



THE UNIVERSITY of EDINBURGH
Careers Service

Finding Graduate Jobs & Internships

Matt Vickers
Careers Consultant

Inspiring futures



Before we start

Can you hear the presenter talking?

- Please select yes/no on the on-screen poll, or type your answer in the chat box
- If you can't hear, try leaving and re-joining the session – Google Chrome is the recommended browser.



Asking Questions

Etiquette



Please mute your microphone

You can type a question or comment at any time in the text chat.



Identity



Why is my name displayed?

Your name is displayed to the facilitator and the other students and you are able to see their names. This is to help keep the learning space secure, support engagement, and run the session effectively. It will not be visible on any published recording.

Do I have to turn my video on?

No.



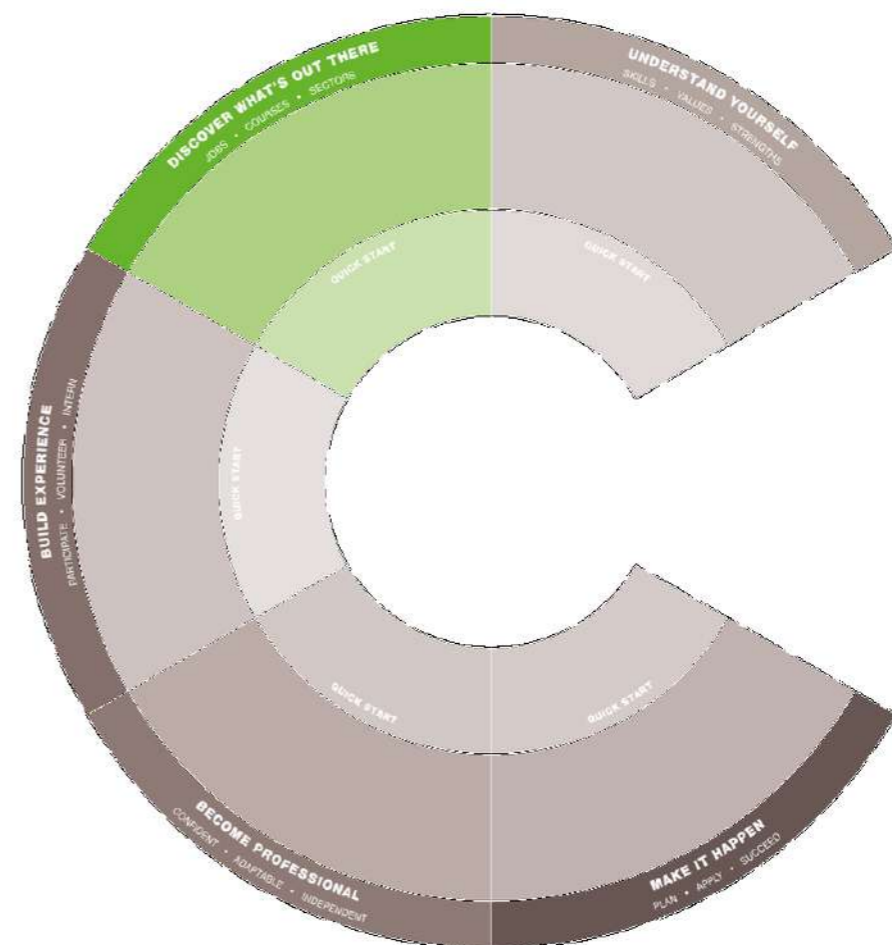
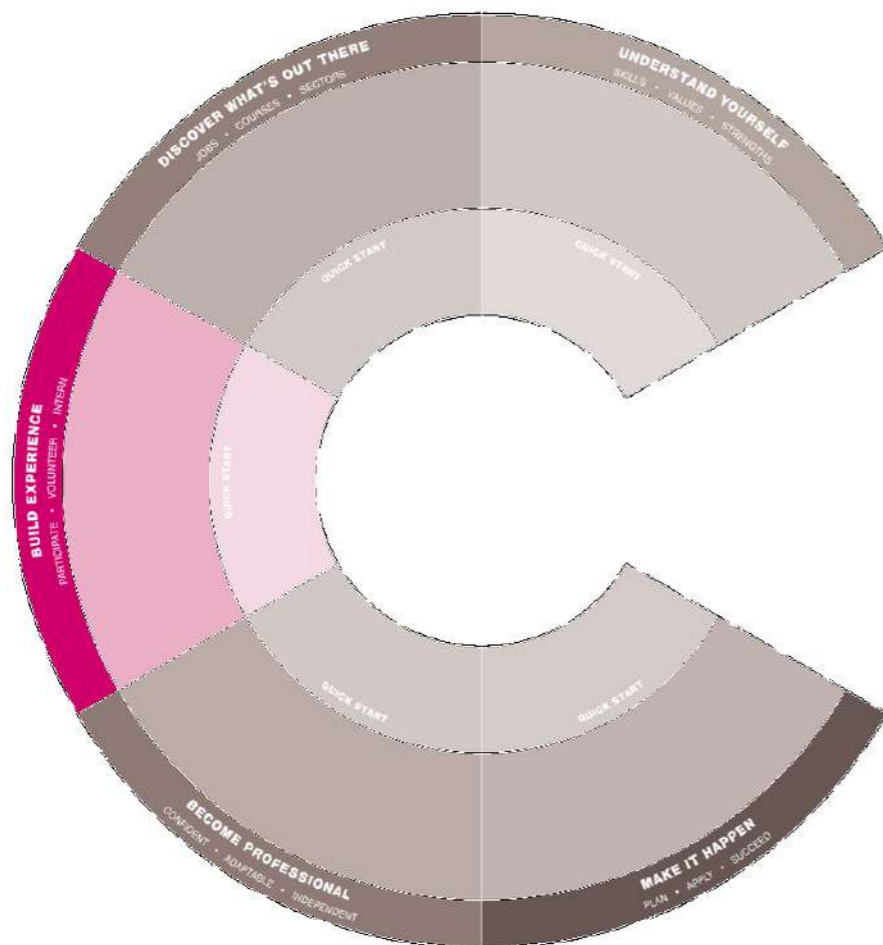
Recording

- This session will now be recorded. Any further information that you provide during a session is optional and in doing so you give us consent to process this information.
- These sessions will be stored by the University of Edinburgh for one year and published on our website and Media Hopper during that time.
- The text chat is recorded but will not be visible on the published recording.
- By taking part in a session you give us your consent to process any information you provide during it.
- We will tell you when we stop recording.



Today's session supports you towards

Building experience and **Discover what's out there**



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Find out more...

<https://www.ed.ac.uk/careers/students/undergraduates/>



“All work experience is valuable... Any part time jobs, volunteering, and/or team activities are going to help build your CV and give you interesting examples during an interview. As a recruiter, I am looking for a well-rounded individual who can recognise the value that having difference experiences can teach you.”

Sophie Willmott

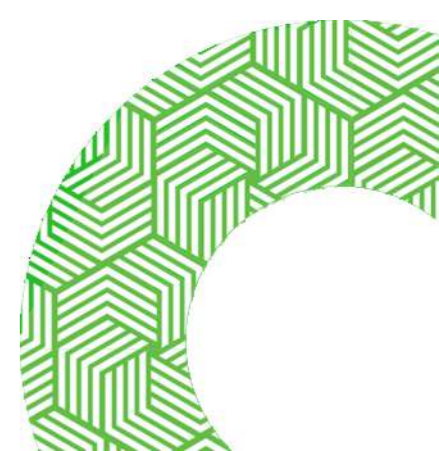
**Senior Early Careers Talent Acquisition Advisor,
Mott MacDonald**



“Around 70% of respondents reported that they hired interns and 54% reported that they hired placement students.”

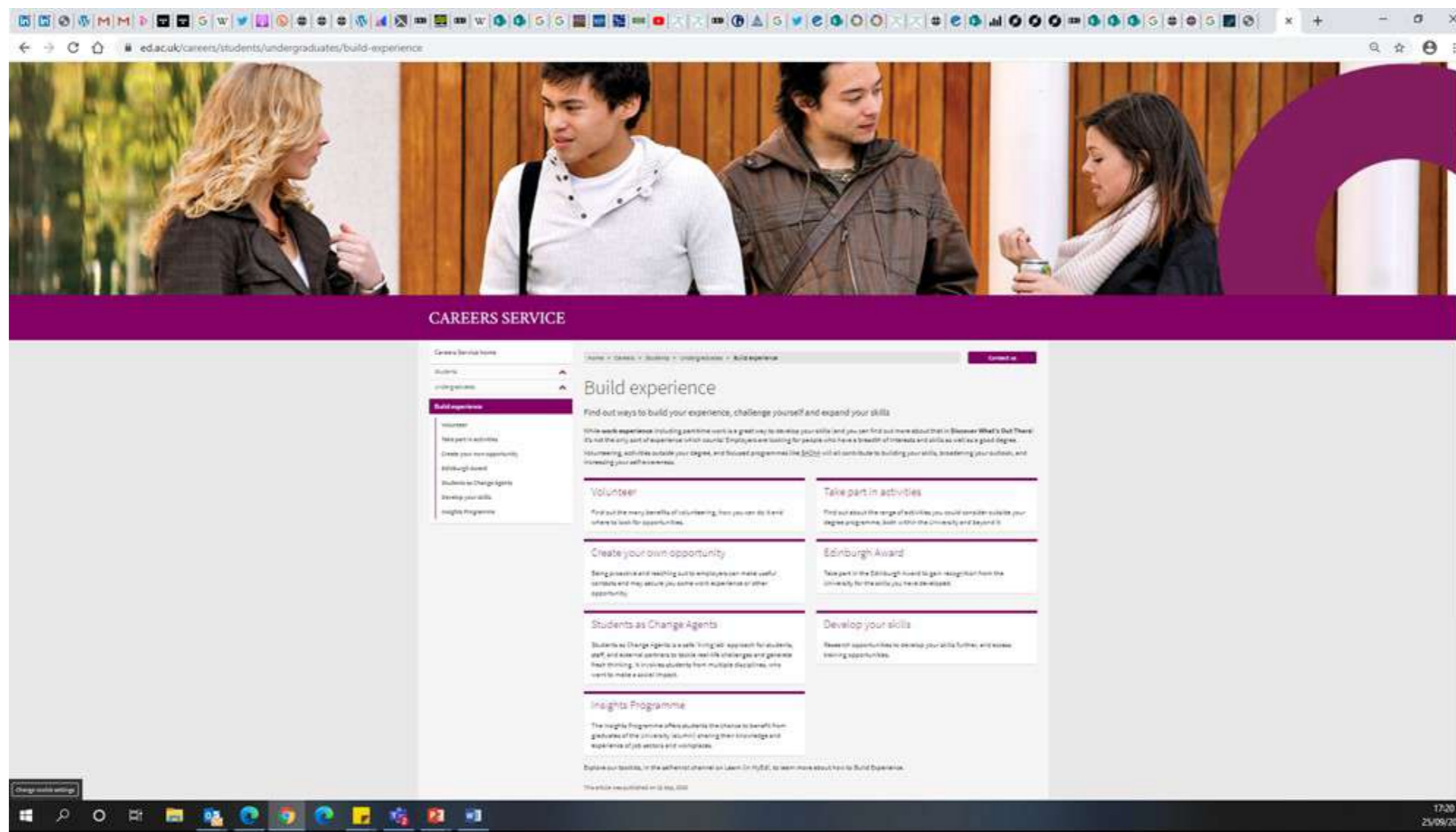
These short-term and temporary hires are important routes into graduate jobs. Respondents report that they recruited an average of 47% of their interns and 44% of their placement students into graduate jobs in subsequent years.”

Institute of Student Employers
Inside Student Recruitment 2019



All experience is good!

Use our website to discover the many ways you can get different types of experience



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<https://www.ed.ac.uk/careers/students/undergraduates/build-experience>



Finding jobs & internships

2 ways:

1. Reactive methods
2. Proactive methods



Reactive: Get 'lists' of opportunities

Graduate career and work experience **websites**

- Prospects - www.prospects.ac.uk
- TARGETjobs - <http://targetjobs.co.uk>
- Gradcracker - www.gradcracker.com
- Inside Careers - www.insidecareers.co.uk
- Rate My Placement - www.ratemyplacement.co.uk
- Milkround - www.milkround.com
- Specialist e.g. eFinancial Careers - www.efinancialcareers.co.uk



- <https://mycareerhub.ed.ac.uk>





Search Opportunities

Bookmarked Opportunities

Keywords

Opportunity Type

Internship/ placement ▾

Location

▾ More Search Options

Search

Found **13** opportunities with the words **electronic**

Relevance ▾

[Software Engineer PhD Intern \(Frostbite Physics\) - 6 Months](#)

Electronic Arts (EA)

Software Engineer PhD Intern - 6 month Internship

 Guildford


Closes - 30 Sep 2020



[Want to be a World Champion?](#)

Mercedes AMG High Performance Powertrains Ltd

Here at Mercedes High Performance Powertrains, quite simply, we're looking for the best. Those who want to be progressively challenged. Those who are hungry for success. Those who want to win.

