



THE UNIVERSITY of EDINBURGH
Careers Service

School of Mathematics Employability Tuesday

Talking to Employers: Selling Yourself & Networking

This session will begin at 13:10

Matt Vickers

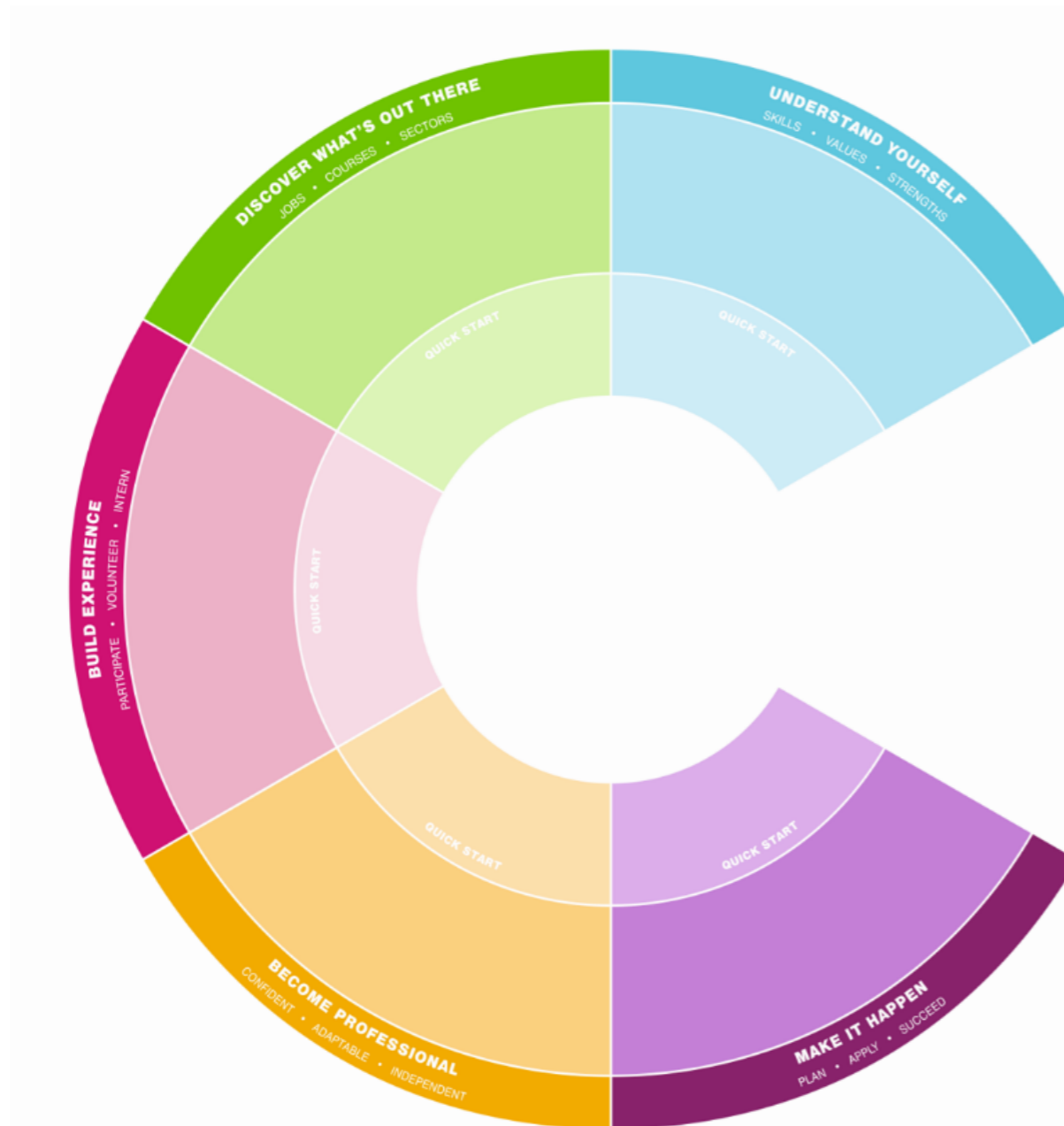
Careers Consultant
Engineering & Mathematics

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





Today?

Use the **suggestions** on Career Compass for quick 'wins':

<http://www.ed.ac.uk/careers/compass>

and *Toolkit* resources:

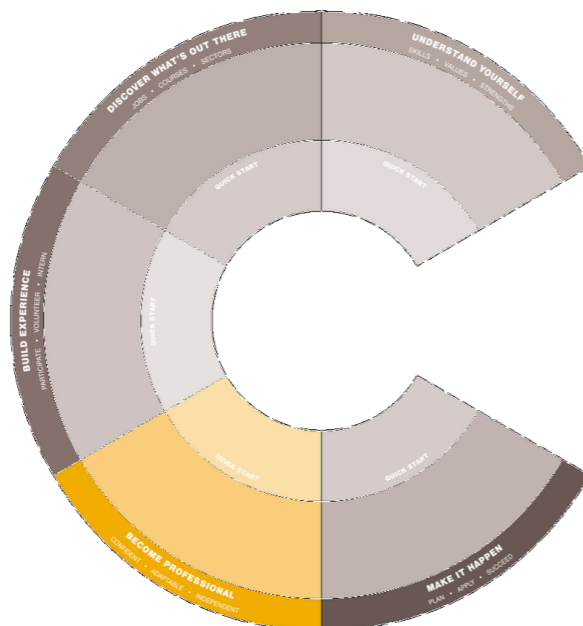
<https://www.ed.ac.uk/careers/students/undergraduates/toolkits>

to see what else you could be doing to

Become professional

and to

Make it happen





Why talk to recruiters/contacts?

1. To give and receive information

- Find out more about them (and discover if/how you fit)
- Ask questions not answered by their websites
- Discover unadvertised vacancies? e.g. My PhD 'straw poll'





Why talk to recruiters/contacts?

2. To make a good impression

- Sell yourself: this what I can do/know/have experience of
i.e. this is why you should be interested in me!
 - Recruiters might notice (look out for?) your application
 - ...or even better! e.g. Fire Engineer @ Engineering fair
- Gain 'allies' – contacts who can help/advise/suggest leads
- Grow your network: one person might know 5, who each know 5...





When/where might you speak to employers?



- ***Formally:* job or postgraduate study interview**
- ***Less formally:***
 - **pre-arranged chat** (“informational interviewing”)
 - **careers event** e.g. fair, presentation,
 - **university open day**
- ***Casually:* chance meeting** e.g. guest lecture, train, golf course...





