**Personal Branding**

Developing a personal brand is more than focusing on what you think of yourself. Consider the experience people will have after interacting with you.

*Pro Tip*: Develop a standard personal brand statement. It should be meaningful, memorable, authentic and consistent.

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**Succeeding on the Job**

*Congratulations!* Now is a great time to explore the questions “What made me successful up until now?” and “How will that help me in my new role?”

*Pro Tip*: Be sure to connect with new colleagues to learn about prior successes within the team and department.

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**Negotiating Salary and Compensation**

Negotiating is a natural part of the hiring process.

*Pro Tip*: When asked about your salary requirement - relax. Follow up with the question “What is the range for this position?” or “How much has been budgeted for this position?”

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**Reseasrch**

FACT: Research is the one thing employers wish job seekers did more often. Thorough research helps determine your value as a job candidate.

*Pro Tip*: Stay abreast of industry trends and global events that shape your profession. Know your own opinion about these events.

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**Resume and Cover Letter**

These living documents come in a variety of formats should be error-free and written with the potential employer in mind.

*Pro Tip*: Use the CAR Method (think: Challenge/Context, Action and Results) to develop 4-7 strong bullets below each employer listed.

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**Interviewing**

While this is an opportunity for the interviewer to get to know you beyond the accomplishments listed on your resume, it is also a chance for you to experience the organization's culture.

*Pro Tip*: Preparation is the key for a successful interview. Bring your portfolio and come prepared with questions.

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**Networking**

The goal of networking is to build a team of people who can support you throughout your career, and vice versa.

*Pro Tip*: Keep a networking tracking sheet that details contact information, the event at which you met the individual, date of follow up and comments.

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