 Northamptonshire

Closes - 31 Dec 2020



[C151 Paid Internship in China - Project Consultant](#)

MTANetwork

Paid Internship in China Project Consultant

 China

Closes - 11 Jun 2021



Search Employers

Quick Search

Search Employers

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Live!
Check
weekly.

Being proactive

Search, go out and **make it happen!**





THE UNIVERSITY of EDINBURGH
Careers Service

CAREERS WEEK: DISCOVER WHAT'S OUT THERE

Monday 5th - Friday 9th October 2020

Featuring Careers Fair Online
Tuesday 6th and Wednesday 7th October
11am - 4pm

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Find out more on MyCareerHub



Sponsored by

NEWTON



FRONTLINE



Attend employer events

<https://www.hub.ed.ac.uk/s/mycareerhub/event>



THE UNIVERSITY of EDINBURGH
Careers Service

ENGINEERING CAREERS DAY: DISCOVER WHAT'S OUT THERE

Wednesday 4th November 2020
12pm - 4pm

A chance to find out about work experience, internships and industrial placements in a variety of engineering roles and sectors.

Find out more on MyCareerHub

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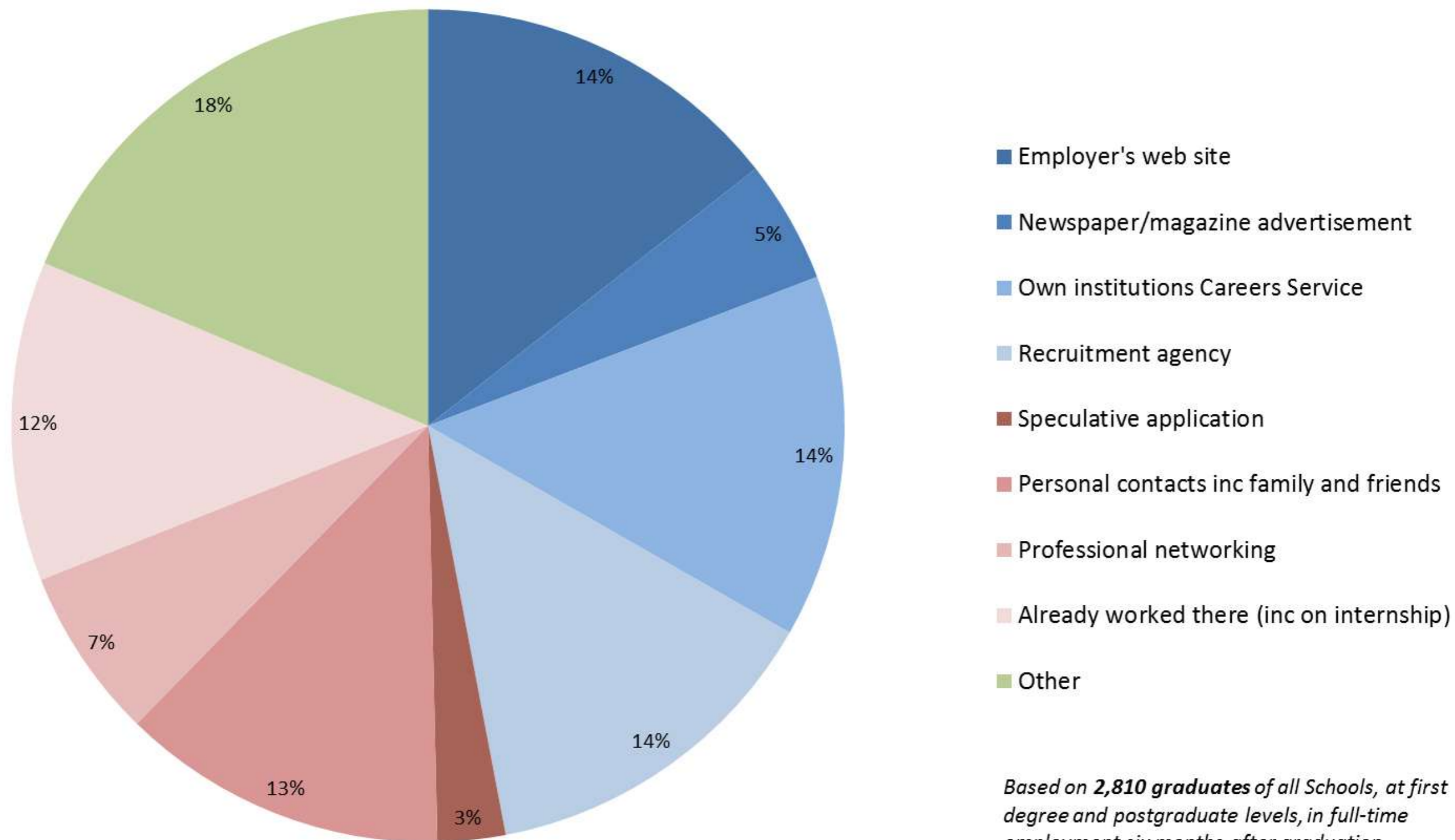


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How Graduates Working Full-time Found Their Jobs 20012/13 DLHE Survey



Based on 2,810 graduates of all Schools, at first degree and postgraduate levels, in full-time employment six months after graduation.



Why aren't all internships (jobs) advertised?

"If we advertised for students, we'd drown in applications,"

Amber Lauchlan, National Physics Laboratory
IoP Website 2015

IOP
Institute of Physics



Go direct!

e.g. GSPK <http://www.gspkdesign.ltd.uk/about-us/careers/>

The screenshot shows a web browser window displaying the careers page of GSPK Design. The browser's address bar shows the URL <http://www.gspkdesign.ltd.uk/about-us/careers/>. The website header includes the GSPK Design logo, a navigation menu with links for Electronic Design, Manufacturing, Process, About, News, Careers, and Contact (highlighted in orange), and social media icons for Facebook, Twitter, YouTube, LinkedIn, and Email. The main heading reads "Be Part of a Hard Working, Creative and Passionate Electronic Design Team". A red-bordered box contains the text: "GSPK Design are not currently hiring. However, if you wish to send a prospective CV and cover letter then please send direct to sales@gspkdesign.ltd.uk". Below this are three images: a group of people in a meeting, a man in a blue shirt, and a man in a blue shirt working with industrial equipment. The footer features the GSPK Design logo, two "QUICK LINKS" sections, and a "RECENT TWEETS" section showing a tweet from @innovateuk.

Call us on 01423 750 254 | sales@gspkdesign.ltd.uk

gspk DESIGN Electronic Design Manufacturing Process About News Careers **Contact**

Be Part of a Hard Working, Creative and Passionate Electronic Design Team

GSPK Design are not currently hiring. However, if you wish to send a prospective CV and cover letter then please send direct to sales@gspkdesign.ltd.uk

gspk DESIGN
your electronic design and manufacturing partner

QUICK LINKS

- > Electronic Design
- > Manufacturing
- > Process
- > About
- > Services
- > News

QUICK LINKS

- > Quality
- > Markets
- > Technology
- > Company Literature
- > Careers

RECENT TWEETS

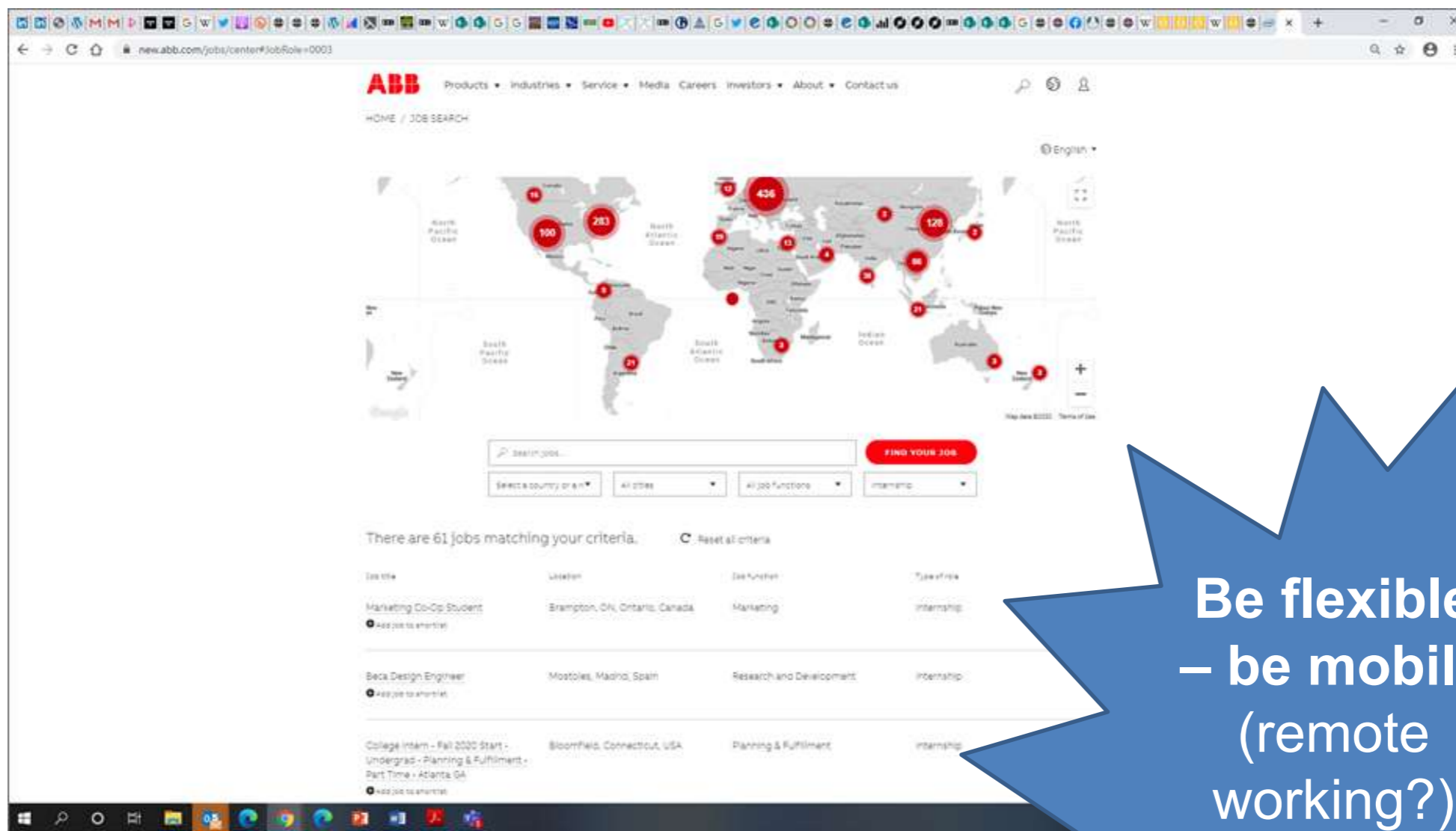
Tweets by @gspkdesign

- GSPK Design Retweeted
- Innovate UK @innovateuk

Maybe globally???

e.g. ABB

<https://new.abb.com/uk/careers/opportunities/students>



The screenshot shows the ABB careers website with a search bar and a world map. The map displays job counts in various regions: North America (100), South America (20), Europe (456), Africa (10), Asia (120), and Australia (20). Below the map is a search bar with filters for country, title, job function, and internship. The results show 61 jobs matching the criteria.

Title	Location	Job Function	Type of role
Marketing Co-Op Student Add job to shortlist	Brampton, ON, Ontario, Canada	Marketing	Internship
Beck Design Engineer Add job to shortlist	Mostoles, Madrid, Spain	Research and Development	Internship
College Intern - Fall 2020 Start - Undergrad - Planning & Fulfillment - Part Time - Atlanta, GA Add job to shortlist	Bloomfield, Connecticut, USA	Planning & Fulfillment	Internship

**Be flexible
– be mobile
(remote working?)**

Internships? “Piggy-back” on graduate jobs!