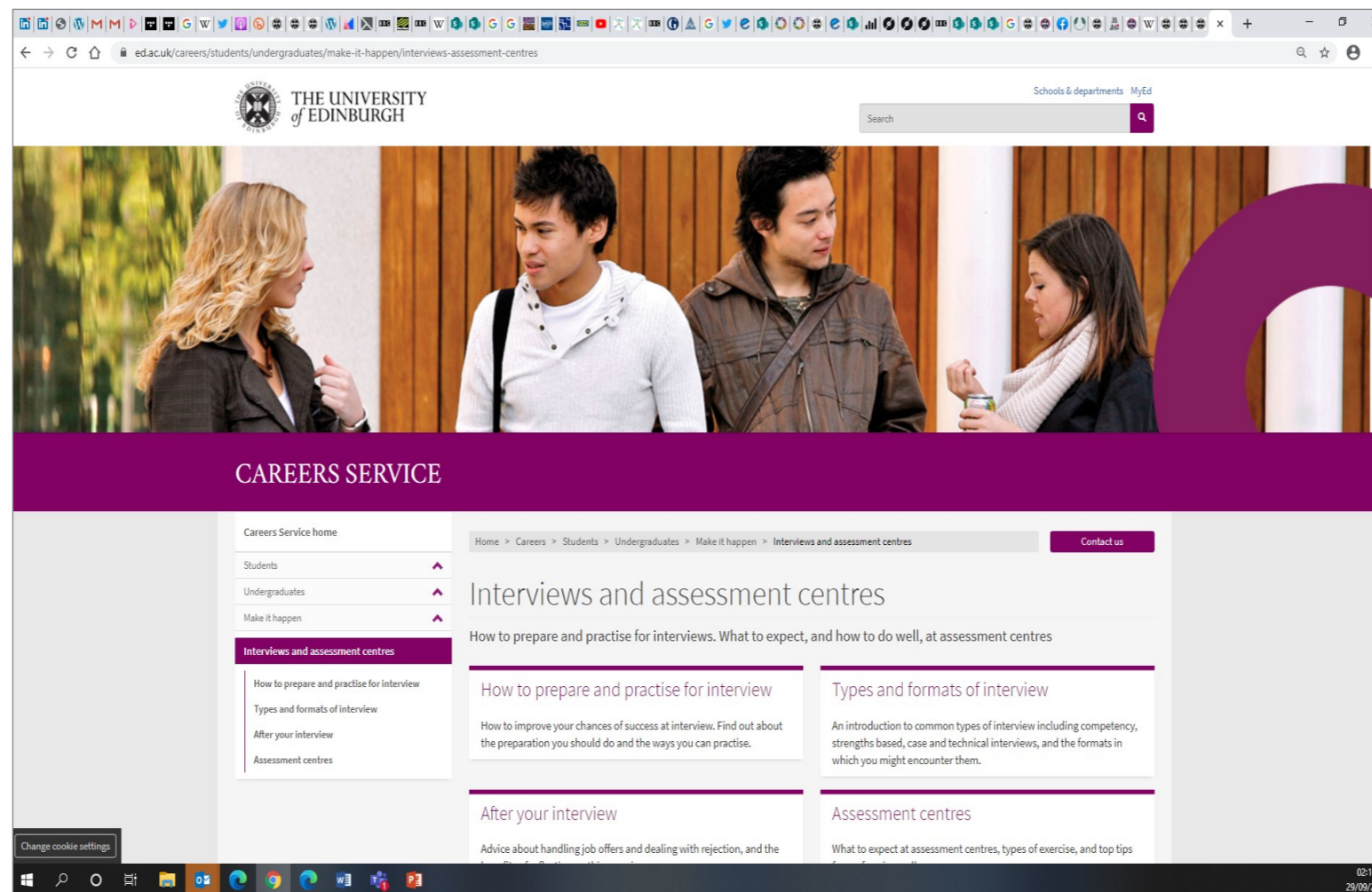
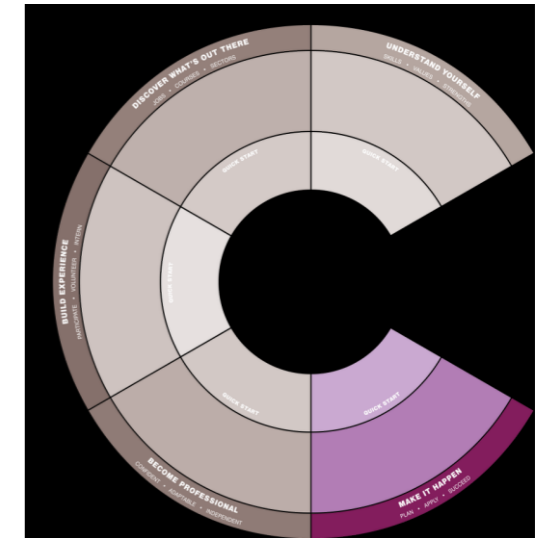
How can you make it a successful discussion?





