

HOW PEOPLE IN PR AND ADVERTISING STRATEGY GET WORK

Most opportunities in PR and Advertising Strategy do **not** come from job boards.

They come from:

- Internships and agency experience
- Networking and referrals
- Alumni and professional connections
- Campaigns, strategy projects, and case studies
- Strong communication and presentation skills
- Industry involvement and visibility

Strong **experience + strategy skills + relationships** are essential in this field.

Job platforms can help—but they should support your efforts, not replace them.

Use them to:

- Find opportunities
- Learn what's out there
- Connect with agencies and employers

START HERE (GENERAL TOOLS)

These platforms are useful across all industries:

- [CareerShift](#) – Job listings, company research, hiring contacts
- [LinkedIn \(BYU Alumni Network\)](#) – Connect with alumni and explore careers
- [Handshake](#) – Internships and entry-level jobs
- [Indeed](#) / [LinkedIn Jobs](#) – Broad job platforms

PR & ADVERTISING STRATEGY PLATFORMS

Designed for public relations, communications, and strategy roles:

Jobs + Internships

- [LinkedIn Jobs & Handshake](#)
- **Agency websites** – Many agencies recruit directly
- [PRSA Jobcenter](#) – PR and communications roles
- [AMA Job Board](#) – Marketing and strategy positions

Industry Insight + Strategy

- [PRWeek](#) – PR news and industry trends
- [Adweek](#) / [Ad Age](#) – Advertising/media trends
- [HubSpot](#) – Marketing, content, and strategy resources
- [Campaign US](#) – Agency and campaign insight

Networking + Professional Development

- [LinkedIn](#) – Essential for networking
- [PRSA](#) – Networking, conferences, resources
- [AMA](#) – Events, networking, and jobs
- [X \(Twitter\)](#) – Industry conversations and trends

TIPS FOR USING THESE PLATFORMS

- Build experience through internships and client projects
- Develop strong writing, research, and presentation skills
- Be clear about your interests:
 - Public relations
 - Brand strategy
 - Account management
 - Media planning
- Follow agencies and industry leaders
- Stay current on campaigns and media trends
- Reach out to alumni and professionals
- Apply early and consistently

COMMON MISTAKES

- Not gaining internship experience early
- Relying only on online applications
- Not building professional relationships
- Weak communication or presentation skills
- Not understanding agency roles and structure
- Ignoring industry trends and campaigns

QUICK ACTION STEPS

1. Gain experience through internships or client projects
2. Build case studies or campaign examples
3. Connect with BYU alumni in PR and strategy
4. Follow agencies, brands, and industry leaders
5. Join PRSA or AMA events and networking opportunities
6. Reach out and request informational interviews