After all, it is the same recruiters/companies!

e.g.



e.g.



Grad jobs? “Piggy-back” on exp. hires!

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Create your own 'list' of opportunities...

Professional Associations (e.g.)

- e.g. **Royal Statistical Society** <https://rss.org.uk/jobs-careers/career-development/>
- e.g. **OR Society** <https://www.theorsociety.com/careers/>

Trade Associations / Sectoral Directories – Member lists

- e.g. **Renewables UK** <https://www.renewableuk.com/search/custom.asp?id=3933>

Sectoral information

- Where do vacancies get advertised? Look in the right places!
- Use: **TARGETjobs**:
 - <https://targetjobs.co.uk/career-sectors> and
 - <https://targetjobs.co.uk/careers-advice/job-descriptions>
- Use **Prospects**:
 - <https://www.prospects.ac.uk/job-profiles/browse-sector>
- e.g. **Third Sector**
 - <https://www.charityjob.co.uk> and <https://goodmoves.com/>

Phone Books – search for different employer types by location

- www.yell.com



Networking: your thoughts?



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What if...

You open your email. You see the following message:

Dear [your name],

We haven't met, but I am a sixth former and like you I come from [your hometown] and attended XXX school. I am getting in touch because I am in the process of researching universities and I'm considering coming to study Maths at Edinburgh. Being a 4/5-year degree, I want to make the best possible choice of university. With this in mind, I have some questions about the course, the uni (academically and socially), as well as what it's like living in the city.

So I am getting in touch to ask if you would be willing to spare me some time to answer a few of my questions? I am happy to send them via email or, if it's easier/you prefer, to set up a time to chat informally by phone or Skype/Zoom? I 'd be glad to fit around you as regards timings, as I appreciate you are busy.

I look forward to hearing from you. Thanks for your time.



Networking: some examples of its use

- Get recommendations for a new mobile
- Get advice on which letting agencies to use to find a flat
- Recommendation of a pub, club or a great new band
- Speak to somebody who has travelled to the place you want to explore in the summer
- Find what a particular uni/MSc/PhD is really like
- Looking for an engineering placement (e.g. Shipbuilding, Rosyth)
BAE SYSTEMS
- Find out about a job role you are unfamiliar with
- Get an insider's view on a company/what it's like to work there
- Advice on where to look for vacancies (sources)



Networking?

Is not... 

- Cheesy
- Cheating
- Unfair
- Uncomfortable
- Difficult



Networking?

Is not...



- Cheesy
- Cheating
- Unfair
- Uncomfortable
- Difficult

Is...



- Common
- Simple
- **Exchange of information**
- Effective use of resources
- You do it all the time



One thing networking really, really is not:



Asking for a job, *OR*
demanding other *unreasonable* things!

Dear Alicia,

I hope you don't mind me getting in touch. I saw on your profile that you work in data science for EDF Energy.

I am an Edinburgh maths student and keen to do that, too.

Can you help get me a job?

Cheers,

Matt



Networking can...

Short-term

Answer your questions

Yield additional information

Learn from others' experience

Provide you with advice

Longer-term

Create 'allies' to support you

Build mutually beneficial,
professional contacts

...even friendships!



A true networking story...



IMG

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It can be 2-way!

Hello Matt,

Alan Baxter - Graduate Recruitment

You may remember me as a final year civil engineering student you helped ahead of an assessment centre for Thames Water nearly 4 (!) years ago. Since we last spoke, I have moved on from Thames and now work for Alan Baxter Ltd, a civil and structural engineering firm in central London. We have a passion for historic and listed buildings as well as a wide variety of interesting and complex new build structures.

Alan Baxter holds graduates from the University of Edinburgh in high esteem (it helps that one of the strategic directors is an Edinburgh alumnus), and as such I have been asked to get in touch to let you know that we are looking for Graduate Engineers and Summer Placement students for 2020. I have attached our adverts for Graduate Engineers and Summer Placement roles along with our graduate brochure, and I would be very grateful if you could promote our available positions to civil and structural engineering students within the University. As you will see, we are looking for high quality engineers and designers who have a passion for the built environment and want to work in a creative design office.



At a conference of Engineering PhDs

Matt presenting:

“I want to highlight the importance of networking and making contacts. As an example, how many of you here [c.40] got onto your PhD by applying to an advertisement? Please raise your hands.

PhD Delegates:

Around a quarter/third raised their hands

=> *two-thirds to three-quarters got a PhD offer through knowing someone!*



A recent request for help

Subject: Higher education lecturer case studies

Dear colleagues,

I'm currently updating the AGCAS Higher education lecturer <https://www.prospects.ac.uk/job-profiles/higher-education-lecturer> job profile and wondered whether you had any lecturer contacts who would be willing to provide a case study to provide a personal insight into the profession. We're looking for recently graduated lecturers who are maybe fairly new to the role or have been working as lecturers for a couple of years or so. We can link to the university website (or department) from the case study.

If you have any HE colleagues would be willing to provide an HE lecturer case study, I would be grateful if you could contact me at sarah.nichols@agcas.org.uk. I can provide them with further details and a case study template to fill in.

With many thanks

Best wishes

Sarah Nichols



But don't you need contacts?

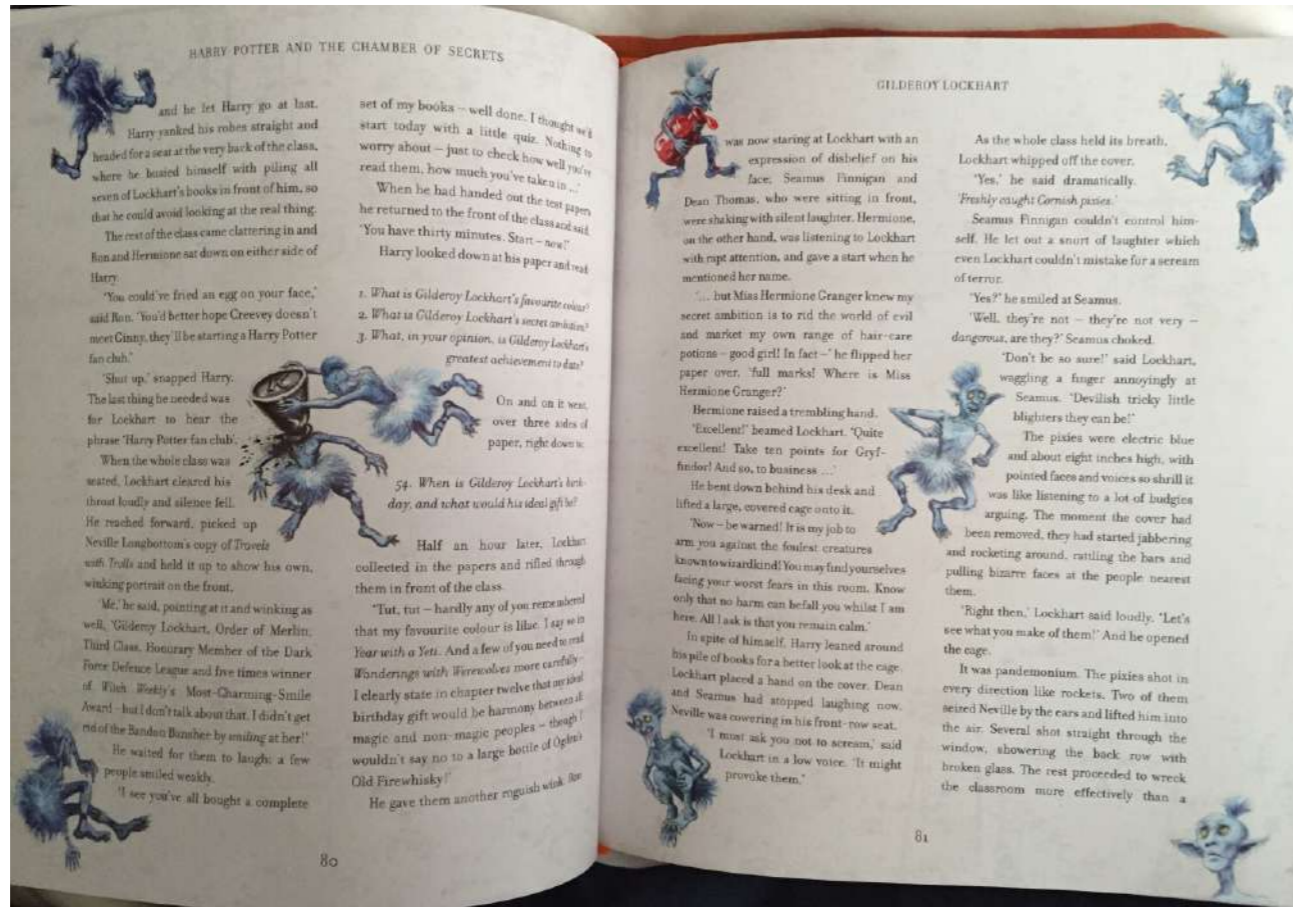


You already have **lots!** And can make more

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Another true story...



Bonhams
International Auctioneers and Appraisers

1793

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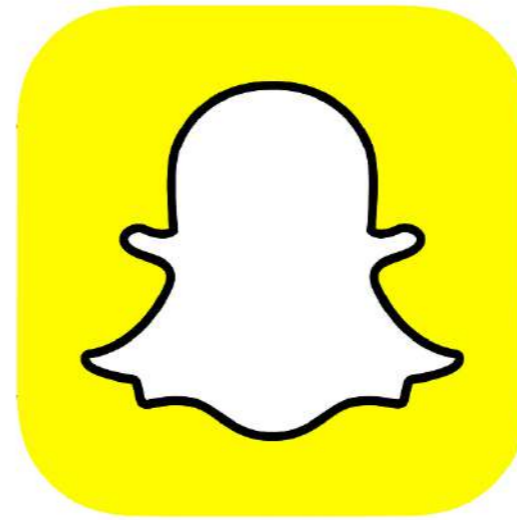


Imagine....

- You are going to a party
- There will be **lots** of people you don't know.
- How do you feel?
- What will you say to the strangers?
- Would you prefer to:
 - ✓ Go up to a stranger and begin talking to them....
 - ✓ ...or to be the person spoken to?

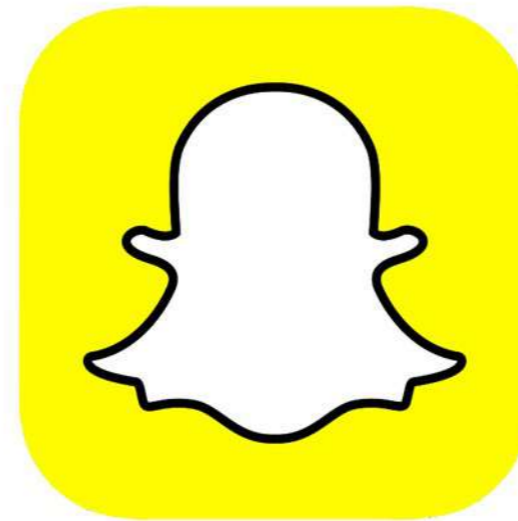


You may already have a digital network?



(Perils of) Keeping track

- Social media is a great way to maintain your network



- ...but it might be problematic!
- How **professional** is your social media?!!
- Your [digital footprint?](#)



Use more professional platforms!



PLATFORM ONE
A place for University of Edinburgh people





Why you should use *LinkedIn*

- People might find you (*i.e. recruiters*).
- **You might find people, or organisations:** use it as a **research tool**
 - to explore possible **career paths**, open to your degree
 - to identify possible **employers** in locations/sectors of interest
 - to learn *how* people got to the job you want!
 - To make speculative applications
- It has **jobs** on it – incl. internships and roles for new graduates
- Connect with professionals and **ask for advice/expertise**
- Your profile can **complement information in job applications**



Using LinkedIn Passively:



The screenshot shows a LinkedIn profile for Georgie Rogers. The profile includes a header with navigation icons, a banner image, and a profile picture. The main content area is divided into sections: 'About', 'Experience', and 'People Also Viewed'. The 'About' section describes her as a broadcaster and music journalist at BBC 6 Music. The 'Experience' section lists her role as a freelance music news reporter at BBC 6 Music from June 2009 to the present. The 'People Also Viewed' section lists several other professionals in the music industry, including Kirsty Dougall, Mark Lampo, Taliah Brash, Will McGillivray, Selim Bulut, Azi Eftekhari, Matt Deverson, and Phil Murphy.

