



THE UNIVERSITY of EDINBURGH
Careers Service

School of Mathematics Employability Tuesday

Talking to Employers: Selling Yourself & Networking

This session will begin at 13:00

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.





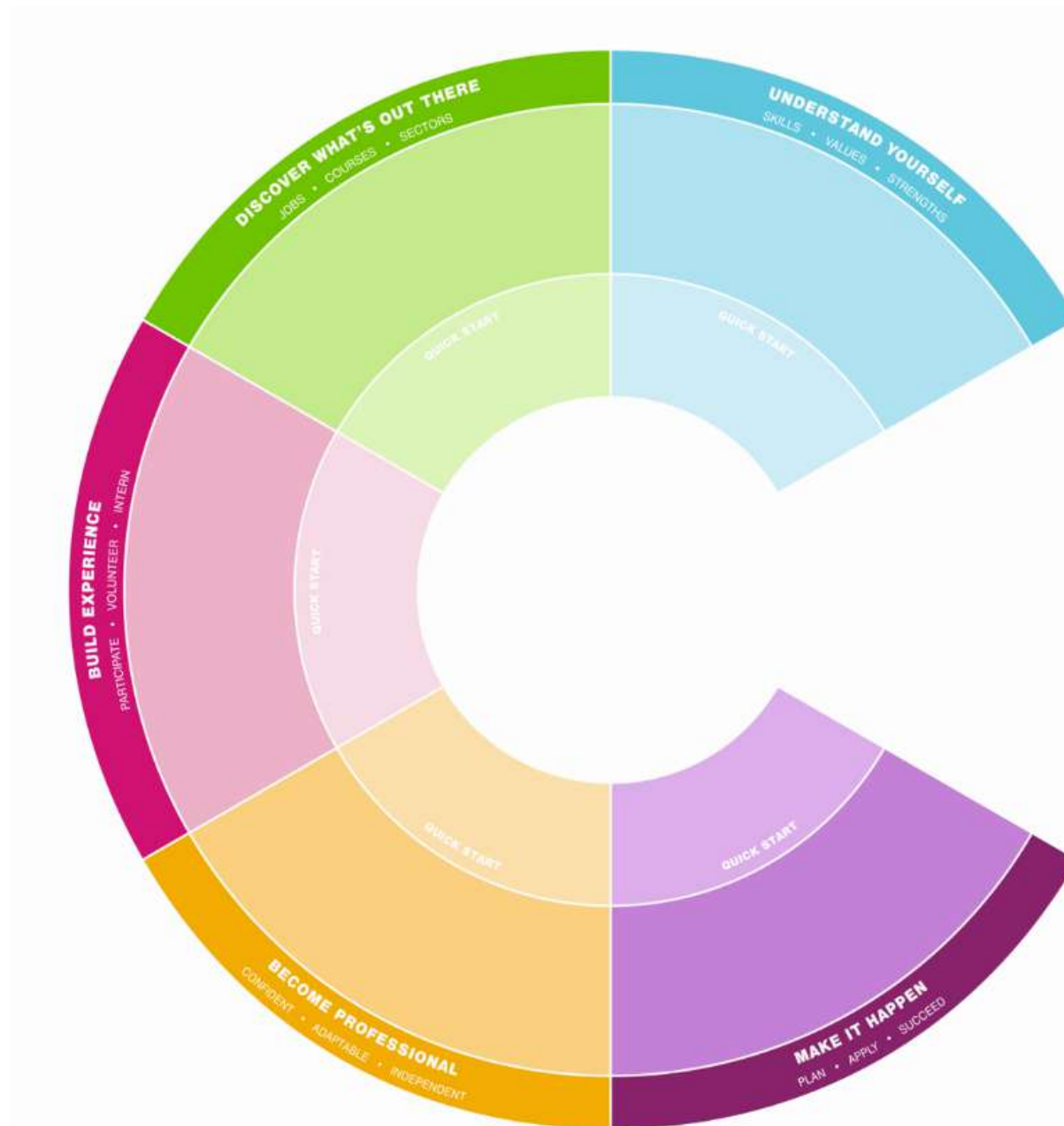
Recording

- 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.





Careers Compass – chart your progress

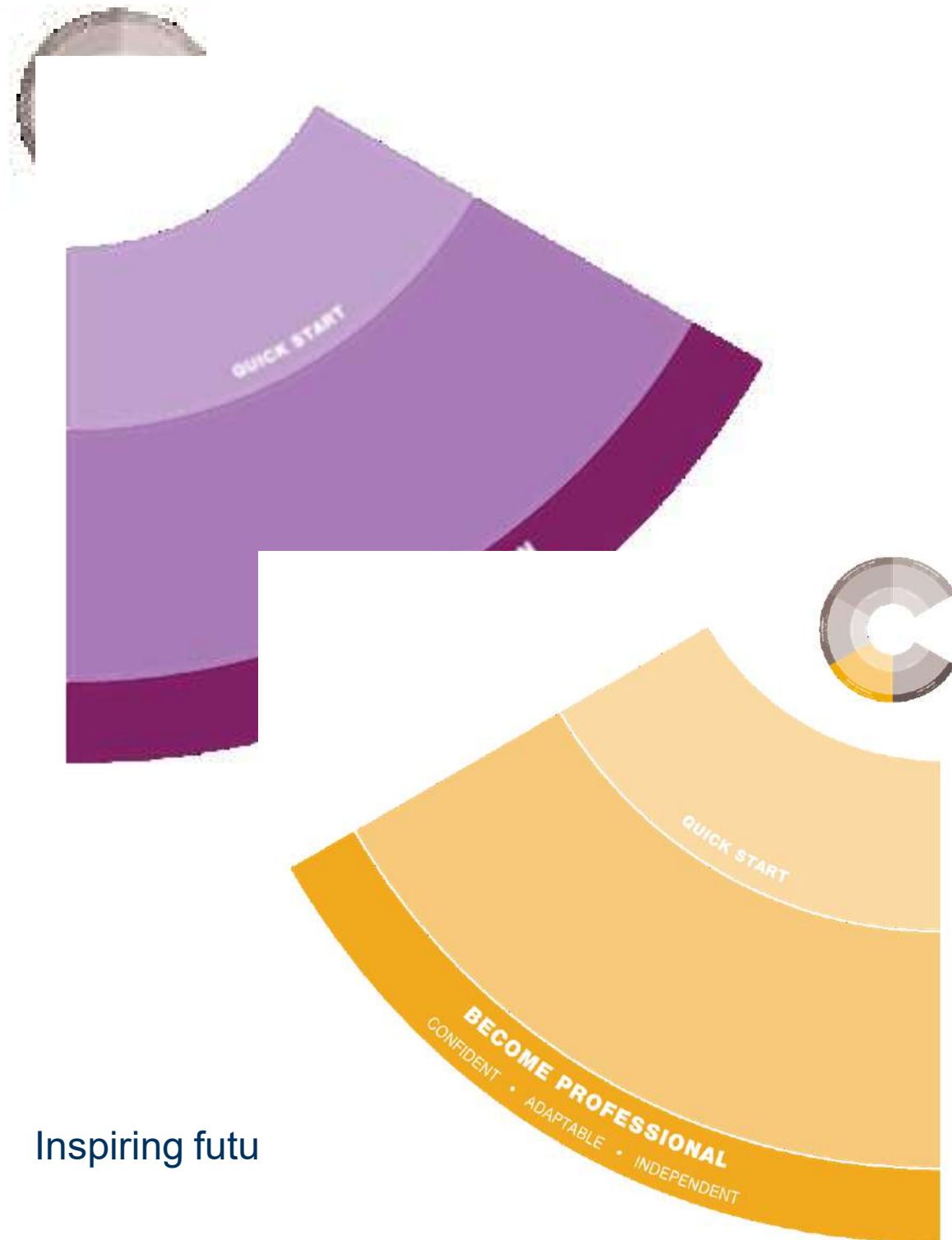


- **Understand yourself** – skills, values, strengths
- **Discover what's out there** – jobs, courses, sectors
- **Build experience** – participate, volunteer, intern
- **Become professional** – confident, adaptable, independent
- **Make it happen** – plan, apply, succeed





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/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...





