CAREER COMMUNICATIONS ARCHITECTURE

getting the job

making it work for you

journey	role for communications	channels	what to do	other opportunities at this stage
focusing in on major (junior year, senior year - first semester)	**Get visible:** No matter what you want to do, there is probably an existing community around it. Become a part of it, and your name will ring a bell when you send resumes out.	**personal sites/ blog** **writing opportunities (campus pubs, interviews)**	• use free tools like typepad, tumblr, wordpress, flickr, and blogger to get out there!	**If you know what career you want, look into some of the less academic, technical skills that would be helpful. Take a course/training program on these.** **INTERN, INTERN, INTERN! Even if you have to work for the summer, try to find a local internship for the school year.**
nearing/post graduation (senior year - 2nd semester, and summer)	**Make connections:** reach out to people in your chosen industry to get a lay of the land (but don't be pushy).	**personal sites/blogs** **social networks** **articles in web pubs** **talks & conferences**	• comment on blogs • comment on articles they've written • post stuff they've written on your site • see if you can attend conferences for free if you volunteer to help	**Try to have as many informal interivews as possible, even if only to hone your interviewing skills.** **If you're taking the summer off, focus on experiences that will make you a more interesting candidate.**
starting the new job (first 6 months)	**Prove you are an asset:** within the job description and otherwise.	**actions speak louder than words!**	• get involved in everything • never say no	**Find a mentor asap - keep in mind it might not (and probably shouldn't be) your boss**
getting bored for the first time (1 - 1.5years - hopefully)	**Don't visibly check out!** Explore other options but don't slack on your current role/responsibilities.	**private (one-to-one) channels:** as in don't post this on your blog. **contacts in other departments/ companies/industries**	• Seek out other opportunities internally on top of your current role • Consider side projects of interest that make you a more qualified/interesting candidate for your next job	**Start talking to others in the industry to figure out what else is out there before acting rashly.** **Figure out what you can get out of your current job (maybe there is something new within your current workplace that is interesting)**
looking for something new (1 - ? years)	**Position your ambitions**: show others where you want to be in the not-so-near future, and seek advice on how to get there	**resume/portfolio** **personal Site/Blog** **social networks** **contacts/recruiter**	• present yourself and the the work you've done so far in a simple, clear way	**Dont be blinded by salary increases or titles. Figure out what you want long term and focus on helpful next steps to get you there.**