

Starting a professional career in industry: Matching market needs in the application documents

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The starting points



1. Labor market
2. Competitors
3. Competence
4. Documents
5. Near future
6. ...

How large is my academic or industry labor market?

How many other people will apply for these positions?

What are my personal sales arguments?

How do I do a convincing self-presentation?

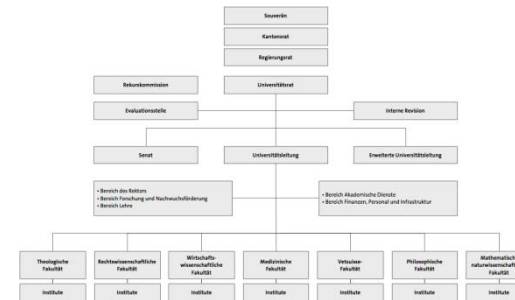
What effect will my decision have on my career?

Targeting the application

Expert track

General track

Public

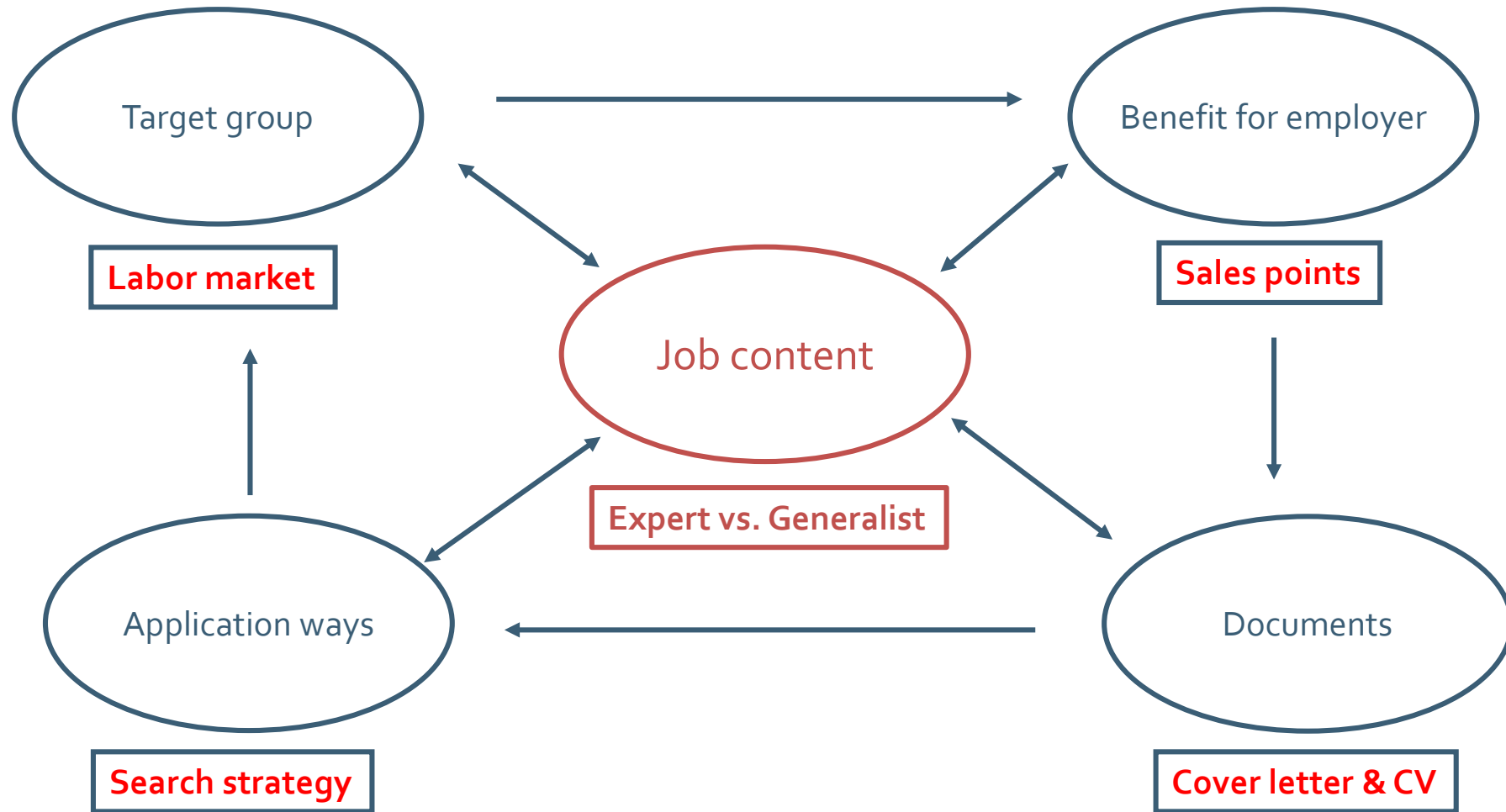


Private



What impacts does the primary decision have on elements like:
CV, competences, job search?

Milestones of an application strategy



Job titles for natural scientist

<http://www.hays.ch/life-sciences/life-sciences-jobs-spezialisten.cfm?nid=bcffae14-e4a1-474b-bfe2-0444975bb07b&rn>

RESEARCH	RESEARCH & DEVELOPMENT	<ul style="list-style-type: none"> Research Technician/Scientist, Project Manager Toxicologist, Pharmacologist Assistant Pharmaceutical Development, Galenics Assistant Analytical Development
	CLINICAL RESEARCH	<ul style="list-style-type: none"> CTA, CRA, Junior CRA, Senior CRA, Lead CRA Clinical Project Manager Clinical Data Manager Outsourcing and Contracts Manager
	BIostatISTICS & PROGRAMMING	<ul style="list-style-type: none"> Biostatistician SAS Programmer, Oracle Clinical Specialist Data Entry Assistant
