



THE UNIVERSITY of EDINBURGH
Careers Service

School of Mathematics Employability Tuesday

Talking to Employers: Selling Yourself & Networking

Matt Vickers

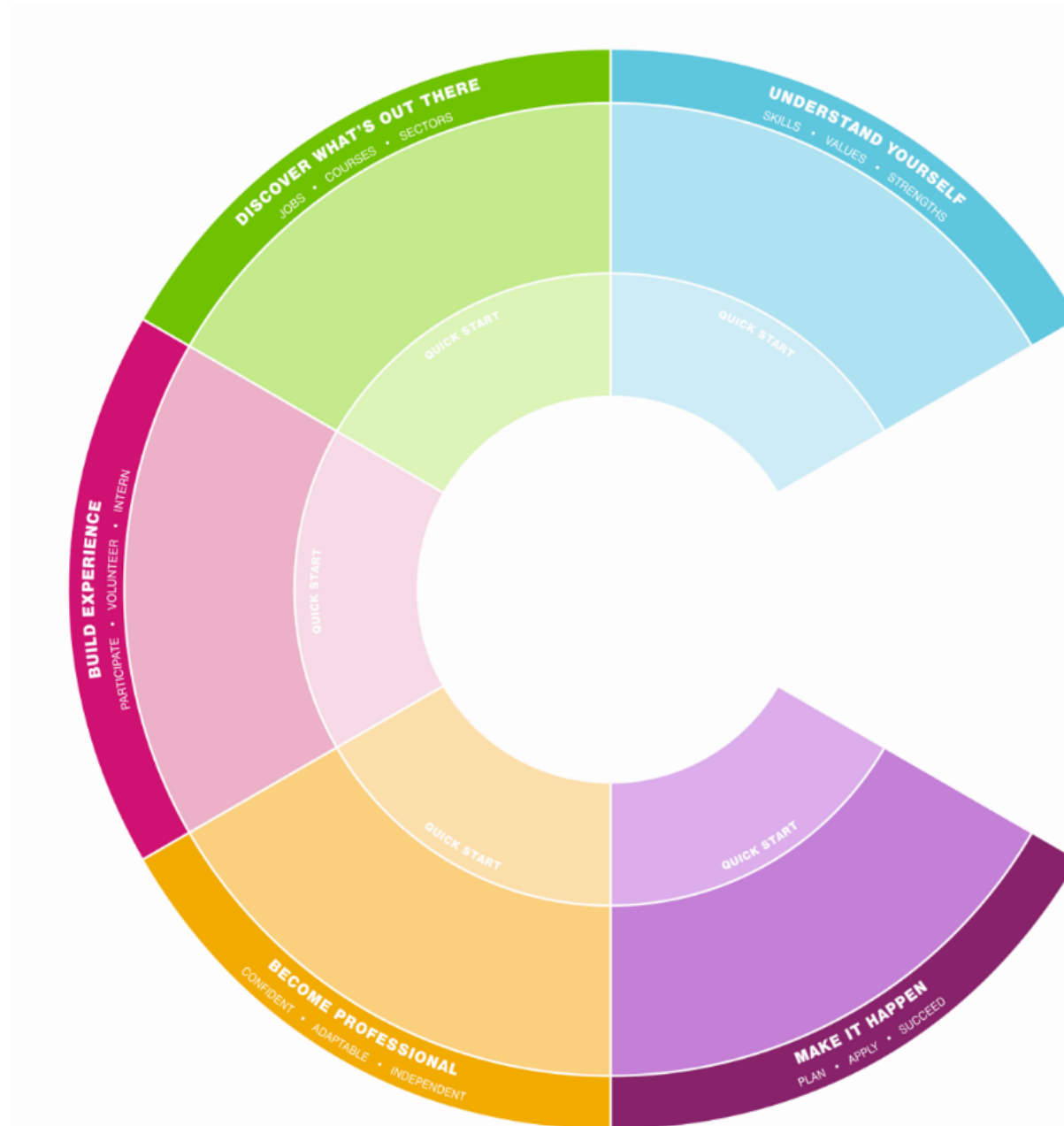
Careers Consultant

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:

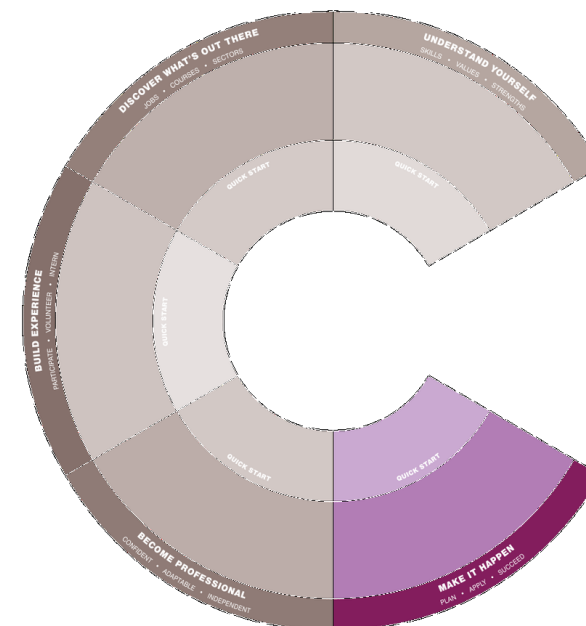
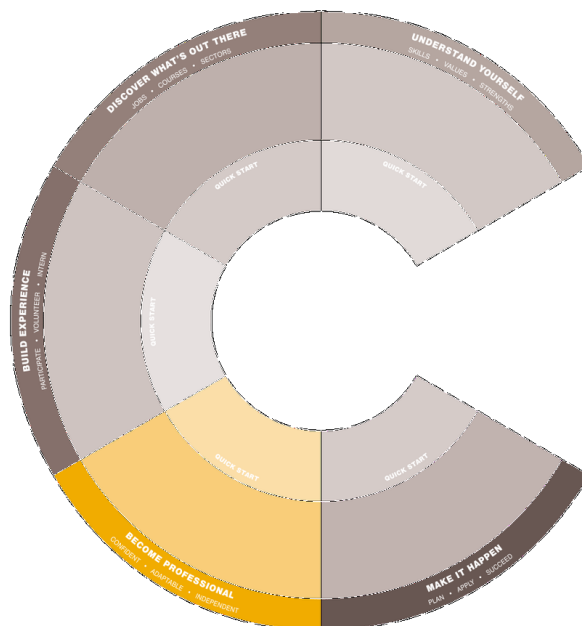
<https://www.ed.ac.uk/careers/students/undergraduates/toolkits>

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 PhD 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...





