

Basics of Job Search and Resumes/CVs

Dr. Kate Duttro

Career Change for Academics

May 6, 2011

For UW PORPP

How Most Employers Search for Employees

1. Promote quality internal candidates

2. Identify candidates informally through informal contacts (networking)

3. Recruit candidates from targeted schools and professional organizations

4. Unsolicited applications

5. Employment services (3rd party recruiters, primarily for management and leaders)

6. Website listings & paid advertisements

How Most Applicants Search for Employers

1. Website listings and ads

2. Public and private employment agencies
and

3. Campus recruiting

4. Targeted job search

5. Professional organizations

6. Contacts and networking

Employers

1. Promote quality internal candidates
2. Identify through informal contacts & networks
3. Recruit from targeted schools & professional orgs
4. Unsolicited applications
5. Employment services
6. Advertisements and website listings

Applicants

1. Website listings and advertisements
2. Public and private employment agencies
3. Campus recruiting
4. Professional organizations
5. Targeted job search
6. Contacts and networking

Job Search Success Rates

- Applying to employers' Internet postings
 - 4-10%
- Answering ads in professional/trade journals
 - 7%
- Using employment agencies/search firms
 - 5-28%
- Networking and related methods
 - 80% rate

Best Ways to Search for Jobs

- Become known as a professional
 - in the usual ways – papers, presentations, conferences, professor-mentors, etc.
 - **but also**, reach out and work with other professionals – co-author papers, research projects, conferences, etc.
- Fully develop your LinkedIn profile
 - You define your own identity as a professional
 - You update your accomplishments regularly

Fitness Equipment on Sale - Save 20%-50% off all Fitness Equipment. Lowe

Edit Profile

View Profile



Edit

Dr. Kate Duttro [Edit](#)

Career Coach to Professionals and Recovering Academics; CDF Instructor/Trainer; Writer, Instigator and Anthropologist

Greater Seattle Area | Professional Training & Coaching

Post an update

Current

- **Career Trainer/NCDA-CDF Instructor at Seattle Career Trainer** [Edit](#)
- **Private Practice Career Consultant / Coach at Career Change for Academics** [Edit](#)
- + [Add a current position](#)

Past

- Career Services Coordinator at University of Washington, School of Marine Affairs
- Career Counselor at University of Washington, Career Center
- Career Services Coordinator at University of Washington, Department of Geography

[see all...](#)

Education

- Penn State University
- Pennsylvania State University
- Pennsylvania State University


[see all...](#)

Recommendations **5 recommendations** [Edit](#)

Connections **388 connections**

Resources

Overview

- [What is LinkedIn?](#)
- [New on LinkedIn!](#) 
- [Blog](#)
- [Training Resources](#)
- [Customer Service](#)

Site Features

- [Homepage](#)
- [Profiles](#)
- [Jobs](#)
- [Groups](#)
- [LinkedIn Today and Signal](#)
- [Twitter](#)
- [Company Pages](#)
- [Answers](#)
- [Applications](#)
- [Mobile](#)
- [Settings/Personalization](#)

User Guides

- [Small Business](#)
- [New Users](#)
- [Students](#)
- [Job Seekers](#)

Wondering what LinkedIn is? You came to the right place.



► [Click here to learn the basics](#), then browse the rest of the site to become an expert.



Learn About Site Features

Learn about all of the different features you'll find on LinkedIn. From a brief overview to detailed tips, you'll find them in this section.

- Learn about [profiles](#)
- Find out how to get a [new job](#)
- Use LinkedIn on your [mobile phone](#)
- Get the answers to your questions with [Answers](#)

User Guides

Learn about the different ways you or your colleagues can use LinkedIn. Start with the [New User guide](#) today!

The [New User guide](#) shows you how you can get the most out of LinkedIn in just three easy steps. Between building up your profile, recreating your "real-world" network, and then leveraging the knowledge, ideas, and opportunities that come from it, in about 10 minutes you'll be set!

