WHAT EMPLOYERS WANT
Tips from Communications Professionals on How to Get the Job

Finding the right job can be a huge challenge. After surveying over 200 communications professionals, we have determined which skills are commonly identified among top candidates.

FIND THE JOB

97% of surveyed employers use LinkedIn to search for potential employees.

More extensive research is the #1 thing employers want from applicants.

Popular Phrases for LinkedIn:
- public relations
- communications
- writer
- social media networks
- public affairs
- media relations

TOP 5 PLACES FOR JOB POSTINGS
1. LinkedIn
2. PRSA
3. Idealist
4. Indeed
5. Media Bistro

What to Search
- Company
  - Culture
  - Niche
- Position
  - Clients
  - Stakeholders

Where to Search
- Industry trade publications
- Former employees
- Personal network
- Company website
- LinkedIn
- Industry awards

GET THE INTERVIEW

94% of employers review candidates' social media during the hiring process.

Top Platforms Reviewed
- LinkedIn
- Facebook
- Instagram
- Twitter

47% of employers are seeking candidates with stronger writing skills.

PORTFOLIOS
83% of employers expect a portfolio at some point during the hiring process.

Include
- Case studies
- Strategic plans
- Strategy memo
- Bylined writing samples with applicant as point of contact
- Press clippings
- Design samples

Not Include
- Traditional "academic" coursework
- Items not relevant to the position
- Personal blog & social media items
- Vacation items
- Multiple documents of the same kind

WRITING TESTS
Writing tests assess how an applicant performs under pressure and are used to gain a better understanding of an applicants thought process and problem-solving skills.

53% use writing tests in the hiring process.

TYPES OF TESTS
1. press release
2. media pitch
3. social media post
4. campaign outline for a client challenge