

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

TOP 5 PLACES FOR JOB POSTINGS

1. LinkedIn
2. PRSA
3. Idealist
4. Indeed
5. Media Bistro

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 |

What to Search

- | | |
|--|---|
| Company | Position |
| <ul style="list-style-type: none"> • Culture • Niche | <ul style="list-style-type: none"> • Clients • Stakeholders |

Where to Search

- | | |
|---|--|
| <ul style="list-style-type: none"> • Industry trade publications • Former employees • Personal network | <ul style="list-style-type: none"> • Company website • LinkedIn • Industry awards |
|---|--|

GET THE INTERVIEW

94%

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 the point of contact
- Press clippings
- Design samples

vs.

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

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

TYPES OF TESTS



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