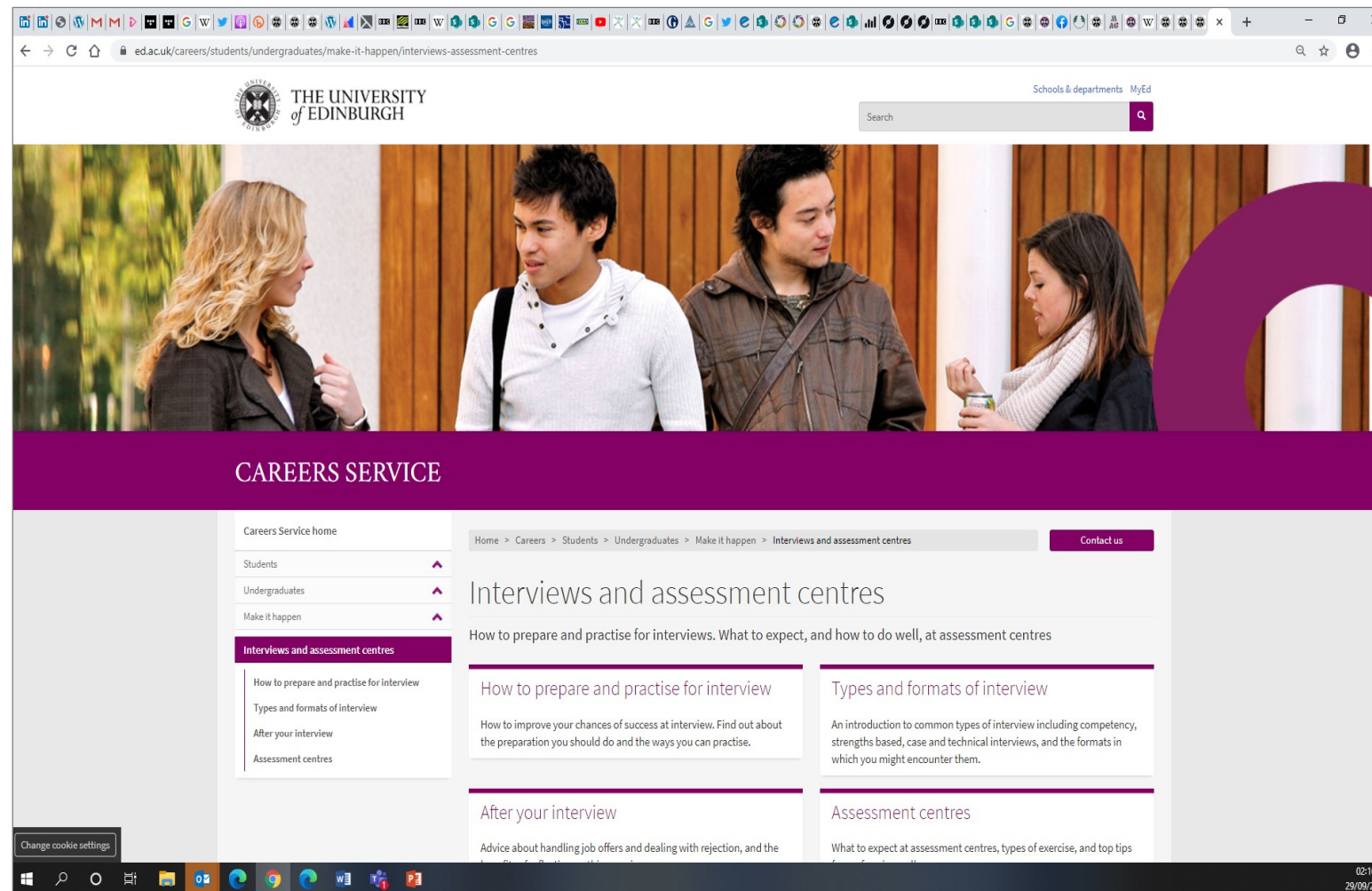
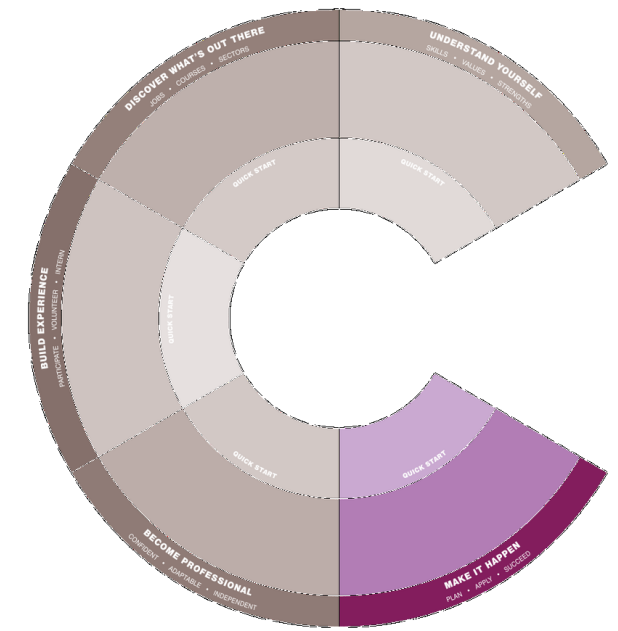
How can you make it a successful discussion?





