Sample Text for Promoting Job & Career Accelerator

*This document contains sample promotional text for librarians to use in marketing Job & Career Accelerator to patrons and other librarians. We’ve included a long description for use in emails and a short description for use in newsletters and other brief communications.*

**Long Descriptions (for Email)**

**AUDIENCE: PATRONS**

*Subject line: Achieve your career goals*

*Preheader: Log in to Job & Career Accelerator*

Hearing “You’re Hired” changes everything!

Are you a college student, recent graduate, career-changer, experienced professional looking to advance, or military service member transitioning to civilian life? Help is available right here in your own community ― at the library!

Job & Career Accelerator, from EBSCO LearningExpress, gives you the powerful tools and expert guidance you need to explore careers, find open positions, apply for jobs and get hired.

Using Job & Career Accelerator, you can:

* Find a career that matches your skills and interests
* Explore occupations, including those in the science, technology, engineering and mathematics (STEM) disciplines
* Search for jobs and internships
* Build a professional resume and cover letter
* Prepare for a job interview
* Discover schools and scholarships

To begin using Job & Career Accelerator, log in via the library website: [insert direct URL]

If you have any questions about Job & Career Accelerator, please feel free to ask a member of our friendly library staff or contact us at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: LIBRARIANS**

*Subject line: Help library patrons get hired*

*Preheader: Tell them about Job & Career Accelerator*

Personalized, step-by-step assistance for job seekers

Our library/library system provides patrons with access to **Job & Career Accelerator**, an easy-to-use online resource from EBSCO LearningExpress that gives patrons the powerful tools and expert guidance they need to explore careers, find open positions, apply for jobs and get hired.

**Who does Job & Career Accelerator help?**

* College students
* Recent graduates
* Career changers
* Experienced professionals looking to advance
* Military service members transitioning to civilian life

**What can Job & Career Accelerator help patrons do?**

* Find a career that matches their skills and interests
* Explore occupations, including those in the science, technology, engineering and mathematics (STEM) disciplines
* Search for jobs and internships
* Build a professional resume and cover letter
* Prepare for a job interview
* Discover schools and scholarships

Patrons can access Job & Career Accelerator via the library website: [insert direct URL].

To help you market Job & Career Accelerator to your patrons, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/Job-Career-Accelerator-Promotion-Kit), including bookmarks, handouts, posters and a social media kit.

If you have any questions about this resource, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Hearing “You’re Hired” changes everything!

Whether you’re looking to find a new job in your current field or pursue a career in an exciting new industry, **Job & Career Accelerator** has the powerful tools and expert guidance to help you through every step of the process to succeed in today's job market. Don't wait. Get started now! Log in via the library: [insert direct URL]. Questions? Ask a librarian!

**AUDIENCE: LIBRARIANS**

Personalized, step-by-step assistance for job seekers

Our library provides patrons with access to **Job & Career Accelerator**, an easy-to-use online resource from EBSCO LearningExpress that gives patrons the powerful tools and expert guidance they need to explore careers, find open positions, apply for jobs and get hired. Patrons can access Job & Career Accelerator via the library website: [insert direct URL]. To help you market this resource, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/Job-Career-Accelerator-Promotion-Kit), including bookmarks, handouts, posters and a social media kit. Questions? Please contact [name and contact details].