

2018 STRATEGIC COMMUNICATION

CAREER FEST

GUIDEBOOK

After the Career Fest



Organize Your Job Search

Now that you've attended the Strategic Communication Career Fest and are on your way toward your next venture, it's important to keep a list of each company you'd like to apply to and their application dates. Keeping track of application deadlines, where you want to apply and the details you must include in your applications can get overwhelming. To avoid losing important information, keep track of everything related to your job search with some of these helpful tools!

01 Create an Excel Spreadsheet

COMPANY NAME	The place you are applying.
CONTACT	Your point of contact at the company. This is probably who you addressed your cover letter to, such as a Director of Human Resources or Office Manager.
EMAIL	The email of your point of contact, or, if preferred, a phone number.
APPLICATION DATE	When your application is due or when you submitted it.
APPLICATION SUMMARY	What you need to submit or what you submitted: a cover letter, resume and any additional materials, like a portfolio or reference list.
FOLLOW-UP STATUS	Did you send a thank you email or letter? If so, indicate here.
STATUS	If you were offered the job, deferred, asked in for a second interview, etc.

02 Use Your Phone's Calendar

Maximize your calendar to keep track of all your application deadlines, interview dates/times, etc.

03 Have a Job Search Planner or Journal

Using a journal allows you to take detailed notes about each company, interview questions, how the interview went, etc.

04 Use a Professional Website or App to Organize Your Job Search

- [JibberJobber](#) is a free and easy-to-use website.
- [JobAware](#) is a convenient way to track your jobs by priority and monitor your progress through a free app.

05 Simplify Your Search

Focus on quality, not quantity. Only apply to positions that you are qualified for and that interest you.

Your Cover Letter

Writing a cover letter can be the most daunting part of the application process, but this short, single-page letter is an opportunity to show your personality and passion for the company. A cover letter gives employers specific information about you that they wouldn't have by simply looking at your resume. The [format](#) of your cover letter depends on the organization you are looking to join. Explore this article from [The Muse](#) for 31 ways to ensure your cover letter stands out from the rest!

Check out this sample cover letter for tips on writing your own:

Dear [insert name], _____

Directly address the recruiting or hiring manager by name.

Your need for a media planner fits my qualifications perfectly, and I am writing to express my interest in and enthusiasm for the position. _____

Tell them why you are writing.

I will receive a Bachelor of Journalism in Strategic Communication from the Missouri School of Journalism in May. I am looking to channel the various skills I have gained from my Media Planning position on the Strategic Communication Career Fest Team. _____

Include details about relevant job experience.

Past summer internship experiences within media planning and account services have taught me the value of teamwork, open communication and strategic thinking and have given me the opportunity to work with many different types of people. I believe I would be a great fit for your team because I strongly identify with your company's values of respect, responsibility, discovery and excellence. _____

Highlight your skills.

I have excellent references and would be delighted to discuss any possible open positions with you at your convenience. Thank you for your time, and I look forward to hearing from you. _____

Finish by thanking them for considering your application.

Sincerely,

[your name]

Don't forget to properly sign off!



Follow Up

An essential part of securing a job is communication. It would be a shame for you to have a great conversation with a recruiter and then be stopped in your tracks because you didn't send a follow-up email or a thank you note. Forbes recommends sending a handwritten thank you note after an in-person interview and sending a quick, follow-up email after a phone interview or short conversation, like the Career Fest.

While a handwritten note is not always needed, examples like these offer direction on how to send a quaint, personal touch that may impress recruiters. The article [After the Interview: Sample Thank You Letters](#) from Business News Daily offers tips on sending personalized thank yous.

Use this template to craft your own personalized thank you note:

Dear [insert name],

Thank you so much for taking the time to meet with me today at the Strategic Communication Career Fest. It was so exciting to learn more about the work your team is doing and how you have influenced [company name] as an art director. I'm very interested in the opportunity to assist with the projects you are working on and to help [company name] build campaigns that will create positive change for brands.

I look forward to hearing from you soon, and please do not hesitate to reach out to me if I can provide additional information.

Best regards,
[your name]

Thank the recruiter in the first sentence.

Remind them where you met.

Include a personal detail you discussed.

Let them know your level of interest.

Be friendly and professional.

Don't forget to properly sign off!



Campus Resources

For more information on the Strategic Communication job search journey, visit the [Student Success Center](#), which is located on Lowry Mall and open every Monday through Thursday from 8 a.m. - 9 p.m., Friday from 8 a.m. - 5 p.m. and Sunday from 1-7 p.m.

Stop in if you'd like them to take a quick look at your resume or if you feel nervous about an upcoming interview.

Also, visit [Hire Mizzou Tigers](#) to search for jobs and internship postings from companies looking to hire Mizzou Tigers.