**Refine By**[Reset](#)**Location**

- Headquarters Only
- All Locations**
- United States (1317)
- United Kingdom (312)
- India (311)
- Greater New York City Area (251)
- Canada (119)

[Show more...](#)**Job Opportunities**

- Hiring on LinkedIn (111)

Industry

- All Industries**
- Pharmaceuticals (1259)
- Biotechnology (282)
- Information Technology and Services (158)
- Staffing and Recruiting (157)
- Management Consulting (149)

[Show more...](#)**NEW** Take a tour of the new Company Search. [Watch a short video >>](#)Sort By: [Relevance](#) ▾[3,460 Results](#)**Takeda Pharmaceuticals****Pharmaceuticals**

Greater Chicago Area | 1001-5000 employees | 6,419 followers

1 person in your network

3 job postings

**Endo Pharmaceuticals****Pharmaceuticals**

Greater Philadelphia Area | 1001-5000 employees | 2,582 followers

3 people in your network

**Teva Pharmaceuticals****Pharmaceuticals**

10,001+ employees | 5,616 followers

4 people in your network

**Solvay Pharmaceuticals****Pharmaceuticals**

Belgium | 5001-10,000 employees | 2,089 followers

**Novartis****Pharmaceuticals**

Switzerland | 10,001+ employees | 48,796 followers

19 people in your network

33 job postings

**Watson Pharmaceuticals****Pharmaceuticals**

Greater Los Angeles Area | 5001-10,000 employees | 3,519 followers



Joseph Fuller 2nd

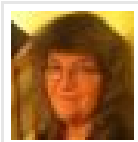
Oncology Pharmaceutical Sales Specialist at AstraZeneca

Greater Seattle Area | Pharmaceuticals

Current: Oncology Pharmaceutical Sales Specialist at **AstraZeneca**

Past: Director, State Government Affairs at **AstraZeneca LP**, [more...](#)

In Common: ▶ [1 shared connection](#) ▶ [1 shared group](#)



Amy L. Dinning 2nd

I help people grow and develop ▶ Experienced Training & Development Leader

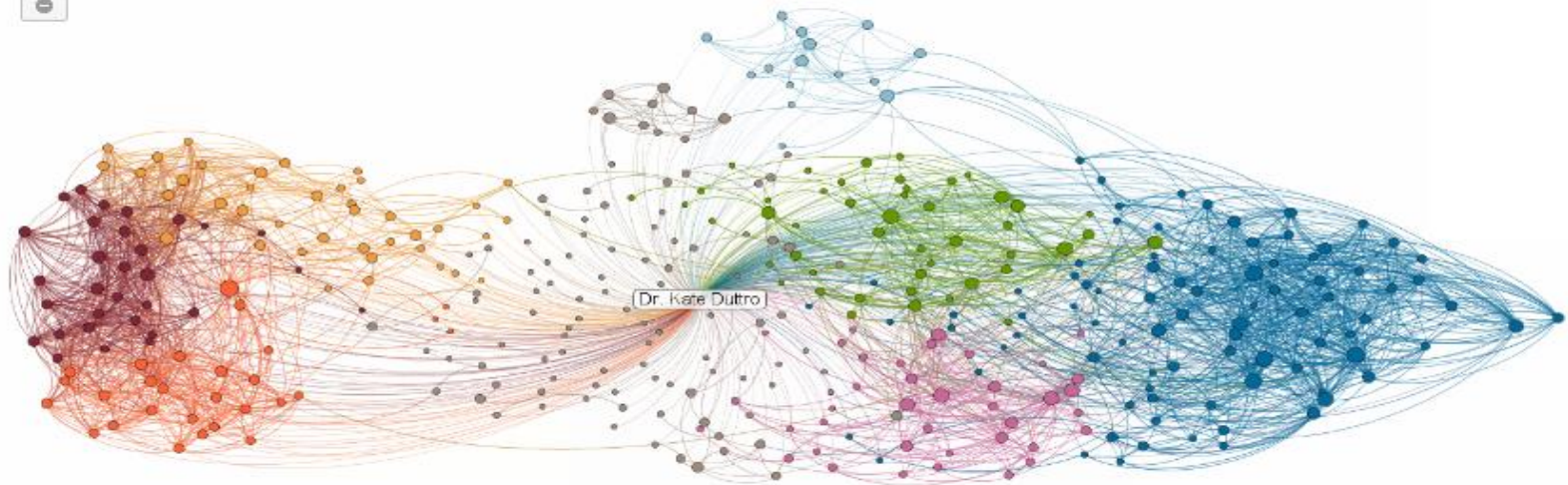
Greater Philadelphia Area | Professional Training & Coaching