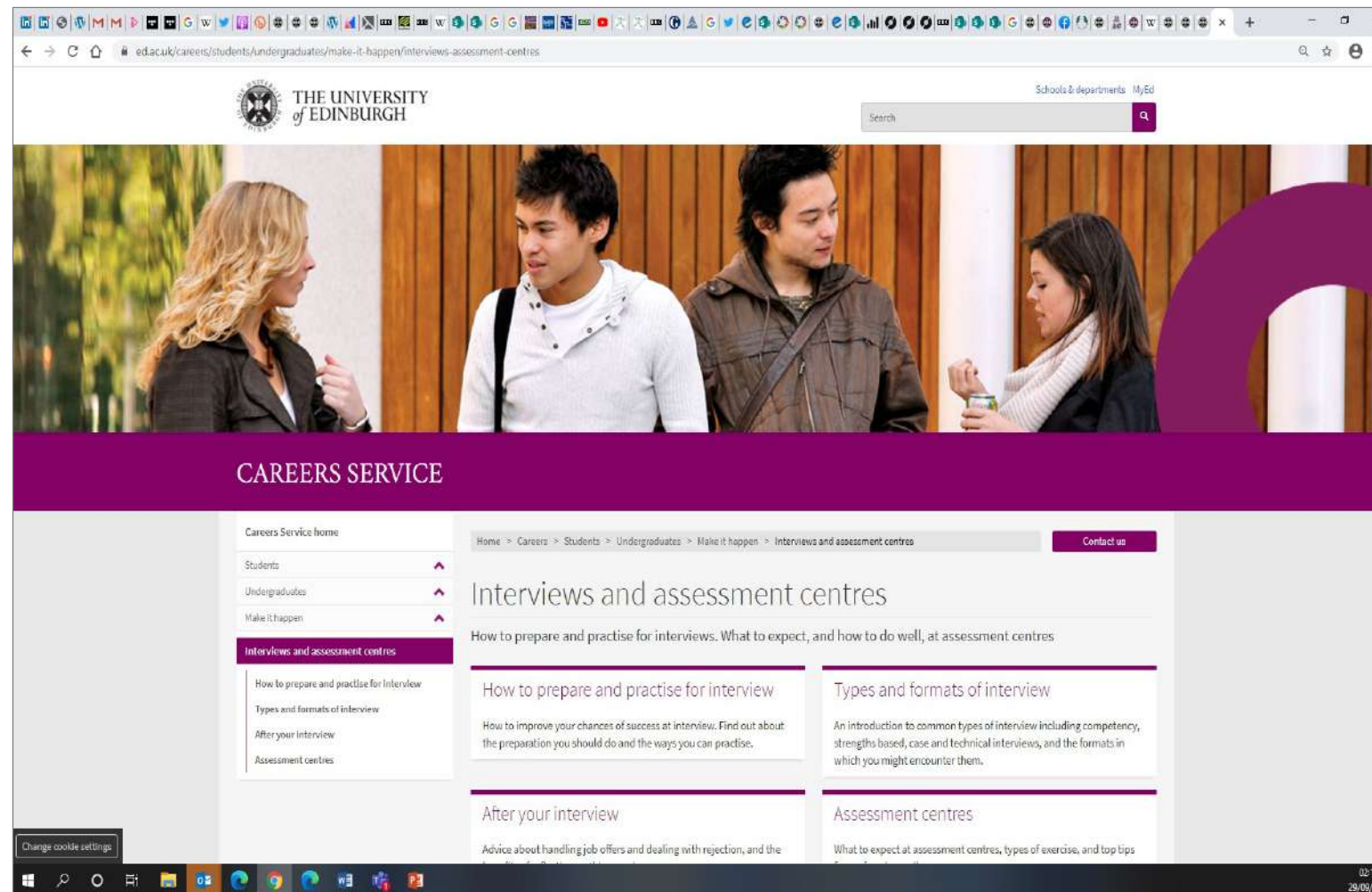
How can you make it a successful discussion?





Job/PhD interviews

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



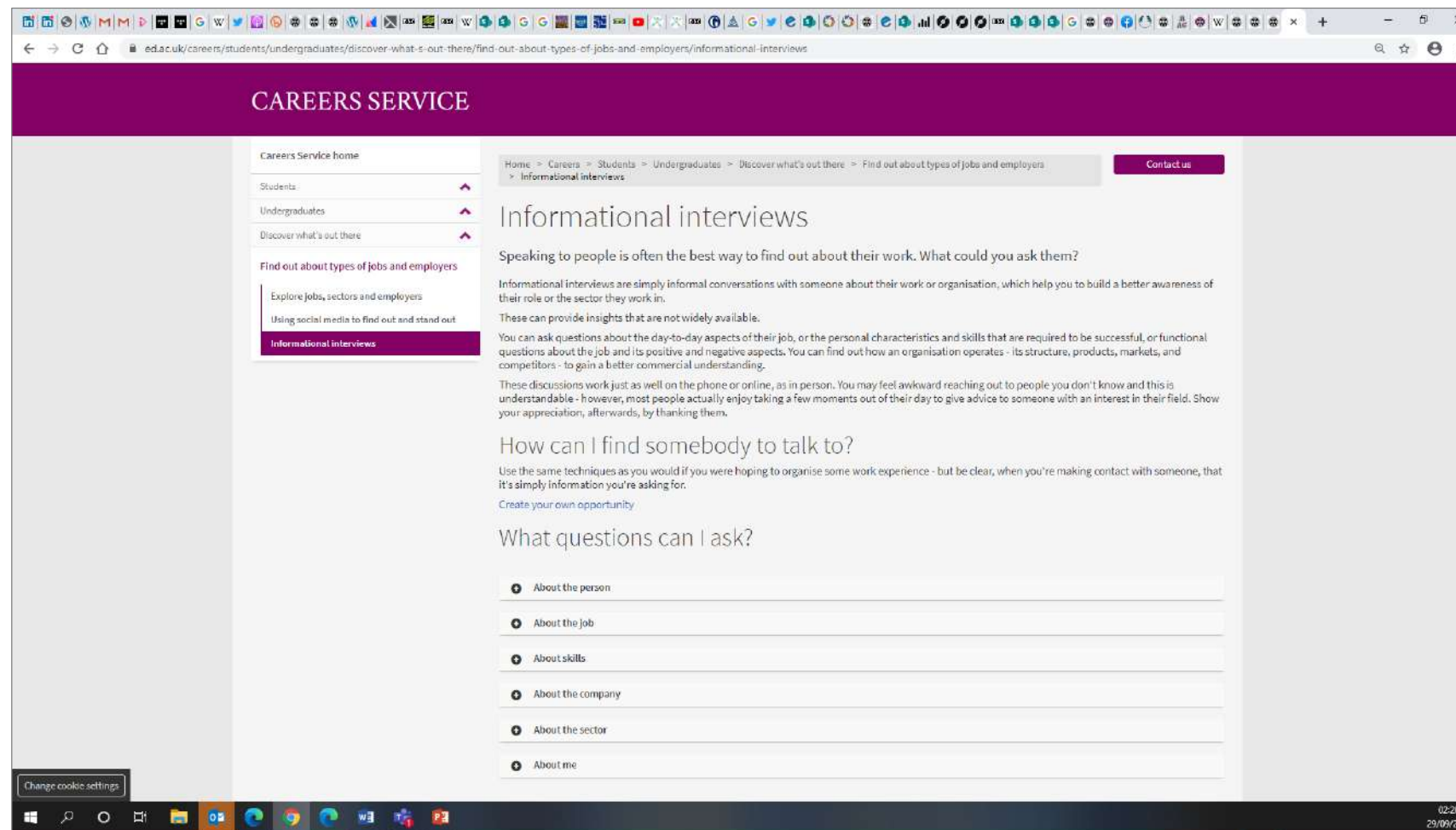
<https://www.ed.ac.uk/careers/students/undergraduates/make-it-happen/interviews-assessment-centres>





