

Post-COVID Career Strategies

Checklist to prepare for rehiring

When the pandemic started many companies had to downsize, the most affected areas being junior and internship positions.

Our partners at ArtBound Initiative (ABI - internship placement provider) surveyed 68 companies in creative industries in Hong Kong, Berlin, London, and New York City, of which 60% responded that realistically, they'll start rehiring interns and junior level personnel between November 2020 - May 2021.

What can you do to prepare?

What things should you anticipate?

Learn new skills

Work on building new skills through online tutorials, webinars, and classes.

When the job market reopens, companies will be looking for candidates who are "jack of all trades", meaning someone who has multiple skills they can offer.

Send cold applications!

Even if there aren't any job postings or availabilities in a company you'd like to intern at, you can show your interest by reaching out to them (*candidature spontanée*.)

When doing so, try to find the right person to send your resume to instead of the generic email address.

Know your worth

But, remember that every recent graduate is in the same position looking for internships and junior positions. Now is the time you have to put down your ego.

When the job market opens for rehiring, the remuneration (if any) could be lower than what you expect, but do remember that every industry is suffering economically.

Fine-tune your branding

Make sure your resume, website, LinkedIn, and social media platforms are all cohesive.

Work on creating interesting and unique ways to apply for a position e.g: create a video with graphics, present a mock campaign for a product etc.

Use your personal network

Reach out to family, friends, and personal contacts, as well as your department chairs and faculty members. A lot of small creative companies hire through trusted recommendations.

Use this time to start networking. There are so many free webinars and talks online, so participate in them to start meeting like minded individuals.

Fields that are hiring right now

Animation/interactive
Podcast
Streaming
Social media
E-sport/gaming
(source: LA Times article)

Download the Careers Manual from the PCA portal for a list of search engines which lists creative jobs.