Job/PhD interviews

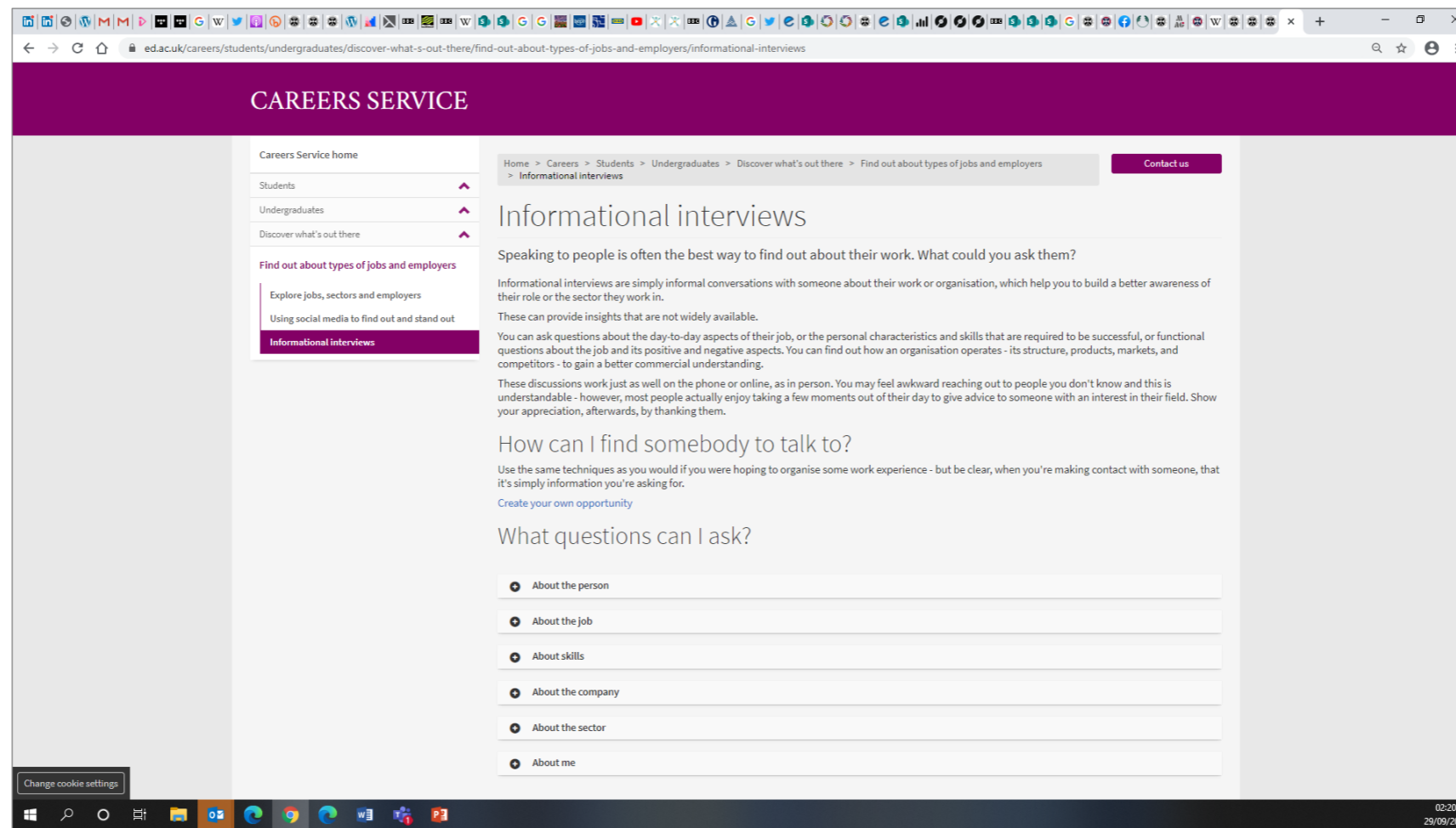
- Covered in a previous session – see [recording](#)
- Additional advice at:





Pre-arranged chat: *informational interviews*

- e.g. Getting into Sports Marketing



<https://www.ed.ac.uk/careers/students/undergraduates/discover-what-s-out-there/find-out-about-types-of-jobs-and-employers/informational-interviews>





Careers events

Flagship events

–large-scale CS fairs, campaigns etc.

Careers Essentials

– interactive summary of key CS events

MyCareerHub > Events

– full listing of **all** the careers/related events we put on plus others we get to hear about.
– Filter by 5 element of Careers Compass

Flagship Events

Flagship events

This gives examples of some of the highlights of the Careers Service calendar.

MAR 03 2023	Careers in Tech & Data Fair 2023
Drop in to discover around 50 recruiters. Opportunities for all, no matter what you study- there's more on offer than you might think!	
Additional Information	
MAR 06 - 24 2023	Creative and Cultural Careers
Our Creative & Cultural Careers events are aimed at students of all levels, as well as recent graduates, from any subject who are interested in finding out more about working in the Creative Industries, Media or Cultural institutions. Through the events, we try to provide exposure to a range of sectors, industries, professions, crafts and skills.	
Additional Information	
JUN 01 2022	Scottish Graduate Jobs Fair (2023 Date TBC)
10.00 - 16.00	
The Scottish Graduate Jobs Fair welcomes students from Scottish universities to connect with employers of all sizes and from any sector, that have graduate level roles starting in 2022.	
Additional Information	
SEP 27 - 29 2022	Discover Careers
12.00 - 17.00	
Discover Careers is your opportunity to get started on all things jobs and employability. Drop in to discover over 100 recruiters and meet friendly Careers Service staff.	
Additional Information	
OCT 10 - 28 2022	#EdCareersForSocialGood
From 10 - 28 October we're having a focus on Careers For Social Good. We know that having a role where you feel you are giving back to your community, and making an impact on society is important to many of you. During our #EdCareersForSocialGood campaign, we're shining a light on some of the options open to you.	
Additional Information	
NOV 02 2022	Careers in Engineering Fair
12.00 - 16.00	
The Careers in Engineering Fair is your chance to meet organisations offering internships, placements and graduate schemes in a variety of engineering sectors on campus.	
Additional Information	
NOV 07 - 25 2022	#EdSustainabilityCareers
During November 2022 we're focusing on Careers in Sustainability. You will be able to search MyCareerHub and socials to find employers with vacancies and events on this theme as well as attend in person sessions and webinars with people working in sustainability during w/c 14th November.	

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Careers Service

Career Essentials

Interact, Watch, Explore

Semester Two 2022/23

Inspiring futures

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Careers Service

MyCareerHub

Inspiring futures





Casual chat

- e.g. Art auctioneering





Careers fairs/events: getting it wrong...



Inspiring futures





1: Do your research

The screenshot shows a web browser window displaying the MyCareerHub page for 'Careers Week 2020'. The page features a list of participating employers. A modal window titled 'Employers' is open, listing the following companies: AlphaSights, American Express, AquaQ Analytics, ARM Ltd (ARM), Baillie Gifford, Barclays, Creative Edinburgh, DWF LLP, Enterprise Rent-a-Car, FDM Group, Firstport, Frontline, Global Surface Intelligence (GSI), G-RESEARCH, Herbert Smith Freehills LLP, IEMA, Johnston Carmichael, M&G Plc, Metaswitch, Munich Re, and Newton Europe. A red rectangular box highlights the 'View all organisations' link at the bottom of the list. The background page includes a 'Session' section for 'Tue 6 Oct 2020, 11:00 am - 4:00 pm' and a 'Description' section with a promotional banner for 'CAREERS WEEK DISCOVER WHAT'S OUT THERE'.

Inspiring futures





...to ascertain:

- Who you want to speak to
- Order of priority
- What you want to know
 - about the role
 - about the skills/experience/knowledge needed
 - about the organisation
 - specific to you
 - (about their experience – if appropriate?)