Georgie Rogers · 3rd
Broadcaster, Music Journalist, DJ, Voiceover Artist and co-founder of Super Women
London, Greater London, United Kingdom · 500+ connections · [Contact info](#)

About
I do a number of things I am a broadcast music journalist at BBC 6 Music, sharing airtime regularly with presenters Shaun Keaveny and Radcliffe and Macneil and Ken Bruce on BBC Radio 2. I have a monthly new music show on Sola Radio following two years with my own specialist Music Discovery show on Virgin Radio on DAB in the UK. ... see more

Experience
BBC 6 Music Freelance Music News Reporter
BBC
Jun 2009 – Present · 12 yrs 1 mo
London, United Kingdom
I currently work as a freelance reporter at BBC 6 Music News. This involves covering music events and festivals, interviewing bands and music industry figures, writing and presenting music news bulletins, making a daily music news podcast, writing articles for the website and for the BBC Entertainment site and compiling Steve Wright and Ken Bruce's Radio 2 Entertainment/Music news script.
Festivals I have covered include Glastonbury, Coachella Festival in the US, Benicassim, The Big Chill, Secret Garden Party, Camden Crawl the Great Escape.

People Also Viewed
Kirsty Dougall · 3rd
Producer at MTV UK, Northern & Eastern Europe
Mark Lampo · 3rd
Digital Music Content Manager at Amazon Music
Taliah Brash · 2nd
Music Editor at The Skinny
Will McGillivray · 3rd
Senior Music Curator at Amazon Music
Selim Bulut · 3rd
Music Editor at DAZED Magazine
Azi Eftekhari · 3rd
Head of Label Relations (EMEA) at YouTube
Matt Deverson · 3rd
Managing Editor - Radio X
Phil Murphy · 3rd
Stage Manager at Mrs Browns Boys the live show

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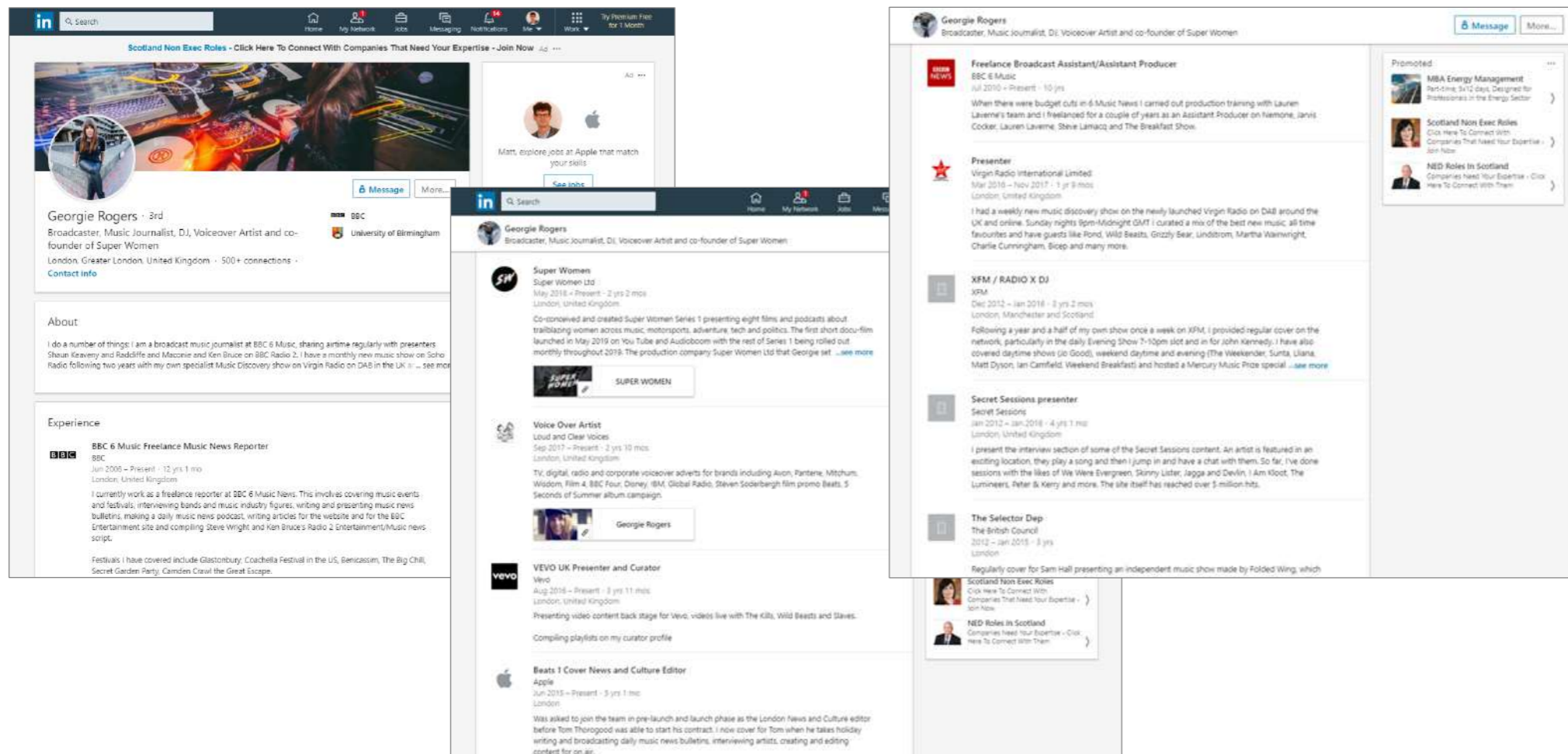
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Super Women Ltd
May 2018 – Present · 2 yrs 2 mos
London, United Kingdom
Co-conceived and created Super Women Series 1 presenting eight films and podcasts about trailblazing women across music, motorsports, adventure, tech and politics. The first short docu-film launched in May 2019 on YouTube and Audiosoom with the rest of Series 1 being rolled out monthly throughout 2019. The production company Super Women Ltd that George set ... [see more](#)
- Voice Over Artist**
Loud and Clear Voices
Sep 2017 – Present · 2 yrs 10 mos
London, United Kingdom
TV, digital, radio and corporate voiceover adverts for brands including Avon, Pantene, Mitchum, Wisdom, Film 4, BBC Four, Disney, IBM, Global Radio, Steven Soderbergh film promo Beats, 5 Seconds of Summer album campaign.
- VEVO UK Presenter and Curator**
Vevo
Aug 2016 – Present · 8 yrs 11 mos
London, United Kingdom
Presenting video content back stage for Vevo, videos live with The Killers, Wild Beasts and Staves.
Compiling playlists on my curator profile
- Beats 1 Cover News and Culture Editor**
Apple
Jun 2015 – Present · 5 yrs 1 mo
London
Was asked to join the team in pre-launch and launch phase as the London News and Culture editor before Tom Thorogood was able to start his contract. I now cover for Tom when he takes holiday writing and broadcasting daily music news bulletins, interviewing artists, creating and editing content for on air.

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Freelance Broadcast Assistant/Assistant Producer
 BBC 6 Music
 Jul 2010 – Present · 10 yrs
 When there were budget cuts in 6 Music News I carried out production training with Lauren Lavigne's team and I freelanced for a couple of years as an Assistant Producer on Namone, Jarvis Cocker, Lauren Lavigne, Steve Lamacq and The Breakfast Show.

Presenter
 Virgin Radio International Limited
 Mar 2016 – Nov 2017 · 1 yr 9 mos
 London, United Kingdom
 I had a weekly new music discovery show on the newly launched Virgin Radio on DAB around the UK and online. Sunday nights 9pm-Midnight GMT I curated a mix of the best new music, all time favourites and have guests like Pond, Wild Beasts, Grizzly Bear, Lindstrom, Martha Wainwright, Charlie Cunningham, Snoop and many more.

XFM / RADIO X DJ
 XFM
 Dec 2012 – Jan 2016 · 3 yrs 2 mos
 London, Manchester and Scotland
 Following a year and a half of my own show once a week on XFM, I provided regular cover on the network, particularly in the daily Evening Show 7-10pm slot and in for John Kennedy. I have also covered daytime shows (Jo Good), weekend daytime and evening (The Weekender, Suna, Uliana, Matt Dwyer, Ian Camfield, Weekend Breakfast) and hosted a Mercury Music Prize special ... see more

Secret Sessions presenter
 Secret Sessions
 Jan 2012 – Jan 2016 · 4 yrs 1 mo
 London, United Kingdom
 I present the interview section of some of the Secret Sessions content. An artist is featured in an exciting location, they play a song and then I jump in and have a chat with them. So far, I've done sessions with the likes of We Were Evergreen, Skinny Lister, Jaggs and Devlin, I Am Kloot, The Lumineers, Peter & Kerry and more. The site itself has reached over 5 million hits.

The Selector Dip
 The British Council
 2012 – Jan 2015 · 3 yrs
 London
 Regularly cover for Sam Hall presenting an independent music show made by Folded Wing, which

Scotland Non Exec Roles
 Click Here To Connect With Companies That Need Your Expertise · Join Now

NED Roles in Scotland
 Companies Need Your Expertise · Click Here To Connect With Them

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 Click Here To Connect With Companies That Need Your Expertise - Join Now

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 Loud and Clear Voices
 Sep 2017 - Present · 2 yrs 10 mos
 London, United Kingdom
 TV, digital, radio and corporate voiceover adverts for brands including Avon, Pantene, Mitchum, Wisdom, Film 4, BBC Four, Disney, IBM, Global Radio, Steven Soderbergh film promo Beats, 5 Seconds of Summer album campaign.

VEVO UK Presenter and Curator
 Vevo
 Aug 2016 - Present · 8 yrs 11 mos
 London, United Kingdom
 Presenting video content back stage for Vevo; videos live with The Killers, Wild Beasts and Staves. Compiling playlists on my curator profile

Beats 1 Cover News and Culture Editor
 Apple
 Jun 2015 - Present · 5 yrs 1 mo
 London
 Was asked to join the team in pre-launch and launch phase as the London News and Culture editor before Tom Thorogood was able to start his contract. I now cover for Tom when he takes holiday writing and broadcasting daily music news bulletins, interviewing artists, creating and editing content for on air.

BBC 6 Music Freelance Music News Reporter
 BBC
 Jun 2008 - Present · 12 yrs 1 mo
 London, United Kingdom
 I currently work as a freelance reporter at BBC 6 Music News. This involves covering music events and festivals, interviewing bands and music industry figures, writing and presenting music news bulletins, making a daily music news podcast, writing articles for the website and for the BBC Entertainment site and compiling Steve Wright and Ken Bruce's Radio 2 Entertainment/Music news script.
 Festivals I have covered include Glastonbury, Coachella Festival in the US, Benicassim, The Big Chill, Secret Garden Party, Camden Crawl the Great Escape.

About
 I do a number of things I am a broadcast music journalist at BBC 6 Music, sharing airtime regularly with presenters Shaun Keavey and Radcliffe and Maccane and Ken Bruce on BBC Radio 2. I have a monthly new music show on Sctio Radio following two years with my own specialist Music Discovery show on Virgin Radio on DAS in the UK... see more

Experience
 BBC 6 Music Freelance Music News Reporter
 BBC
 Jun 2008 - Present · 12 yrs 1 mo
 London, United Kingdom
 I currently work as a freelance reporter at BBC 6 Music News. This involves covering music events and festivals, interviewing bands and music industry figures, writing and presenting music news bulletins, making a daily music news podcast, writing articles for the website and for the BBC Entertainment site and compiling Steve Wright and Ken Bruce's Radio 2 Entertainment/Music news script.
 Festivals I have covered include Glastonbury, Coachella Festival in the US, Benicassim, The Big Chill, Secret Garden Party, Camden Crawl the Great Escape.



Using LinkedIn Passively:



Education

- Qualifications needed (incl. PG study?)

Skills

- What should **you** be aiming for?

The screenshot shows the LinkedIn profile of Georgie Rogers, a Broadcaster, Music Journalist, DJ, Voiceover Artist and more. The 'Education' section lists the University of Birmingham with a 2:1 BA Joint Honours in English and Drama from 2004-2007. The 'Skills & Endorsements' section shows 'Radio' with 11 endorsements and 'Broadcast' with 20 endorsements. A recommendation from Matt Everitt is also visible.

