

Marketing Yourself

Dr Sara Shinton

@sarashinton

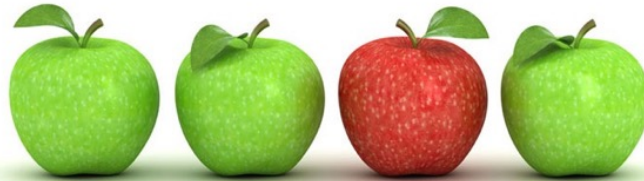


Four stages

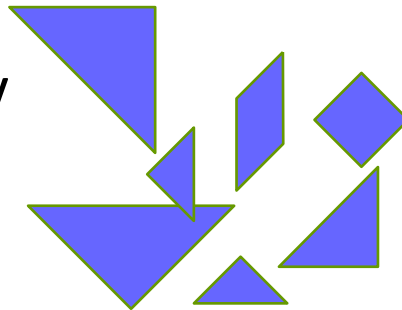
- Where to look



- What you're offering



- Putting it into a CV



- Presenting it at interview



Where are the jobs?



- Traditional
 - Adverts
 - Agencies
 - Speculative Applications
 - Network
- Modern
 - Social media



One critical addition
to your toolkit





**What are the
conversations you want
to be having about
employers and
recruitment?**

Which companies and
organisations are in
your job search
neighbourhood?



Resolution: 4000x3000px
Free for use: 2015 file download
www.pptplay.com

Who do you need to connect with to get
your next job?

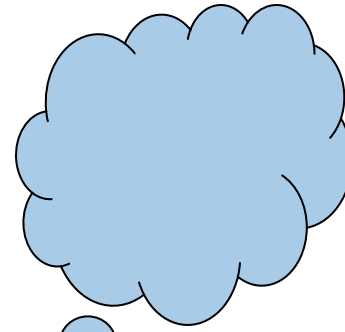
Free Photoshop PSD file download / Resolution: 528x524 px / www.psdgraphics.com



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What information would
make all the difference to
your job search?





What are the conversations you want to be having about employers and recruitment?

Which companies and organisations are in your job search neighbourhood?

Who do you need to connect with to get your next job?



What information would make all the difference to your job search?

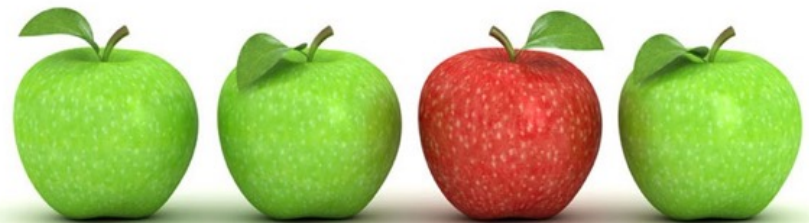


Social media fast-track

- Twitter
 - Employers, advisers, researchers
- LinkedIn
 - Join groups
- Mailing lists
 - Be open minded, then ruthless

Stage 2

- what you've got to offer
- what employers are looking for



things to know about employers #1





is there a match?

- is academia as different as you and they might perceive?
- how is it the same as any working environment?

- working relationships
- meeting deadlines
- communicating results*
- managing projects
- solving problems
- staying motivated



your list

- Anything to add?



...and what is different?

- 5 minutes
- different “good” and different “bad”



added

- quality and nature of problem solving
- speaking to large audiences, coping with challenging questions
- access to different networks
- responsibility for actions and decisions



missing

- commercial orientation
- contact with end user/customer
- familiarity with commercial language
- short projects
- multi-tasking?



things to know about employers #2



employers care about **their** needs

- what problems might an employer have to solve?