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

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

Inspiring futures Find out more on MyCareerHub

Sponsored by

NEWTON

 NatWest Group

FRONTLINE

 **EY** Building a better working world

- Check **MyCareerHub** for details and live updates on this and other events and opportunities to meet recruiters.
- <https://www.hub.ed.ac.uk/s/mycareerhub>





Casual chat

- e.g. Art auctioneering





Careers fairs/events: getting it wrong...

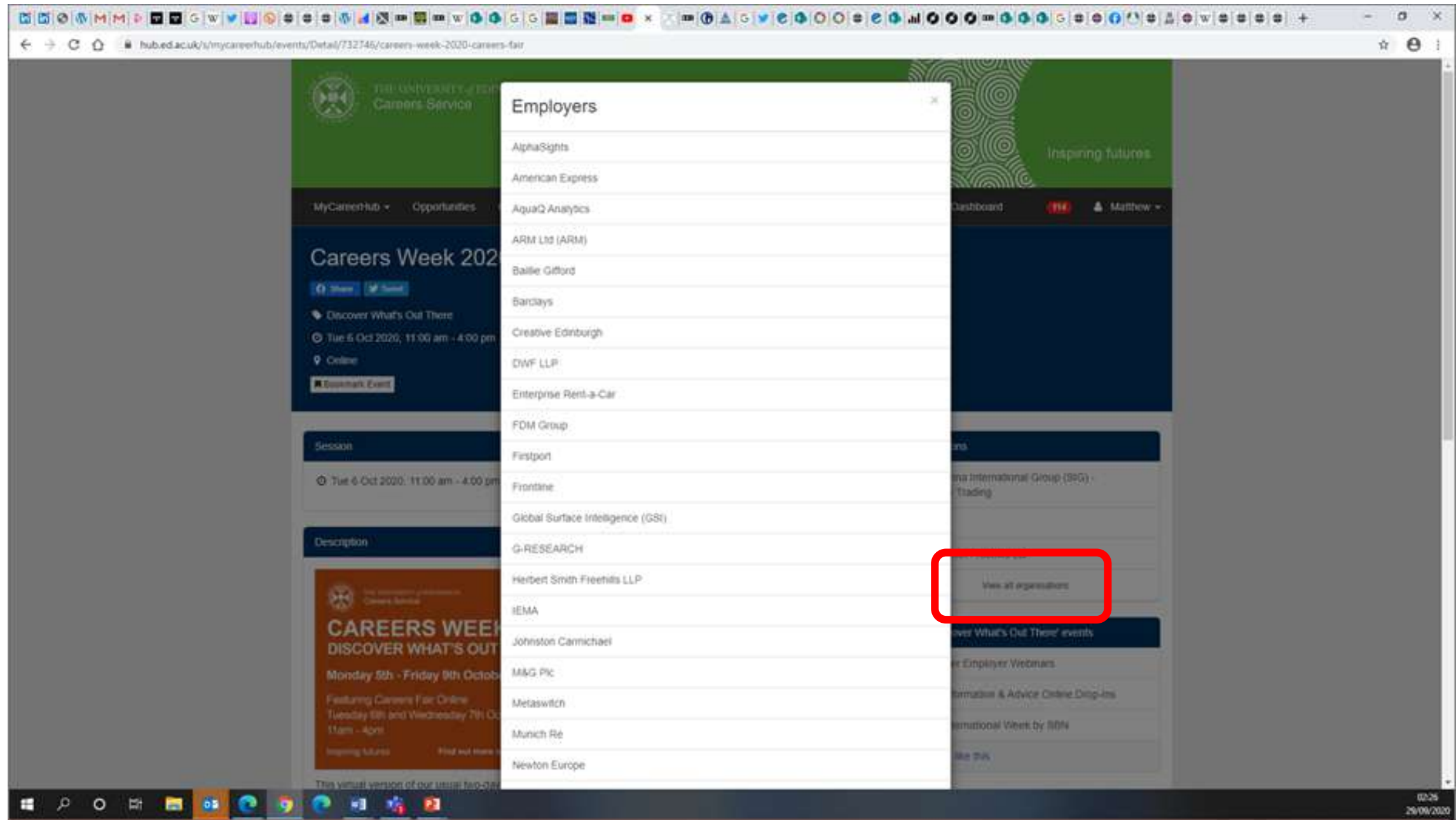


Inspiring futures





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

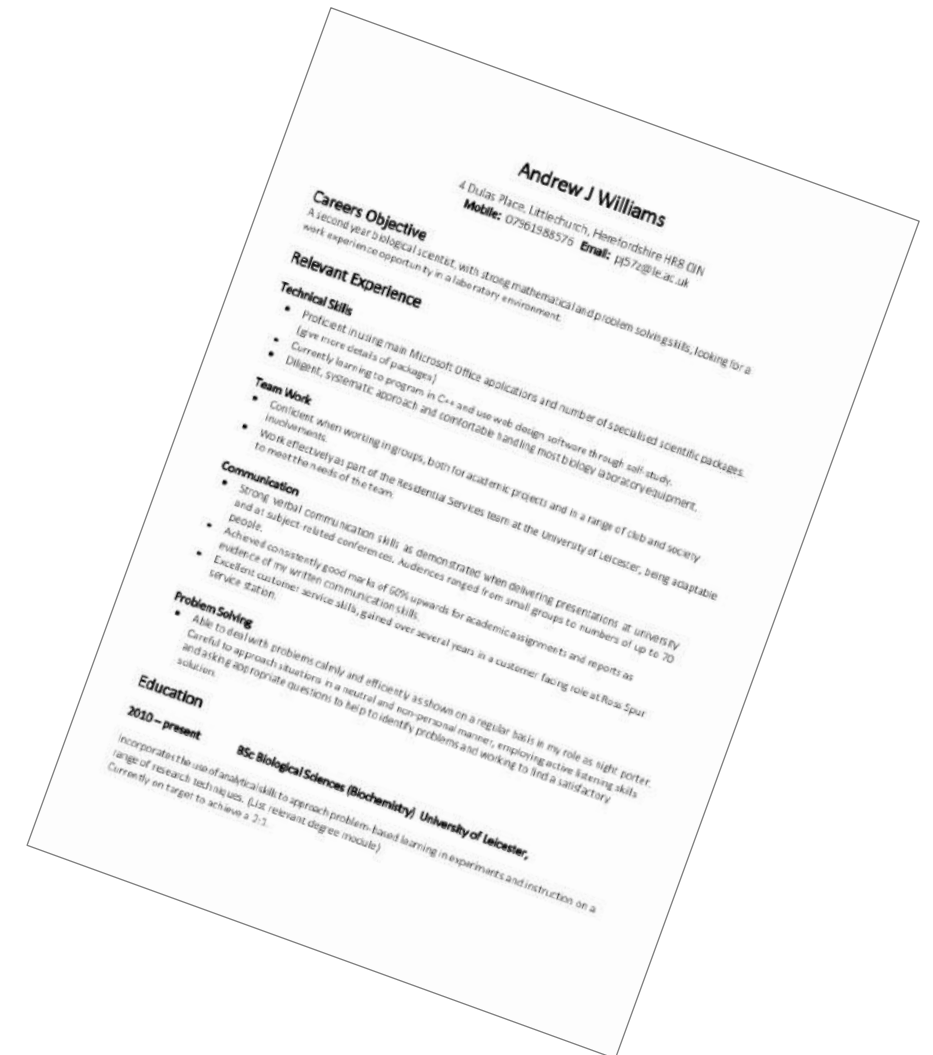
- **What have you done and achieved?**

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





THE UNIVERSITY *of* EDINBURGH
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