Interests

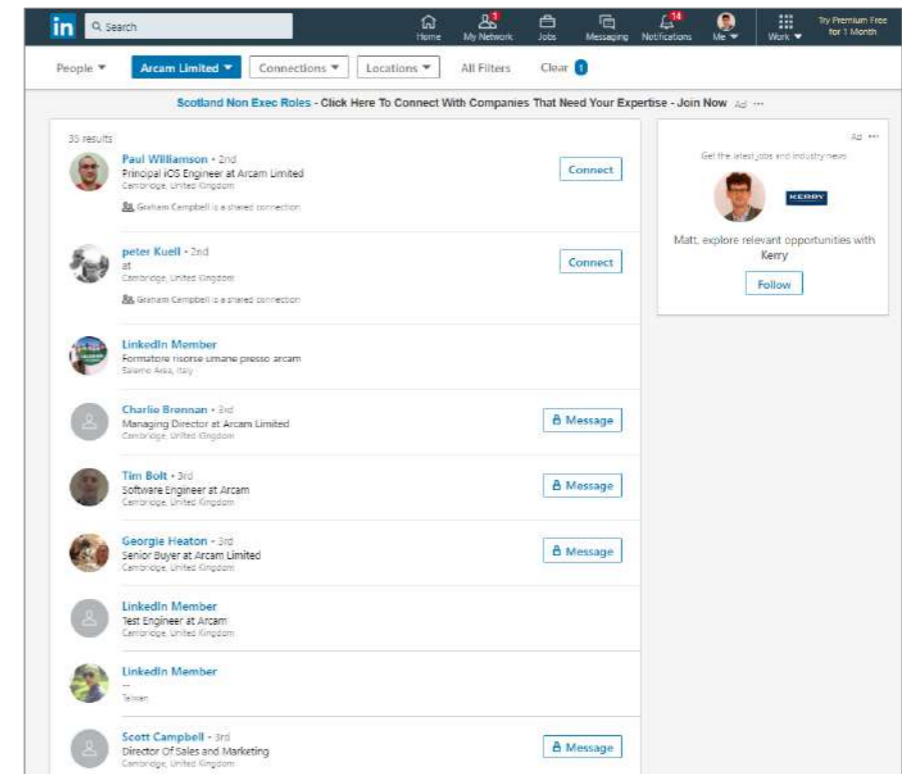
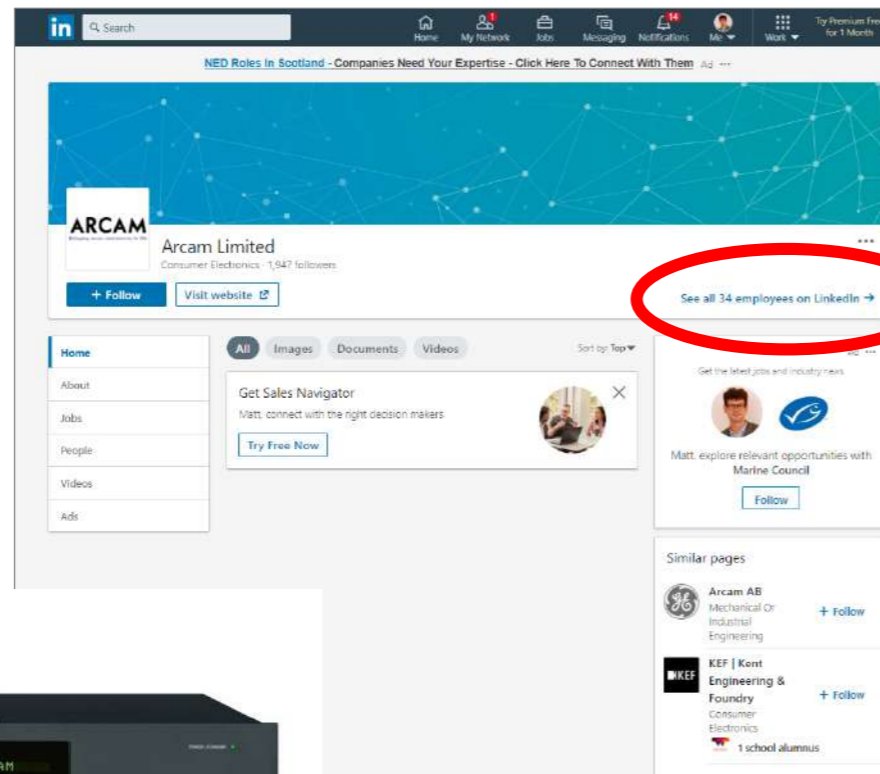
- Which **companies** (i.e. sources of job leads!) does she follow?
- Which **Groups** is she in?

The screenshot shows the 'Interests' section of Georgie Rogers' LinkedIn profile. A pop-up window displays a list of interests under the 'Companies' tab, including BBC (1,708,756 followers), BBC News (6,370,830 followers), Apple (12,981,699 followers), University of Birmingham (234,421 followers), and Vevo.



Using LinkedIn Passively:

ARCAM



Inspiring futures



Using LinkedIn Advice:

The more people you are connected to, the more likely you'll see the information of somebody you're interested in > more useful it is!

Step 1: Connect to family and friends, academic staff

Step 2: Join relevant Groups

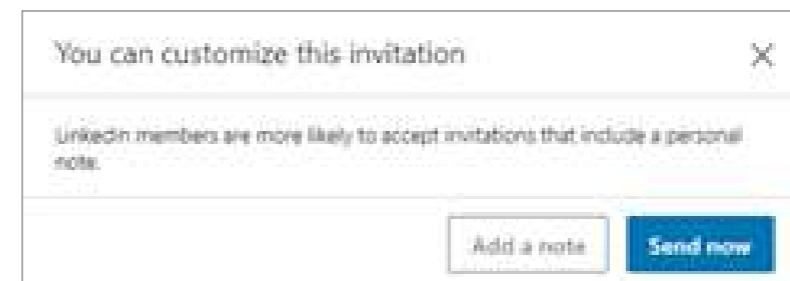
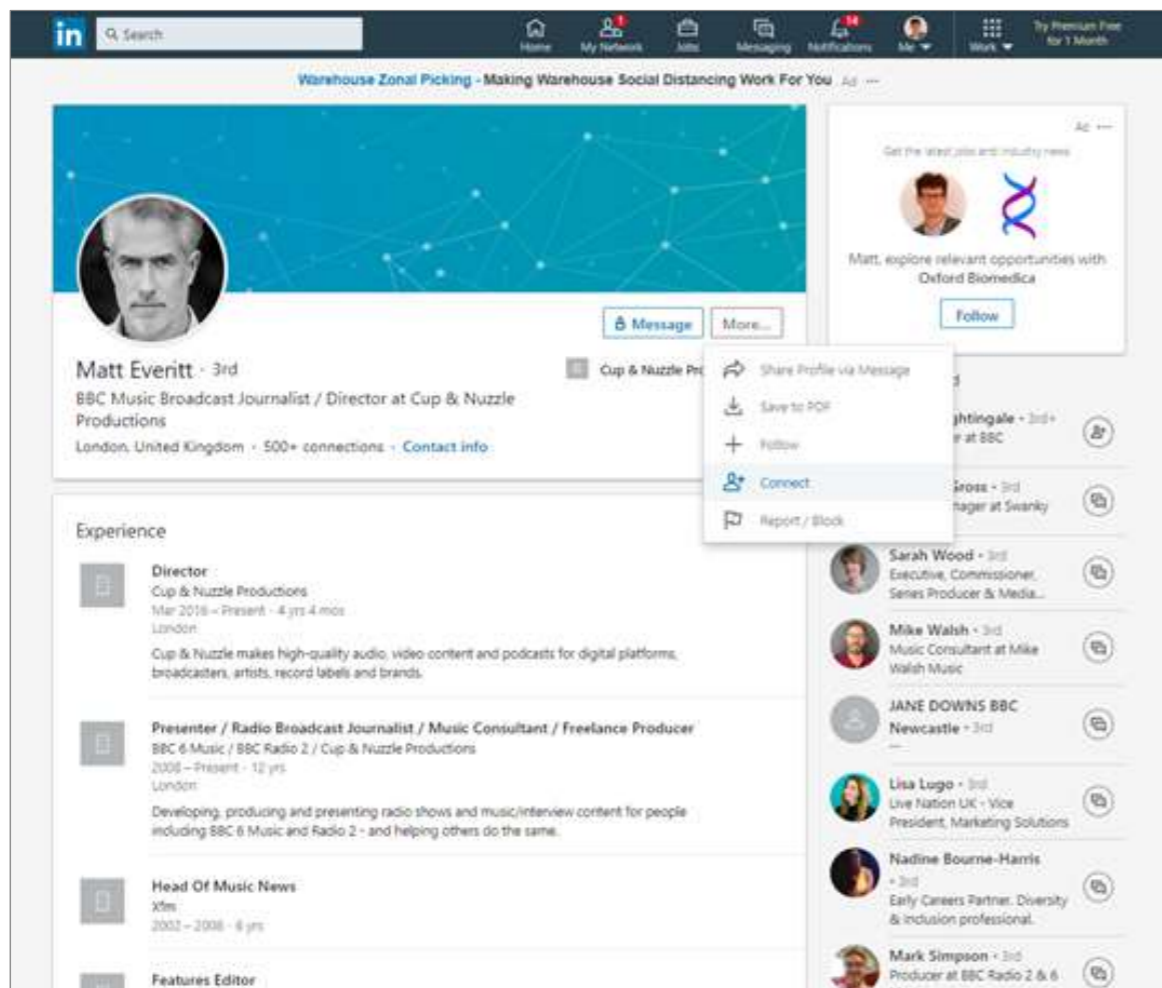
Step 3: Follow organisations of interest (prof bodies, recruiters etc.)

Step 4: Connect to people of interest

Be resilient! OK if people decline.



Connecting on LinkedIn: Add a note!



Explain:

- Who you are
- How they relate to you
- Why you wish to connect to them

N.B. Check spelling & grammar



Example connection note

Dear Matt,

I am a 2nd year undergraduate at Edinburgh, keen to learn about and investigate the feasibility of a career in radio music broadcasting. I wish to connect with you in order to ask you a couple of questions around how the industry views postgraduate journalism courses and also what key skills it looks for. I am interested in messaging you specifically on these things because of my enjoyment of your “The first time” interviews on BBC Radio 6 Music and also being a fellow drummer.

With best wishes,

Jane

N.B. There is a character limit (190 or 300?) for LinkedIn *Connection* notes!



Improve your profile: it's the little things...

- ✓ Professional photo
- ✓ Name without title/qualifications (so you can be found!)
- ✓ Customise the tagline
- ✓ Customise the URL
- ✓ Add a short summary statement?
- ✓ Education
- ✓ Experience (incl. tasks; why they matter; achievements; logos?)
 - Think about the **order** of the sections (moveable): what sells you best?*
- ✓ Add skills
- ✓ Collect endorsements – and recommendations?
- ✓ Examples of your work a digital portfolio?