Current: Clinical Education & Learning Partner at **AstraZeneca**, [more...](#)

Past: Part Time Project Consultant at Right Management, Vice [more...](#)

In Common: ▶ [2 shared connections](#) ▶ [2 shared groups](#)

LinkedIn Maps



Kate's Network

Label your

Professional Networks

- Career Professionals
- SMA-marine
- UW mostly career
- Seattle mostly career
- SMA-related
- Mktg (GK) Grp
- SMA related
- Misc+Coaching&Writing

The Silent Question

Whether reading a resume or interviewing a candidate, all the questions employers ask are really the same question.

The Employer's Silent Question

“How can you be valuable to me?”

(Tip: It's not about you – it's about them.

Ask yourself, “What does this employer want?”)

Throughout the job search....

Your

Resume (Cover letter)

and

Interview(s)

ALL need to demonstrate how your value matches the employer's needs.

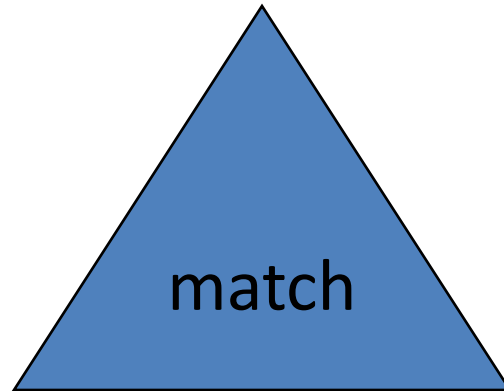
(not what you want)

Understanding Value in Job Search

- Value to an employer is
your strengths: skills, abilities, accomplishments
- How do you demonstrate value to the employer?
(use employer's language, **reflect their needs** while telling your stories)
- **PS – This is not about you – it's about them**

Show the Match

Your Value = Employer Needs



Analyze The Job Announcement

- 2-column analysis
- Wordle.net

Description: Assoc Mgr, Outcomes Research Leader

Outcomes Research Leader- Description Under the direction of a Director, the Associate Manager, Outcomes Research - Merck Global Human Health Marketing would develop outcomes research plans for developmental products and develop appropriate studies to support a value argument. Conduct database analyses to identify key parameters to be measured in the studies. In conjunction with Merck Research Laboratories, develop protocols for outcomes studies and analyze the resulting data. Develop communication strategy to implement the results of the studies. Works with countries to identify needs and secure local participation in relevant studies.

Primary activities include but are not limited to:

- * Participate in the product/franchise-specific OR sub-teams and contribute in developing the OR Strategy and Planning for developmental compounds and obtains cross-divisional senior management approval.
- * Participate in assessment of drivers and barriers to pricing, reimbursement, and market access to provide input into clinical and market development programs.
- * Implements programs to document the burden of disease or unmet need, patient reported outcomes (PRO) components, and health economic aspects of disease to define the value of drug therapy as outlined in the OR planning process.
- * Develops core deliverables (e.g., health economic evaluations) and their adaptation to generate country-specific data supporting pricing and reimbursement.
- * Works closely with the Product Development Teams (PDTs) to develop OR plans for Merck in-line and developmental products based on the regulatory, marketing and reimbursement environments on a worldwide basis. Works with MRL, MSD affiliates and consultants to write, coordinate, and validate as required, study design, protocols, measurement questionnaires, case report forms, data analysis plans, and final reports/publications.
- * Works with MRL for inclusion of outcomes research related measures (e.g., PROs, resource consumption) into clinical trials.
- * Supports MSD affiliates by understanding local needs, adapting health economic evaluations, customizing OR documents according to local requirements (e.g., protocols and reimbursement dossiers, data collection forms).
- * Is responsible for maintaining awareness of scientific developments within his/her areas of expertise, both in terms of new methodology and new activities to establish communications with key OR scientific leaders.
- * May travel on company business to ensure broad internal/external input into the OR planning process and to assure the timely completion of projects.
- * Builds relationships with health economic and OR experts worldwide.
- * Presents OR data at international/national congresses and publishes articles in scientific journals.