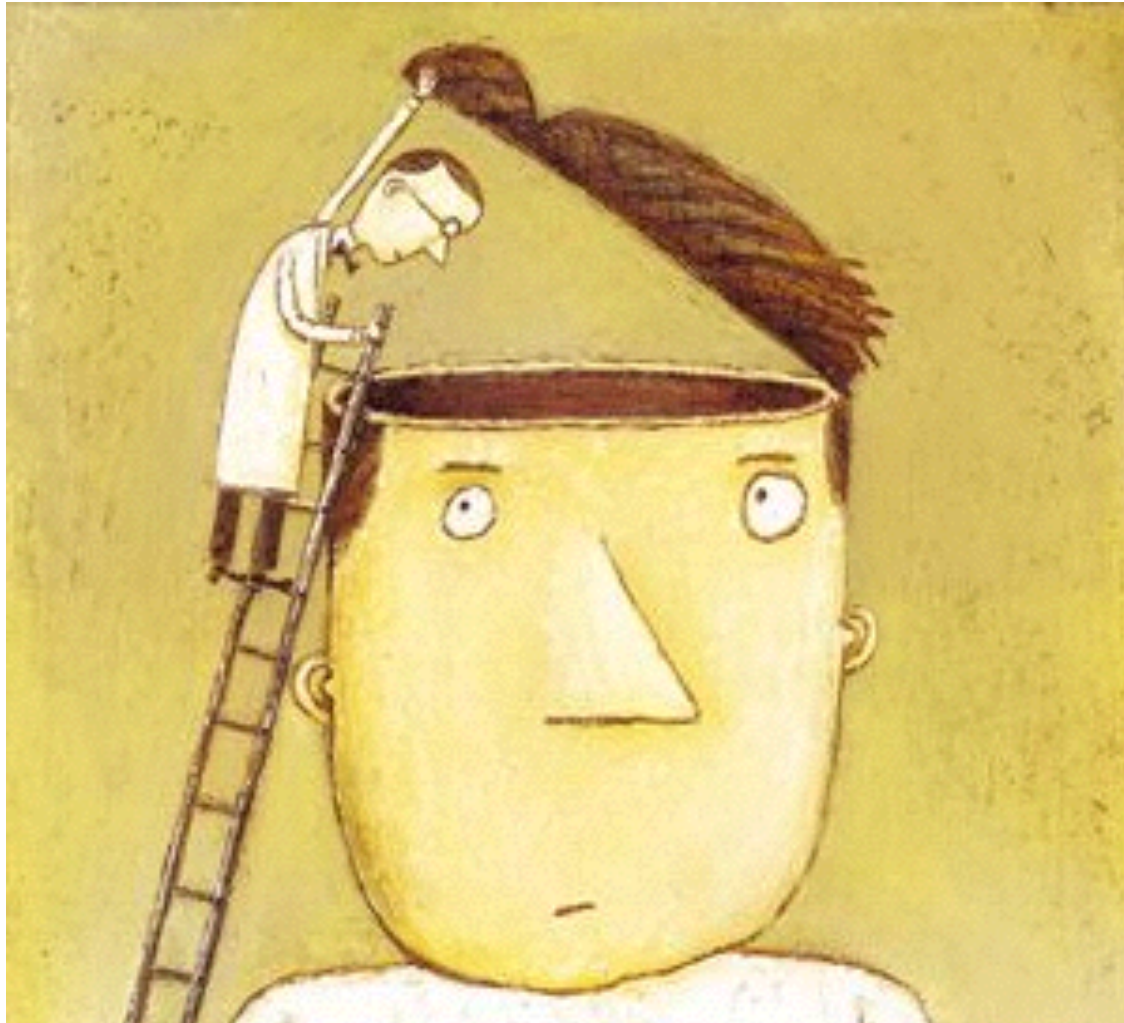


- generating new customer bases
- solving technical issues with products
- managing staff problems
- financial management and control
- maintaining customer loyalty or interest
- being innovative with products

your thoughts



things to know about employers #3



You aren't the only thing they are thinking about

- simple
- coherent
- targetted



compelling language

Acquired Enlarged Organised Advised Ensured
Persuaded Arranged Established Planned Augmented
Expanded Prepared Built Facilitated Presented
Completed Generated Produced Conducted Implemented
Rationalised Converted Improved Reduced Corrected
Increased Saved Created Initiated Set up Decreased
Installed Specified Designed Instigated Steered
Developed Integrated Streamlined Devised Introduced
Strengthened Directed Launched Succeeded Doubled
Managed Supervised Effected Negotiated Trained
Engineered Optimised Won

5 things::5 words

- main 5 activities as a researcher



Shout out!

5 things::5 words

- main 5 activities as a researcher
- which 5 words describe these in the most compelling terms?

best 5 words...



how will you stand out?

- step 1:
- be what they are looking for

They will tell you what they want

- employer wants...

- I have...

how will you stand out?

