



Real-time video training sessions by Poynter experts.

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Tipsheet from “Job Hunting During a Pandemic: How to Make Yourself the Best Candidate”

Using the 5 Ws and H to work your way through this crisis:

- How will you update your résumé?
- Who are employers looking for?
- What makes you the right fit?
- Where can you find a job?
- When should you pitch yourself?
- Why not you?

How will you update your résumé?

- **Most lack focus.** A résumé and CV are different.
 - Consider restructuring a chronological resume into a skills-based résumé. This can be especially effective for folks changing industries, departments or those re-entering the field after time away.
- **Most lack brevity.** Each position listed should build on the experience from the previous one — not repeat the skills you’ve already mastered.
- **Most lack personality.** Re-imagine the one-page template with creative sections such as Reporting Impact or Thought Leadership.
 - One of our favorite tools to build a great resume is [Canva](#) (and a blog of the [site’s 50 favorite résumés](#)), where it’s easy to find a template that reflects your personality. You could also look at [ResumeGenius](#), [Creddle](#) or Indeed’s [resume.com](#)

- But don't let a tiny typo sink you. Consider running the text portions of your resumes through a checker like [Grammarly](#) or [readable](#).
- Portfolio site: Check this [Editor's Guide](#) on Poynter.org
 - Hot tips on [how to write a professional bio](#)
- Ask for professional feedback on résumé or portfolio
 - Coaching: [Digitalwomenleaders.com](#)

Who are employers looking for?

- This question is addressed directly in the replay. Fast forward to minute 5:15 to listen.

What makes you the right fit?

- Explore what's new to you by turning weaknesses into strengths by:
 - Digital storytelling spaces like TikTok
 - 60-second documentaries and other video storytelling
 - Audiograms and podcasting
 - Data journalism (try the [open toolkit by the NYTimes](#))
 - Distribution channels: SEO, newsletters, social, push alerts
- Educate yourself with the many free offerings out there.
 - It's a chance to upkeep your skill sets and strengthen your weaknesses.
 - Obviously we love [Poynter's NewsU](#). Here are some of our favorites:
 - [The Language Primer: Basics of Grammar, Punctuation and Word Use](#)
 - [Math and Numeracy Primer: How to Write About Numbers](#)
 - [News Literacy Primer: How to Evaluate Information](#)
 - [Broadcast Writing: Write Like You Talk](#)
 - [Getting It Right: Accuracy and Verification in the Digital Age](#)
 - [A Reporter's Guide to Getting It Right](#)
 - There's also [LinkedIn Learning](#), [Khan Academy](#), [Lynda.com](#), [EdX](#), [Coursera](#) and [CreativeLive](#) just to name a few.
 - Create your own internship or project that displays your ability to cover a current issue or problem in your community.
 - Do a micro-internship, many of which pay. [Parker Dewey](#) has some cool opportunities.

Where can you find a job?

Some of our favorite job boards include:

- Poynter's [Media Jobs Connection](#); Inside the Newsroom's [Journalism Job Board](#), [Journalismjobs.com](#)
- [Ismyinternshipcancelled.com](#) and [candor.co](#) have crowdsourced information on who's hiring, and Handshake has a list of [500 companies hiring right now](#).
- Journalism associations, too! [Asian American Journalists Association](#), [National Association of Black Journalists](#), [National Association of Hispanic Journalists](#), [Native American Journalists Association](#), [NLGJA](#), [South Asian Journalists Association](#), [Online News Association](#) and many, many others.

Other sources:

- Journalism job newsletters: [News Nerd Alert by INN](#), [Gather](#), [10 journalism jobs and a dog](#), [Opportunities of the Week](#) by Sonia Weiser, [Study Hall](#)
- Slack groups: [Crayhola](#), [Gather](#), [ONA Local](#), [News Nerdy](#), [Email Geeks](#), [#freelance](#)
- Facebook groups: [Binders Full of Writing Jobs](#), [Remote Journo jobs](#)

When should you pitch yourself?

- [How \(and where!\) to pitch your writing](#) by Ann Friedman on Medium
- [This Twitter thread on pitch mistakes](#) by editor Sam Dylan French
- [The Open Notebook](#), a database of pitches
- MuckRack has a great blog section called “[This Month in Bad PR Pitches](#).” Follow it and learn what not to do.
- [This definitive guide to Freelance Reporting Resources](#) by Taylor Moore

Why not you?

- Exercise your thought leadership:
 - You don't need a blog or website when you have LinkedIn.
 - [Golden Rules for creating thoughtful thought leadership](#) by Daniel W. Rasmus for Fast Company - he covers 10 in depth. Read, brainstorm, draft, edit publish.
 - i. Don't sell anything except ideas
 - ii. Always give it away
 - iii. Have a unique perspective
 - [Neiman Labs'](#) annual “Predictions for Journalism” captures some of the best thought leadership for in the media industry
 - i. [2020](#), [2019](#), [2018](#), [2017](#)
- Evolve your relationships
 - [LenFest's News Book Club](#)
 - [ONA's Community Circles](#)
 - Dial into [OpenNews' Community Calls](#)
 - Join a Slack channel
 - i. [Women in Tech](#), [Product-Tribes](#), [Support for Freelance Journalists](#) (read why this Slack was created [here](#)), [The Writing Cooperative](#), [Creative Tribes](#), [Lonely Coders Club](#)
 - ii. (several others listed above)

What resources are missing from this tip sheet? Email us so we can keep it updated: ballen@poynter.org and sragland@poynter.org.