SAFETY, MEDICAL & REGULATORY AFFAIRS	DRUG SAFETY, PHARMACOVIGILANCE	<ul style="list-style-type: none"> Officer, Manager, Associate and Assistant
	MEDICAL AFFAIRS	<ul style="list-style-type: none"> Medical Writer Medical Advisor Medical Liaison Manager
	REGULATORY AFFAIRS	<ul style="list-style-type: none"> Officer, Manager, Associate and Assistant Regulatory Writer, Technical Writer
PRODUCTION & QUALITY	MANUFACTURING / PRODUCTION	<ul style="list-style-type: none"> Head of Production/Production Manager, Production Staff, Team Leader Supply Chain Manager
	QUALITY MANAGEMENT	<ul style="list-style-type: none"> Manager Quality Control, Head of Quality Control Manager Quality Assurance, Head of Quality Assurance, Associate and Assistant Qualifier, Validator, IT validations pharma Qualified Person according to §14 AMG Auditors (GLP, GCP, GMP, GxP), FDA, Mock audit Supplier Auditor
MARKETING & SALES	MEDICAL MARKETING	<ul style="list-style-type: none"> Product Manager, Product Group Manager Brand Manager Manager/Head of Marketing
	SALES & BUSINESS DEVELOPMENT	<ul style="list-style-type: none"> Medical Representative, Head of Sales Department Manager Business Development Manager for Portfolio Optimization (In-licensing/out-licensing)
	HEALTH ECONOMICS	<ul style="list-style-type: none"> Manager for Outcomes Research Manager Market Access Manager for Pricing & Reimbursement

Example of job profiles organized by:

- Business area
- Job family
- Job title

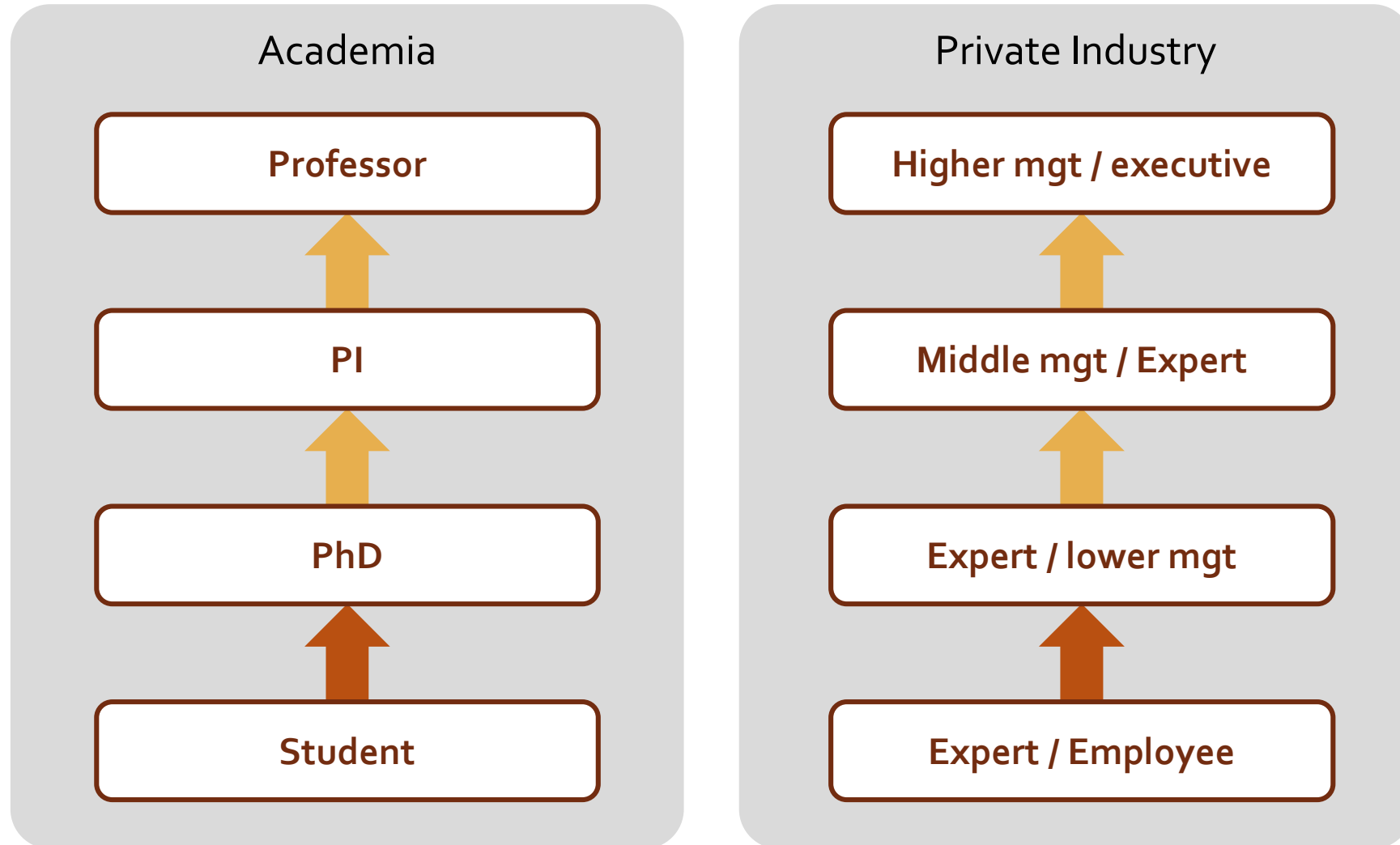
⇒ Cluster jobs according to the main tasks

