

# Tips & Tricks

for gaining that elusive first job


# The Flow...

- Carrot Pharma Recruitment
- The Medical Communications agency
- Types of roles available
- Making yourself 'Distinctly Different'
- The cover letter
- The CV
- Your digital profile
- The interview



A photograph of a road at sunset. The sun is low on the horizon, creating a warm, golden glow. The road curves to the right, with a double yellow line in the center. There are trees and hills in the background. A utility pole is visible on the right side of the road. The text "our story" is overlaid in the center of the image in a white, lowercase, sans-serif font.

our story



Set up 2006 to offer genuine industry knowledge and quality service with a friendly, innovative spin

Grown sustainably over nearly 10 years and developed a strong **purpose and values** demonstrated in our approach

As a direct result of all your hard work and dedication to our company so far this year, we are pleased to announce that we have selected Carrot Pharma as one of our Tier 1 agencies. We have been impressed with the level of service you have provided so far and look forward to this continuing over the coming months.

*HR Manager*

*Medical Communications Agency*

Why the name?

More Carrot less stick

To stand out from the crowd

Quirky branding

#distinctlydifferent from day 1

We are Carrot Pharma Recruitment, a specialist recruitment consultancy operating solely within the Pharma, Biotech & Healthcare sectors, across the UK, Europe, Asia and the USA.

We offer contract and permanent solutions for our clients and candidates, we work at all levels from Graduate to Senior Executive.

"Just going into an interview with a CV stating Carrot at the top gave me a head start as everyone I met with held your agency in very high regard".

### **Market Access**

Health Economics  
Pricing & Reimbursement

### **Drug Development**

Med Info & Med Affairs  
QA & Manufacturing  
Regulatory Affairs  
Clinical Research  
Pharmacovigilance  
Compliance

### **Healthcare Communications**

Advertising  
Medical Communications  
PR

### **Supply Chain**

Demand Planning  
End to End Supply Chain

### **Market Research & Business Intelligence**

Primary & Secondary  
Insight & Analytics  
Competitive Intelligence  
Fieldwork

### **Sales & Marketing**

KAMS  
NHS Liaison  
Nurse Advisors  
Training  
Commercial Excellence

A string of five heart-shaped leaves, resembling autumn foliage, hangs from a thin line. Two dark clothespins are visible, securing the string. The background is a soft gradient transitioning from teal at the top to a pale yellow at the bottom. The text "our values" is centered over the leaves in a white, lowercase, sans-serif font.

our values

Our purpose is: "To promote happy fulfilled careers and help individuals and businesses be the best that they can be"

## Carrot Values

### **Believers in the Power of Knowledge**

We take pride in knowing our sectors inside out. We always make sure we are up to date with industry news and trends. We focus on what makes our clients stand out from their competitors.

### **Innovation Enthusiasts**

We aren't your typical recruitment company and we like it that way. We use social media and present your jobs in many different formats to appeal to the different ways people absorb and interpret information.

### **Relationship Builders**

We aim to create long-term credible partnerships by consistently delivering value and inspiring trust in both our candidates and clients. We are constantly building a network of passive and active candidates.

### **Happiness-Centric**

At Carrot we love what we do and we're happiest when we know that you do too. All of our recruitment efforts are targeted towards the happiness of our candidates and clients. We are testament to the fact that a happy team is a productive team and we aim to replicate this with everyone we work with.

### **Challenging Industry Preconceptions**

Our focus is on quality, not quantity and our internal KPIs reflect this by focusing on conversion rates not volume.

 **CARROT PHARMA**  
Distinctly Different Recruitment



how we work with you



tips and tricks



# Not all agencies are the same

- Role type
- Size
- Location
- Culture
- Key deliverables
- Therapy areas
- Finding the right one for you is **VERY** important

# Types of Roles

- Client services / Account management
- Medical writing
- Medical editing
- Digital

DREAM  
JOB



# Distinctly Different

- Know your companies
- Be bespoke
- Be succinct
- Network
  - LinkedIn
  - Events

# The covering letter

- 1 side of A4
- Use your research to tailor and personalise
- Find out who to address it to
- State why they should hire you

# The CV

- Photo...maybe not?
- Layout: white space, bullets, key points
- Results orientated
- Key Achievements
- No time gaps
- Add voluntary work if no experience
- Hobbies – think carefully!

# Digital...

- Ensure it's fit for purpose
- Consistent message across platforms
- Contribute and have an opinion
- Use it to showcase your work



# The Interview

- Request information about the logistics and format Research & know why you want to work there
- First impressions count
- Drink
- Know your CV
- Competency based interviews
- Your questions



# Summary

- Research and plan your application
- Take time to consider what the different agencies can offer
- Choose the roles(s) that best match your skill set and career aspirations
- Make yourself distinctly different!
- Write a 1-sided covering letter that is compelling, tailored and direct
- Think about the readability of your CV, and the relevance and credibility of its content
- Use social media to showcase your work, and make sure all content is “employer friendly”!
- Prepare well for interview – this is your chance to shine!

fall in to a  
new job this  
Autumn

 CARROTPHARM  
Distinctly Different Recruitment