Finding Jobs & Internships

**11 Steps to a Successful Job Search**

1. **Update your BU Handshake profile.** Make sure your profile is 100% complete so you can request resume appointments and apply for jobs.

2. **Update your LinkedIn profile.** Include your work history, a photo, a summary, and a headline to start.

3. **Connect on LinkedIn.** Use the Find Alumni feature to locate people in your industry. Connect to classmates, professors, and co-workers to increase your network.

4. **Search for jobs and internships.** Start on Handshake with the job search to find positions in Boston and nationally. Search for jobs by location on LinkedIn. Look at trade and industry resources for more job boards and search sites.

5. **Research positions and companies** so you can use industry keywords in your application.

6. **Update your resume and cover letter.** Tailor your documents to each position you apply to.

7. **Find people who can serve as references** or write you a letter of recommendation.

8. **Sign up for a resume review appointment** to make sure your documents are in great shape before you submit your applications.

9. **Keep track of your applications.** Make a list of when and where you applied and who you emailed.

10. **Prep for interviews** with practice questions and mock interviews.

11. **Say thank you** to any recommenders and interviewers.
# Job Searching Resources

- **BU Handshake** provides job and internship postings specific to BU students. Upload your documents, save favorite jobs, apply through the Handshake website, and track your applications.
- **LinkedIn**: use the job search function to find open internships at your favorite companies. Use the people search to network with connections at companies. Learn more about networking.
- **Trade magazines**: look at the top trade magazines for your industry to find job boards and internship leads.
- **Current and former employers** (connect via LinkedIn, alum directory, CareerLink, etc.)
- **Usa.gov**
- **USChamber.com**
- **Idealist.org** (nonprofit organizations)
- **Wetfeet.com**
- **Job posting**
- **Company website**
- **Annual reports**
- **Company press releases**
- **Guidestar.org** (non-profits)
- **Careeronestop.org** (US Department of Labor)
- **Wall Street Journal**
- **Industry journals**
- **Indeed.com**
- **Jobs.com**
- **Intern Queen**

## Industry Resources

### ADVERTISING
- **AdClub**: Jobs, agency directory, classes, Brandathon
- **Advertising Age**: Lookbooks, job search, salary info, creativity info, news, events
- **Advertising Educational Foundation**: Career advice, ad agency structure, articles, guides, list of ad associations
- **American Advertising Federation**: Job bank, student competition, career fairs
- **American Association of Advertising Agencies (4As)**: Multicultural Advertising Intern Program (MAIP), job search/board, scholarships, ad agency job descriptions
- **Advertising Crossing**: Job search, job board, career tips

### PUBLIC RELATIONS
- **O’Dwyer’s PR**: PR firm listing & ranking, company profiles
- **PR Council**: Job board, PR firm finder, industry member profiles
- **PR Crossing**: Job search, job board, PR Career tips
- **PR News**: Job board, articles, events, PR firm finder, list of PR Links
- **PR Week**: Job list/search, PR agencies list with info (good for company research for job apps), articles, case studies

### FILM & TV
- **Entertainment Careers**: Studio structure, job board, salary info
- **Film & TV Pro**: Film crew job board/search
- **Get Film Jobs**: Employer profiles & jobs, creative job board & search, film blogs & resources
- **Mandy.com**: Job board, listings for production jobs
- **Massachusetts Film Office**: Casting & crew calls, events
- **Media Match**: Company list/profiles, job search/board, list of industry professionals w/profiles

### JOURNALISM
- **Massachusetts Broadcasters Association**: Radio and TV Jobs, events, resources
- **American Society of Magazine Editors**: Magazine job board, internship, resources, awards, events
- **Journalism Jobs**: Job board/search, resources for journalism research, fellowships, awards, salaries, career articles
- **Corporation for Public Broadcasting**: Jobs, internships, funding, reports
Application Research

Researching a company is integral to a strong application and interview. Not only does it help you appear more knowledgeable, guided research takes the guesswork out of applications. The more you know about what the company is, does, and is looking for, the more you can target your application.

What to look for

Start with the job description to understand the position.
- Analyze the posting. What skills are they asking for? How many years of experience? What majors or degrees do they want?
- Which skills are actually required for the job?
- What skills do you need from day one? What can you learn in the course of the job?
- What kind of personality do they want in a candidate? What kinds of soft skills do you need?
- What programs, equipment will you be using?
- How is the job structured? Who will you work with?

Use the company’s website to find out about its goals, products, and trivia.
- Figure out what the company and the department do. How does the department fit in the company?
- Figure out the organizational overview. How big is the company (number of employees and locations)? How long has it been around?
- Is it public? Private? Non-profit?
- Who’s in charge?
- Who are the clients?
- Where is it located (locally or around the world)? Where would you work?
- How is the company involved with the community? Does it donate to or volunteer at charities?
- What’s the company culture? What are some employee perks? What opportunities are available for advancement, learning, or training?
- What’s their mission statement? Their objectives?
- How do their goals, opportunities, and positions fit with you and your goals?

Look on third party sites (LinkedIn, news sites, etc.) to research the industry.
- Who are the competitors? How do they compare?
- How much is the company worth? How are stocks doing (long and short term)?
- What are some challenges they face? What are some of their strengths?
- What are trends in the industry?
- How has it evolved over time? Stayed constant?
- Why is it in the news? Have there been any big recent leadership changes?
- What’s the reputation?
- Is it downsizing? Growing?
- How long do people tend to work there? Why do they leave? What do they go on to next?
- What kind of experience do employees in your department have?