

How do you get that
'magical' first role?

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

So why recruitment?

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

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

Becky's career pathway ...

- Spent 15 years working in consumer marketing/ advertising agencies
- Moved into recruitment 4 years ago
- Specialise in med comms recruitment
- Deal with account management and medical writing roles

A career in medical communications

- Is it for you?
- Which direction?
 - Medical Writing
 - Account Management

Medical writing & account management

- What are the key skills and 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

Your CV

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

Everything you do and say
is communication!

Finding a position

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

Recruitment consultants (1)

- Roles available
- Meet you and advise on career direction
- Detailed information
 - Role/job description
 - Company background and culture
 - Experience and personality they are looking for
 - Who will you meet?
 - Interview format
- ‘Competitive landscape’

Recruitment consultants (2)

- 'Sell you' into the company
- Arrange the interview
- Help you prepare for the interview
- Constructive feedback
- Negotiate your contract/package
- Match **you** to the **right** agency

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

Lots of roles around?

- 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



Sniffing out the
top jobs is a
job in itself!

Selecting a recruitment consultant

- Reputable
- Knowledgeable
- Rapport
- Trustworthy?

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

Writing tests – what are we 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

Writing tests – how do we assess them?

- **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)

Writing tests – how do we assess them?

- **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 – test

- What will you be asked 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)

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?)

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

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

Direct approaches

- Research companies
 - MedComms Networking
 - Websites
 - Articles/publications

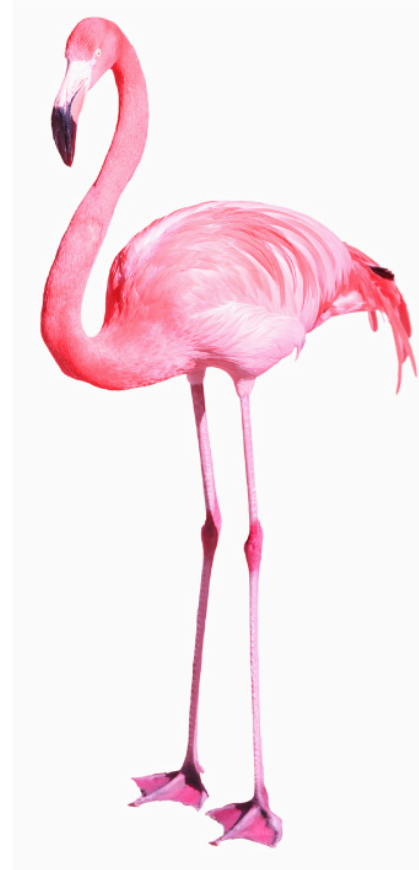
Everything you do and say
is communication!

Communication

- Emails
- Covering letters
- Telephone conversations

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

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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