- step 2:
- be more than they are looking for

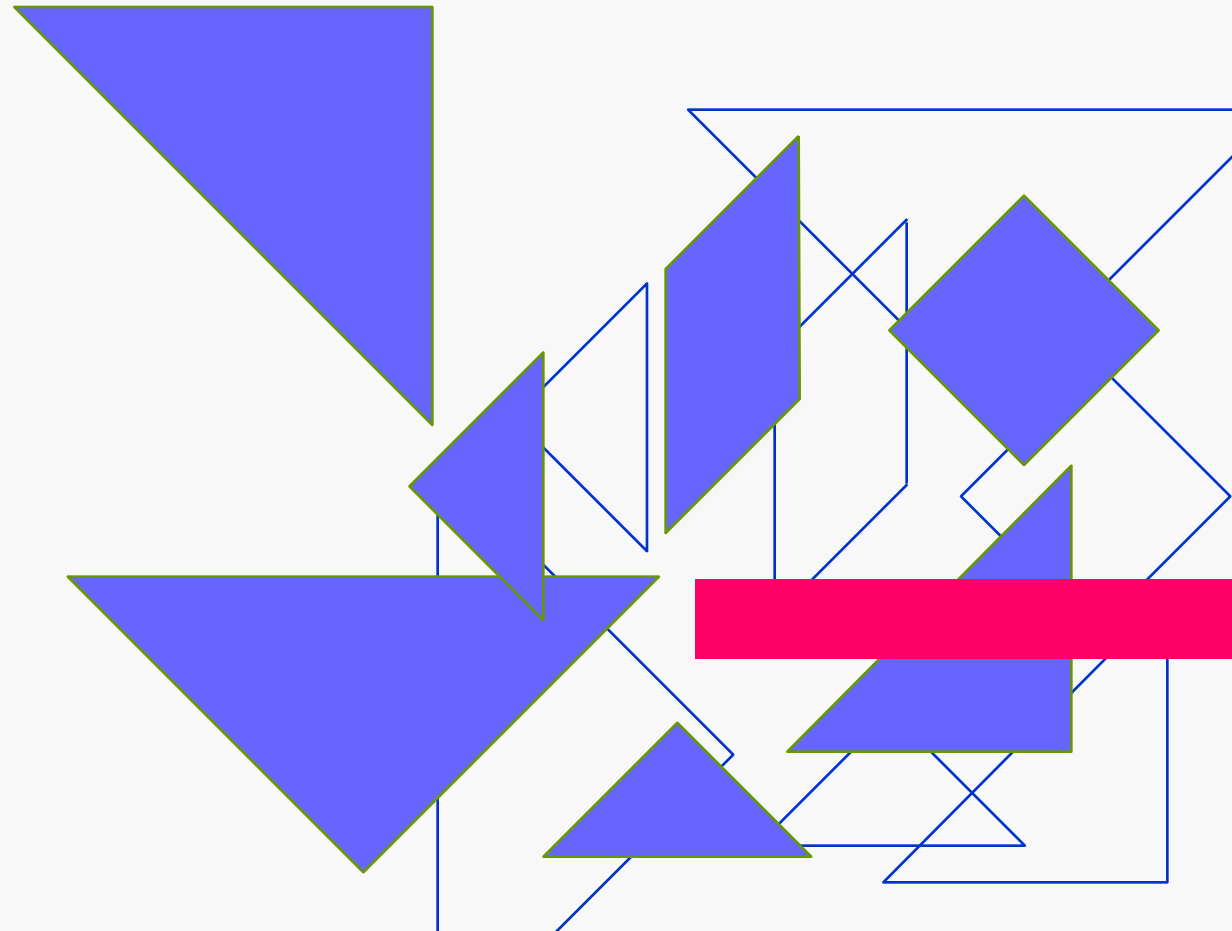


- what can you offer that is unusual, interesting, rare?

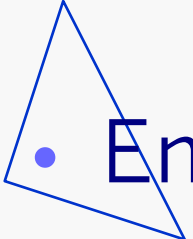
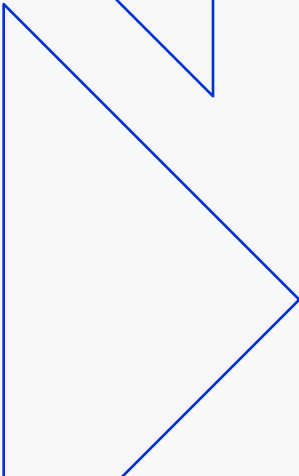
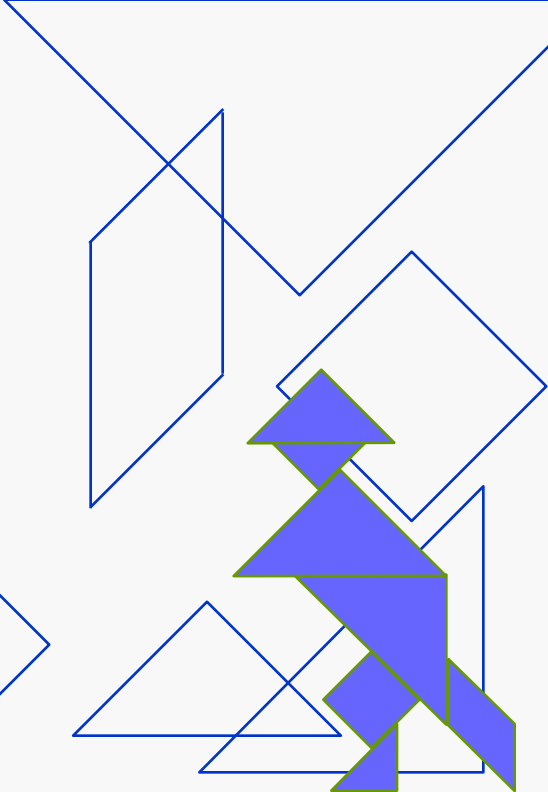
overview

- know the employer and match THEIR needs
- use the right language
- understand the sector/job and offer more

