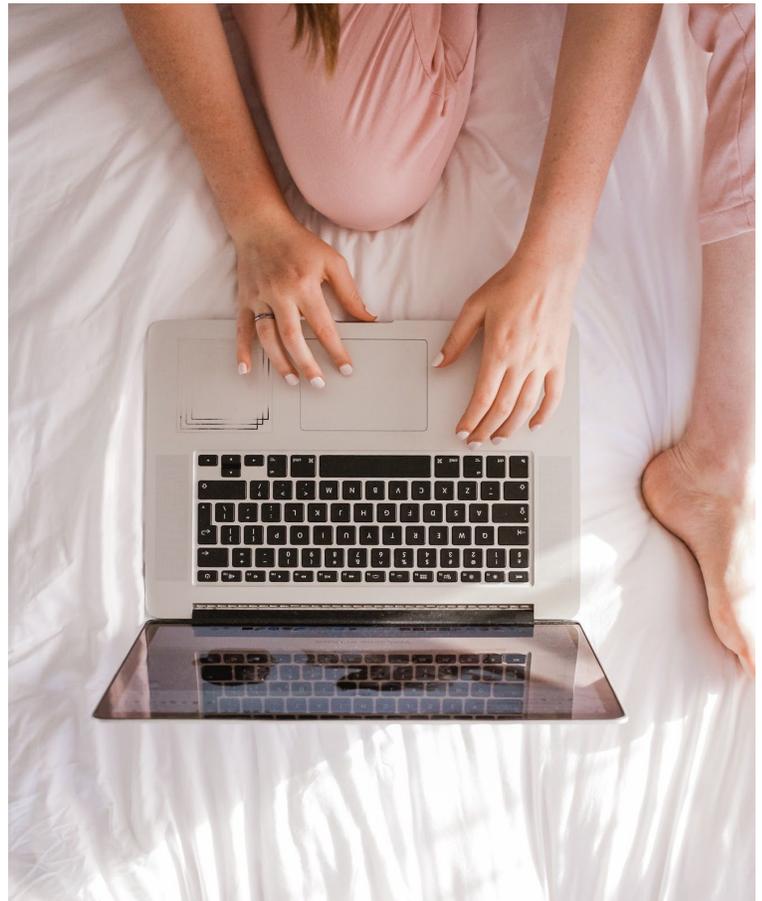


TOP INTERVIEW TIPS FOR UPCOMING PR PROFESSIONALS

In a field that changes with a single tweet, it's no secret that expectations with interviewing for any public relations positions are changing as well. But setting yourself apart from the thousands of PR grads this year isn't as hard as you think. Check out these tips from hiring managers in the field. You'll be surprised with the emphasis on how you can prepare before the interview and how to react after the interview.

1. **Research the company:** Nothing flatters an employer more than when you can point out specific achievements of their organization. It shows a desire to work for them and that it's not just a "shot in the dark" interview for you. Also, know the job description thoroughly so you can best cater your responses to what they are looking for.
2. **Timing is key:** Show up early and act like you know where you are going. 5-10 minutes is ideal.



3. **Overdressed is best:** It's much worse to be the only person in jeans than in a dress. You can always hang up your blazer or suit jacket if you feel too over the top. When candidates are evenly skilled, employers will often choose the person they feel put more effort into their interview. They want you to represent their organization and values.

4. **Share a variety of experiences:** Any position in public relations requires versatility. Constantly using the same internship/job to answer every question shows the opposite of that. Even if you've only worked with one organization, try to think about the different roles you've played or incorporate applicable class experience when you need to.

5. **Speak positively about your past employers:** Even if you worked for “the worst company ever,” it’s unattractive to bad mouth your last employer to your future employer. Focus on the positives and how you supplemented weaknesses.
6. **Show how much you want the job:** Don’t be afraid to rate it a 10 if you truly want the job. Don’t lie and say it’s your “dream job.” Be honest if you’re excited about working for the organization. Feel free to talk about other offers, but don’t plague employers with ultimatums.
7. **Leave with style:** At the end of the interview, ask any questions you have about the job. Try to think of at least two, it shows interest. Thank each interviewer by name. Pro tip: ask for their business card as you leave to make follow up easy.
8. **After the interview can really set you apart:** It’s easy for employers to forget the details of the hundreds of candidates they’ve interviewed. One of the most important interview secrets is always send a thank you email to the interviews. This makes you easy to remember and stand out.



Overall, just remember preparation, personalization, and professionalism and any interview will go smoothly. Using these top tips won’t guarantee a job offer with every interview, but it will guarantee that you will stand out amongst the competition.