

NAVIGATING YOUR JOB SEARCH

START YOUR RESEARCH

Georgetown Resources

Connect with
Georgetown alumni
hoyagateway.georgetown.edu

Peruse Georgetown's job
and internship database
georgetown.joinhandshake.com

Polish up your cover
letter and resume
careercenter.georgetown.edu

Watch professional
development videos and
webinars
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.¹

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



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BUILD YOUR NETWORK

Know and leverage your community and network.²

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.³

- 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:⁴

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.