Stage 3 CV/Covering Letters



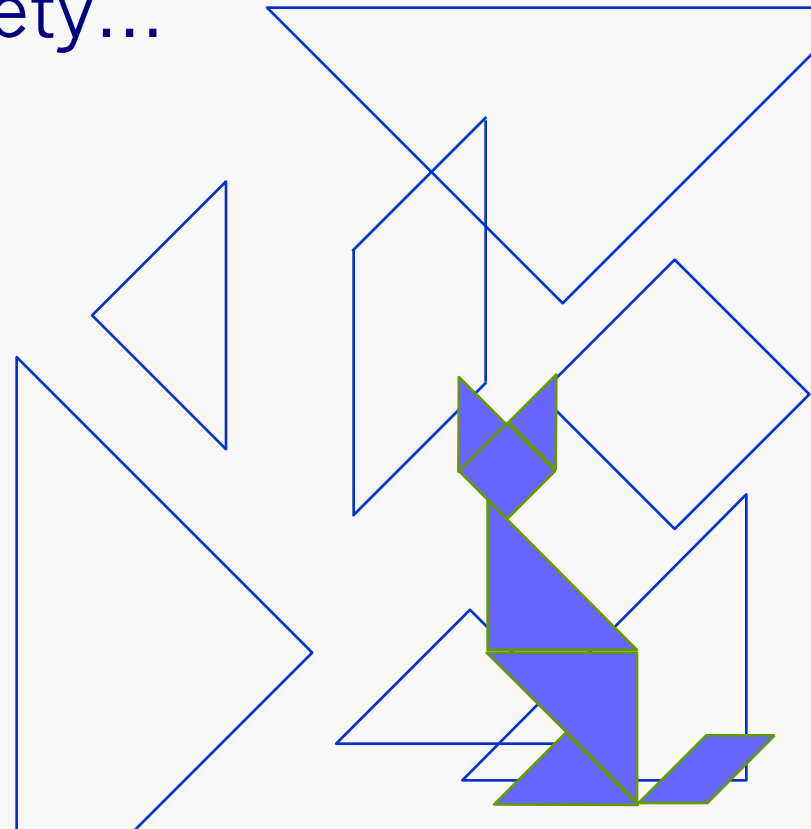
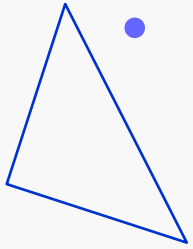
Overview

- 
- Employer needs
 - Purpose of CV and letter
 - Effective language
 - Formatting and style
 - Questions and concerns
- 
- 

Analogy

- Tangram

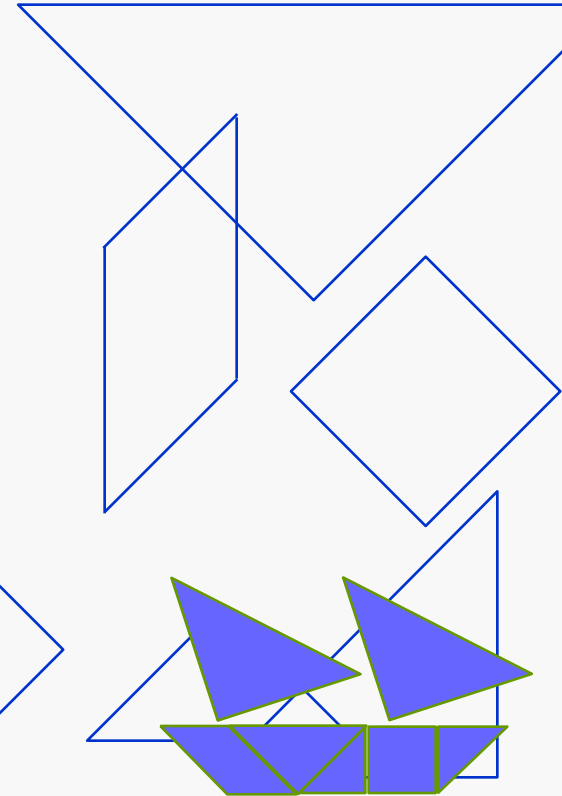
- All pieces remain the same
- The way they combine and are selected gives us infinite variety...

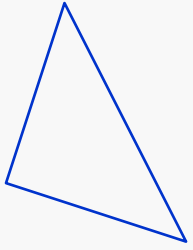




Employer Needs

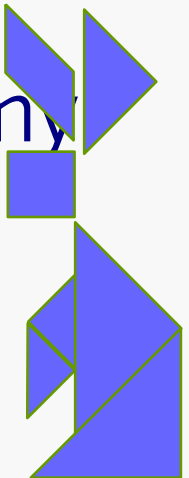
- For the jobs you have in mind...
- Who is the ideal candidate?
- Small groups - 10 minutes





Ideal

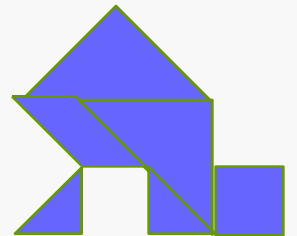
- Someone who can contribute early and effectively
- Someone who knows what we need and delivers it
- Someone who understands our problems and has novel solutions
- Someone who will fit in and add to my team



Translating to CV speak



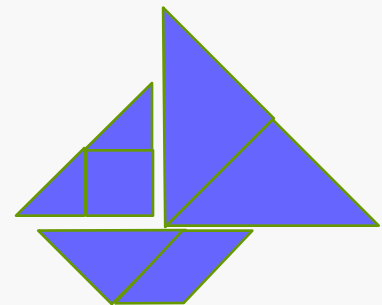
- How do you convey this?
- Which achievements reinforce these claims?
- What is relevant to the employer?