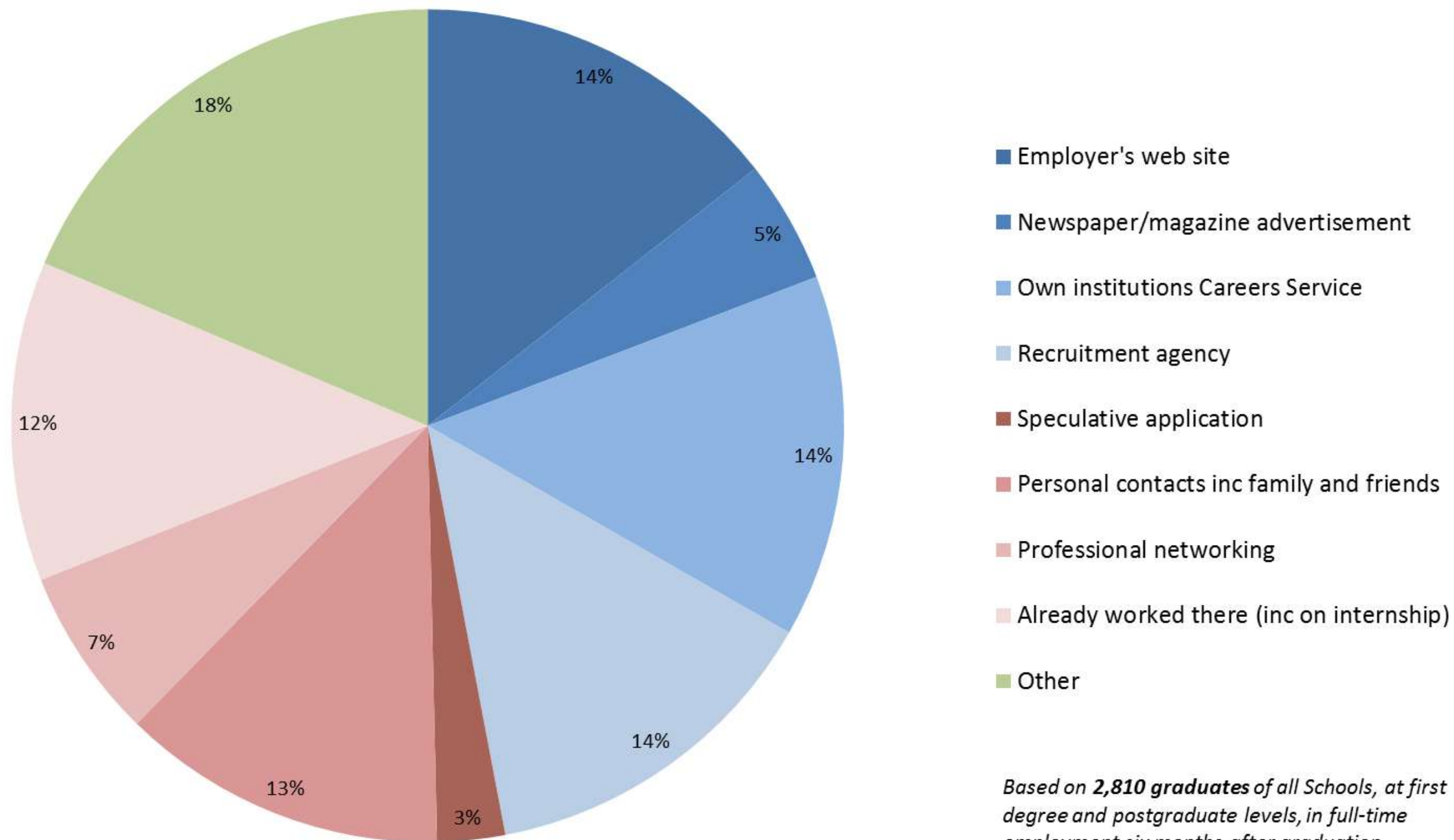


10: Make notes





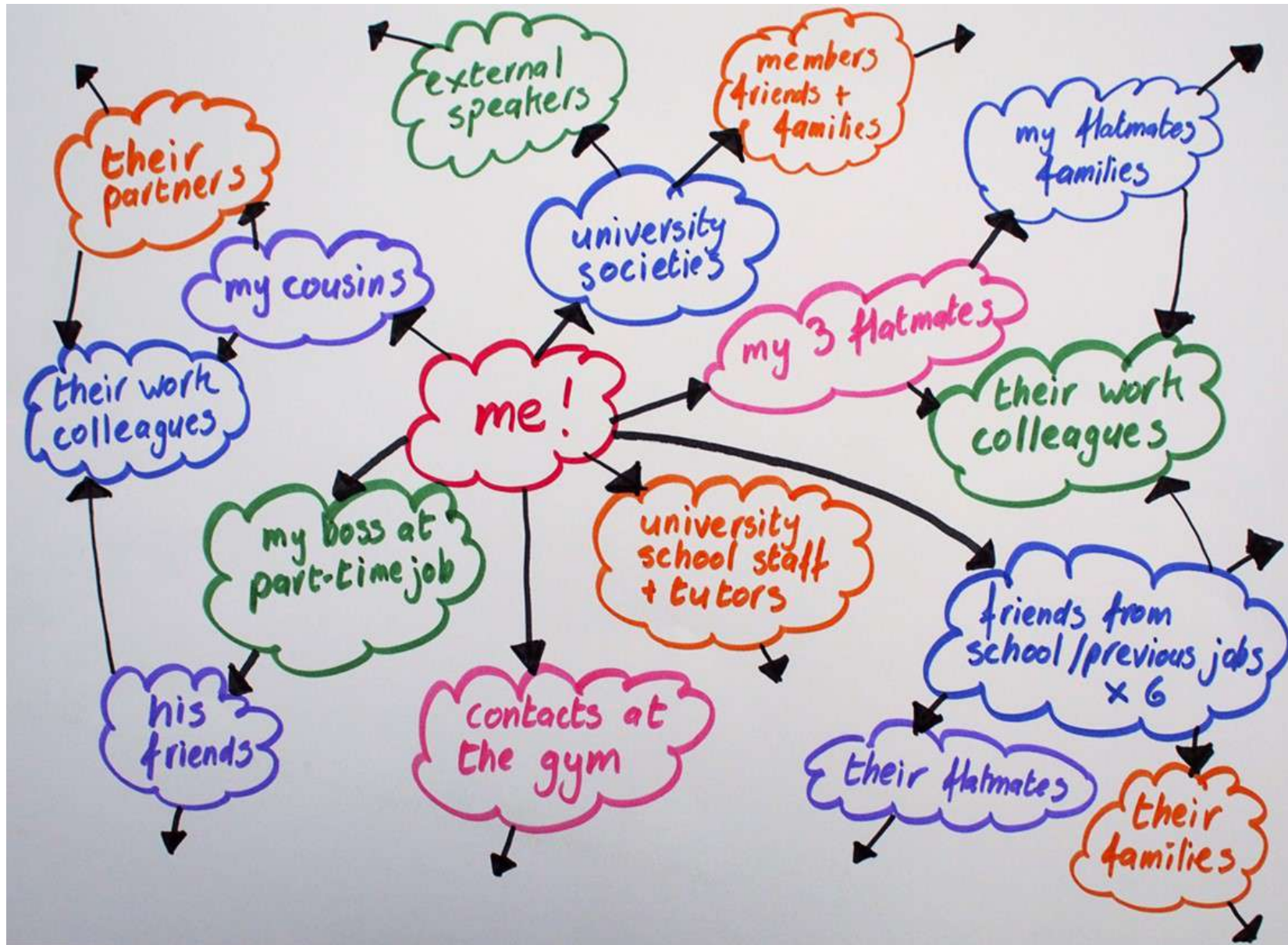
How Graduates Working Full-time Found Their Jobs 20012/13 DLHE Survey



