

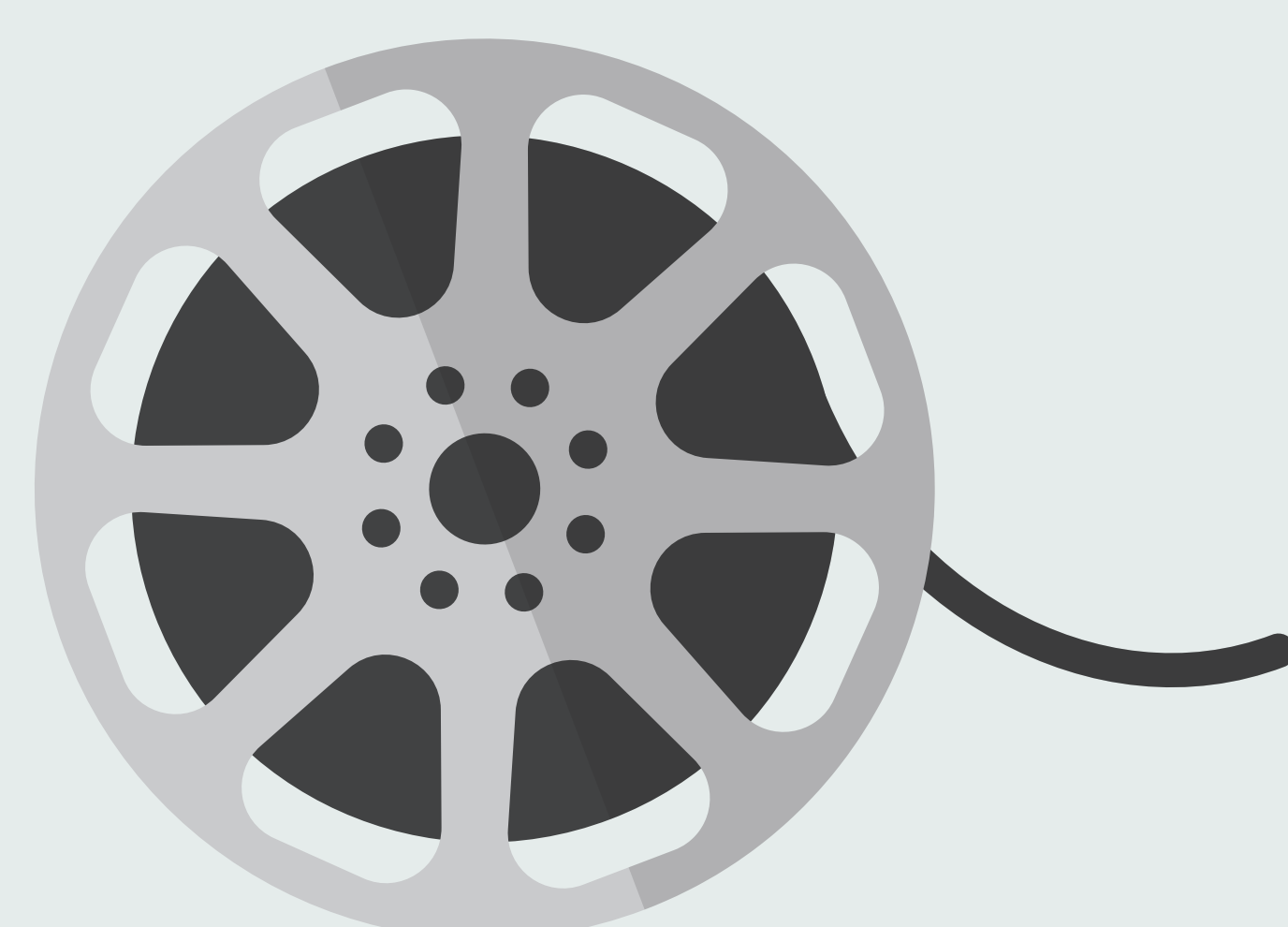
HOW TO LAND A WRITING GIG

Just finished your degree or plan to swap careers for a writing job and don't know where to start? We've some tips on how to land a writing gig