Purpose of CV

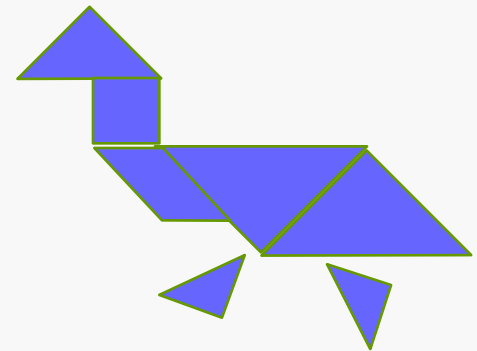


- To get you an interview
- So, think in terms of the checklist



Getting ready to write the CV

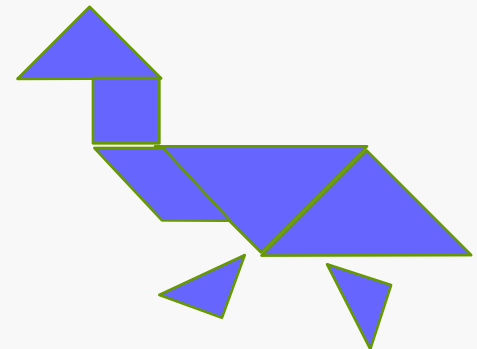
- 
- Start with wishlist
 - Mind map or brainstorm all possible evidence
 - Rank importance
 - Don't be restricted by employment/interest/skills - just get key information down




Structure the CV

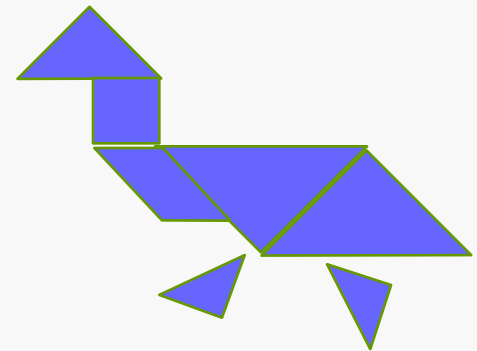


- Look at your top ranked information
- Are there natural headings and ways to group the information?
- Are these going to be relevant to an employer?



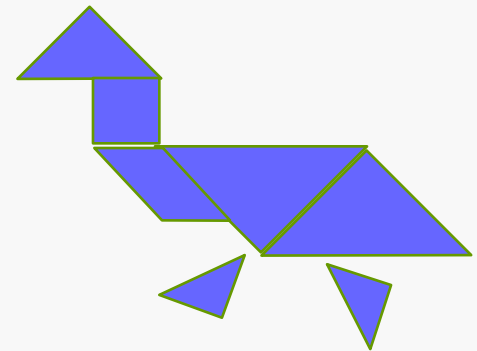
Structure the CV

- 
- Look around the web for stylish examples
 - Balance white space and text
 - Don't get over-excited (it's not a party invitation)



Structure the CV

- 
- 2 pages as a guide
 - More acceptable for academic
 - Use footers and design tricks to be efficient with space



PROFESSIONAL EXPERIENCE/RESEARCH EXPERIENCE

2008 - 2013 Dept of Biology, University of Bristol

Title of project

Sponsorship:

Aims : Clear aims of research

Achievements: What you have done to achieve them

Techniques : Make relevant to the application

Practical experience - time in industry, field work

Responsibilities - your role on the research group, demonstrating, teaching

Publications - essential, but don't forget other....

Dissemination of results - at conferences, other forms of publications

Training - research training, skills development, graduate schools

Awards - any extra sponsorship to attend conferences ? prizes ?

