

How do you get that  
'magical' first role?



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# My career pathway ...

- PhD in Immunology
- Post doc in oncology
- Joined MAC as a Medical Writer
- Moved to Medicus International as an Account Executive
- Progressed to Director of Client Service and part of the management and leadership team at Publicis

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# So why recruitment?

- Use industry knowledge and experience
- Recognised a need and opportunity for an improved recruitment service
- Desire to set up my own business
- Flexibility around young family

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# Karen's career pathway ...

- PhD in veterinary microbiology
- Post docs in human and animal infectious diseases, including 9 years working on HIV vaccine development
- Transitioned into med comms in 1998 and has worked for Wells Healthcare, Scope Medical and PAREXEL Medcom in S&E roles
- With CMR, offers consultancy in medical writing and editorial positions at all levels

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# Becky's career pathway

- Spent 15 years working in consumer marketing/ advertising agencies
- Moved into recruitment 3 years ago
- Specialise in med comms recruitment
- Deal with MW and AE entry level positions

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# A career in medical education

- Is it for you?
- Which direction?
  - Medical writing
  - Account management

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# Medical writing

- What are the key skills or attributes?
  - Writing, writing, writing
  - Project management
  - Ability to understand a brief and to take instruction
  - Know when to ask for help and when to use initiative
  - Flexibility
  - Pro-activity
  - Team-work
  - Personality

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# Writing tests – what are they looking for?

- **Your current ability and future potential**
  - Completed within a reasonable timeframe?
  - General appearance – professional, clear, accompanying email
  - Objective assessment to compare with other applicants – past and present

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# Writing tests – how are they assessed?

- **General writing ability**
  - Good use of English (grammar, punctuation, SPELLING)
  - Attention to detail (use consistent abbreviations, units, spelling)
  - Writing style (flow, sense, beginning-middle-end)

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# Writing tests – how are they assessed?

- **Scientific writing ability**
  - Understanding of basic science terms
  - Identification of key scientific points
  - Clarity of writing/ability to pitch to correct level
- **Commercial writing ability**
  - Identification of key commercial points
  - Balance of commercial vs scientific messages

# Account management

- What are the key skills or attributes?
  - Project management
  - Ability to understand a brief and to take instruction
  - Know when to ask for help and when to use initiative
  - Flexibility
  - Pro-activity
  - Team-work
  - Personality
  - Communications skills/interpersonnal skills

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# Account management – test

- What are they likely to ask you to do?
  - Pull out key messages from clinical paper
  - Proof read an artworked item for layout and consistency
  - Prepare and present a brief presentation on a topic of their choice
  - Writing test (only some clients will ask for this)

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# Your CV

- Concise – maximum two pages
- Publications and presentations – crucial
- Customise and adapt:
  - Lab experience, mentoring
- Work experience
- Format
  - Layout, font
- Spelling and grammar

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Everything you do and say  
is communication!



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# Communication

- Emails
- Covering letters
- Telephone conversations

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# Finding a position

- Recruitment consultants
  - Fee paid by the employer
- Direct/speculative approaches

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# Recruitment consultants (1)

- Roles available
- Meet you and advise on career direction
- Detailed job information
  - Role/job description
  - Company background and culture
  - Who will you meet?
  - Interview format
- ‘Sell you’ into the company

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# Recruitment consultants (2)

- Key contacts
- 'Competitive landscape'
- Arrange the interview
- Constructive feedback
- Negotiate your contract/package
- Match **you** to the **right** agency

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... ..brilliant people aren't  
brilliant everywhere... ..

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# Selecting a recruitment consultant

- Reputable
- Knowledgeable
- Rapport
- Trustworthy?

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# Be aware...

- Same job appears many places!
- 'Dressed up' slightly differently
- Multiple recruitment consultants
- May take longer than you think ... ..
- Start looking/applying about 3 months in advance

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Sniffing out the  
top jobs is a  
job in itself!

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# Our approach

- Telephone interview
- Test
  - Writing test
  - Proofreading and commercial assessment
- Face-to-face meeting
- Agree on companies to target
- Dialogue
  - Keep you informed
  - Interview preparation

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# The interview – assessing skills

- Project management (manage several projects?)
- Ability to understand a brief and to take instruction
- Know when to ask for help and use your initiative
- Flexibility (able to work on a variety of projects?)
- Pro-activity (can you pick up the phone? Are you a selfstarter?)
- Team-work (willing to muck in and do your share of the tough jobs?)
- Personality (does it fit with the current team/can they imagine working with you?)

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... ..the beginning of  
a partnership... ..



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# A little bit more

- We stay in touch after you've started
- Help you prepare for your first review and/or objectives setting meeting
- Advice/guidance if 'tricky' situations arise

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# Direct/speculative approaches

- Research companies
  - Websites
  - Articles/publications
- Up-to-date information?
- General contact
  - Will it get to the correct person?

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Everything you do and say  
is communication!

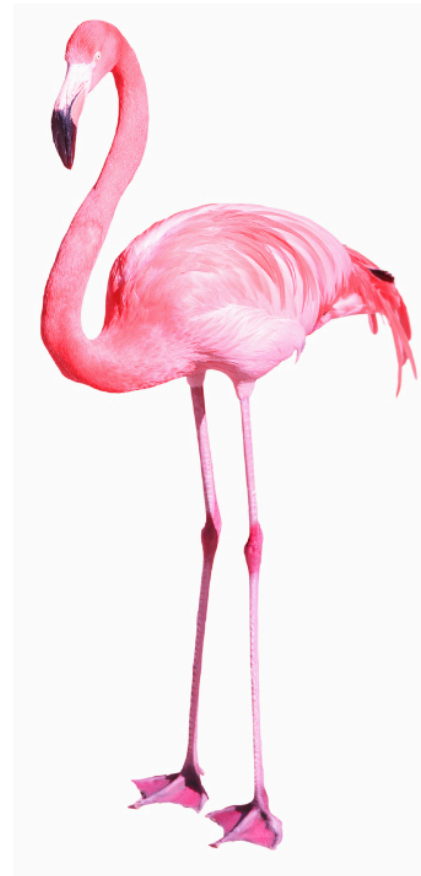


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... ..current market very  
competitive... ..

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Stick your neck  
out and get  
ahead!



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... ..hopefully we can help you  
find that first crucial role to a  
**magical** career... ..

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# Find us

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