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
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. 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 contains a short bio. The 'Experience' section lists a role at BBC 6 Music. The 'People Also Viewed' section lists several other professionals in the music industry.

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 Keavey 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 Braah** · 2nd
Music Editor at The Skinny
- Will McGillivray** · 2nd
Senior Music Curator at Amazon Music
- Selim Bulut** · 2nd
Music Editor at DAZED Magazine
- Azi Eftekhari** · 3rd
Head of Label Relations (EMEA) at YouTube
- Matt Dewerson** · 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 divided into several sections:

- Header:** Name: Georgie Rogers · 3rd. Location: London, Greater London, United Kingdom · 500+ connections.
- 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 Faddiffe and Macrae 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..."
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 - Super Women:** 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 Audioboom with the rest of Series 1 being rolled out monthly throughout 2019. The production company Super Women Ltd that Georgie set..."
 - Voice Over Artist:** 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:** Aug 2018 – 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:** 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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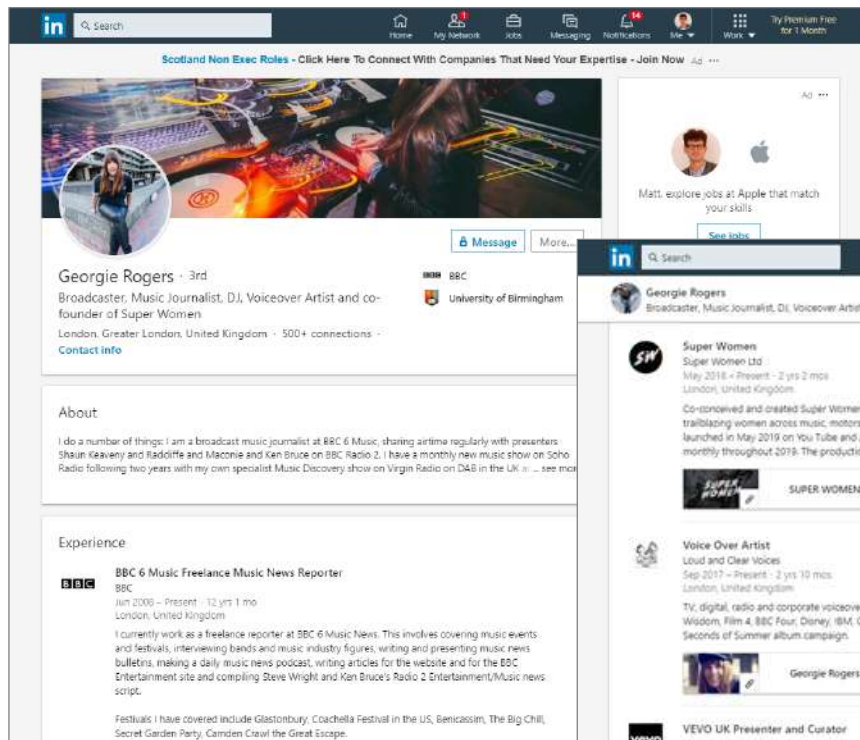
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- Freelance Broadcast Assistant/Assistant Producer**
BBC 6 Music
Jul 2010 – Present · 10 yrs
When there were budget cuts in 6 Music News I carried out production training with Lauren Lavigne's team and I freelanced for a couple of years as an Assistant Producer on Namone, Jarvis Cocker, Lauren Lavigne, Steve Lamacz and The Breakfast Show.
- Presenter**
Virgin Radio International Limited
Mar 2016 – Nov 2017 · 1 yr 9 mos
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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, Sleaford 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, Liana, 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, 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
- 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
- Super Women**
Super Women Ltd
May 2018 – Present · 2 yrs 2 mos
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Loud and Clear Voices
Sep 2017 – Present · 2 yrs 10 mos
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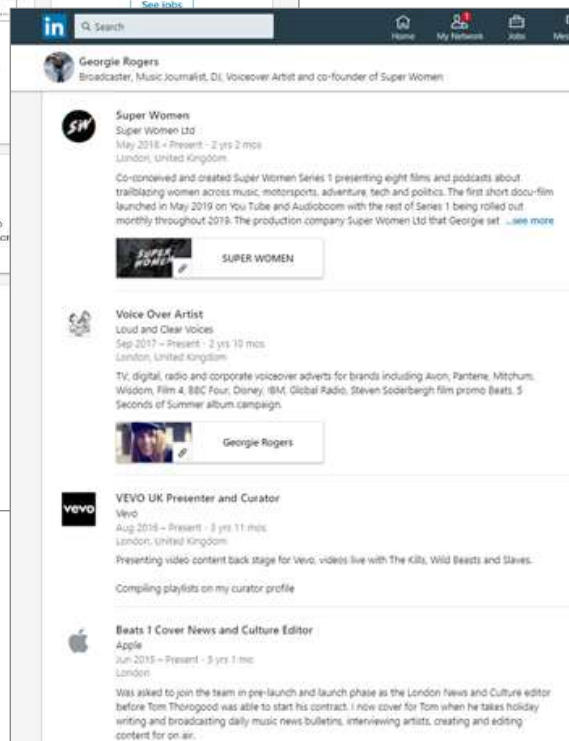
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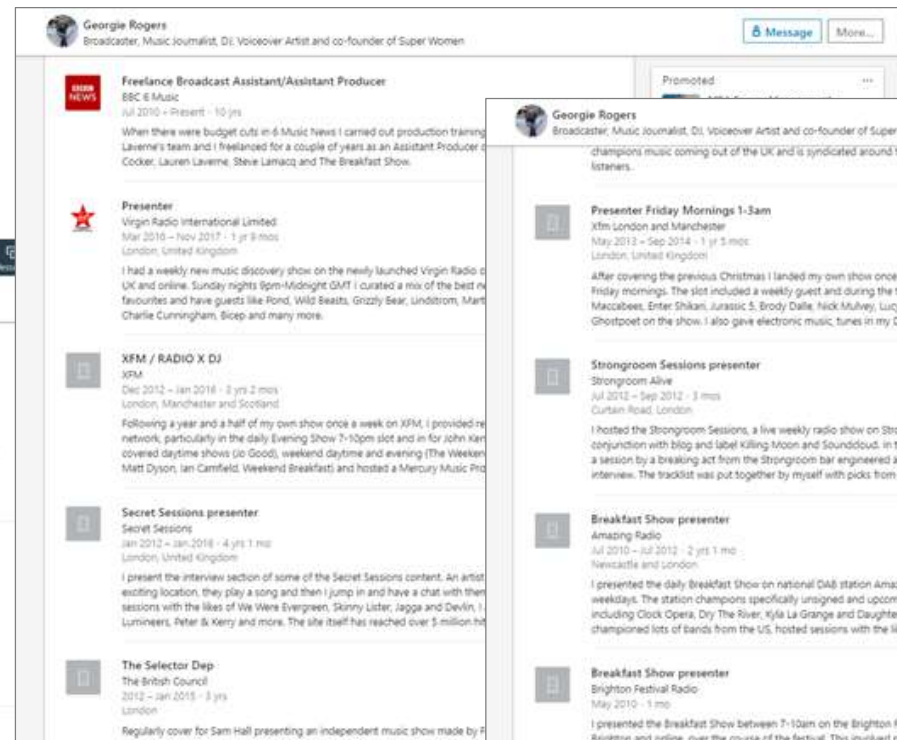
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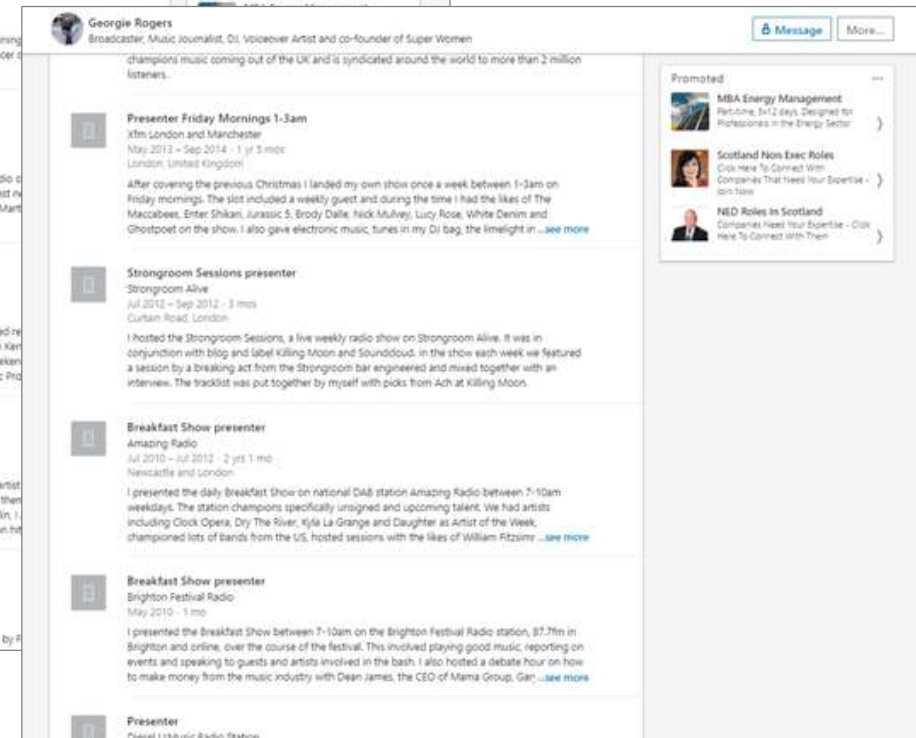
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Mar 2010 - Nov 2017 · 7 yr 8 mos
London, United Kingdom
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XFM / RADIO X DJ
XFM
Dec 2012 - Jan 2016 · 3 yrs 2 mos
London, Manchester and Scotland
Following a year and a half of my own show once a week on XFM, I provided the network, particularly in the daily Evening Show 7-10pm slot and in for John Ken covered daytime shows (So Good), weekend daytime and evening (The Weekend, Matt Dwyer, Ian Camfield, Weekend Breakfast) and hosted a Mercury Music Prize

