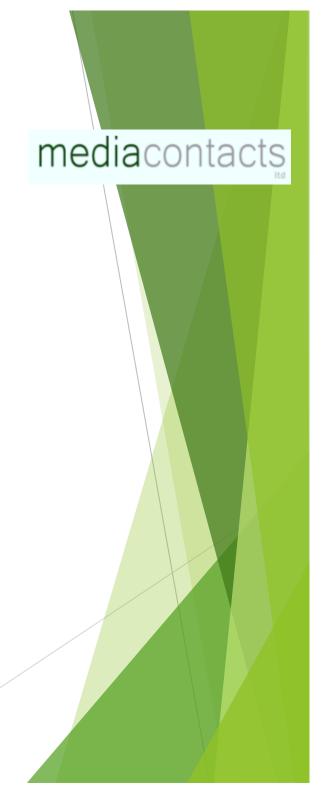


Getting Your First Job in Med Comms

Julia Walton and Media Contacts

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



Before You Start Applying mediacontacts

- 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



- 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

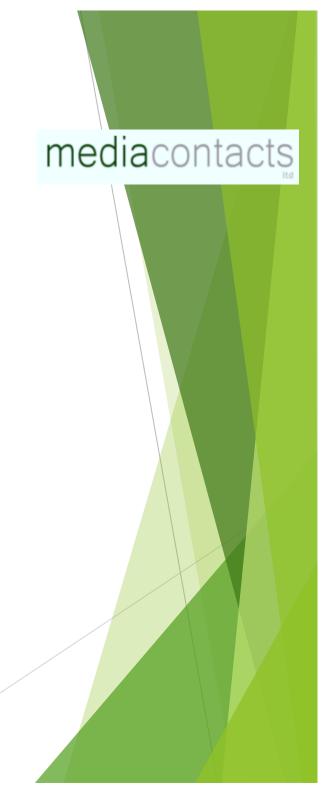
The Cover Letter



- 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!



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

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