

# 8 career tips for PR and marketing seniors during the coronavirus



Graduating seniors in communications and marketing are facing the daunting prospect of trying to enter the job market during the COVID-19 pandemic. It will not be easy.

But don't give up hope! Some companies and industries will continue to hire even during the coronavirus. The key is to prepare now to get yourself into position for that dream job.

Here are the 8 career tips Swyft came up with for PR and marketing seniors graduating during the coronavirus.

## 1 Stay Calm

There's no denying that everything is in flux and chaotic at the moment. Just know that you're not alone. Everyone is facing this pandemic together, and your PR and marketing student peers are in the same boat as you. Stay calm, stay upbeat, and just know that this will eventually pass.



## 2 Practice Patience

Unlike last year's graduating seniors who may have attended job fairs and even had multiple job offers, this year's seniors will see a much slower hiring process. As bleak as it sounds, there are industries that are actually ramping hiring at warp speed in response to the coronavirus. Most other industries, however, will inevitably hire at a more gradual pace. In short, it may just take more time and require more effort on your part to find a job. But in the long run you will be rewarded for your effort and patience.

## 3 Be Adaptable

The tools and technology you use today may not be around in five years. Thanks to COVID-19, we are seeing a rapid shift to remote work and adoption of related technologies. The smart play is to learn these new skills and master them as you prepare to enter the workforce.

## 4 Hone your interview skills

Take time before each interview to learn everything you can about the company you're interviewing with. Get to know who they are, everything they offer, and any recent news or company updates. Do multiple practice interviews using video chat tools like Zoom or even FaceTime. Pay close attention to your body language. You want to come across as interested, open, and excited about the opportunity.



## 5 Learn more skills and certifications

While more education may not be at the top of your list having spent most of your life thus far in the classroom, taking a couple more classes that are specifically geared toward your chosen career can't hurt. There are thousands of free and paid online courses covering topics you may not have learned in class, from marketing to business to personal development.

## 6 Update LinkedIn Profile

Now is the perfect time to give your LinkedIn profile a refresh, or create one if you haven't done so already. Consider listing all of the projects, internships, volunteer experience, or student organizations that are relevant to your PR career. Be sure to detail any achievements that resulted from them. Reach out to a professor, internship advisor, or work-related peer and ask them to write a recommendation for your profile. Stay active on LinkedIn by following key figures in your chosen field and engaging with those in your network.

## 7 Volunteer or intern

As noted already, landing a full-time gig in this time of uncertainty will certainly not be easy. Yet with summer just around the corner many companies will be offering internship programs. Interning is a great way to gain hands-on experience and get a glimpse at what a full-time job will look like. You might even consider volunteering your PR and marketing skills to a nonprofit or local community group. This can give you the opportunity to apply your skills to a real-life situation and give you a valuable experience to add to your resume.



## 8 Go the extra distance

In this new world order where a virus holds sway over the people and economies of an entire planet you will have to go the extra distance to jumpstart your career. What can you do to go the extra distance? Never give up! Keep grinding, keep pushing, keep trying!