2: Review your experience

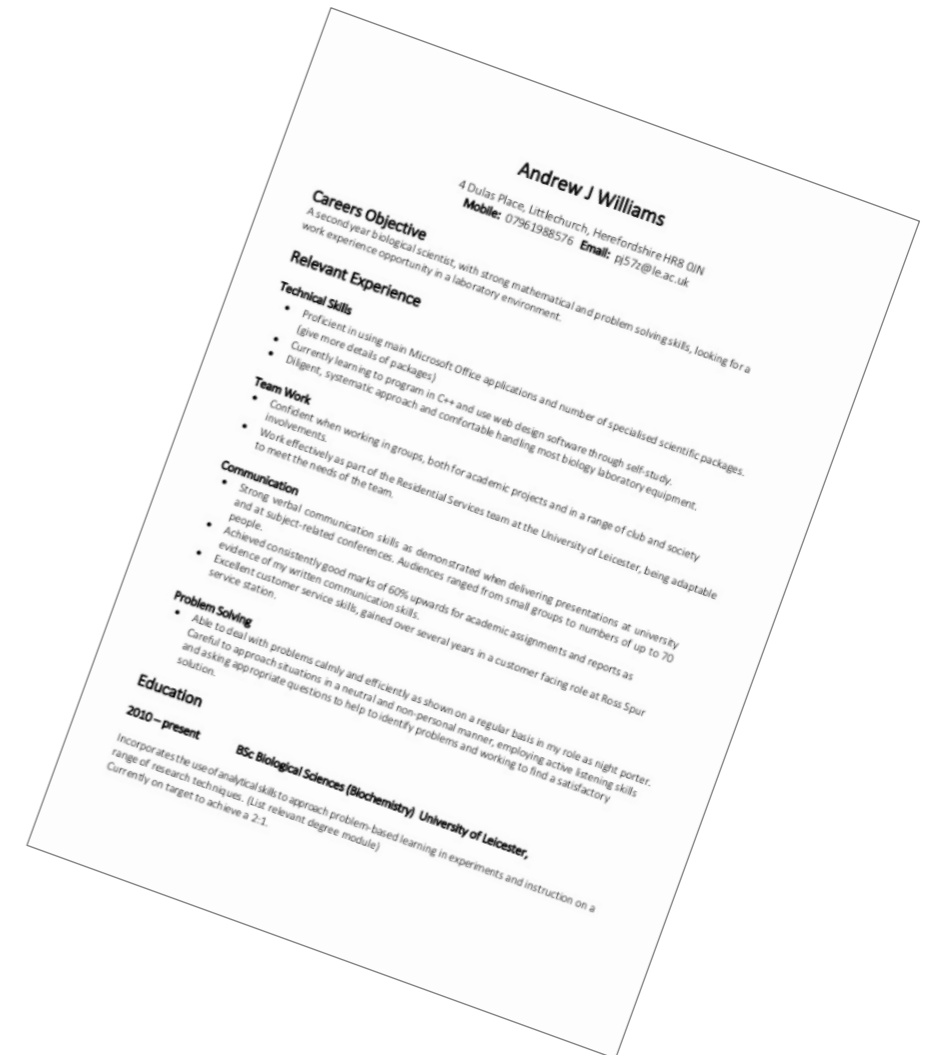
- **What have you done and achieved?**

What is on your CV?

Can you summarise it?

- **What are you good at and what do you like doing?**

Can you talk about it with enthusiasm?





3: Prepare your introduction





4: First impression? Make a little effort to dress smartly...



...and/or type clearly!





5: Go alone





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6. Smile!



Inspiring futures





7: ~~So, what do you do?~~
Ask intelligent,
considered questions





- What is a typical day like for them? (is there such a thing?)
- What has been the most unexpected thing about joining the company?
- What was the induction like?
- What are the challenges facing the organisation at the moment?
- Who are their competitors and what differentiates them?
- What attracted them to this industry / company / job?
- What are they most excited or concerned about for this industry/company/career path in the future?
- What are the common misconceptions about working in this company?
- What are some of the defining characteristics of the graduates who have been hired by the company in the past? (e.g. typical kinds of experience new entrants have)
- What do they enjoy most about this industry / company / job?
- I was reading about your new chip/ejector seat/reactor vessel. Were you involved in that project? I was especially interested to know how you approached...





8: Be prepared for **their** questions!

- What do you know about us?
- What interests you about working for us?
- What attracts you to a career in this industry?
- What skills and qualities do you think would be important for this role/our company?