Job/PhD interviews

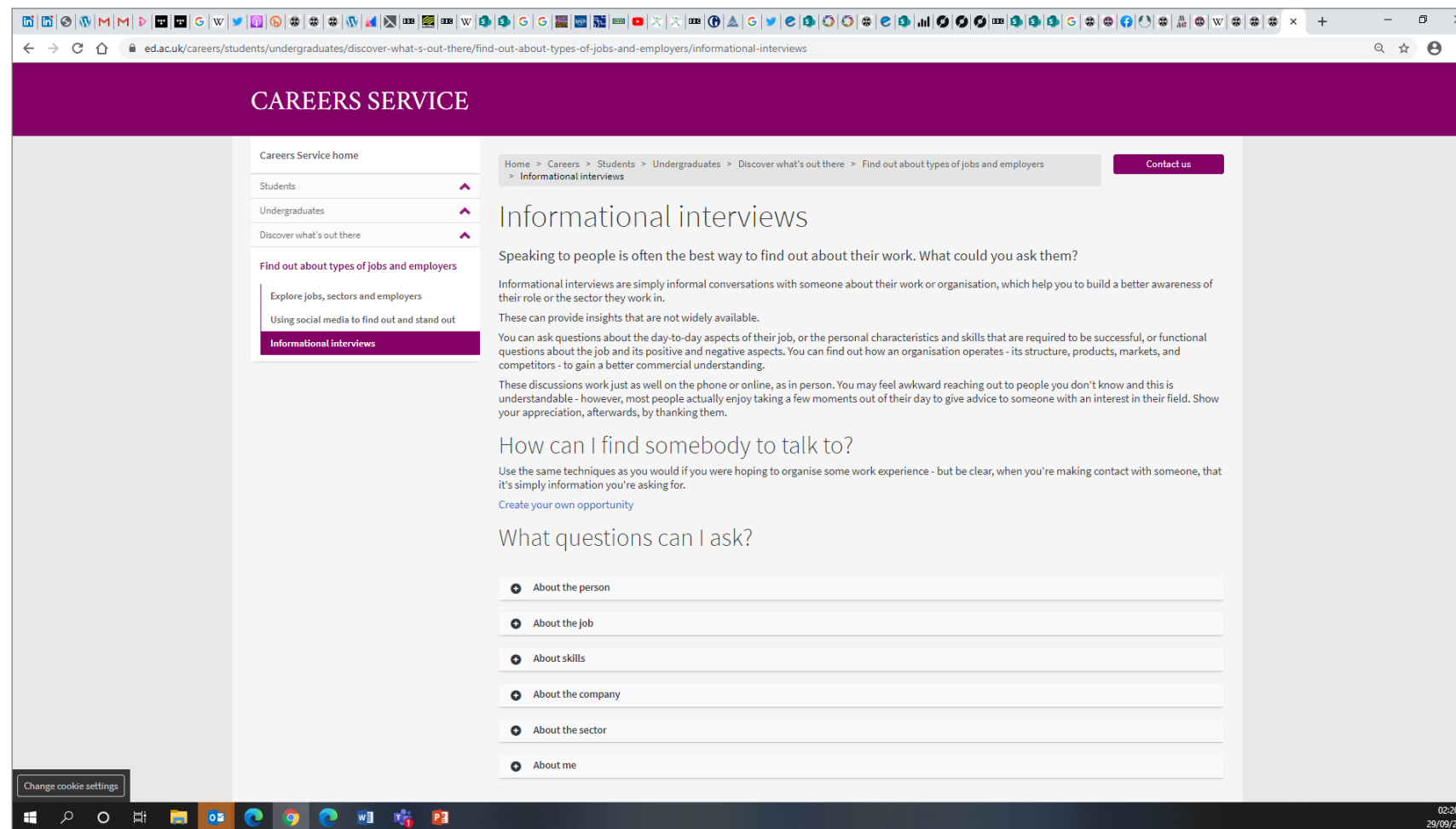
- Will cover in a future session.
- If you need advice before then:





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

Maths-specific

Careers Service (open to all)

SCHOOL OF MATHEMATICS TEACHING

School of Mathematics Teaching home

Employability

Events 22/23

Past Events

Home > School of Mathematics Teaching > Employability > Events 22/23

Contact us

Events 22/23

All the Employability Events that will happen during the Academic Year 22/23

All the events will be hybrid, please click in the link to get the online details.
If you wish to attend in person, the venue is **JCMB Lecture Theatre C**.

All the events will be recorded, and the recording and presentation slides will be available here:
[Past events](#)

Semester 1

Week	Date	Time	Event
1	Tue 20-Sep	13:10	After Your MSc: Think Ahead!
1	Tue 20-Sep	15:10	After Your Degree: Think Ahead!
2	All Week- McEwan Hall	13:10	Discover Careers
3	Tue 4-Oct	13:10	Selling Yourself: Talking to Employers & Networking
3	Wed 5-Oct	13:00	UG Careers Showcase - Online Only
3	Wed 5-Oct	15:00	PGT Careers Showcase - Online Only
4	Tue 11-Oct	13:10	GORS
5	Tue 18-Oct	13:10	Writing Effective CVs & Covering Letters
6	Tue 25-Oct	13:10	Siemens Advanta Consulting
7	Tue 1-Nov	13:10	Applying to PhDs
7	Tue 1-Nov	15:00	Applying to Graduate Jobs
8	Tue 8-Nov	13:10	Finding & applying to internships
9	Tue 15-Nov	13:10	Preparing for Interviews

Additional careers and employer events which might interest Maths students are advertised through the MyCareerHub live web portal

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Career Essentials

Interact, Watch, Explore

Semester One 2022/23

Inspiring futures

<https://teaching.maths.ed.ac.uk/main/employability/events-22-23>

<https://indd.adobe.com/view/9e31ada4-f8d1-4849-a3b2-7056606d7f43>

For details and live updates of all other events and opportunities to meet recruiters.

Inspiring futures

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





Casual chat

- e.g. Art auctioneering





Careers fairs/events: getting it wrong...