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I present the interview section of some of the Secret Sessions content. An artist exciting location, they play a song and then I jump in and have a chat with them sessions with the likes of We Were Evergreen, Skinny Lister, Jaggs and Devlin, I Luminers, 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 F



Presenter 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 2011 · 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, Kyle La Grange and Daughter as Artist of the Week, championed lots of bands from the US, hosted sessions with the likes of William Fitzsim ... 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. Ge ... see more

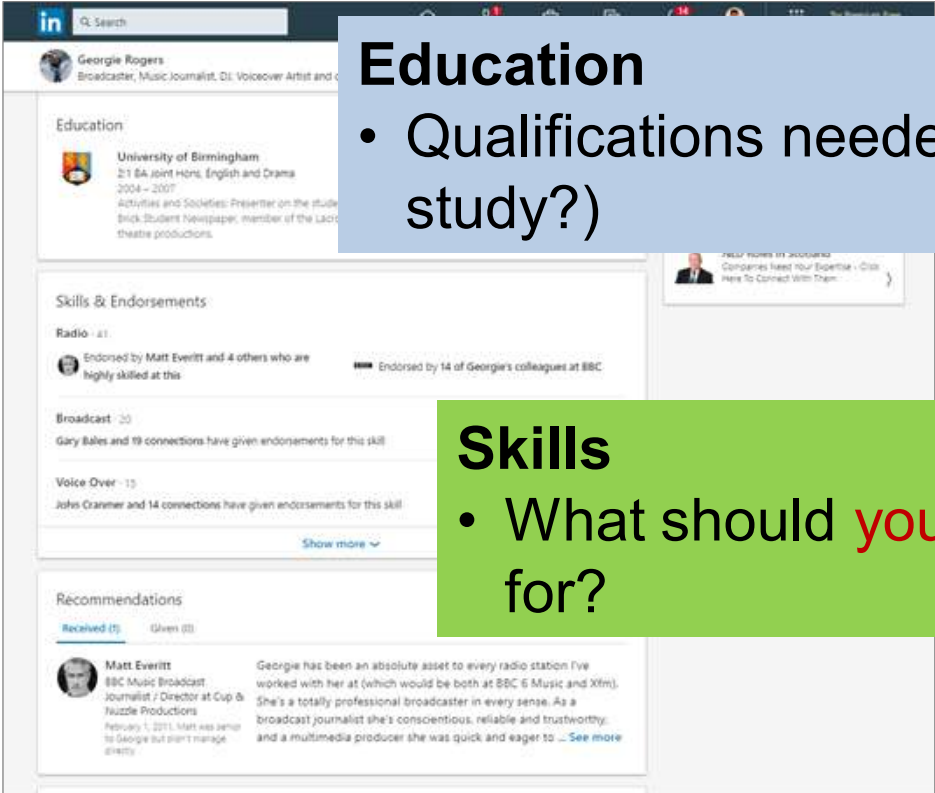
Presenter
Diesel 1 Music Radio Station





Using LinkedIn

Passively:



Education

- Qualifications needed (incl. PG study?)