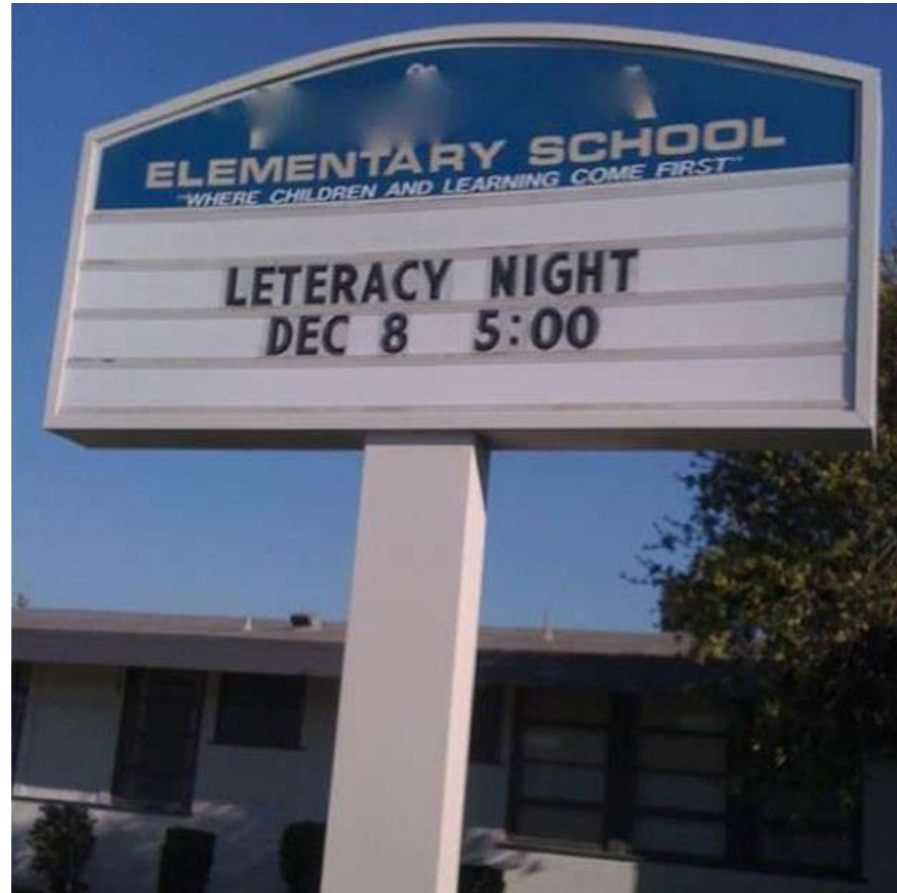


e.g. <https://www.linkedin.com/in/alexrwinter/>

The screenshot shows a web browser window displaying a LinkedIn profile for Alex Winter. The browser's address bar shows the URL <https://www.linkedin.com/in/alexrwinter/>. The LinkedIn navigation bar at the top includes a search bar, Home, My Network (with 5 notifications), Jobs, Messaging (with 2 notifications), Notifications (with 61 notifications), and Me. Below the navigation bar is an advertisement for an LMS. The main profile area features a large banner image of a city with a circular overlay that says "Your professional LinkedIn photo here" and provides dimensions: "Min. 80 x 80 px" and "Max. 500 x 500 px". To the right of the banner are "Message" and "More..." buttons. The profile name is "Alex Winter · 1st" and the bio reads "Edinburgh student and aspiring publishing/media professional" and "Edinburgh, City of Edinburgh, United Kingdom · 19 connections · Contact info". The education section lists "Edinburgh University Students' Association" and "The University of Edinburgh". On the right side, there is an advertisement for LinkedIn Learning featuring a profile picture of Matt and a "Redeem for free" button. Below that is a "People Also Viewed" section with profiles for Chaona Chen and Daniel Van Diike. At the bottom, a Windows taskbar is visible with various application icons and a system tray showing the time as 13:30 on 01/11/2019.

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Check your spelling and grammar



– then check it again!



Grow your network

- Connect with people you know to expand your network:
 - Family
 - Friends
 - Student society members
 - Classmates – high school, undergraduate study and Edinburgh
 - Co-workers?
 - Tutors
- Join groups e.g. [UoE School of Maths](#)
- Widen out to people you'd like to connect to:
 - Follow at first? (Or connect via other social media, e.g. Twitter?)
 - Connect via profile – personalise the message
 - Don't worry if knocked back!



Use *LinkedIn*: research people and careers

- What can I do with my degree?
- Who do people from my subject area work for?
- Where could I go? (location)
- How do I become an X?

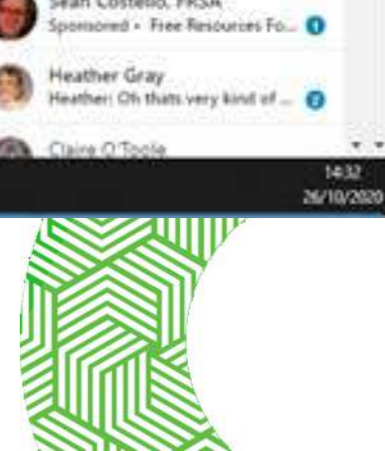
Use the [alumni page](#) to search for answers some of these questions and more.

N.B. Can also follow organisations/companies and keep up-to-date; some post jobs!



The screenshot shows a LinkedIn profile for The University of Edinburgh. The header features a banner with the text "Open to the world" and the university's logo. Below the logo, the text "The University of Edinburgh" is displayed, with a red box highlighting the employee statistics: "Edinburgh - 152,377 • alumni - 237,603". A "Following" status is shown to the right. A "Visit website" button is located below the profile information. The main content area includes a "Welcome to your employee-only experience" message and a section titled "The University of Edinburgh today" with three sub-sections: "61 coworkers recently joined The University of Edinburgh", "14 coworkers were recently promoted", and "71 coworkers recently celebrated work anniversaries". A sidebar on the right shows a "Messaging" panel with a list of recent messages from various contacts. The bottom of the image shows a Windows taskbar with various application icons and a system tray displaying the time "14:32" and date "26/10/2020".

Inspiring futures



LinkedIn “etiquette”

- Requesting to connect to somebody
 - *Follow* people if you don't want to initially connect – can keep up to date with what they're posting
 - Check advice about contacting on the person's profile
 - Personalise and provide some context, if possible – Connect from profile only!
- Managing requests to connect: what's your policy?
- My policy:
 - Do I know them?
 - Why do they want to connect with me?
 - Have they personalised their message?
 - Do they work in the same sector? Or are they a maths/eng. student?
 - [Occasionally: Will they be useful to me?!]

There is no “correct” answer... you will need to decide for yourselves.



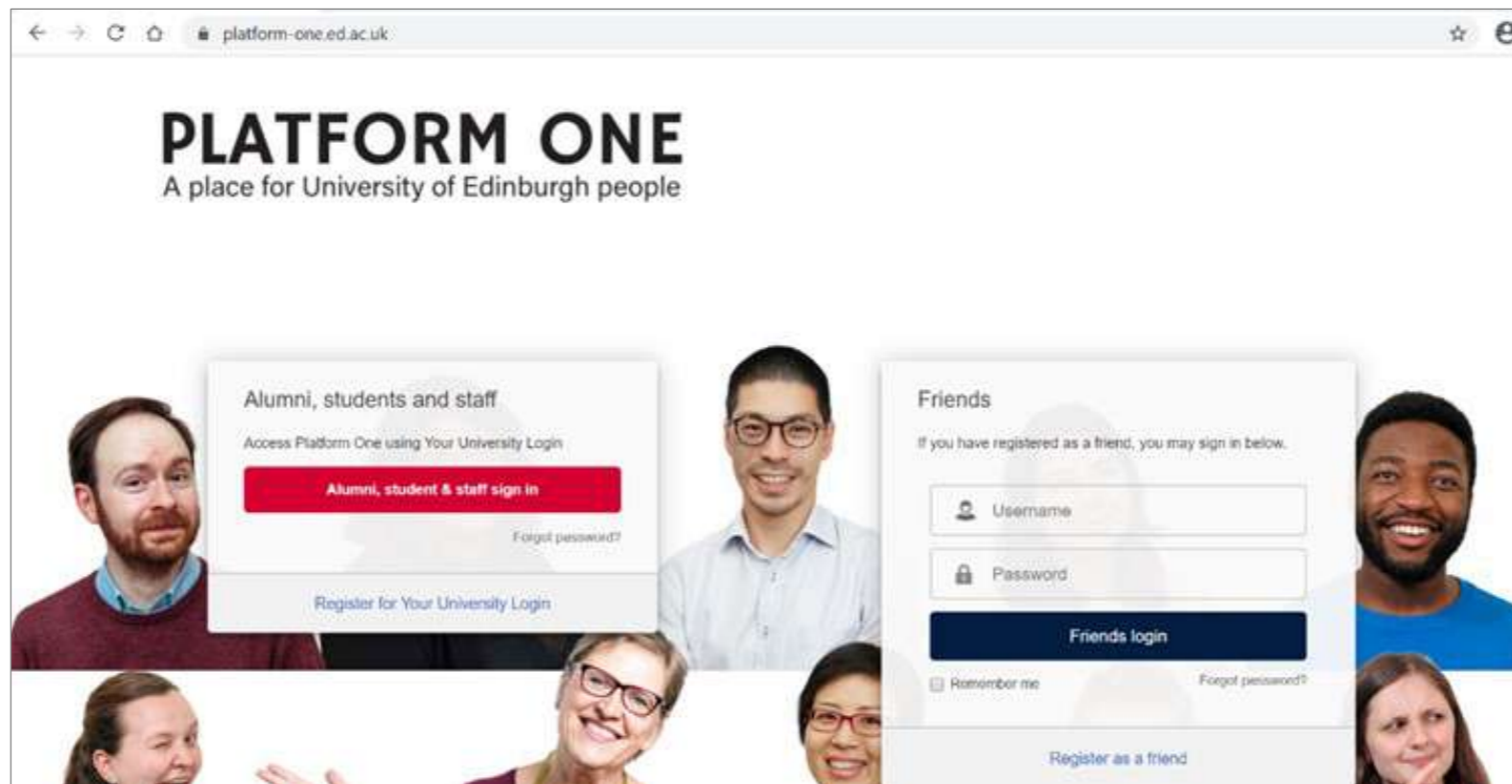
Researching jobs

- Based on your profile, *LinkedIn* will recommend jobs (see adverts/ may get emails)
- Can also go to [job board](#) – change *Experience Level* to *Internship* or *Entry-level*.
- Search for/follow companies – many post jobs on *LinkedIn*
- Look up your interviewers!



PLATFORM ONE

A place for University of Edinburgh people



Inspiring futures



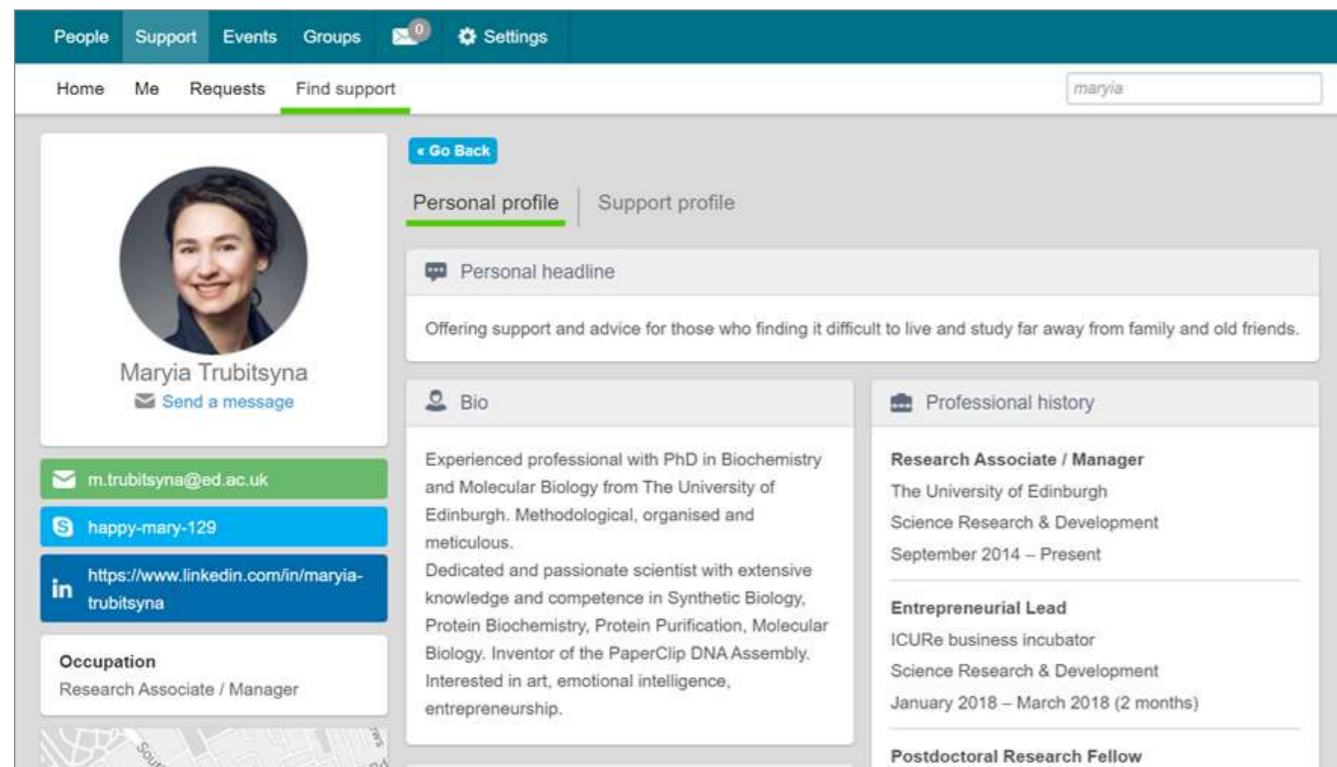
Platform One: Personal Profile

The screenshot shows a user profile for Maryia Trubitsyna. The profile includes a circular profile picture, her name, and a 'Send a message' button. Below this, there are contact details for email (m.trubitsyna@ed.ac.uk), a social media handle (happy-mary-129), and a LinkedIn profile link. The 'Occupation' is listed as 'Research Associate / Manager'. The profile is divided into sections: 'Personal profile' (with a 'Go Back' button and tabs for 'Personal profile' and 'Support profile'), 'Personal headline' (Offering support and advice for those who finding it difficult to live and study far away from family and old friends.), 'Bio' (Experienced professional with PhD in Biochemistry and Molecular Biology from The University of Edinburgh. Methodological, organised and meticulous. Dedicated and passionate scientist with extensive knowledge and competence in Synthetic Biology, Protein Biochemistry, Protein Purification, Molecular Biology. Inventor of the PaperClip DNA Assembly. Interested in art, emotional intelligence, entrepreneurship.), and 'Professional history' (Research Associate / Manager at The University of Edinburgh, Science Research & Development, September 2014 – Present; Entrepreneurial Lead at ICURe business incubator, Science Research & Development, January 2018 – March 2018 (2 months); Postdoctoral Research Fellow).

e.g. **Maryia Trubitsyna** the personal profile highlights her career journey as well as her academic interests.

