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

• Meet you and advise on career direction
• Detailed information
• ‘Competitive landscape’
• ‘Sell you’ into the company
• Help you prepare for the interview
• Constructive feedback
• Negotiate your contract/package
• Match you to the right agency
... brilliant people aren’t brilliant everywhere...
Our approach

• Telephone interview
• Test
  – Writing test
  – Proofreading and commercial assessment
• Face-to-face meeting
• Agree on companies to target
• Dialogue
  – During the recruitment process
  – After you have started
Writing tests – what are we looking for?

- **Your current ability and future potential**
  - Timeframe and general appearance

- **General writing ability**
  - Good use of English, attention to detail, writing style

- **Scientific writing ability**
  - Understanding of science, 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 do we ask you to do?
  – Pull out key messages from clinical paper
  – Proof read an artworked item for layout and consistency

• What clients may ask you to do?
  – Prepare and present a brief presentation on a topic of their choice
  – Writing test (only some clients will ask for this)
Direct approaches

- Research companies
  - MedComms Networking
  - Websites
  - Articles/publications
Everything you do and say is communication!
Communication

- Emails
- Covering letters
- Telephone conversations
The interview – assessing your 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 self-starter?)
• 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?)
Sniffing out the top jobs is a job in itself!
current market very competitive
Stick your neck out and get ahead!
Find us

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