Qualifications Education: * Masters degree required
* Doctoral (preferred) degree from a recognized school of medicine, public health, management, pharmacy, or economics

Required:

- * Minimum one year of experience in designing and performing research
- * At least 1 year experience in the field of outcomes research, epidemiology, or health economics
- * High degree of communication and interpersonal skills
- * Ability to work independently under time constraints

Preferred: * Demonstrated expertise in the field of outcomes research, epidemiology or health economics preferred.

Description

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Conduct database analyses to identify key parameters to be measured

develop protocols for outcomes studies and analyze the resulting data.

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2-column spread

In one column

Copy the main requirements and/or tasks of job description

- Master's in Pharmacy, specializing in research...
- 1 year experience in....
- Monitor quality assurance for

In the other column

Describe how well you match the requirements of the job

- Master's, PORPP, June, 2011
- 2 years experience in.....
- Certificate in Quality Assurance, 2009

Wordle.net

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Resumes in Context

- CV vs. Resume (Academic \leftrightarrow Corporate Research)
- 1st-3rd Reviews
 - Machine
 - ATS & Keywords = Focus
 - Human
 - ScanTime & Format/Appearance = Focus
 - Space & Weight

Formats & Context

Reverse Chronological Resume

- Past experiences listed most recent first
- Has been most common format
- Works well if past experience is within the same field and supports current job goal
- Pg. 17, Career Guide

Formats & Context

Functional Resume

- Emphasis is on presenting skills and strengths
- Used with a short work history or
with a recent educational degree or
when several jobs used similar skills

Formats & Context

Combination Resume

- Combines advantages of both
- Useful for highlighting projects and transferable experiences
when several jobs used similar skills
or when last job is not similar to that desired

Format & Context

Curriculum Vitae

Often requested by research firms (not resumes)

Usually longer than resumes

Education often on first page

Category order may parallel relative importance
of duties

Cover Letters & Follow Up

- Trends show fewer cover letters being read.
 - (LI group, Career Central)
- A well-crafted cover will not hurt.
- Focus on resume

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Questions?

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Interviewing & Negotiating

Dr. Kate Duttro
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May 6, 2011
For UW PORPP

Interviewing

Is a continuation of employer's silent question

What value do you have for me?

Strengths Interview

- Also known as Behavior-based
- Typical questions
 - Tell me about ...
 - Describe a project you led...
 - Give an example of ...

Strengths Interview

So, tell me about yourself....

Strengths Interview Model

- “I have three particular skills that will help me do this position well. They are X, Y and Z.”
- “Which one would you like me to tell you about first?”

Strengths Interview Model

- “Is this the kind of information you want? Would you like another example in this skill area, or shall I go on to another?”
- Stories can guide the interview so your greatest strengths are clearly communicated.

S T A R Story Mnemonic

- S = Situation
- T = Task
- A = Action
- R = Result
- (R) = Relate to job

STAR (R)

- My scholarship project involved developing a plan to increase health literacy for low-income patients. (S/T)
- To do that, I had to do help them read medication labels, call in refills and know which medicines they take. (A) I worked with pharmacists to encourage providers to give patients a meds list at every visit. (A)
- In spite of poverty and homelessness, patient compliance increased, my professor suggested I publish it and the community is following my proposed plan, based on data my team collected later. (R)
- It seems that this kind of program is similar to what your organization does in... (R)

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Questions?