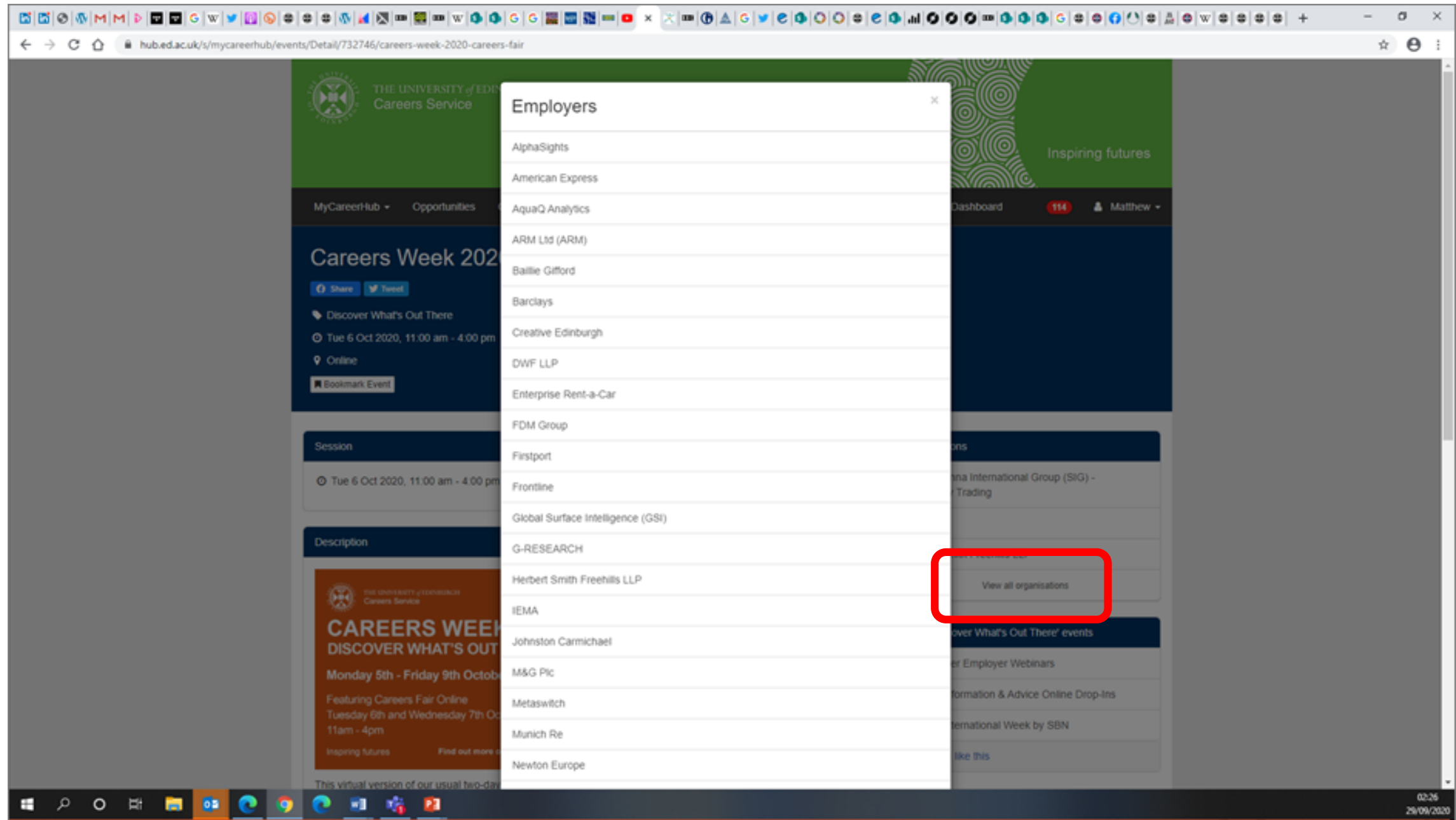


Inspiring futures





1: Do your research





...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

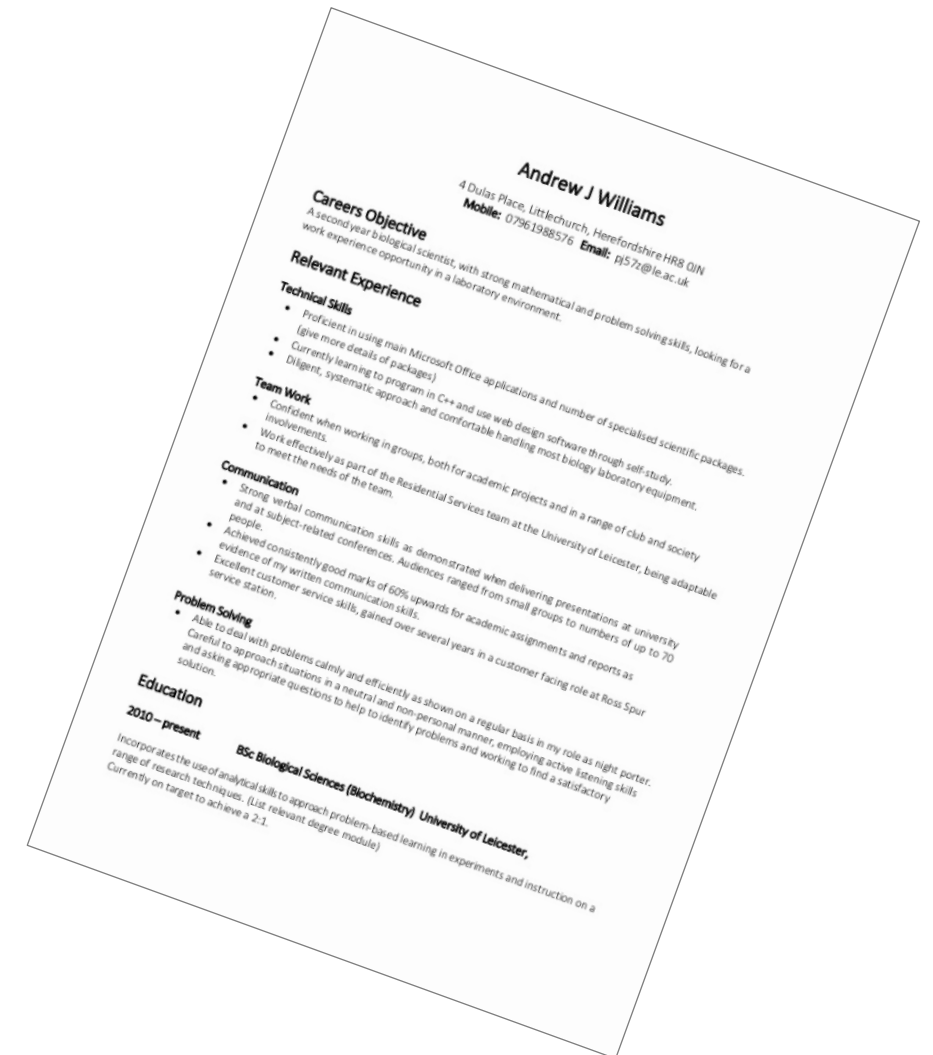
- **What have you done and achieved?**

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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Careers Service

