

## APPROACHING COMPANIES

IT'S ESTIMATED THAT 80% OF JOBS WITHIN THE CREATIVE INDUSTRY ARE NEVER ADVERTISED.

THE MOST EFFECTIVE WAY TO TRY AND SECURE ONE OF THESE POSITIONS IS TO INTRODUCE YOURSELF TO A COMPANY OVER THE TELEPHONE.

### PREPARATION:

Calling companies can be nerve racking. Preparation is the key to success!

- **Application** - Have your CV and covering letter ready to send.
- **Research** - Prepare some personal notes about the company in case you need to refer to them
- **Remember** - Go somewhere quiet so you are not disturbed and take a bottle of water

### THE PHONE CALL:

When you call the company, your aim is to sound confident, polite and professional.

- **Be clear and to the point** - Explain that you are a graduate seeking to secure a job at their company
- **Ask** - Whom would you need to talk to about this? Are they available to speak to now?
- **Sell** - Be prepared for some companies to be dismissive. Sell yourself and the benefits you can offer their company.
- **Who** - Where and to whom should you send your CV? Can you email it?
- **Thank them** - Be genuine and thank them for their time and help.

### SEND YOUR APPLICATION:

Follow the application instructions provided by the company, apply immediately.

- **Covering Letter** - You must include one with your application. Customise it to let the company know you are familiar with their work.
- **Address** - Make sure you send your application to the right person in the right department at the right site.

### FOLLOW UP:

Hopefully; the company will contact you a few days after receiving your application. If this doesn't happen, don't be discouraged. Get back in touch.

- **Wait** - An appropriate amount of time to wait before re-contacting a company is 1 week.
- **Call** - Contact the person you sent your CV to. Check they received your application and the status of it. Ask when a decision is likely to be made.
- **Inform** - Arrange to get back in touch in the future to discuss your application.

### PERSEVERE:

Remember that companies are often very busy. The best way to secure a placement is to stay in regular contact with them. As they get to know you and become accustomed to hearing from you, they are likely to consider you for opportunities within the company.

- **Touch base** - After your initial follow up, drop them an email or call the company every few weeks. Get the balance between keen and nuisance right!
- **Feedback** - If the company decide not to offer you a placement, ask why. Can they give you any feedback that would help you with other future applications?