



Ten Top Tips for Getting an Internet Radio Job

Internet radio and pod-casting has become ever popular, as people who use to be the listening public have taken to the microphone and commenced spreading their own word. Internet radio is not just the domain of the big radio station any longer but of the general public as long as they have a computer and a connection.

In addition, content on demand has led to every major and minor radio outlet providing their broadcasts on the net. As opposed to the airwaves; [radio jobs](#) are not simply about the local station anymore. Here in the US you can listen to the UK's BBC, France RTL or the Japan's A-Radio just by connecting to their streaming website and turning on the speakers. The opposite also applies with virtually every US radio station now available on the internet and this has led to a radical shift in how the radio media has been marketed both to audiences (who are now global and not limited to a town, county or state) and to businesses who advertise.

The internet is a huge medium, we all know this, but the commercial aspects of this and how it has insidiously entered our lives is something many of us are still unaware of. Five years ago no-one would have been writing about how to get a job with internet radio!

Here are the top ten tips for getting the [best radio jobs](#):

Tip Number One

When you are looking at [jobs in radio](#), consider what an employer is looking for first and be very careful to highlight your skills and experience that closely matches the needs of the employer. Many potential candidates don't spend enough time on this and fail at the very first hurdle in persuading a potential employer for an interview.

Tip Number Two

Jobs in radio are very often found by referral from within the radio community. Many of the radio heavyweights started life with local [radio station jobs](#). Whether you are looking to be the voice behind the microphone or are interested in the numerous technical or marketing jobs that are on offer, starting local and starting as an intern or entry level candidate is one route into bigger things.

Tip Number Three

[Jobs in the radio](#) industry are not found by paying money to agents!

Never pay money to any agency or web service which claims to be able to place you in a radio station or vacancy – if a commission or fee is going to be paid for you taking a job, it will be the employer that pays the fee not you.

You may pay a subscription in some instances but more of that later.

Tip Number Four

The most powerful tool for getting yourself in front of an employer is your resume!

Your resume is a valuable document so first of all take time to ensure that it is a good one!

After that, ensure that you make sure it is secure – you do not want anyone asking for a copy – you control who gets it and under what circumstances.

Just imagine an identity thief with a copy of your resume with all the personal and private information.

Tip Number Five

Poor preparation leads to poor performance!

Prepare for your job search and prepare for your interviews– if you educate yourself on what is happening in the radio industry this will help you gain confidence when you come to be interviewed as well as in preparing your resume.

This shines through, especially when you are interviewed for radio station jobs and it is also obvious to employers which



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candidates have not taken the time to prepare themselves to learn something of the company, the station, the audience and what is happening with the station and the business.

Tip Number Six

Use a web site or resource which charges a subscription fee to access their vacancy database.

This may appear strange but the reality is that sites which are "free" to users are in fact providing a very restricted service to a large number of candidates. Employers are charged to advertise their positions and many choose not to do so. This means fewer vacancies to look at while "free" for users means you have a large number of users looking at the same job. This artificially inflates the competition and apparent demand for the jobs and reduces the need for an employer to offer a competitive benefits package.

Tip Number Seven

Use a web service which is actively collecting and organizing vacancy information in the radio industry.

There are plenty of free job sites so you may ask why you should be bothered paying for another service?

The simple fact is that free websites make money by charging employers to promote their vacancies. By definition, this must be a restricted selection of vacancies and as it is "free", you have a large number of potential candidates chasing a relatively few positions. This artificially inflates demands for the jobs, reduces the compensation on offer and decreases the chances of you getting the job.

Tip Number Eight

Use a specialist web site rather than a general recruiting or vacancy listing service.

Radio jobs are not run of the mill and you really need a service that understands and is experienced in dealing with the industry.

Use a specialized service which deals radio and media positions or you will be wasting a great deal of time, effort and energy.

Tip Number Nine

This is BASIC but worth repeating every time!

Arrive punctually for an interview and dress appropriately for the interview. It's virtually guaranteed that one of your short listed competitors called for interview will not follow this easy win rule. Make sure it is not you!

Tip Number Ten

Aim high!

Apply for some positions that you feel are actually beyond your capabilities and experience. Test what the response will be.

The reason is simple – you may be surprised at the reaction and response you get.

If you are being called for interview as a consequence of this ascent in your expectations, you are ready for the next move upwards in your career.

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