— LAYING THE GROUND WORK —

HAVE A RELEVANT DEGREE

- Media studies is the second most employable degree



YOU MAY NOT FIND A JOB IN YOUR FIELD SO TRY A GENERAL ROLE IN A RELEVANT ORGANISATION

- 16% of all UK jobs held by graduates in 2014 were in the creative economy

— PREPARE YOUR APPLICATION —

TAILOR YOUR CV TO THE ROLE FOR WHICH YOU ARE APPLYING

- Employers spend 8.8 seconds looking at a CV



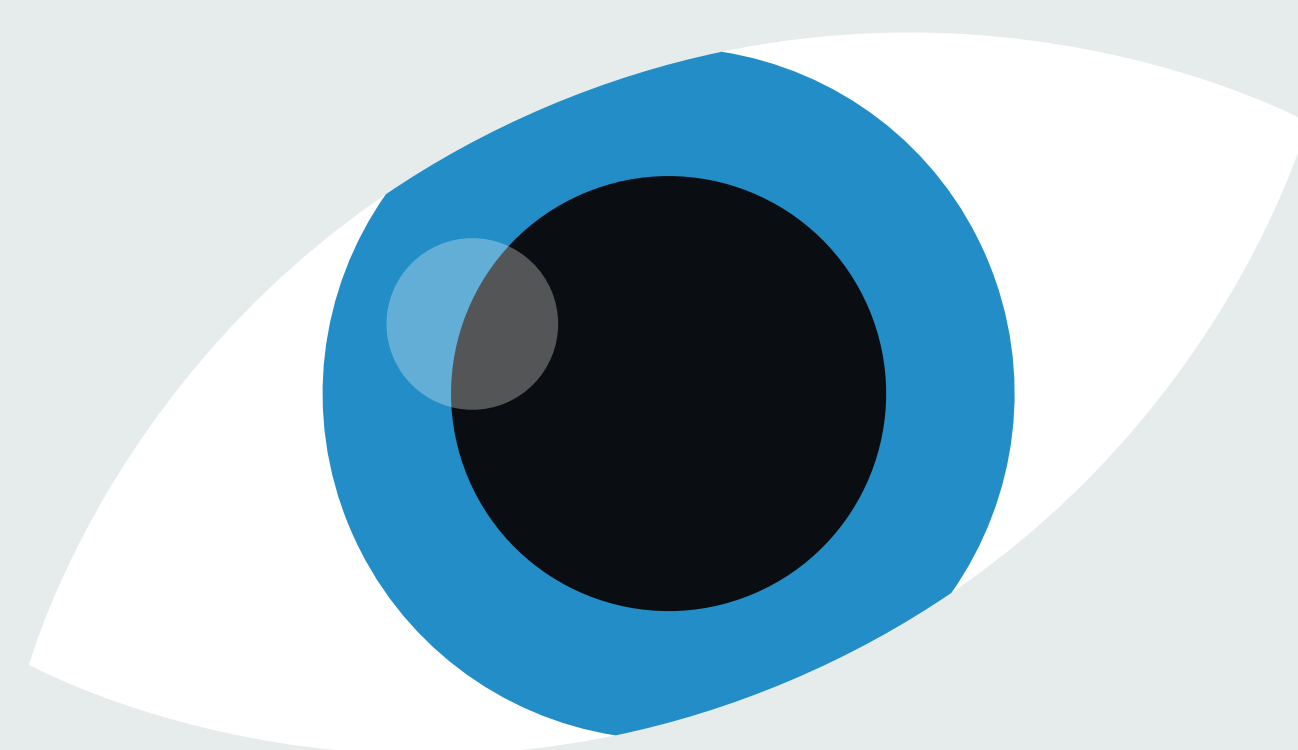
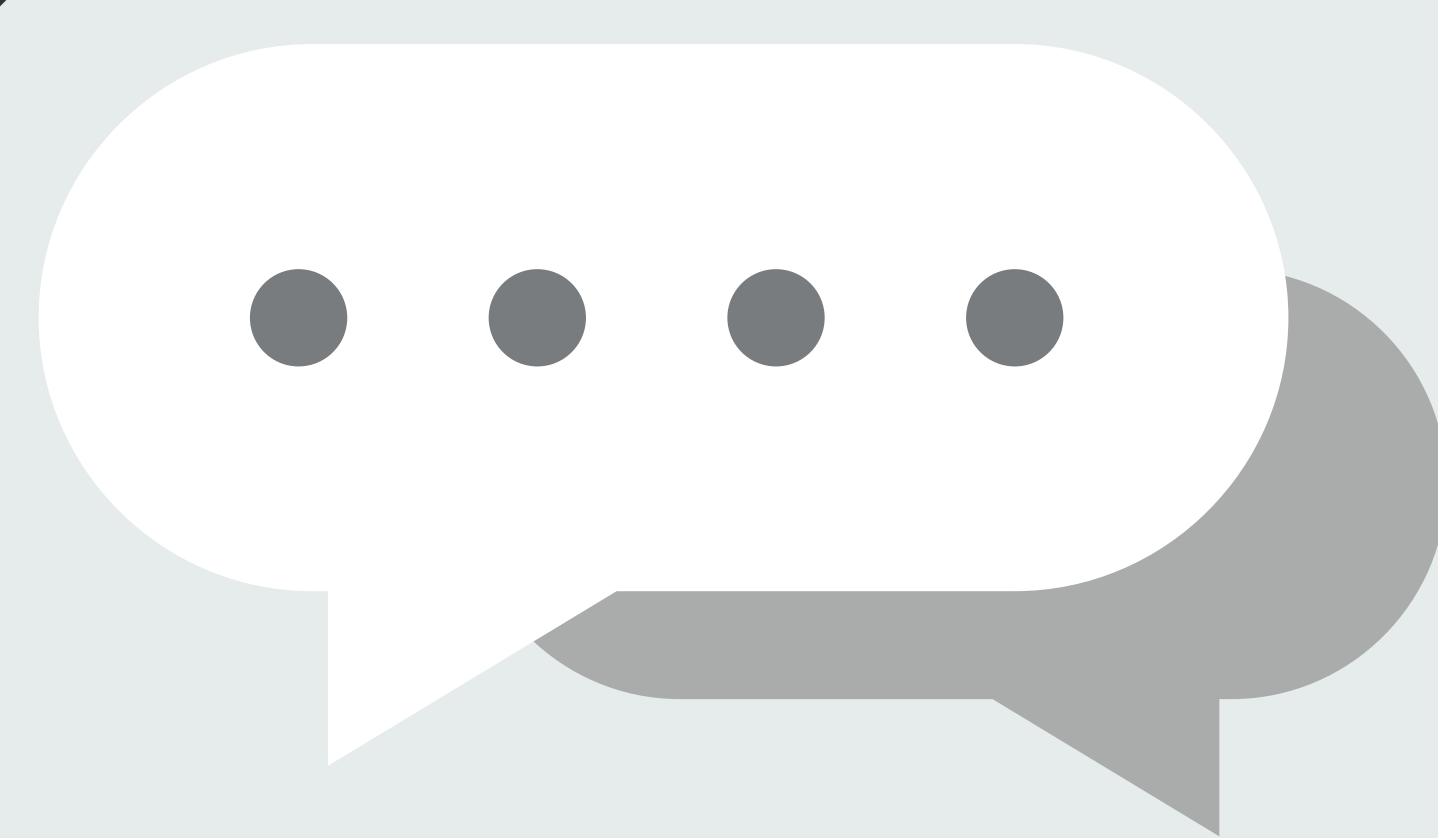
SHOW SOME EXAMPLES OF YOUR WRITING WORK

- 56% of hiring managers are impressed by online portfolios

— THE INTERVIEW —

THE FIRST 12 WORDS YOU UTTER ARE CRITICAL TO INTERVIEW SUCCESS

- Research shows that small talk on the way to the interview room can influence the outcome



MAKE SURE YOU STAY ENGAGED IN THE CONVERSATION

- Eye contact is key