9: Get a name



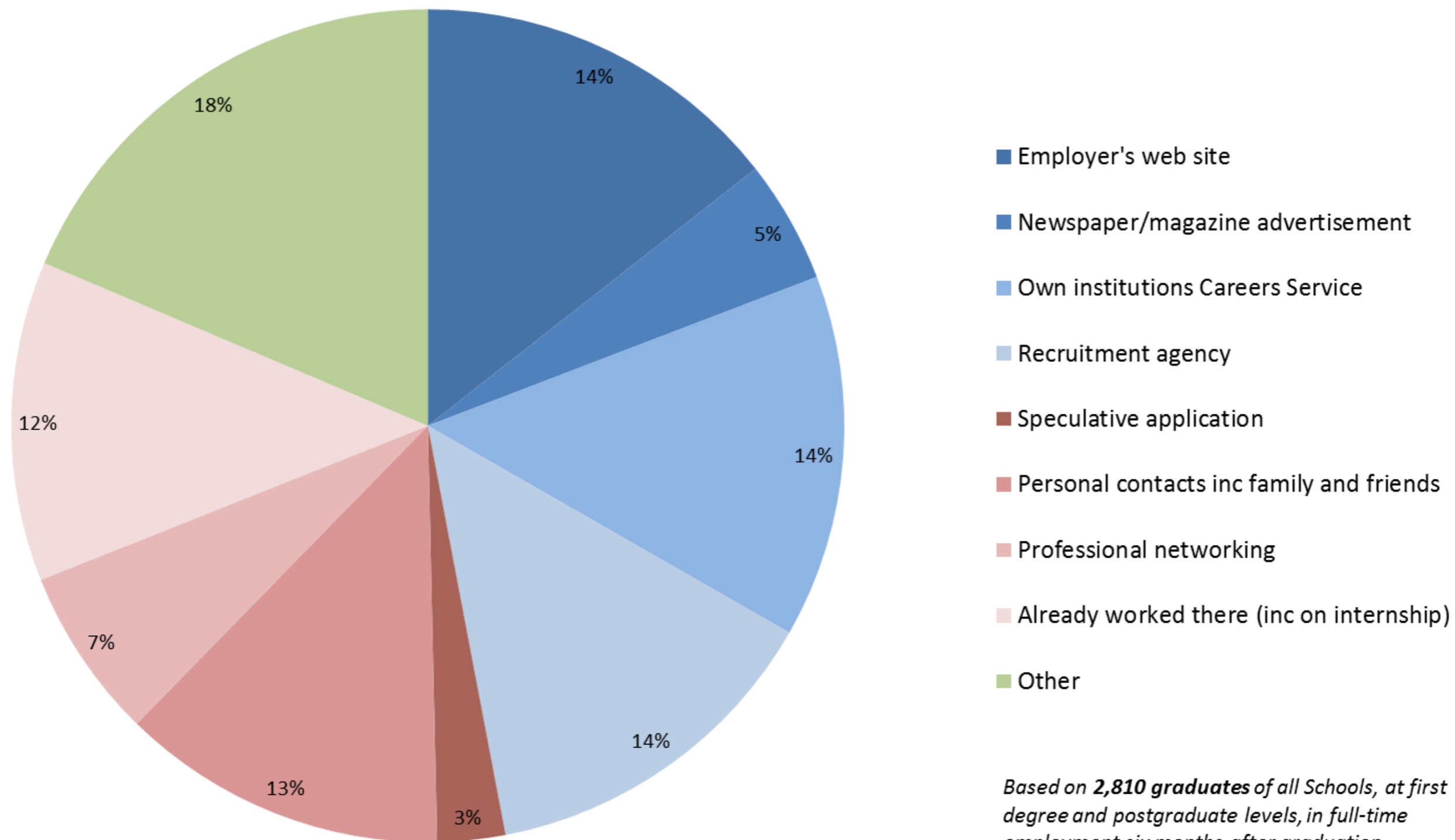


10: Make notes





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.

Your network – bigger than you think?





THE UNIVERSITY *of* EDINBURGH
Careers Service

Growing / managing your network



PLATFORM ONE
A place for University of Edinburgh people

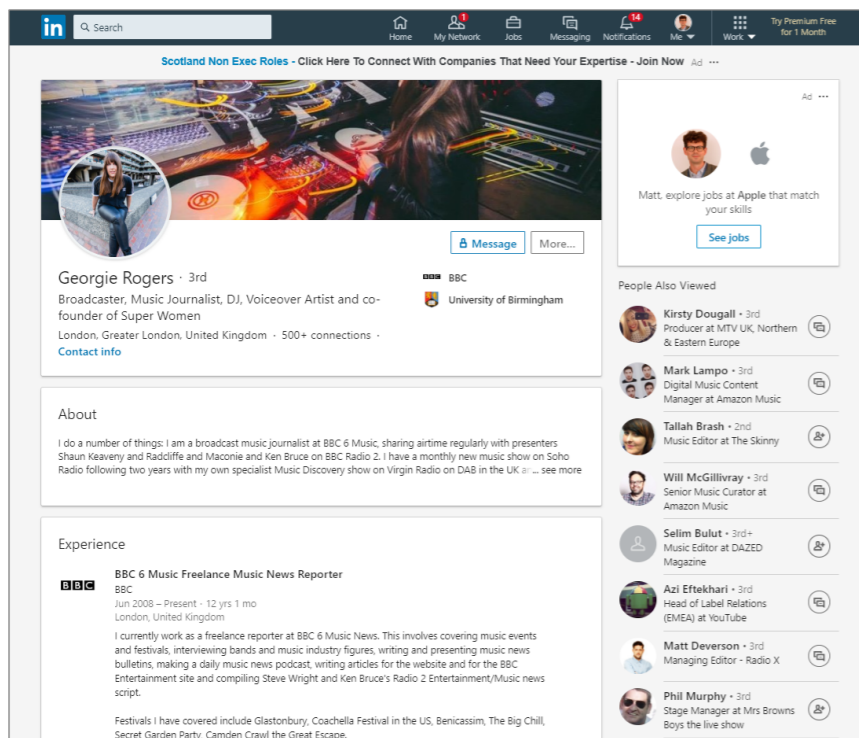
<https://www.linkedin.com>

<https://www.ed.ac.uk/alumni/services/platform-one>





Using LinkedIn Passively:



The screenshot shows a LinkedIn profile for Georgie Rogers, a 3rd-degree connection. 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, Tallah Brash, Will McGillivray, Selim Bulut, Azi Eftekhari, Matt Deverson, and Phil Murphy.

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

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 Maconie and Ken Bruce on BBC Radio 2. I have a monthly new music show on Soho 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
Tallah 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





Using LinkedIn Passively:

The image shows a screenshot of a LinkedIn profile for Georgie Rogers. The profile is split into two overlapping views. The top view shows the profile header and 'About' section. The bottom view shows the 'Experience' section with details for several roles.

Profile Header:
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:
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- Super Women**
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 Audioloom with the rest of Series 1 being rolled out monthly throughout 2019. The production company Super Women Ltd that Georgie 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 · 3 yrs 11 mos
London, United Kingdom
Presenting video content back stage for Vevo, videos live with The Kills, Wild Beasts and Slaves.
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 Laverne's team and I freelanced for a couple of years as an Assistant Producer on Nemone, Jarvis Cocker, Lauren Laverne, 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, Bicep 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, Liliana, Matt Dyson, 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 Vie Ware Evergreen, Skinny Lister, Jagga and Devlin, I Am Kloot, The Lumineers, Peter & Kerry and more. The site itself has reached over 5 million hits.
- The Selector Dep**
The British Council
2012 – Jan 2015 · 3 yrs
London
Regularly cover for Sam Hall presenting an independent music show made by Folded Wing, which

Promoted

- MBA Energy Management**
Part-time, 5x12 days, Designed for Professionals in the Energy Sector
- 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





Using LinkedIn Passively:

The image displays three overlapping screenshots of a LinkedIn profile for Georgie Rogers, a broadcaster, music journalist, DJ, voiceover artist, and co-founder of Super Women. The profile is set to 'Passive' mode, meaning it is not actively seeking work but remains visible to recruiters.

Profile Summary:
 Name: Georgie Rogers · 3rd
 Location: London, Greater London, United Kingdom · 500+ connections
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Other roles and achievements shown in the screenshots:

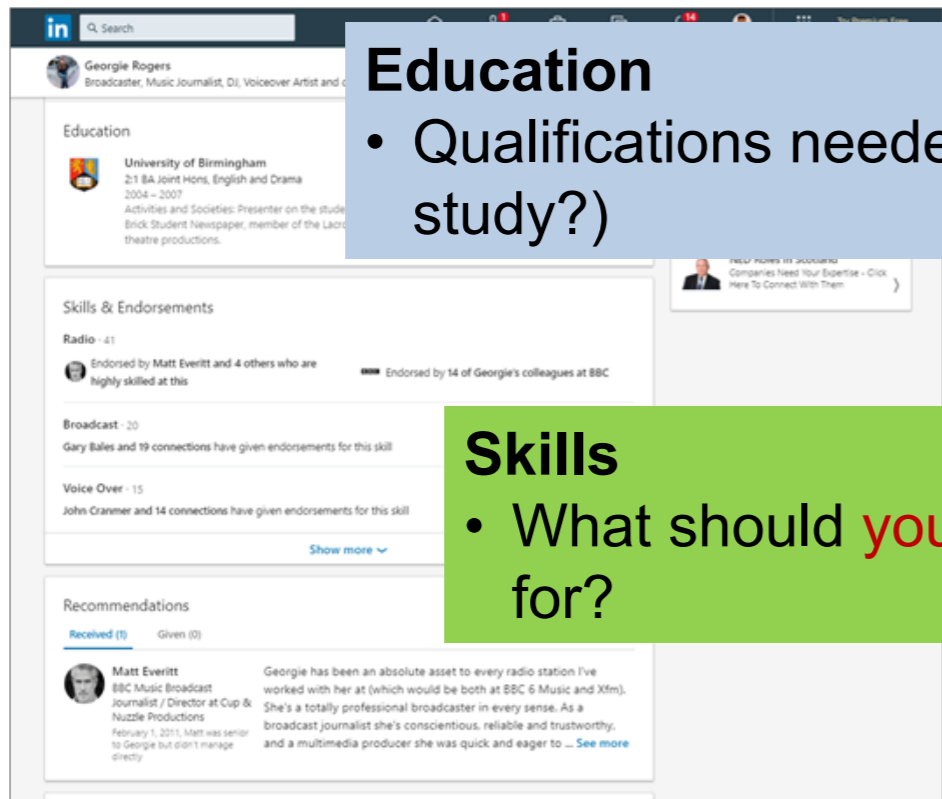
- Presenters Friday Mornings 1-3am**
 Xfm London and Manchester
 May 2013 – Sep 2014 · 1 yr 5 mos
 London, United Kingdom
 After covering the previous Christmas I landed my own show once a week between 1-3am on Friday mornings. The slot included a weekly guest and during the time I had the likes of The Maccabees, Enter Shikari, Jurassic 5, Brody Dalle, Nick Mulvey, Lucy Rose, White Denim and Ghostpoet on the show. I also gave electronic music, tunes in my DJ bag, the limelight in... see more
- Strongroom Sessions presenter**
 Strongroom Alive
 Jul 2012 – Sep 2012 · 3 mos
 Curtain Road, London
 I hosted the Strongroom Sessions, a live weekly radio show on Strongroom Alive. It was in conjunction with blog and label Killing Moon and Soundcloud. In the show each week we featured a session by a breaking act from the Strongroom bar engineered and mixed together with an interview. The tracklist was put together by myself with picks from Ach at Killing Moon.
- Breakfast Show presenter**
 Amazing Radio
 Jul 2010 – Jul 2012 · 2 yrs 1 mo
 Newcastle and London
 I presented the daily Breakfast Show on national DAB station Amazing Radio between 7-10am weekdays. The station champions specifically unsigned and upcoming talent. We had artists including Clock Opera, Dry The River, Kyla La Grange and Daughter as Artist of the Week, championed lots of bands from the US, hosted sessions with the likes of William Fitzsimr... see more
- Breakfast Show presenter**
 Brighton Festival Radio
 May 2010 · 1 mo
 I presented the Breakfast Show between 7-10am on the Brighton Festival Radio station, 87.7fm in Brighton and online, over the course of the festival. This involved playing good music, reporting on events and speaking to guests and artists involved in the bash. I also hosted a debate hour on how to make money from the music industry with Dean James, the CEO of Mama Group. Gan... see more
- Presenter**
 Diesel 1 Music Radio Station





Using LinkedIn

Passively:

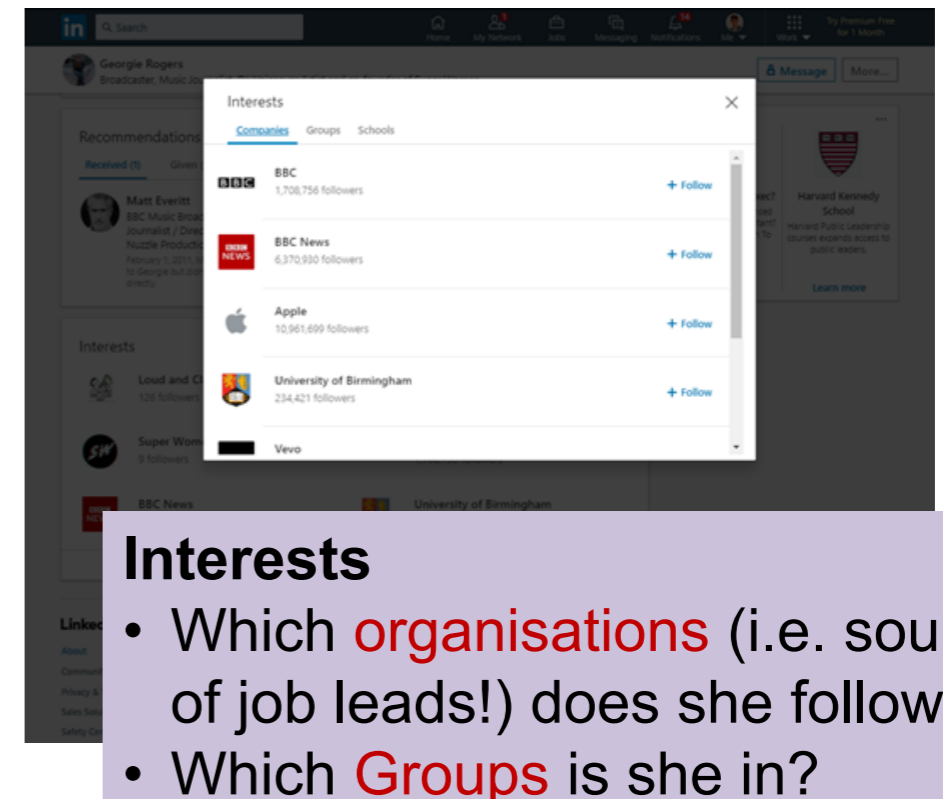


Education

- Qualifications needed (incl. PG study?)

