



## Finding the Best Advertising PR Jobs on the Internet (PRCrossing) (AO)

Marketing, advertising, and PR jobs are extremely high paced and demanding positions, and the individuals that are hired to fill them need to have high levels of creativity, ingenuity and the ability to be self-starters. These jobs are also best filled by people who can function well under deadlines without losing focus on small details.

The individuals who have duties in any of these business related areas will often be involved in many promotional campaigns and projects. These types of advertising assignments are designed to get people excited about a new product, service, person, or organization. Individuals hired for these jobs will need to display enthusiasm, the ability to think outside of the usual box, and show a large amount of innovative planning ability.

Marketing and public relations professionals also help manage the debut of new products, and it is their duty to create a buzz, that will boost sales and create more visibility and name recognition with the public. Sometimes PR professionals will have specific duties that include improving the public perception of companies or individuals.

Television, print media, and the Internet are advertising sources and this means that they are also potential gold mines for the marketing and advertising professionals to use in order to promote their clients' products or agendas. Knowing how to use these resources to the best advantage is something that all professionals who have advertising careers understand.

In the not too distant past, jobs were obtained through pounding the streets and literally beating on doors and sending resumes through the mail. Now the growth of job-related websites has greatly simplified job searches and these online boards like **PRCrossing** are able to help link applicants with opportunities across the country or around the world.

With the growth of the Internet and the changing ways of doing business, job hunting has also begun to change. Today the Internet is one of the best ways to find the best [marketing advertising PR jobs](#). Although you can still use many other methods of job hunting, online preparation is saving time and speeding up the hiring process for many people.

People looking online for [PR & marketing jobs](#) should start with the national organizations that are composed of people who

work in these fields. The two largest member organizations are the International Association of Business Communicators and the Public Relations Society of America.

Both of these are national organizations for advertising, marketing and PR professionals and they have websites that include a number of available job listings. These two organizations also have local chapters, many of which may even have their own websites with job openings in their local areas

Public relations and marketing professionals who prefer to stay in their own geographic area browse these sites in hope of finding some interesting new opportunities. Those looking for a change of scenery to go with their change of employer can choose to browse the national sites of online job boards like AdvertisingCrossing, and other job related listings.

In addition, there are other jobs-related websites designed specifically for marketing and public relations professionals that can be found. The majority of Internet job search sites can be accessed for little or no cost. Some of these, like PRCrossing will allow job seekers to download resumes online.

The following suggestions and tips can help people search online [jobs in PR marketing](#):

- Research the companies that have caught your interest. The Internet makes it much easier to learn all you may need to know about a prospective employer. The competition for good PR and marketing jobs can be fierce, with candidates of varying levels of education and experience vying for any one of the available positions. One way to set yourself apart is by learning some in depth information about the organization you want to work for. If the company has a website this makes it much easier to find out the information that you need to know. Click on the "About Us," "News," or "Media" sections to learn more about individual companies and businesses.



## PR Job Pointers

- Expand your network of friends, clients, and contacts. Networking is vitally important in any profession, and the marketing/public relations field is no exception. You can connect with other professionals in your area through such sites as Linked In, Bright Fuse, and Facebook. Search for former employers and colleagues, and ask them to join your network on these and similar sites. Keep your network connections strong by sending kudos to other users about the positive experiences you have had with them.
- Use Common Sense when communicating with any potential employer. Many of the same advice for job seekers apply to online job searches. Make doubly sure your e-mails, cover letters, and resumes are free of

errors. If you are applying for a job in marketing or advertising, sloppy work will cut you down in the early stages of applying for a job. Make sure that your e-mail address is professional. Having an email address that is listed as "party guy" or "party chick" may give someone a quick laugh, but it will not make a favorable impression on a prospective employer.

To land that perfect job in marketing/public relations, you have to market yourself, and online is only one of the resources for you to use. Do not be shy about turning your own skills into your best weapons to use for landing your own dream job.

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.