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



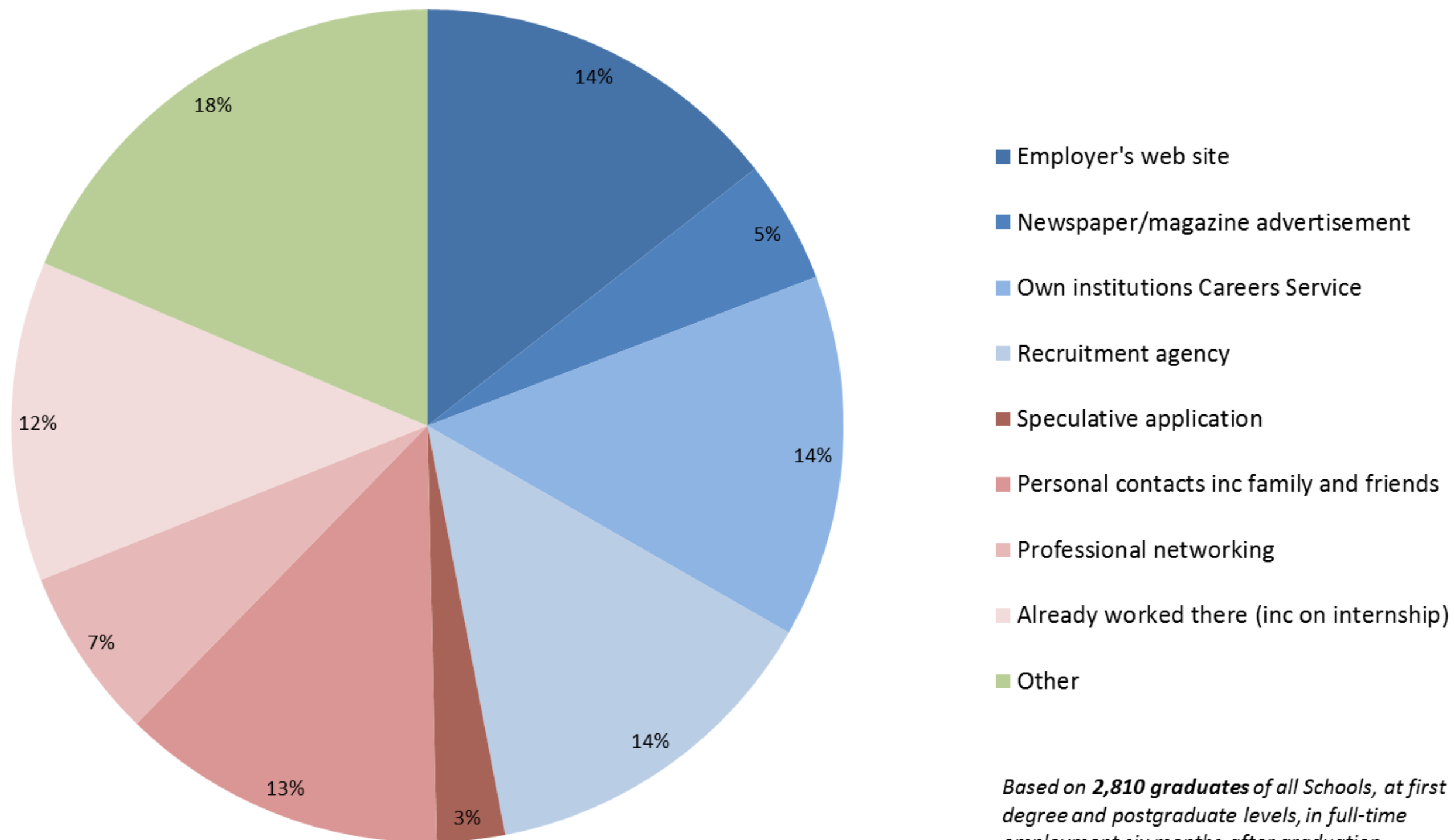


10: Make notes





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
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Growing / managing your network



PLATFORM ONE
A place for University of Edinburgh people

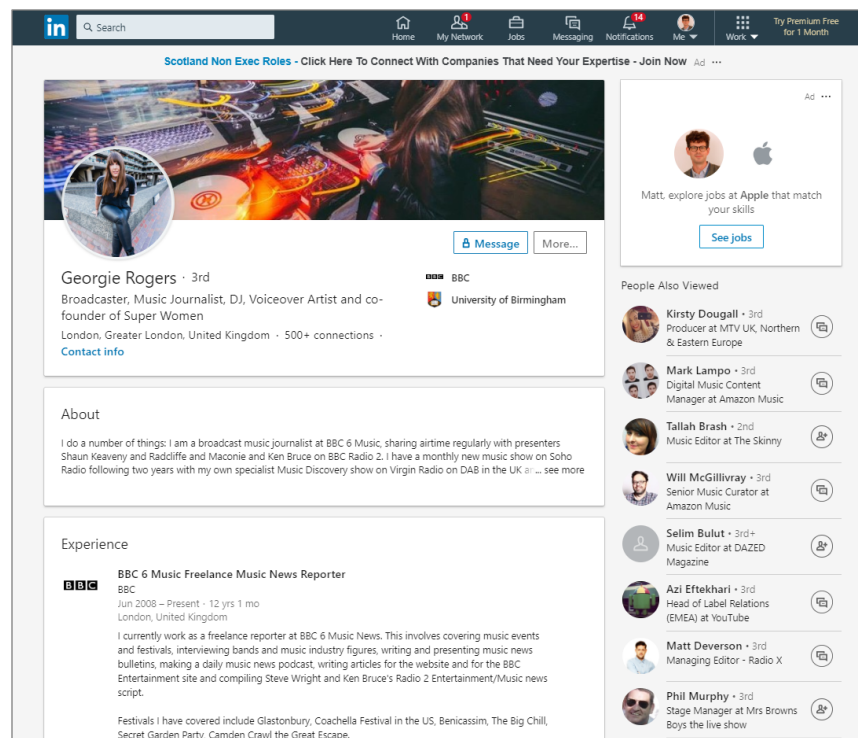
<https://www.linkedin.com>

<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, music journalist, DJ, and voiceover artist. The 'Experience' section lists her role as a BBC 6 Music Freelance Music News Reporter from June 2009 to the present. The 'People Also Viewed' section lists several other professionals in the music industry, such as Kirsty Dougall, Mark Lampo, Tallah Brash, Will McGillivray, Selim Bulut, Azi Eftekhari, Matt Deverson, and Phil Murphy.





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:
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 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.
- 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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About

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Experience

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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.
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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 shown from a desktop perspective, highlighting her professional background and current roles.

Profile Summary:
 Name: Georgie Rogers · 3rd
 Location: Greater London, United Kingdom · 500+ connections
 Current Roles: BBC, University of Birmingham

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.
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 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.