Skills

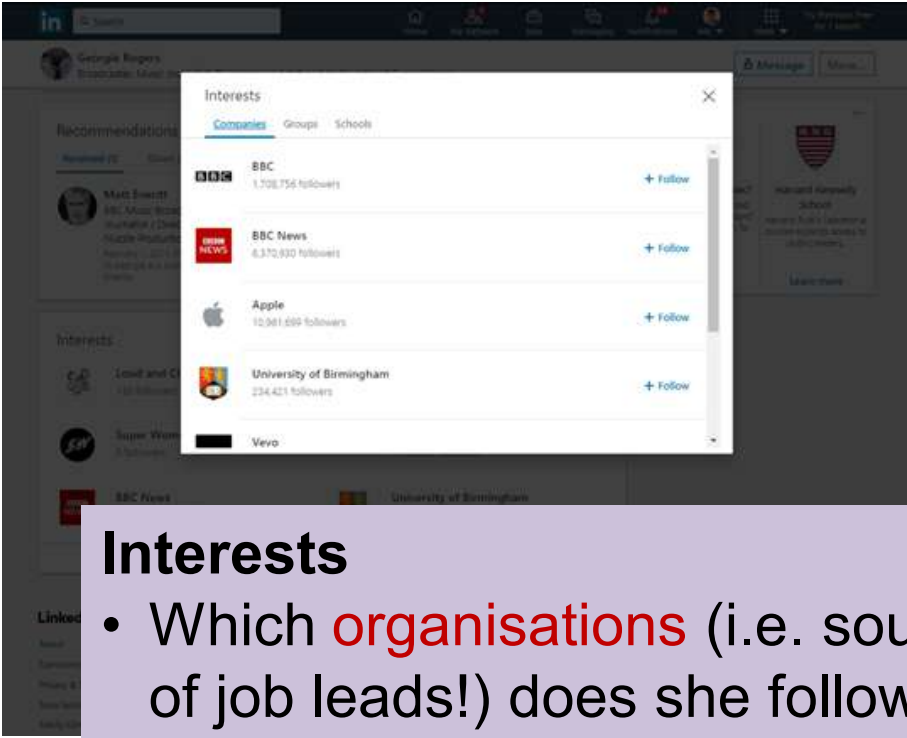
- What should **you** be aiming for?

Recommendations

Received (1) | Given (0)

Matt Everitt
BBC Music Broadcast Journalist / Director at Cup & Nuzzle Productions
February 1, 2011. Matt was senior to Georgie but didn't manage directly.

Georgie has been an absolute asset to every radio station I've worked with her at (which would be both at BBC 6 Music and Xfm). She's a totally professional broadcaster in every sense. As a broadcast journalist she's conscientious, reliable and trustworthy; and a multimedia producer she was quick and eager to ... See more



Interests

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

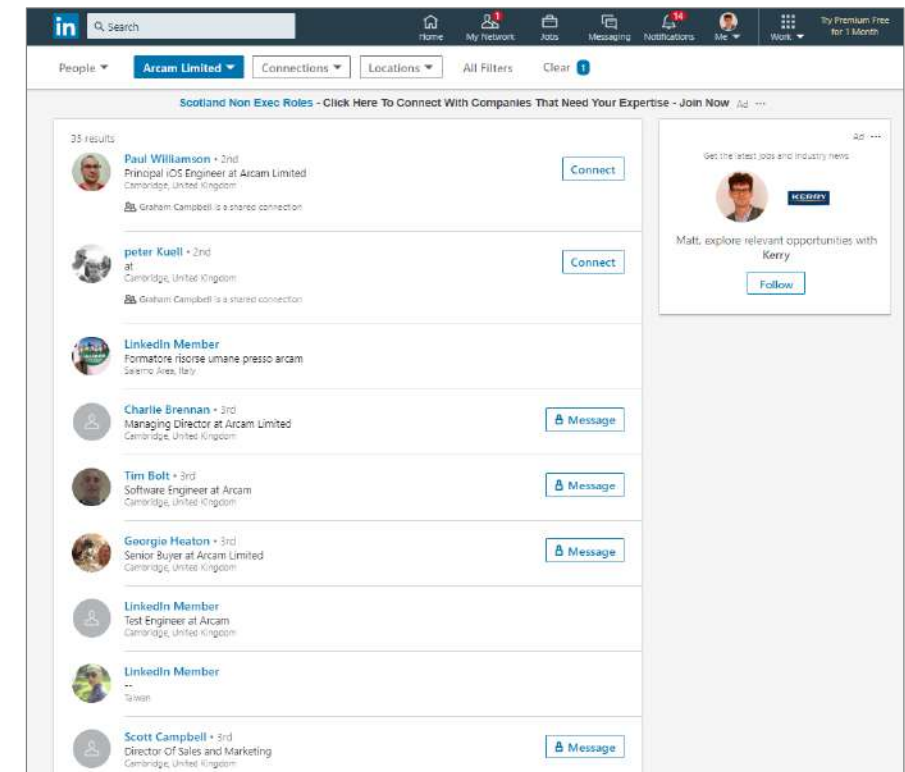
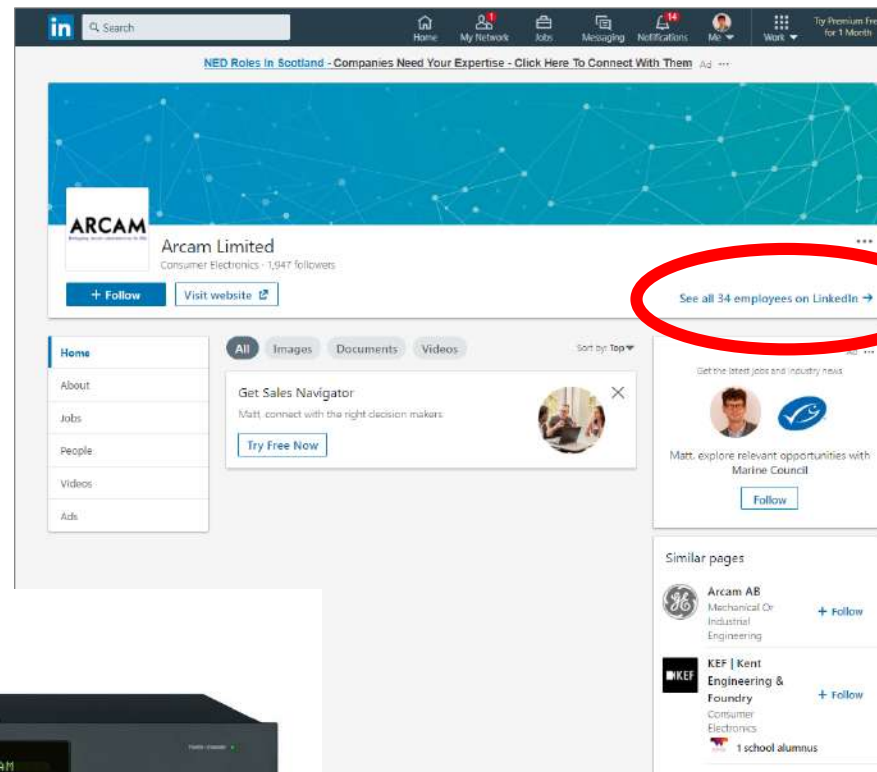
Interests window showing:

- BBC (1,708,756 followers) + Follow
- BBC News (4,370,830 followers) + Follow
- Apple (10,981,699 followers) + Follow
- University of Birmingham (234,421 followers) + Follow
- Vevo





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.)