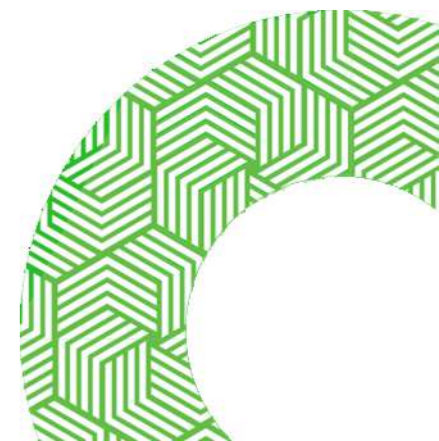


Platform One: Support Profile

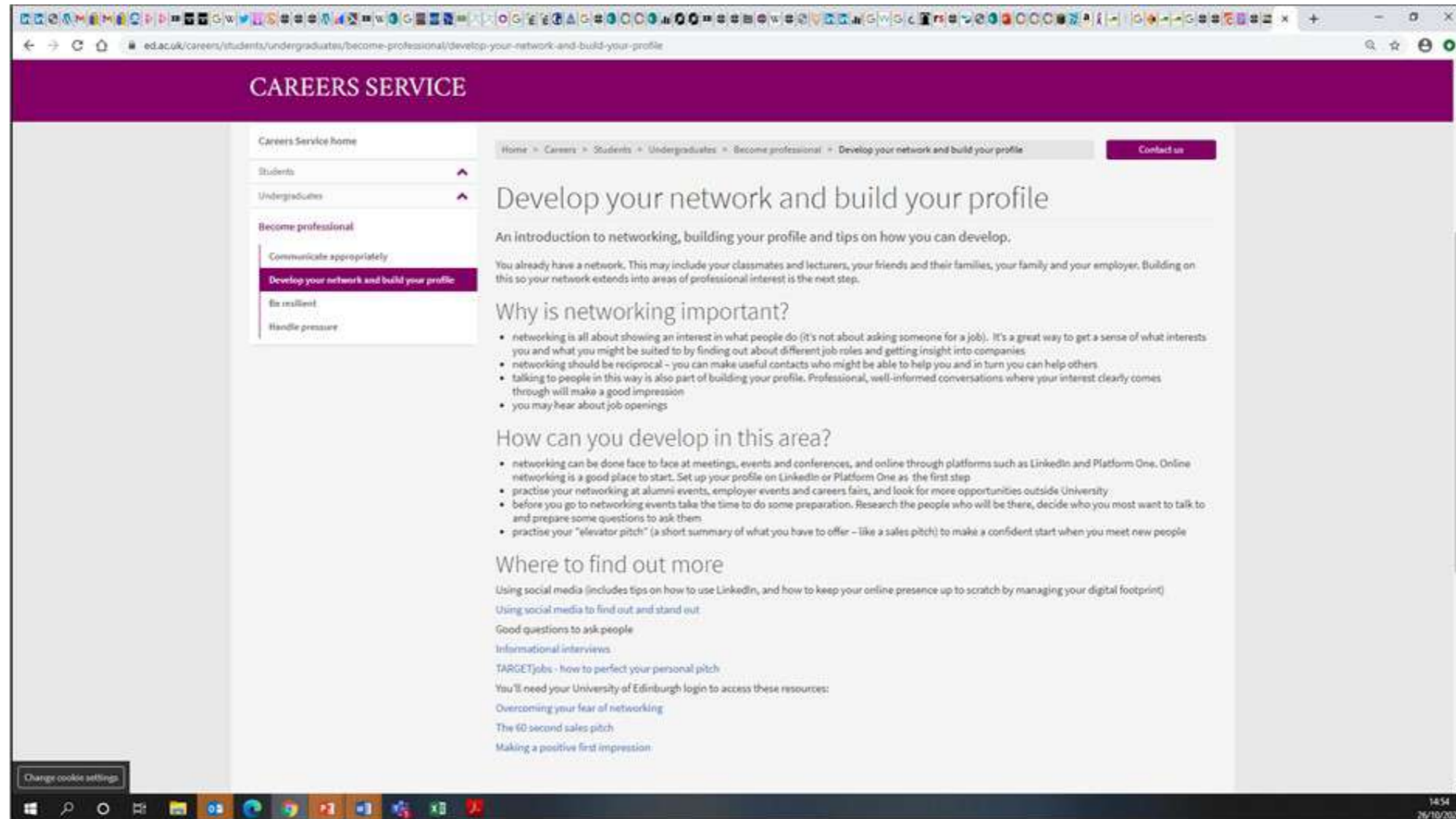


The screenshot shows a user interface for a support profile. At the top, there are navigation tabs: People, Support, Events, Groups, and Settings. Below this, there are sub-tabs: Home, Me, Requests, and Find support. A search bar contains the name 'maryia'. The profile is for Maryia Trubitsyna, with a circular profile picture and a 'Send a message' button. The profile is divided into sections: Personal profile (with a 'Go Back' button), Support profile, Personal headline (Offering support and advice for those who finding it difficult to live and study far away from family and old friends.), Bio (Experienced professional with PhD in Biochemistry and Molecular Biology from The University of Edinburgh. Methodological, organised and meticulous. Dedicated and passionate scientist with extensive knowledge and competence in Synthetic Biology, Protein Biochemistry, Protein Purification, Molecular Biology. Inventor of the PaperClip DNA Assembly. Interested in art, emotional intelligence, entrepreneurship.), Professional history (Research Associate / Manager at The University of Edinburgh, Science Research & Development, September 2014 – Present; Entrepreneurial Lead at ICURe business incubator, Science Research & Development, January 2018 – March 2018 (2 months); Postdoctoral Research Fellow), and Occupation (Research Associate / Manager). Contact information includes an email address (m.trubitsyna@ed.ac.uk), a social media handle (happy-mary-129), and a LinkedIn profile link (https://www.linkedin.com/in/maryia-trubitsyna).

e.g. **Maryia Trubitsyna** the support profile details the kind of support that she can offer – Maryia’s support is for those who have moved to a new country or are feeling homesick, anyone feeling self-doubt or anyone with questions about molecular biology or biochemistry.



Check out our advice



The screenshot shows a web browser window displaying the University of Edinburgh Careers Service website. The page title is "Develop your network and build your profile". The breadcrumb navigation is "Home > Careers > Students > Undergraduates > Become professional > Develop your network and build your profile". The page content includes an introduction to networking, a list of reasons why networking is important, and tips on how to develop in this area. The left sidebar contains a navigation menu with options like "Students", "Undergraduates", "Become professional", "Communicate appropriately", "Develop your network and build your profile", "Be resilient", and "Handle pressure".

CAREERS SERVICE

Careers Service home

Students

Undergraduates

Become professional

Communicate appropriately

Develop your network and build your profile

Be resilient

Handle pressure

Home > Careers > Students > Undergraduates > Become professional > Develop your network and build your profile [Contact us](#)

Develop your network and build your profile

An introduction to networking, building your profile and tips on how you can develop.

You already have a network. This may include your classmates and lecturers, your friends and their families, your family and your employer. Building on this so your network extends into areas of professional interest is the next step.

Why is networking important?

- networking is all about showing an interest in what people do (it's not about asking someone for a job). It's a great way to get a sense of what interests you and what you might be suited to by finding out about different job roles and getting insight into companies
- networking should be reciprocal - you can make useful contacts who might be able to help you and in turn you can help others
- talking to people in this way is also part of building your profile. Professional, well-informed conversations where your interest clearly comes through will make a good impression
- you may hear about job openings

How can you develop in this area?

- networking can be done face to face at meetings, events and conferences, and online through platforms such as LinkedIn and Platform One. Online networking is a good place to start. Set up your profile on LinkedIn or Platform One as the first step
- practise your networking at alumni events, employer events and careers fairs, and look for more opportunities outside University
- before you go to networking events take the time to do some preparation. Research the people who will be there, decide who you most want to talk to and prepare some questions to ask them
- practise your "elevator pitch" (a short summary of what you have to offer - like a sales pitch) to make a confident start when you meet new people

Where to find out more

Using social media (includes tips on how to use LinkedIn, and how to keep your online presence up to scratch by managing your digital footprint)

Using social media to find out and stand out

Good questions to ask people

Informational interviews

TARGETjobs - how to perfect your personal pitch

You'll need your University of Edinburgh login to access these resources:

Overcoming your fear of networking

The 60 second sales pitch

Making a positive first impression

Change cookie settings

14:54
26/10/2020

<https://www.ed.ac.uk/careers/students/undergraduates/become-professional/develop-your-network-and-build-your-profile>

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ed.ac.uk/careers/students/undergraduates/discover-what-s-out-there/find-out-about-types-of-jobs-and-employers/using-social-media-find-out-stand-out

CAREERS SERVICE

Careers Service home

- Students
- Undergraduates
- Discover what's out there
- Find out about types of jobs and employers
 - Explore jobs, sectors and employers
 - Using social media to find out and stand out**
 - Informational interviews

Home > Careers > Students > Undergraduates > Discover what's out there > Find out about types of jobs and employers > Using social media to find out and stand out

Contact us


Using social media to find out and stand out

Learn how social media can help you to find out about career opportunities and gain tips on how your social media presence can help you to stand out to employers.

Social media and career development are a match... how?

With social media being an integral part of daily life, you'll probably be wondering where to start. There are so many options with Facebook, Instagram and Twitter to name a few! Have you considered LinkedIn which is viewed as a professional social media channel?

Why not start by learning how to make LinkedIn work for you by watching our video which provides a good introduction to finding out about jobs and careers. Plus, it provides tips on how to build an effective profile to stand out as an informed and interested candidate.



Take a look at the LinkedIn profile of 'student' Alex Winter.

[Example student profile](#)

Using social media can help you to develop your understanding of types of work and your awareness of opportunities by:

- Identifying which jobs and roles are out there; use hashtags to narrow your search. Use general job search hashtags such as #jobsearch, #recruiting and #hiringnow. You can also make your search more specific by using sector (e.g. #marketingjobs, #journajobs and #ITjobs) and/or location hashtags (#Edinburgh). See our sector-specific Twitter lists to view updates, advice and job opportunities that are of interest to you: [Twitter lists @uofedcareers](#)
- Researching employers - you can find information beyond what's on an employer's website. This will help when you're tailoring your job application or

Change cookie settings

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26/10/2020



Further resources: building your LinkedIn profile

<https://university.linkedin.com/linkedin-for-students>

Includes tip sheets and video clips

<http://www.savesthestudent.org/student-jobs/how-to-use-linkedin-to-get-a-job.html>

Tips for improving your *LinkedIn* profile

<http://www.careerealism.com/linkedin-cheat-sheet/>

5 simple tips to improve your profile

<http://www.theguardian.com/education/mortarboard/2013/dec/30/linkedin-tips-for-students-employability>

Advice on using *LinkedIn* from first year of university onwards

<https://englitcareersblog.wordpress.com/2014/04/17/make-the-connection-with-potential-employers-get-linkedin/>

Article on using *LinkedIn* to find potential employers



Any questions?

Use the chat box, or raise your hand.