Other roles and achievements shown in the screenshots:

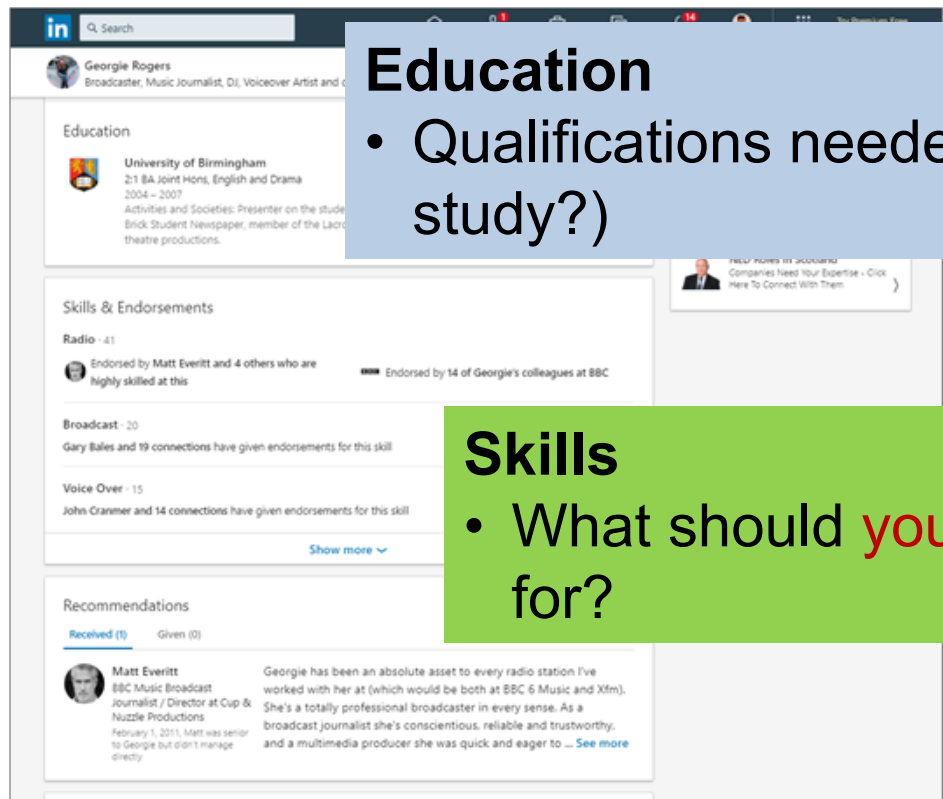
- Presenters:** Xfm London and Manchester (May 2013 – Sep 2014), Friday Mornings 1-3am (May 2013 – Sep 2014), Strongroom Sessions presenter (Jul 2012 – Sep 2012), Breakfast Show presenter (Amazing Radio, Jul 2010 – Jul 2012), Breakfast Show presenter (Brighton Festival Radio, May 2010).
- Strongroom Sessions presenter:** 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:** 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...
- Breakfast Show presenter:** 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...
- Presenters:** Diesel 11 Music Radio Station.





Using LinkedIn

Passively:

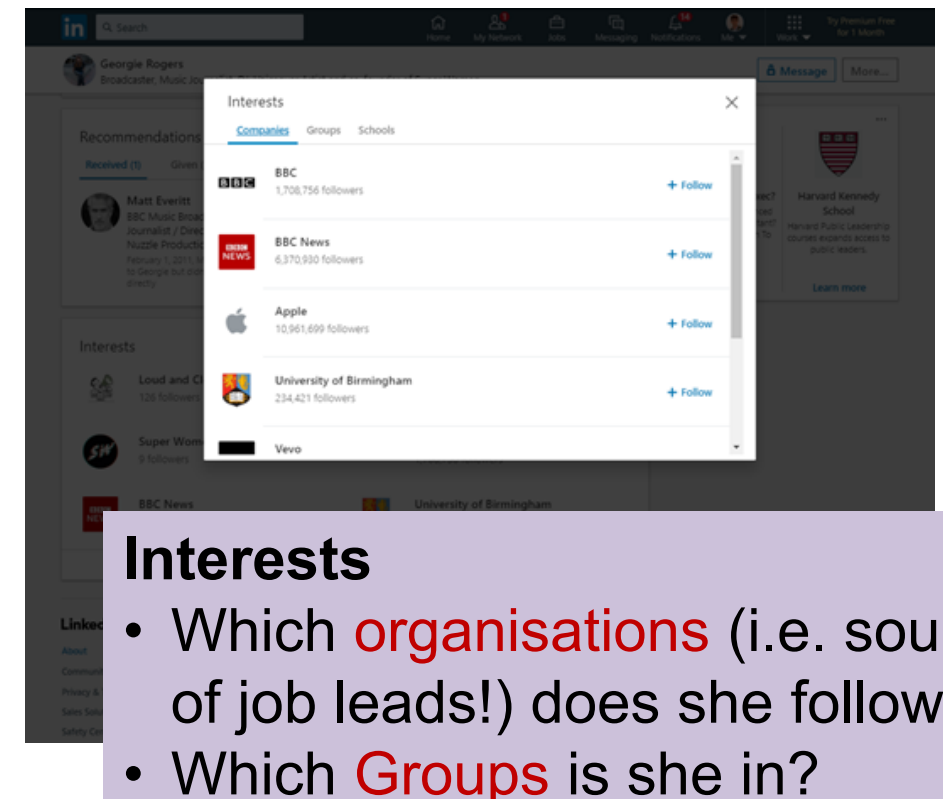


Education

- Qualifications needed (incl. PG study?)