Current Status - appointed October 2008

Senior Research Associate, University of Bristol

Responsibilities : give a picture of what your role involves

Key achievements : use this section to demonstrate success

- Administrative Duties
- Written Communication
- Student Development
- External Networking

Choose these headings
to suit the job you are
interested in

Professional Experience

Academic and Professional Qualifications

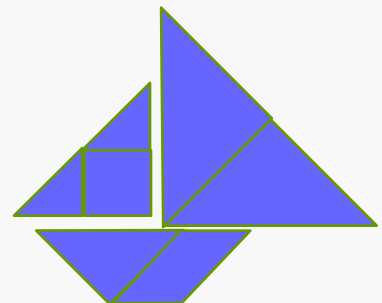
Research Experience

Use these to
describe
your
research

Purpose of letter



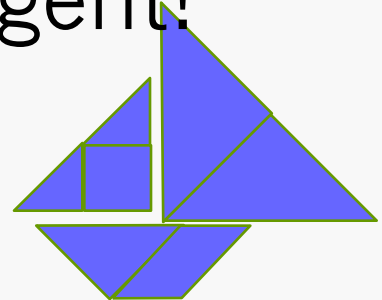
- To get you an interview
- To introduce and launch the CV
- And to convey personality




Purpose of letter

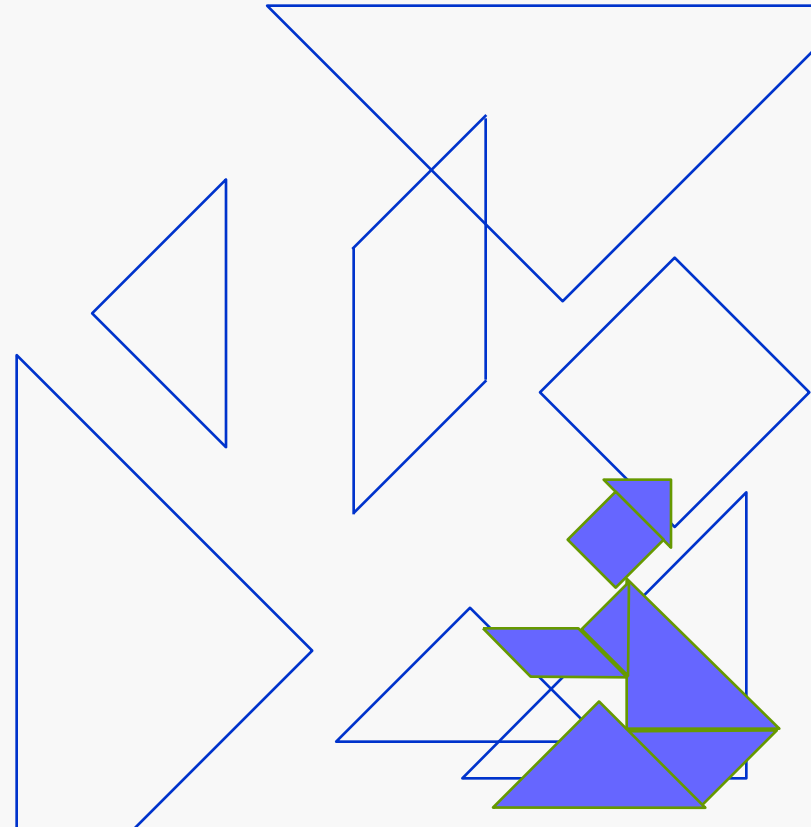
- IS NOT ABOUT HOW LOVELY THIS JOB IS FOR YOU
- IS NOT ABOUT WHAT YOU WILL GET FROM THE CHANCE TO WORK FOR THIS EMPLOYER

Don't come across as self indulgent!



Online databases

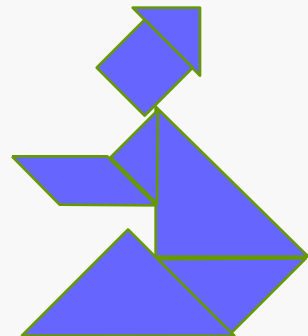
- 
- Too good to be true?
 - How do they work?
 - Why are they free?

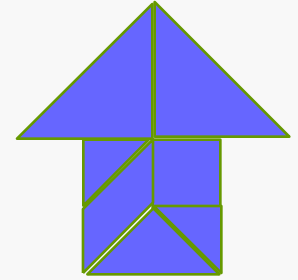
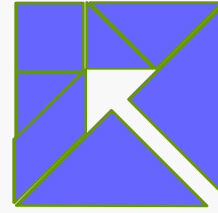
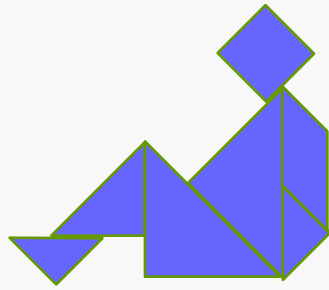
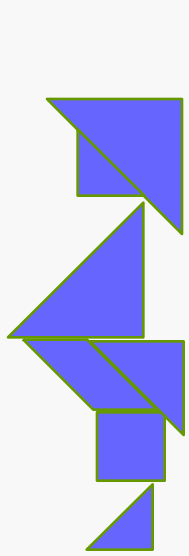