Skills

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



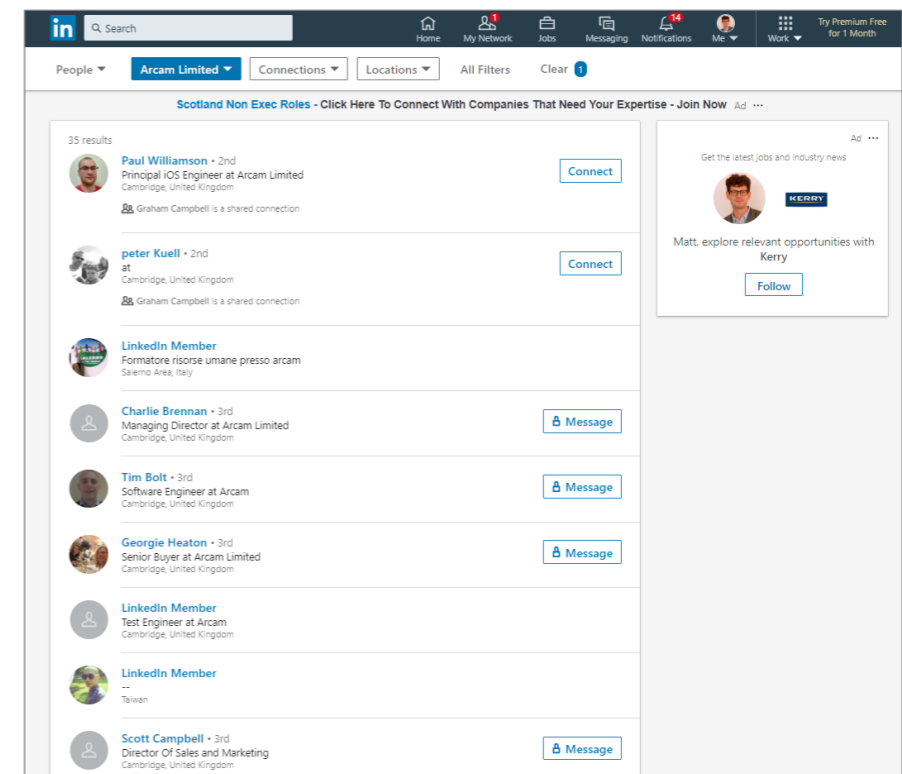
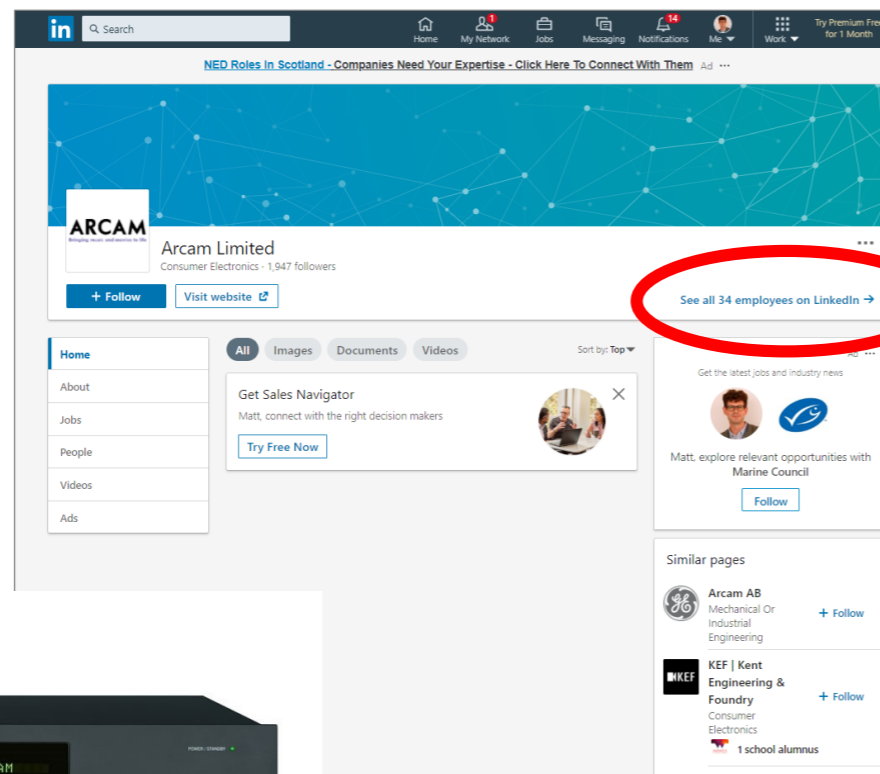
Interests

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





Using LinkedIn Proactively: **ARCAM**





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, employers etc.)

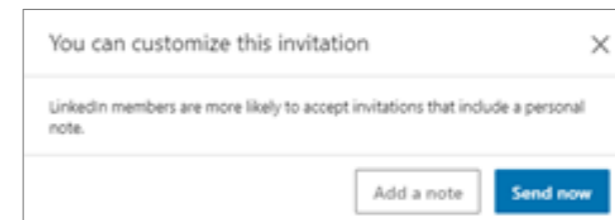
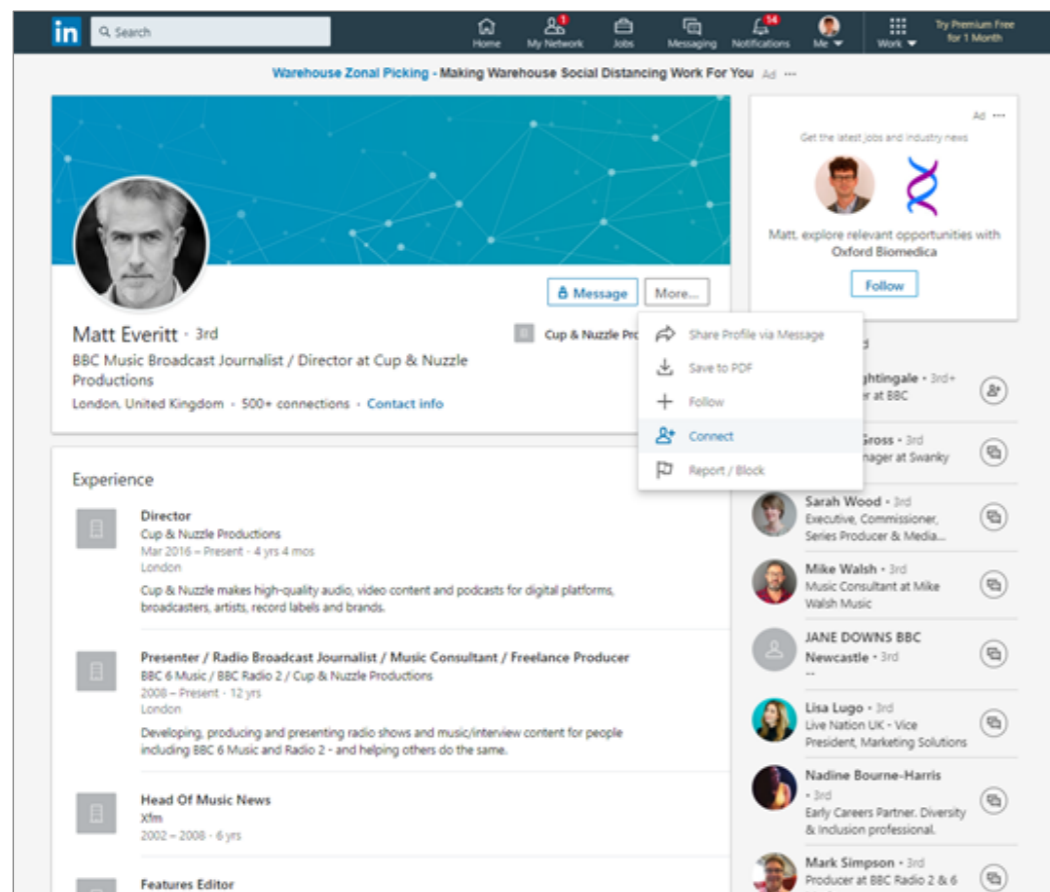
Step 4: Connect to people of interest