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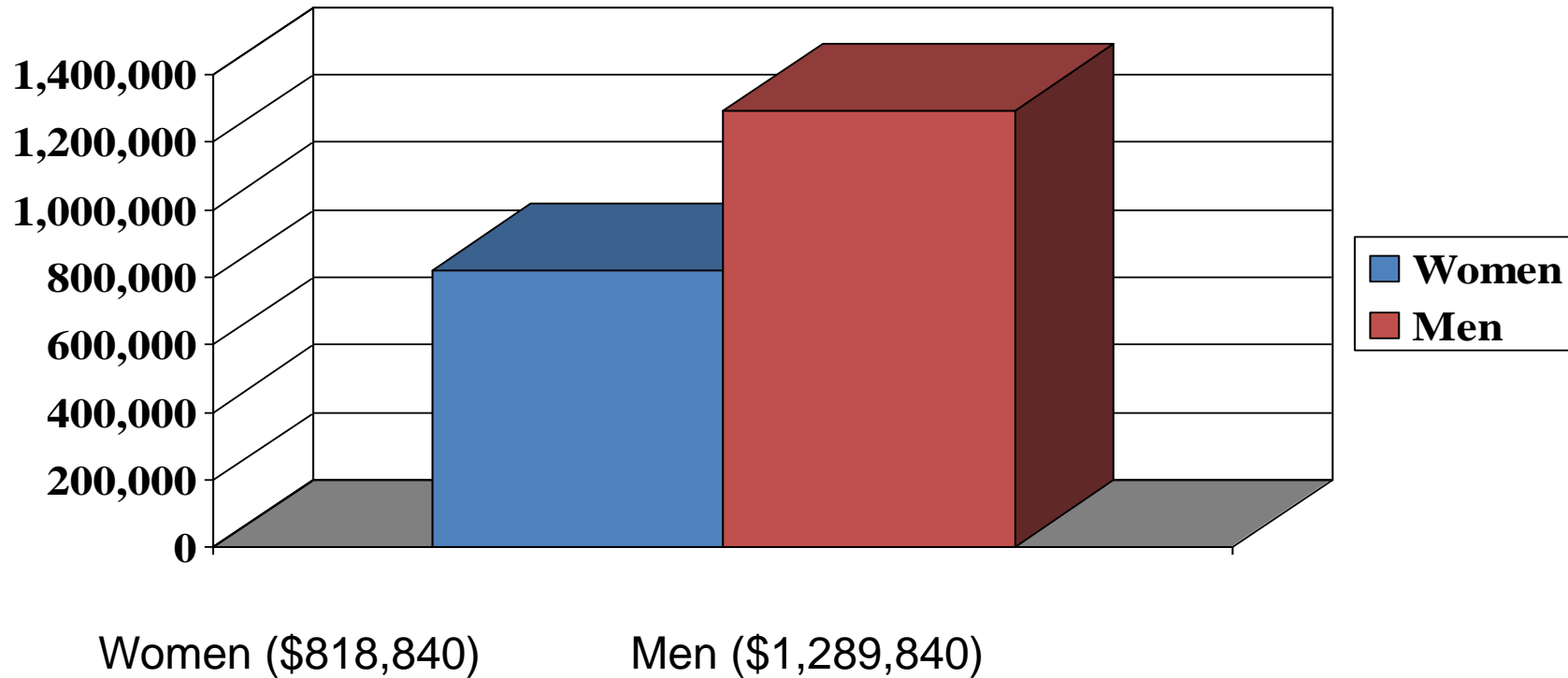