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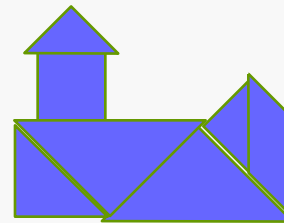
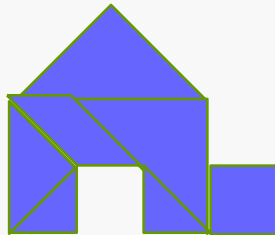
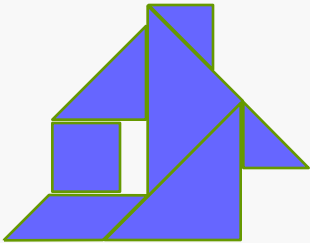
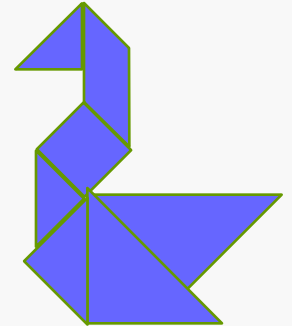


- Maximising your “hit” rate
- Broaden your vocabulary
- Use commonly appearing words across many vacancies





Any
Questions?





Stage 4: interviews

Dr Sara Shinton

Control

- Pre-application...



Research Fellow

University of St Andrews - School of Biology

£26,862 - £45,336 per annum

Start: 1 October 2011 or as soon as possible thereafter

Fixed Term for 48 months

The School of Biology at the University of St Andrews is one of the leading departments of Biology in the UK.

To fully embrace our diversity, we offer several different degree programmes, including Biochemistry, Cell Biology, Ecology & Conservation and Marine Biology as well as general Biology, and additional joint degree options.

We are now seeking to appoint a motivated research fellow to join the School of Biology. You will work alongside leading academics with the potential to contribute to collaborative research projects.

You will have a degree in the life sciences and will hold a relevant PhD. Ideally you will conduct research complementary to some of the School's research expertise established within the Centre of Evolution, Genes and Genomics and the Institute for Behavioural and Neural Sciences.

The School is also developing a Centre for the study of Biological Diversity and has broad interests in molecular, cellular and ecological biology. We are looking to appoint an early career stage researcher who can/will prove successful in attracting funding for their research and publishing innovative research, complementary to our current expertise.

This is a 48-month appointment with an anticipated start date of 1 October 2011 or as soon as possible.

*appointment at grade 6 (salary £29,972 - £35,788) will be considered for applicants with less experience/developed research programmes.

Informal enquiries to Prof Mike Ritchie, email: mgr@st-andrews.ac.uk

What's this?

The School is also developing a Centre for the study of Biological Diversity and has broad interests in cellular and ecological biology. We are looking to appoint an early career stage researcher who can/will be successful in attracting funding for their research and publishing innovative research, complementary to current expertise.

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By the interview, it's too late.
Get the inside track
Be more than a CV
Start your interview early...

Control

- Pre-interview

- What do you need to know to prepare?



What they do...core business

How they do it ...market knowledge

What they want me to do...job awareness

Why they need me ... my match



- What do you need to know to control your nerves?



How long it will last

How many interviews

Nature of interviews

Other activities

When they'll let me know

Whether I get to look around



Control

- Smashing stereotypes

- What do you need to do to change any misconceptions?





What
misconceptions
might an
employer have?

What interview
questions would
they ask if they
could?



Will you make us
feel stupid?

Are you going to
leave if an
academic job
comes up?

Are you going to
need 3 years to
get anything
done?



Open ended
Closed
Hypothetical
Leading
Multi-barrelled
Behavioural (or competency)



