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

- 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

- 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
The Interview

- Feedback to aim for: bright, engaged, well researched and really wants it.
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 at Julia.walton@media-contacts.co.uk or call us on 020 7359 8244

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