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





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

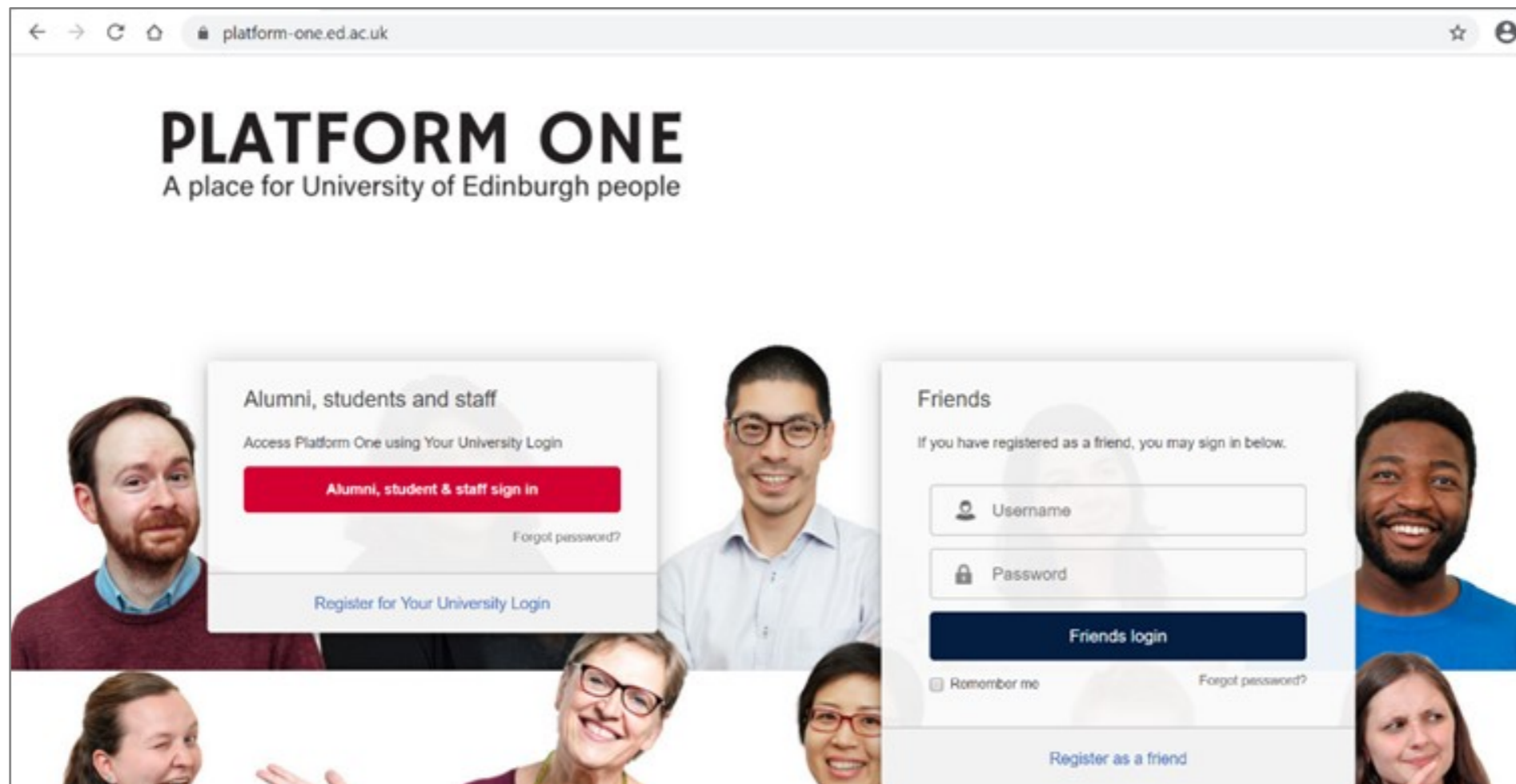
N.B. There is a 300-character limit for LinkedIn *Connection* notes





PLATFORM ONE

A place for University of Edinburgh people





Platform One: 17,861 users

The screenshot shows the Platform One dashboard for Matt Vickers, a Careers Consultant at The University of Edinburgh. The dashboard features a navigation bar with 'Platform One', 'People', 'Support', 'Groups', and 'Events'. Below the navigation, there are tabs for 'Home', 'Me', and 'Find people'. The main content area includes a profile picture of Matt Vickers, his name, and his title. Three key statistics are displayed in blue boxes: 1713 Days Registered, 0 Relationships, and 17861 Community. Below these statistics is a world map. At the bottom, there are sections for 'Search for members in the directory', 'Our one-to-one supporters' (listing CJ Anderson and Samantha Brown), 'Need some help?' (with a link to help guides), and 'Newest Members' (listing Xun Li, David Mc..., and Christoph...).





Platform One: Find people...

Interactive map

Graduation
year

Industry

Inspiring futures

A-Z





Platform One: e.g. “Data”

386 alumni

Have data in their profile.

Interesting to see the sectors in which they work and where they are.

How did they get there? Look at their profiles.

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Platform One THE UNIVERSITY of EDINBURGH People Support Groups Events

Home Me Find people

Click to interact

People Directory

data

Reset Search

People with photos

Year of graduation/leaving

2025 2

2024 5

2023 10

2022 31

2021 34

2020 40

2019 78

2018 63

2017 16

Industry

Education / Teaching / Research 90

Information Technology And Services 81

Science Research & Development 64

Other 59

Academia 45

Financial Services - Other 27

Greig Muir Senior Clinical Data Coordinator, Gr...

Albert Wibowo Incoming Associate | Risk Advisory |...

Christopher Kinnear Senior Data Analyst for a company ...

Gaurav Kumar MSc in Data Science & AI @ The Uni...

Chee Yee Lim Data Scientist at PatSnap

Konstantin Georgiev 2nd year PhD Student in Precision ...





Further resources

<https://www.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>

Advice from the Careers Service on using social media in connection with your career

<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 tips for a professional profile

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

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

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

Alex Winter – **example student profile**

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Any questions?