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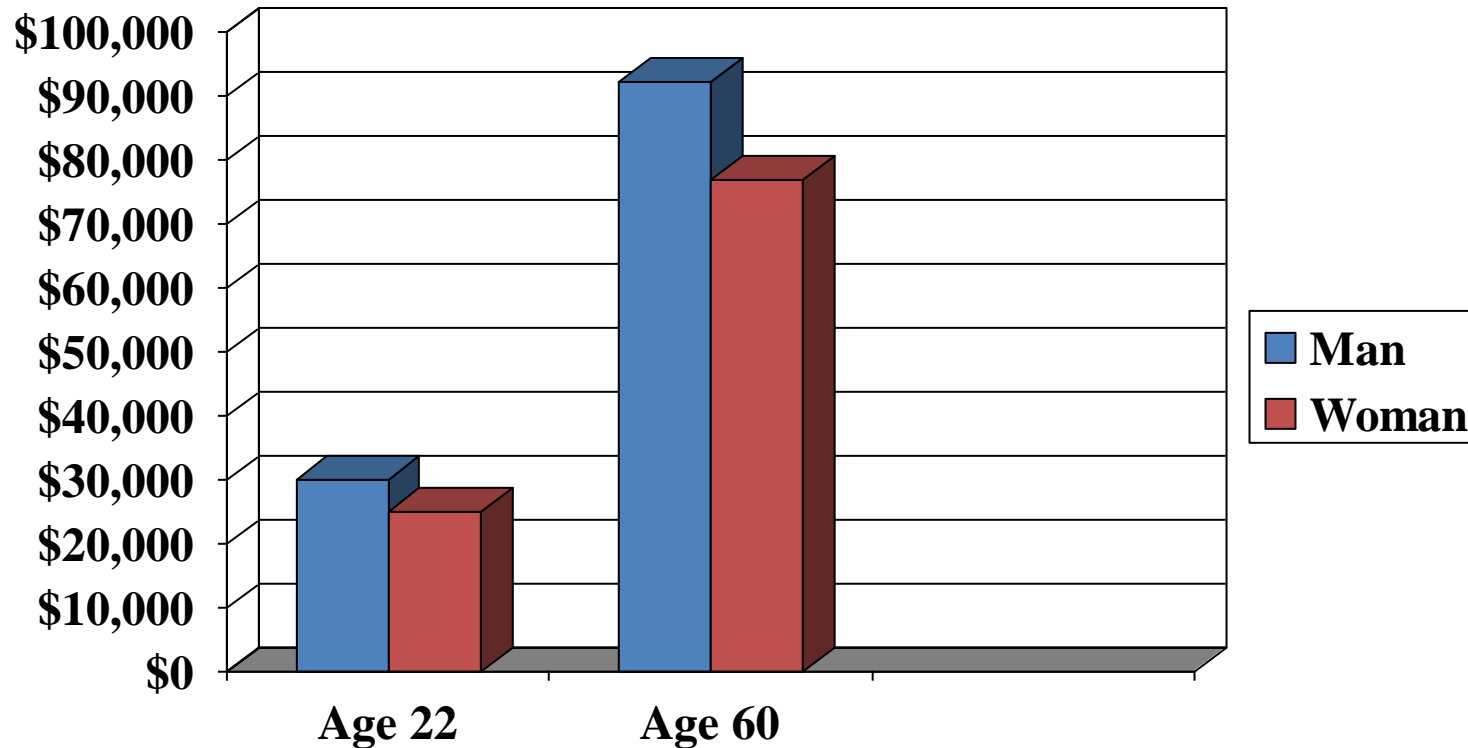
Why You Should Negotiate

