yourself.
- Follow up! Keep the conversation going.

### Optimize your LinkedIn profile picture.<sup>3</sup>

- Use tools like Photofeeler.
- Smile.
- Strike a power pose.
- Consider wearing a jacket.
- Have your picture taken in an area with flattering lighting and a professional background.

## ESTABLISH YOUR BRAND

### Create compelling content.

- Find your unique voice.
- Publish valuable and sharable content.
- Build on the efforts of other influencers.
- Promote and repeat.

### Do projects that matter.

- Evaluate your current projects.
- Will the project you are working on now make a difference?

### Use all of your social channels together to spread the word.



### Sources

1. Entrepreneur, 2015
2. William Arruda, Kirsten Dixson, Career Distinction
3. Photofeeler Blog, 2014
4. Tom Peters: The Brand You 50
5. Icons: Canva



## KEEP YOUR BRAND FRESH

### Invest in your renewal plan. Answer these questions:<sup>4</sup>

1. I am known for [2-4 things]. By this time next year, I will be known for [1-2 more things].
2. My current project is challenging me in the following [1-3 ways].
3. New things I've learned in the last 90 days include [1-3 items].
4. Important additions to my network in the last 90 days include [2-4 names].
5. My public – local / regional / national / global – communications program consists of [1-2 things.]
6. My principal resume enhancement activity for the next 90 days is [1 item].
7. My resume / CV is discernibly different from last year on this date in the following [1-2 ways].

## NEGOTIATE YOUR SALARY

### Step 1

- Research the common salary range of the position.
- Understand that salaries differ by location.
- Be able to articulate your unique value.

### Step 2

- Understand there is more to a job than its salary.
- Make a checklist of all possible benefits of the job and rank them.

### Step 3

- Develop your own negotiation style.
- Adopt a communal approach to negotiation.

### Step 4

- Fully commit to trying to negotiate.
- Know your limits. Know your alternatives if your negotiation fails.

### Step 5

- Practice negotiation every chance you can.
- Practice salary scenarios with friends, family, and faculty.

### How do you counteroffer?

- Express appreciation and enthusiasm.
- Be reasonable and make a good argument.
- Put all of your demands on the table now.
- Be open to benefits beyond salary.