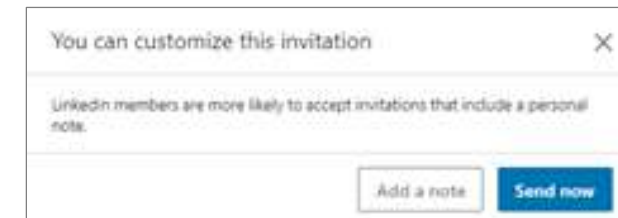
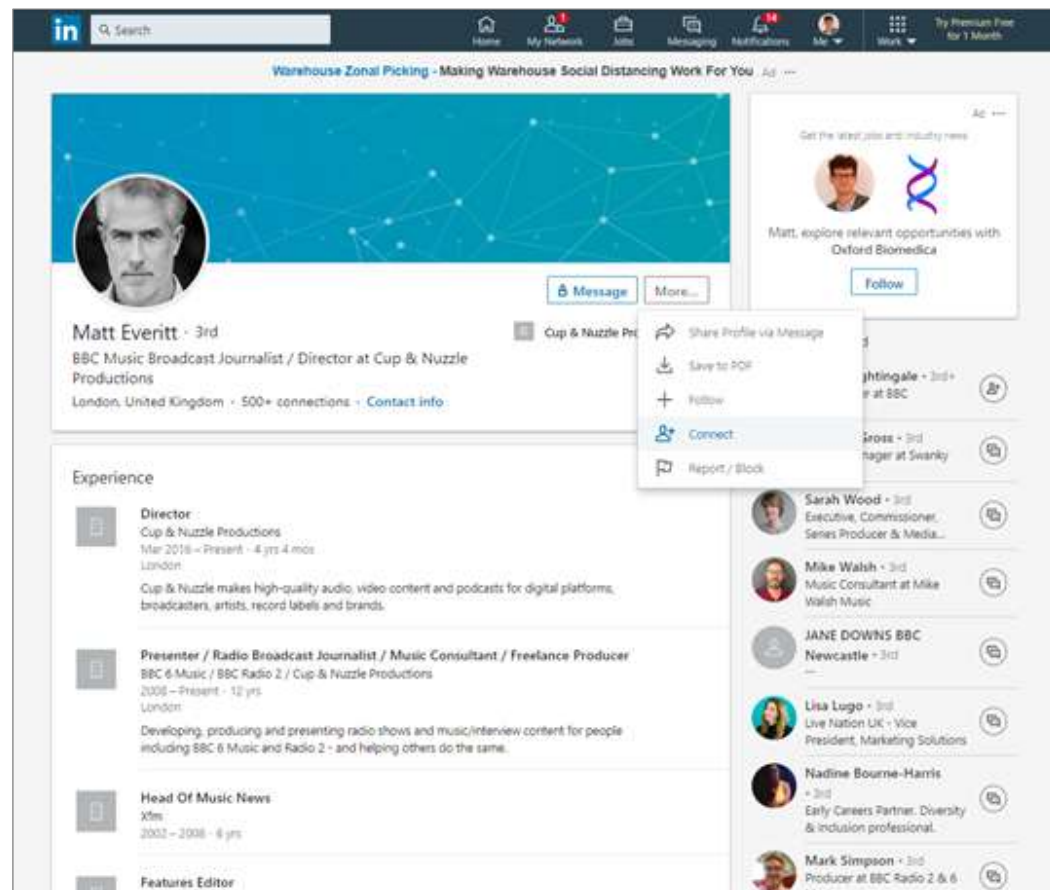
Step 4: Connect to people of interest

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

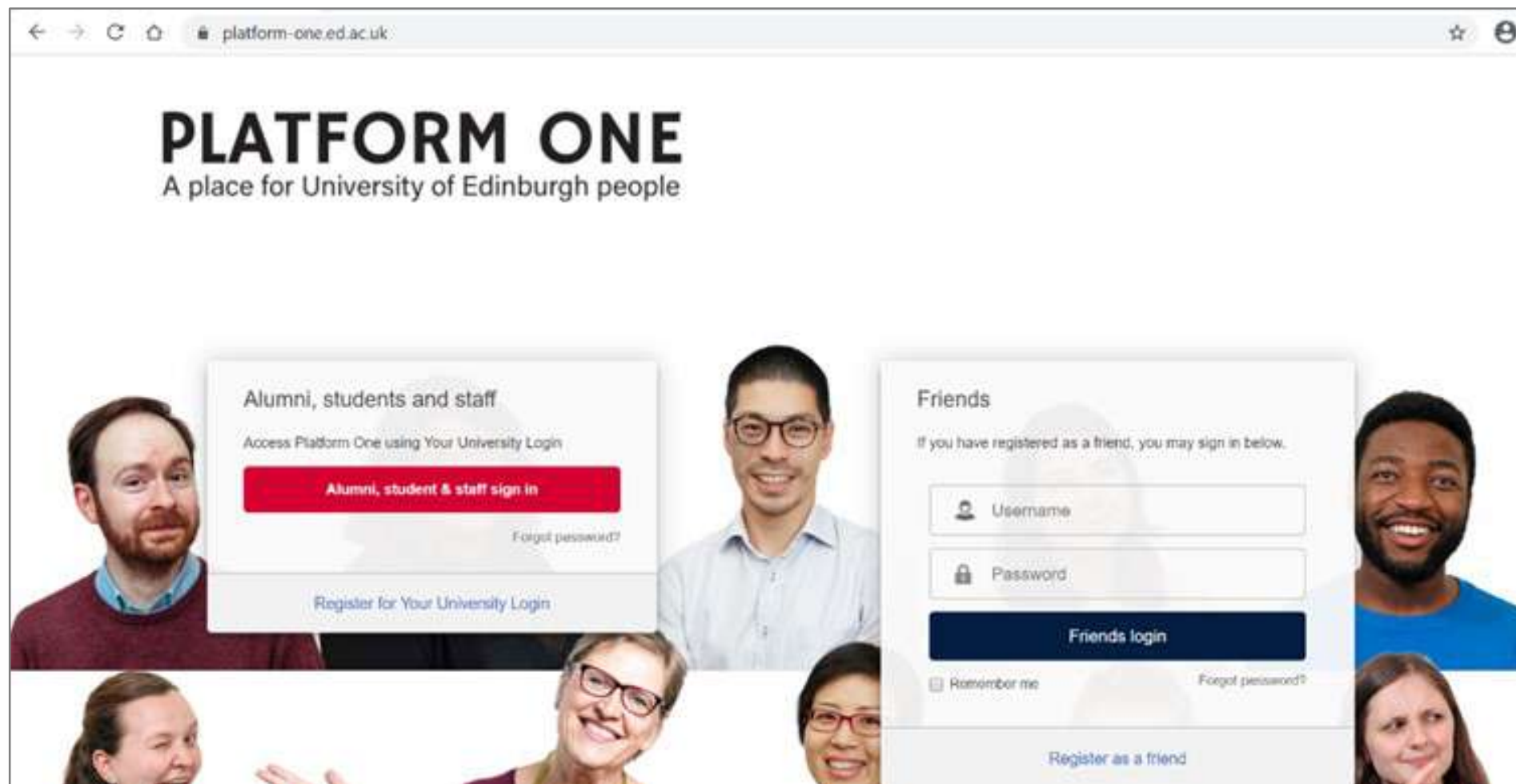
N.B. There is a character limit (190 or 300?) for LinkedIn *Connection* notes!





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 personal profile page for Maryia Trubitsyna. The page is divided into several sections:

- Header:** Navigation tabs for People, Support, Events, Groups, and Settings. A search bar contains the name 'maryia'.
- Profile Card:** A circular profile picture of Maryia Trubitsyna, her name, and a 'Send a message' button.
- Contact Information:** 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'.
- Occupation:** Research Associate / Manager.
- Personal profile:** A section with a 'Personal headline' that reads: 'Offering support and advice for those who finding it difficult to live and study far away from family and old friends.'
- Bio:** A section describing her as an '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:** A list of roles including '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. Contact information includes an email address (m.trubitsyna@ed.ac.uk), a social media handle (happy-mary-129), and a LinkedIn profile link. The profile is divided into sections: Personal profile, Bio, and Professional history. The Personal profile section includes a 'Go Back' button and a 'Personal headline' field with the text: 'Offering support and advice for those who finding it difficult to live and study far away from family and old friends.' The Bio section describes her as an experienced professional with a PhD in Biochemistry and Molecular Biology, and lists her interests in art, emotional intelligence, and entrepreneurship. The Professional history section lists her 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.

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

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

Alex Winter – **example student profile**





Any questions?

