

# Getting your first job in medcomms

MedComms Networking Event

02<sup>nd</sup>.08<sup>th</sup>.2017

[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)

mediacontacts  
Ltd

# Julia Walton and Media Contacts

- ▶ Specialist recruiter in the healthcare communications sector (medcomms, 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 medcomms, 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**
  - ▶ Medcomms 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](mailto:Julia.walton@media-contacts.co.uk) or call us on 020 7359 8244

Our website: [www.media-contacts.co.uk](http://www.media-contacts.co.uk)