Skills

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



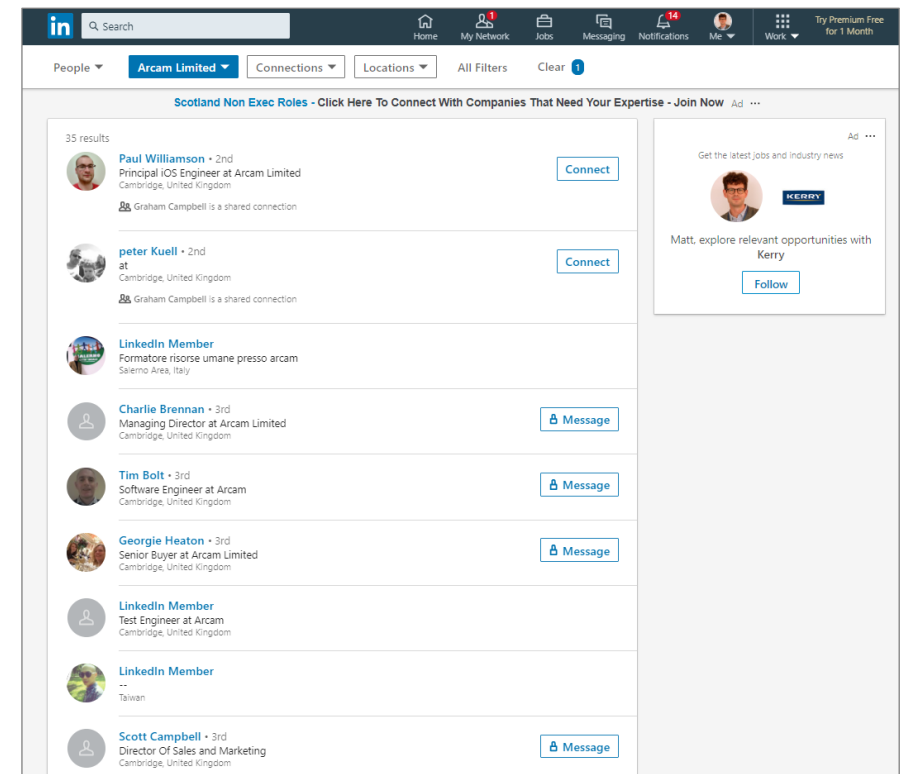
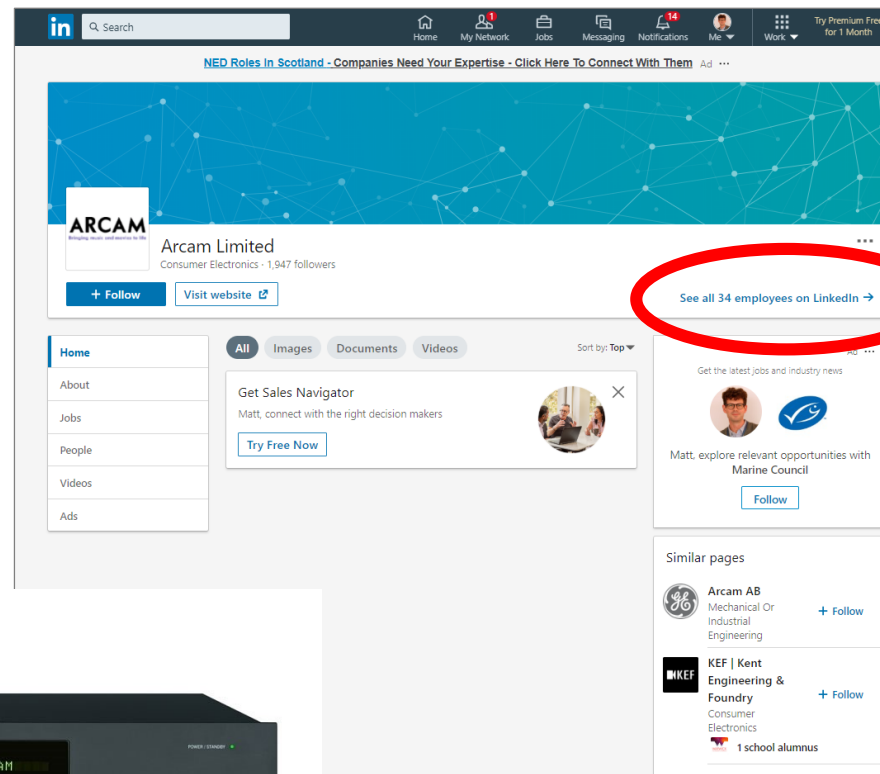
Interests

- 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, recruiters etc.)

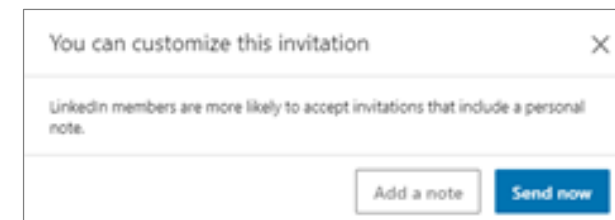
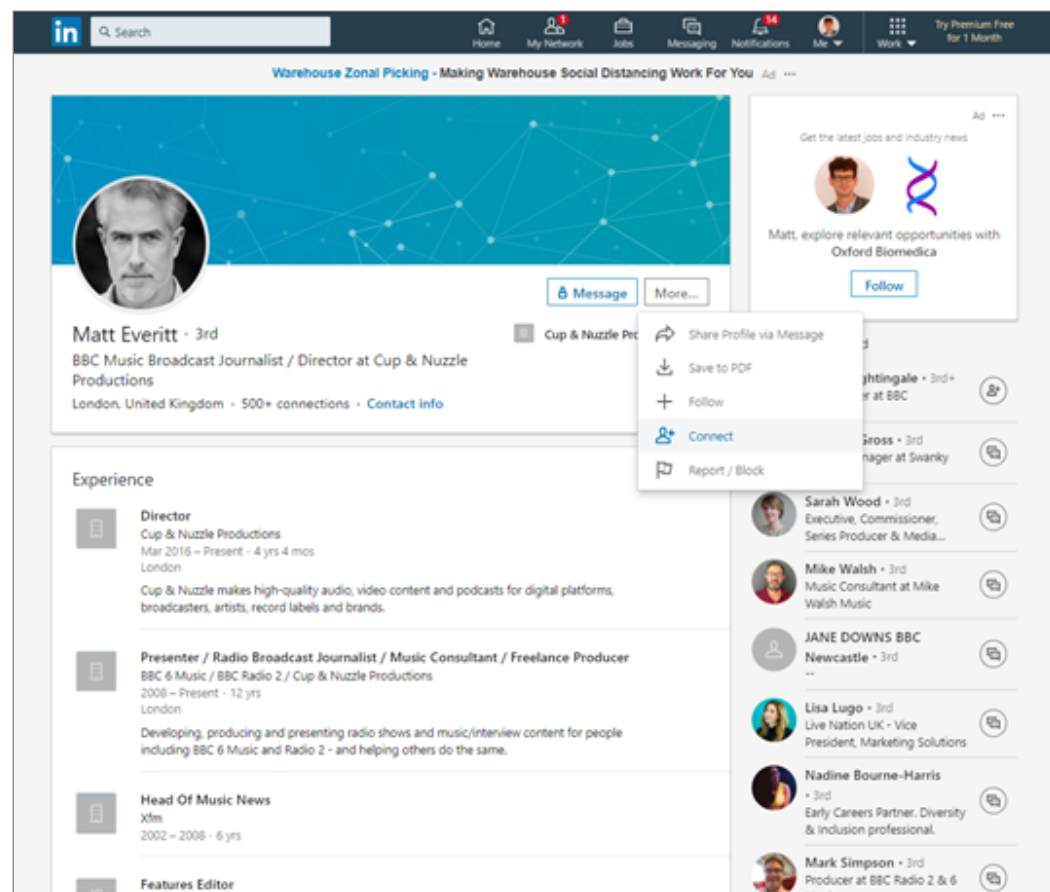
Step 4: Connect to people of interest