(women in particular)

Average Earnings After 40 Years Working (pre-tax)

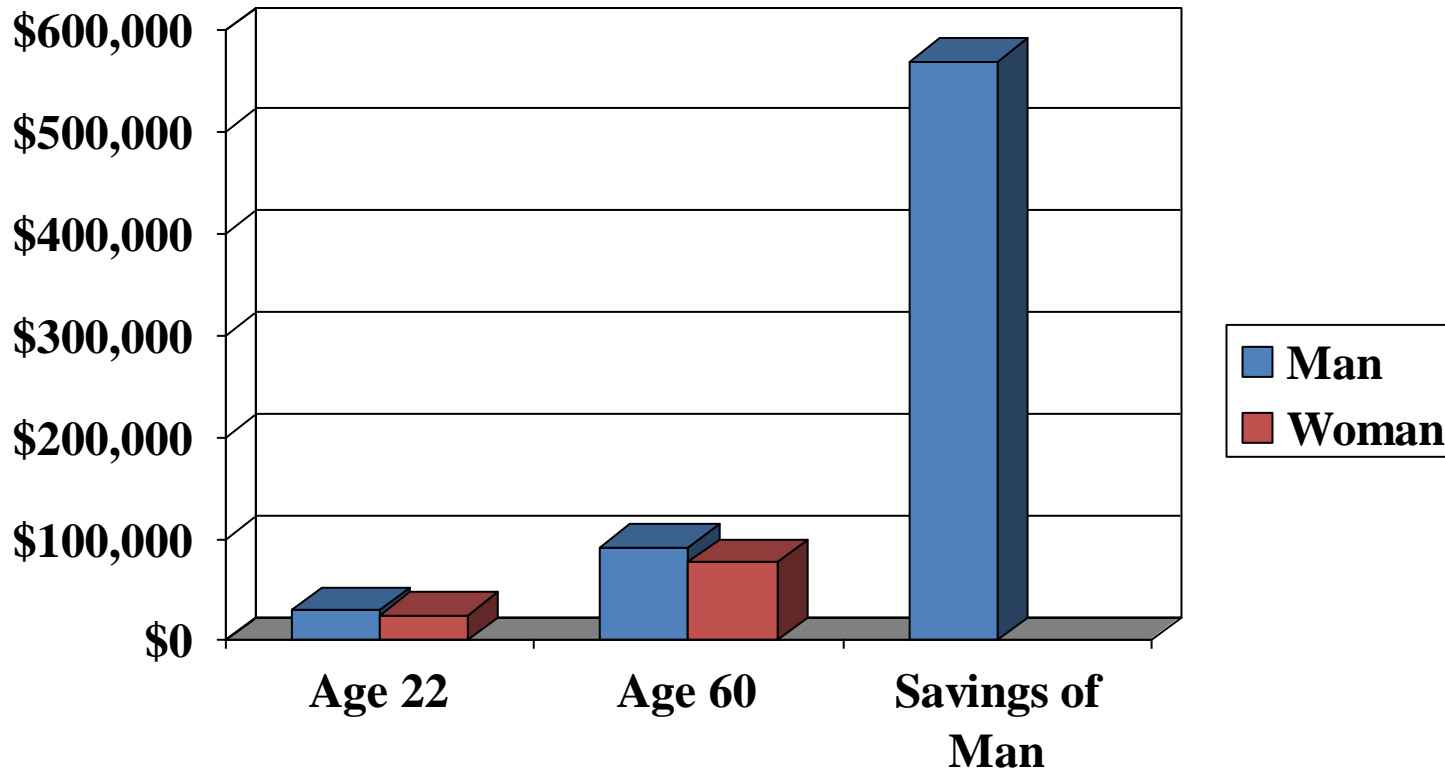


Return on one-time negotiation



Each is offered \$25,000. She takes it. He negotiates to \$30,000. If each receives 3% raises each year, and neither negotiates again, salary gap at age 60 = \$15,373 (\$76,870 **Woman** vs \$92,243 **Man**). But his total earnings in 38 years = \$361,171 more.

Compounded Interest



If the man had banked the difference each year in a 3% bank account, at age 60 (38 yrs), he would have \$568,834 more

Why Do You Need So Much \$\$?

- Inflation and uncertainty
 - 1970 2-yr-old Datsun, \$2,000
 - 1986 new Subaru, \$13,000
 - 2004 new Honda \$22,00
- Children
- Illness or catastrophic loss
- **Choice** at retirement age
 - Retire or continue working or work less or....

Negotiating

- Approach the issue as problem solving
 - Objective = fair compensation.
- Negotiate besides salary
 - Paid time off -Assistants
 - Relocation -Lab space
 - Flex time - Equipment
 - Additional training/schooling/
 - Other items important to you

Value You Add

- Special skills and training
 - up to 5% increase
- Related experience (internships and co-ops)
 - up to 5% increase
- Hot Jobs
 - up to 5% increase
- University Reputation
 - 1-2% increase for better programs
- All dependent on organization needs and labor market conditions

Negotiating

- Know your value – research
- Ways to demonstrate value and worth -
 - Strengths, accomplishments, results in ...
academic coursework and projects, jobs,
internships, student organization experience,
volunteer experience, professional activities

When to Negotiate Salary



from Paul Hellman, *Ready, Aim, You're Hired*

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Questions?

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Online References Mentioned

- <http://www.jobhuntersbible.com> Great for general info on job search
- <http://rileyguide.com/> Look for Network, Interview, & Negotiate || Salary Guides & Guidance in the list of internal links
- <http://careerstar.com> (Search for “Salary” and for “Negotiations”)
- <http://www.workforceexplorer.com/> Great for information on Washington State employment information

Books

- What Color is Your Parachute, by Dick Bolles
- Resume Empower, by Tom Washington
- Interview Power, by Tom Washington
- Negotiating Your Salary, by Jack Chapman

Particularly relevant to women

- Women Don't Ask, by Babcock & Laschever
- Ask For It, by Babcock & Laschever
- Why Women Earn Less, by Mikelann Valterra
- Why Man Earn More, by Warren Farrell