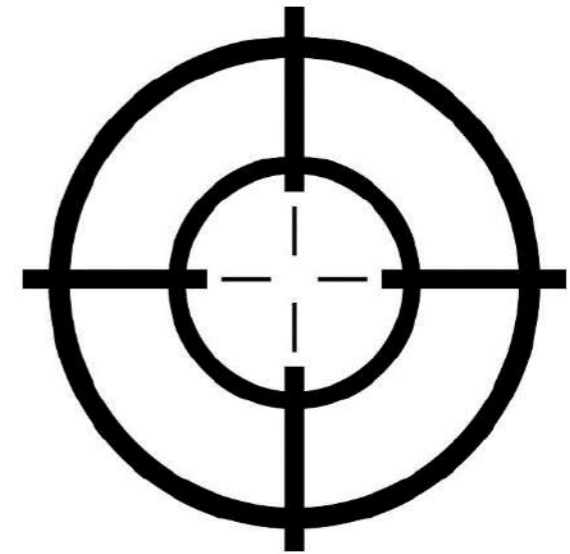
Proactive Job Search: Speculative Approaches

Be bold....

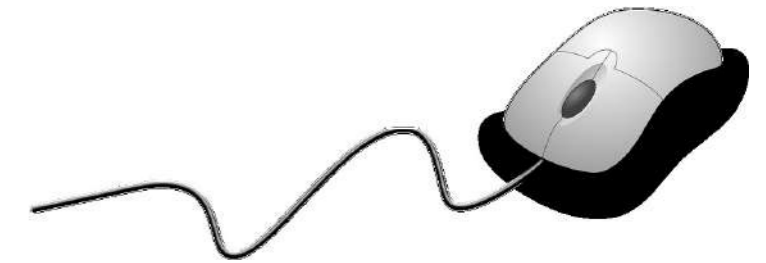
- Focus your search
- Be organised – spreadsheet?
- Target to somebody
- Sell
- Aim – your career goal
- Get personal

Be tenacious

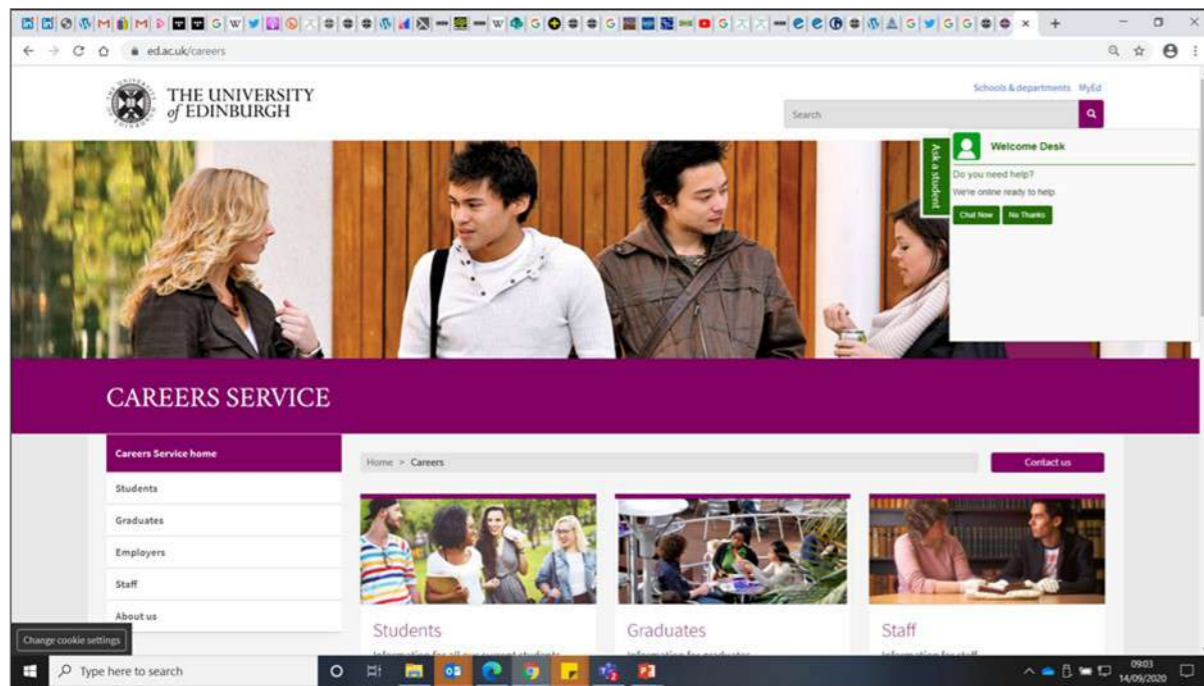
- Follow-up!



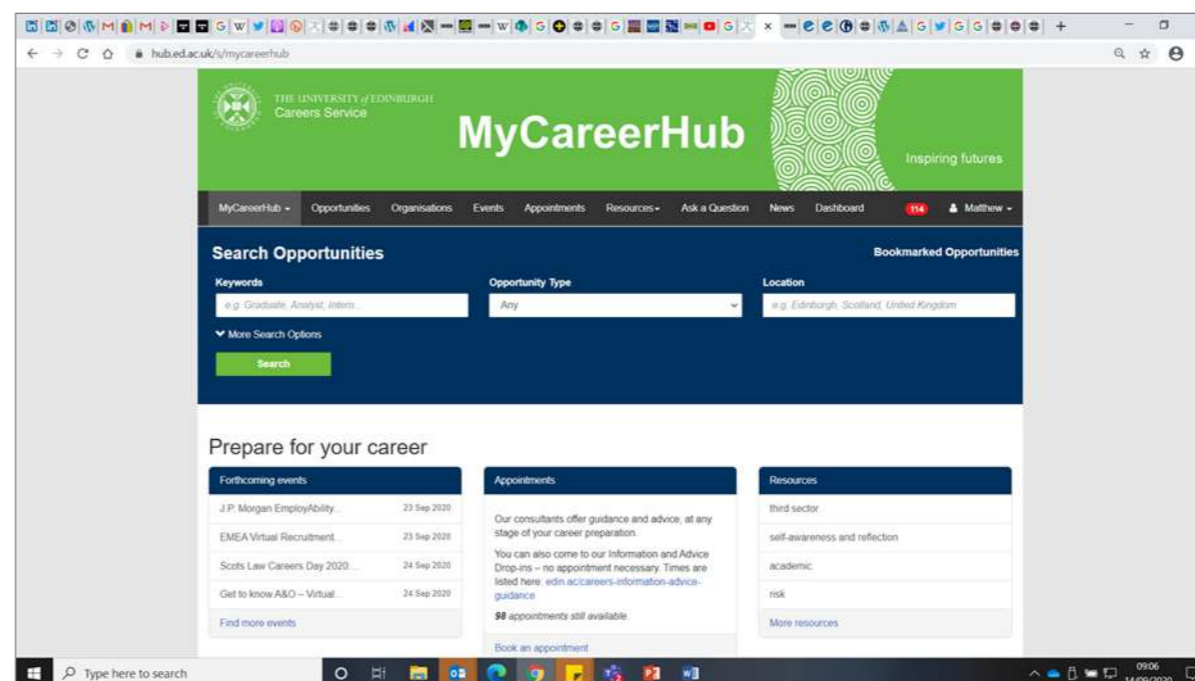
Where we are: *online*



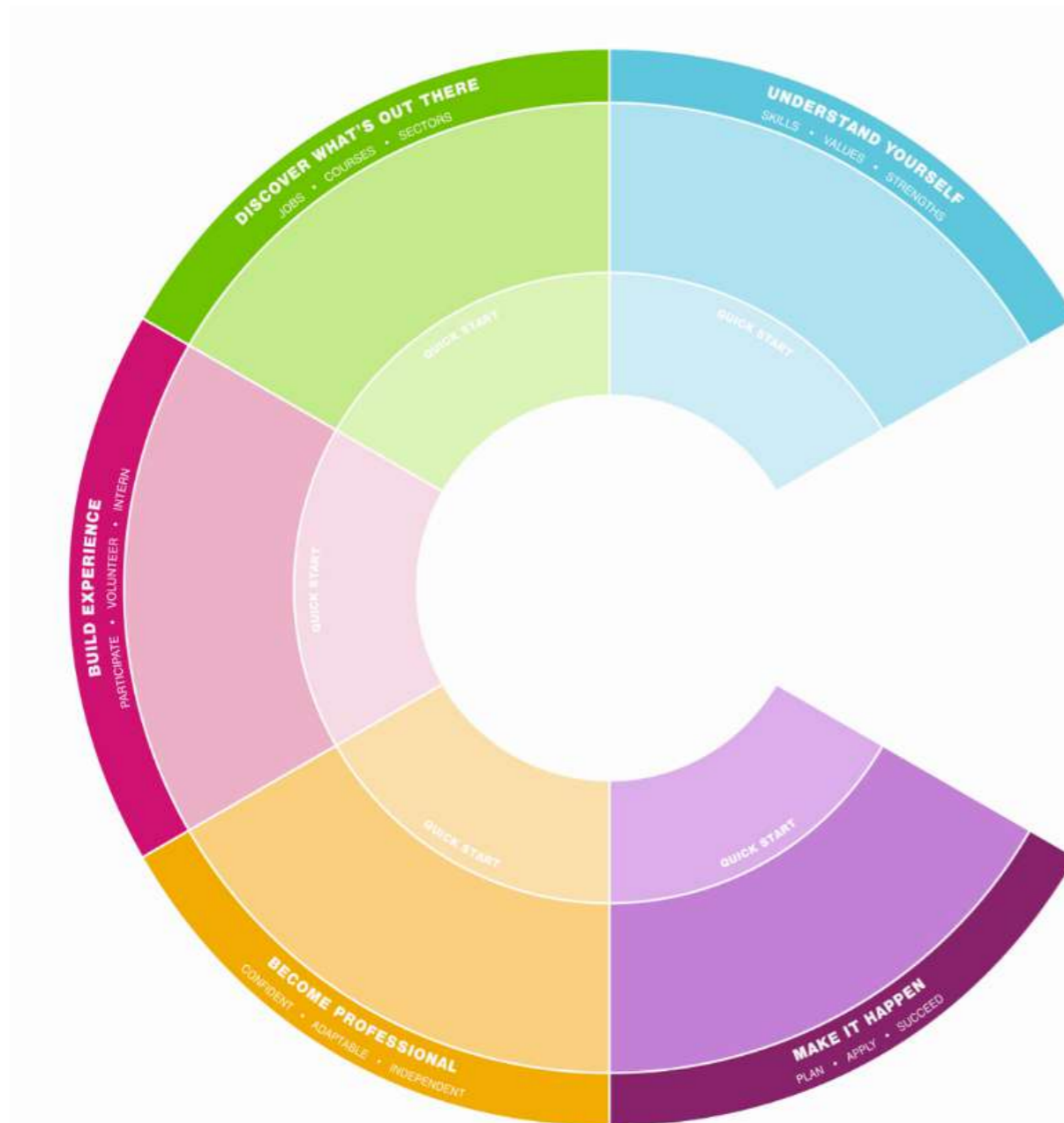
Open access website
– lots of great advice
and information to help
you prepare for your
future.



Closed portal
– find out about
appointments, events,
jobs & internships,
licensed resources)
Inspiring futures



Careers Compass – chart your progress




- **Understand yourself** – skills, values, strengths
- **Discover what's out there** – jobs, courses, sectors
- **Build experience** – participate, volunteer, intern
- **Become professional** – confident, adaptable, independent
- **Make it happen** – plan, apply, succeed



Talk to us

Online

- **Live chat** (9am-5pm) – via our website: www.ed.ac.uk/careers
- **Ask a question** – via form on [MyCareerHub](#)
- **Information & advice drop-in** (quick queries, 1-3pm) –
via  book on [MyCareerHub](#)

Booked appointments : careers consultants

- **General appointments** (30 mins) – via MS Teams
- **Practice interviews** (45 mins) – via MS Teams
- **School appointments** Thurs, 1-3pm (15 mins) – via MS Teams



Availability and booking via [MyCareerHub](#).

Help with Teams: <https://www.ed.ac.uk/information-services/computing/comms-and-collab/office365/teams>



Stay up-to-date on social media

For updates, advice, events...



<https://www.facebook.com/EdinburghCareersService>



<https://www.instagram.com/uofedcareers/>



<https://blogs.ed.ac.uk/careersinformed/>



<https://twitter.com/uofedcareers>



Any questions?

Use the chat box, or raise your hand.