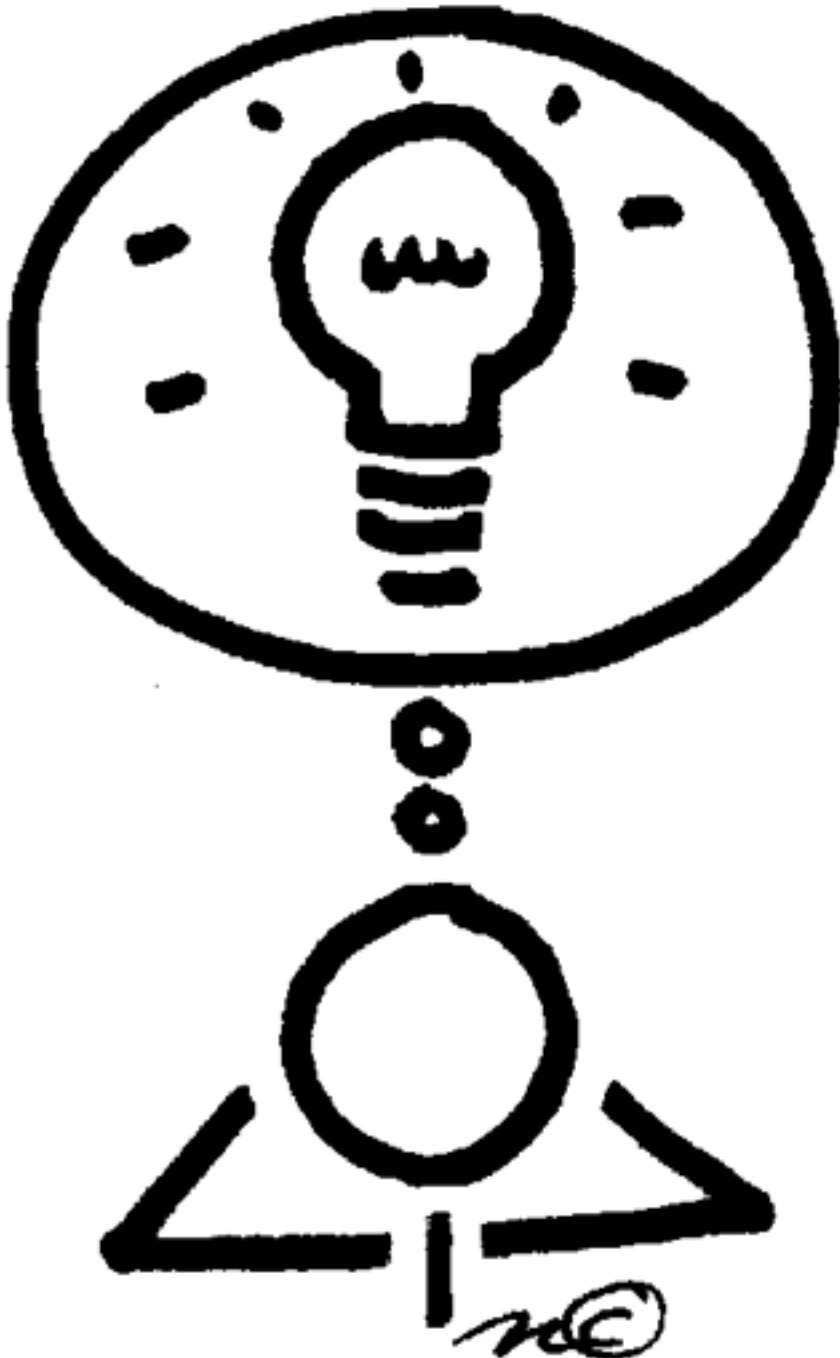
“What do wood and alcohol have in common?” (asked at Guardsmark for a Staff Writer position)

“How are M&M’s made?” (asked at US Bank for a Leadership Program Development position)

“If you were shrunk to the size of a pencil and put in a blender, how would you get out?” (asked at Goldman Sachs for an Analyst position)

“Rate yourself on a scale of 1 to 10 how weird you are.” (asked by Capital One for an Operations Analyst position)

From: http://www.huffingtonpost.com/2010/12/30/job-interview-questions_n_802658.html



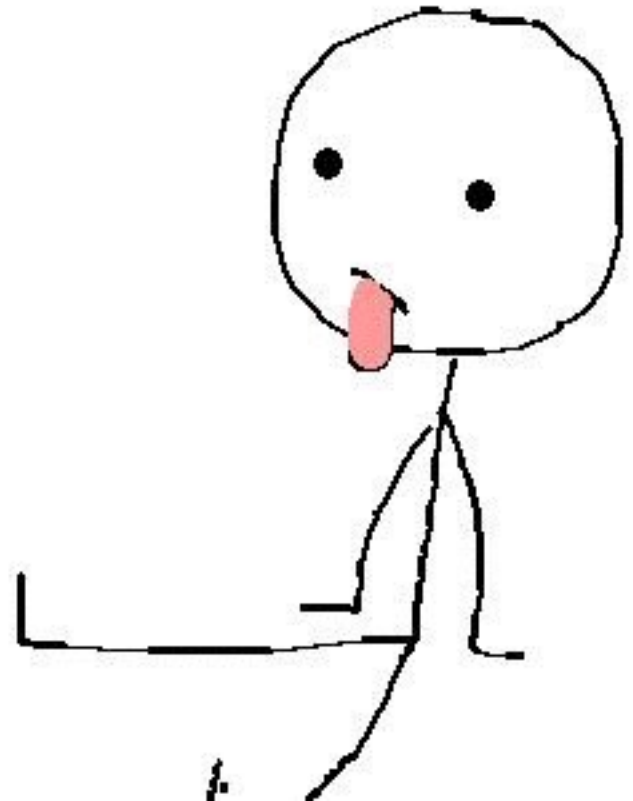
Your turn
now...

Which
questions are
you dreading
hearing at
interview?



Let's have a go...

What were the worst questions?





Final messages

- As you walk in, think

“what do they need to know about me, to be convinced they should offer me the job?”

Let this inform all your answers

One final addition to your toolkit





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conversations you want
to be having about
employers and
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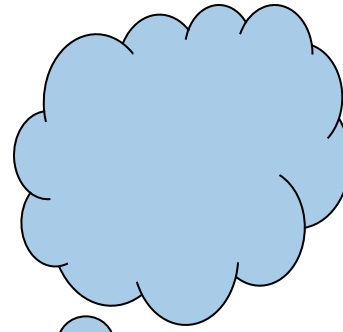


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