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





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

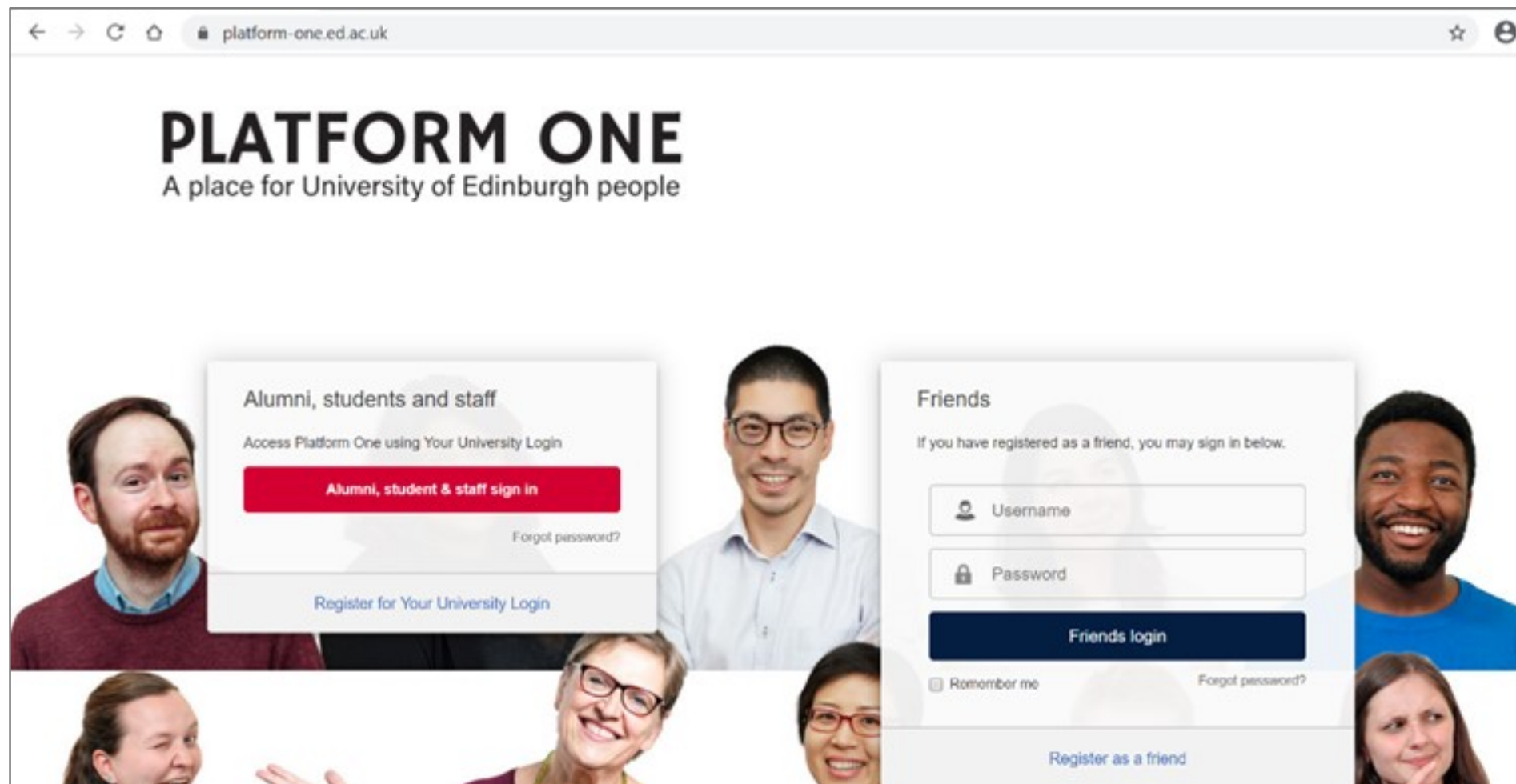
N.B. There is a 300-character limit for LinkedIn *Connection* notes





PLATFORM ONE

A place for University of Edinburgh people





Platform One: Personal Profile

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

The screenshot shows a user interface for a personal profile. At the top, there are navigation tabs: People, Support, Events, Groups, and Settings. Below this is a sub-navigation bar with Home, Me, Requests, and Find support. A search bar contains the name 'maryia'. The profile itself features a circular profile picture of Maryia Trubitsyna, her name, and a 'Send a message' button. To the right of the profile picture are two tabs: 'Personal profile' (selected) and 'Support profile'. Below the profile picture are three contact options: 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'. The 'Occupation' section lists 'Research Associate / Manager'. The 'Bio' section describes her as an experienced professional with a PhD in Biochemistry and Molecular Biology from The University of Edinburgh, highlighting her methodological skills and interests in Synthetic Biology, Protein Biochemistry, and entrepreneurship. The 'Professional history' section lists three roles: 'Research Associate / Manager' at The University of Edinburgh (September 2014 – Present), 'Entrepreneurial Lead' at ICURe business incubator (January 2018 – March 2018, 2 months), and 'Postdoctoral Research Fellow'.





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 for Maryia Trubitsyna is displayed, featuring a circular profile picture, her name, and a 'Send a message' button. To the right of the profile picture, there are contact options for email (m.trubitsyna@ed.ac.uk), a social media handle (happy-mary-129), and a LinkedIn profile link (https://www.linkedin.com/in/maryia-trubitsyna). Below these are sections for 'Occupation' (Research Associate / Manager), '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 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.





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

Alex Winter – **example student profile**

Inspiring futures





Any questions?

