Finding Jobs & Internships

How to start the job / internship process

1. Consider your ideal start date
   **Jobs**
   You should start applying approximately 3 months prior to when you want to start your job. In some industries (i.e., consulting) you need to apply earlier than that, but for most jobs in communications (with the exception of the Boston Globe and a few others) most employers post jobs as they become available. If you apply in December and are not graduating until May, the employer is going to feel as though you have wasted their time.

   **Internships**
   Well known / popular organizations tend to start their recruiting in December/ January and other summer internships will be posted throughout the Spring Semester. For Spring/ Fall internships or internships at smaller organizations, hiring tends to occur 3 months prior to the start date.

2. Make a list of target employers
   Keep a running list of employers that interest you. Every time a professor talks about an employer you may want to work for, or you read an article about an interesting innovative new organization, jot it down. Having a list of employers will help you decide who you want to network with.

3. Network always (especially during the job/internship hunt)
   Networking is a lifelong activity. Throughout your career, it is ideal to meet colleagues that work in industries of interest and learn more about their hiring practices, their ideal skills and be in touch when opportunities arise. For more information about Networking, please view our Networking and LinkedIn guides.

4. Apply
   There are several ways to apply
   - **Apply on Handshake**: Positions posted on Handshake are from employers interested in recruiting BU students. Other job boards and industry specific job boards are a great place to look too.
   - **Apply on industry specific websites** (see page 3 of this guide)
   - **Keep an eye on your desired employer’s hiring page**: Positions often get posted on the employer’s website before they end up being posted on job boards.
   - **Network**: Ask people you know to keep you informed of opportunities that might come up. If you find an opportunity at a company that you have contacts at, ask them if they have any advice for the position or if they would be willing to forward your application to the hiring manager. This usually improves your chances of having your application considered.
How to apply

1. **Find a job/internship to apply for**
   Apply for jobs/internships through Handshake, industry websites (see page 3) or other job boards.

2. **Analyze the job/internship description** (and save a copy of the description for later)
   What skills are they looking for in an employee? Are you a good match for the job? Tailor your materials to demonstrate that you have experience in the areas they are looking to hire for.

3. **Do your research**
   Do you know anyone that works at that organization? Can they tell you more about the culture there and what they are looking for in their employees? Look at the organizations social media pages and read articles that have been posted.

4. **Prepare your materials**
   Make sure your resume and cover letter are tailored to the job and it is free of spelling or grammar mistakes. Book an appointment with a resume reviewer to go over your materials and refer to our Resume Career Guide.

5. **Find people who can serve as references or write you a letter of recommendation.**
   Ask your previous employers or professors if they would be willing to serve as a reference.

6. **Keep track of your applications.**
   Make a list of when and where you applied and who you emailed. Additionally save a copy of the job description so you can use it to prepare if you get offered an interview.

The job / internship search process

1. **Apply**
   Apply for the job using a resume and cover letter. Always tailor your cover letter to that employer.

2. **Interview**
   Prepare for your interview. Use BU’s online tool “Big Interview” for mock interview prep, read our Interviewing Career Guide or make an appointment for a mock interview.

3. **Receive offer**
   Once you receive the offer, thank them for the offer and ask when you have to get back to them. You do not have to say yes to the offer on the spot, but companies typically don’t give you more than a week to decide.

4. **Salary Negotiation**
   The salary negotiation process can actually happen at any point in the process, but typically happens after you receive an offer. Refer to our salary negotiation guide for more information.

5. **Accept or reject the offer**
   Once you accept an offer, even verbally, you cannot accept another offer instead. This is referred to as reneging and can ruin your reputation in the industry and will hurt other BU students that apply there in the future.
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, Career Advising Network/ alum directory etc.)

- USA.gov
- USChamber.com
- Idealist.org (nonprofit organizations)
- Wetfeet.com
- Job posting
- Company website
- Annual reports
- Company press releases
- Guidestar.org (non-profits)
- Wall Street Journal
- Industry journals
- Indeed.com
- Jobs.com
- Intern Queen

### Industry Resources

#### ADVERTISING

- AdClub: Jobs, agency directory, classes, Brandathon
- Ad Age: Lookbooks, job search, salary info, creativity info, news, events
- Ad Week: Industry information and job board
- Redbooks- Ad Agency Directory (through the BU Library)
- Advertising Crossing: Job search, job board, career tips
- 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 Educational Foundation: Career advice, ad agency structure, articles, guides, list of ad associations

#### FILM & TV

- Entertainment Careers: Studio structure, job board, salary info
- 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

#### PUBLIC RELATIONS

- O’Dwyer’s PR: PR firm listing & ranking, company profiles
- PR Crossing: Job search, job board, PR Career tips
- PRSA: Professional organization for PR with job board
- The Publicity Club of New England: local PR professional organization
- PR Daily: Website about PR news
- PR News: Job board, events, PR firm finder, list of PR Links
- PR Week: Job list/search, PR agencies list with info, articles and case studies
- PR Council: Job board, PR firm finder, industry member profiles
- PR Week: Job list/search, PR agencies list with info (good for company research for job apps), articles, case studies

#### 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

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Job Search | 3