

Getting Your First Job in Med Comms

Julia Walton and Media Contacts

- ▶ Specialist recruiter in the healthcare communications sector (med comms, healthcare PR and advertising)

Before You Start Applying

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- ▶ Work out what type of role, agency and location you want to work in so that you are focussed.
- ▶ Think about why you want to work in med comms, NOT just why you don't want to continue what you are doing now
- ▶ Talk to someone already in the industry
- ▶ Read industry news, be well informed on current affairs, the NHS, pharma developments, etc

Finding a Job

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- ▶ **Where to look**
 - ▶ Med comms agency websites, networking events, job boards and recruiters
- ▶ **Getting the most out of a recruiter**
 - ▶ A good recruiter can give you guidance on the overall market, your CV, interview technique and preparation, negotiate for you, etc, etc but don't sign up with too many.
 - ▶ Free to candidates
- ▶ **Applying directly**
 - ▶ Identify who to speak to and call or email with a tailored approach

Your CV

- ▶ **Your CV is a sales document to get you an interview**
 - ▶ Think of yourself as a brand you are persuading an employer to see
 - ▶ The opening profile should make an employer want to meet you
 - ▶ Demonstrate transferable skills (creativity, commercial acumen, project management, ability to talk to clinicians, writing for different audiences, knowledge of pharmaceutical industry)
 - ▶ Use the interests to show your personality
 - ▶ Highlight any relevant work experience or shadowing of someone in a med comms agency
 - ▶ Two pages maximum - leave something left to talk about at interview
 - ▶ Attention to detail is critical
 - ▶ No time gaps or photos
 - ▶ Read it aloud for a sense and grammar check
 - ▶ Align your digital profile

The Cover Letter

- ▶ Most employers don't read cover letters but you still need to write one
- ▶ Demonstrate your ability to write a coherent and persuasive argument
- ▶ Say why you want the job with this particular employer and why they should hire you

The Interview

- ▶ Feedback to aim for: bright, engaged, well researched and really wants it.

The Interview

- ▶ Preparing thoroughly is the best way to settle your nerves and to get the job!
- ▶ Think of the interview as a dress rehearsal and practise it lots first
- ▶ Google how to prepare for competency based questions
- ▶ Be on time, dressed professionally and switch your phone off
- ▶ Firm handshake
- ▶ Take a portfolio to make yourself stand out
- ▶ Ask questions

Summary

- ▶ The competition is fierce at entry level so you need to stand out
- ▶ Emphasise any interests, work experience and achievements that show you have initiative and something different to offer
- ▶ Be focussed, well researched and prepared

Thank You!

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- ▶ If you would like any further advice or guidance please don't hesitate to contact Julia Walton or Victoria Henderson at Julia.walton@media-contacts.co.uk, victoria@media-contacts.co.uk

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Our website: www.media-contacts.co.uk