⇒ Identify job families you like

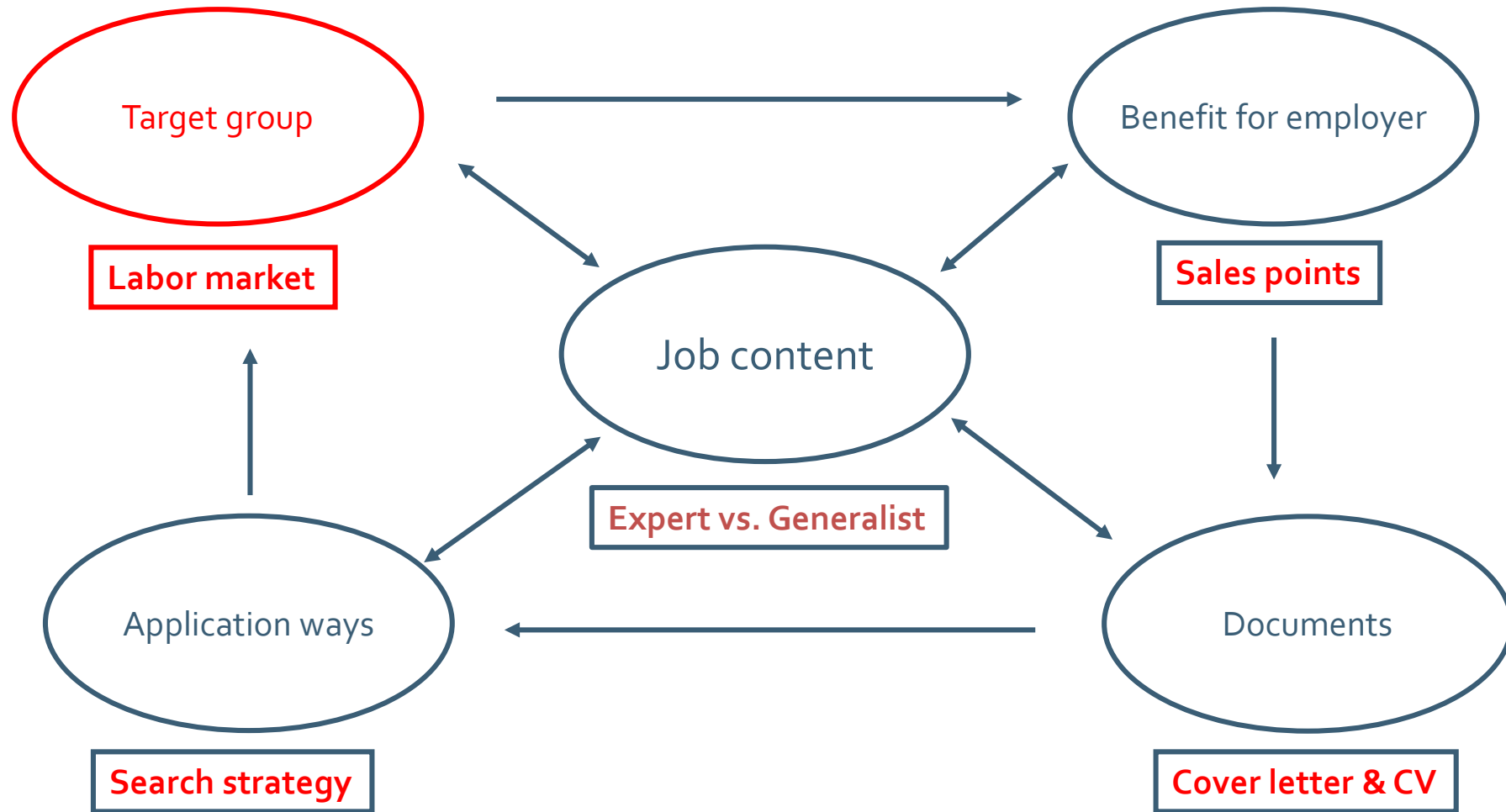
⇒ Information about companies and open

positions <http://www.introdesk.ch/>

Reflection about the entry level

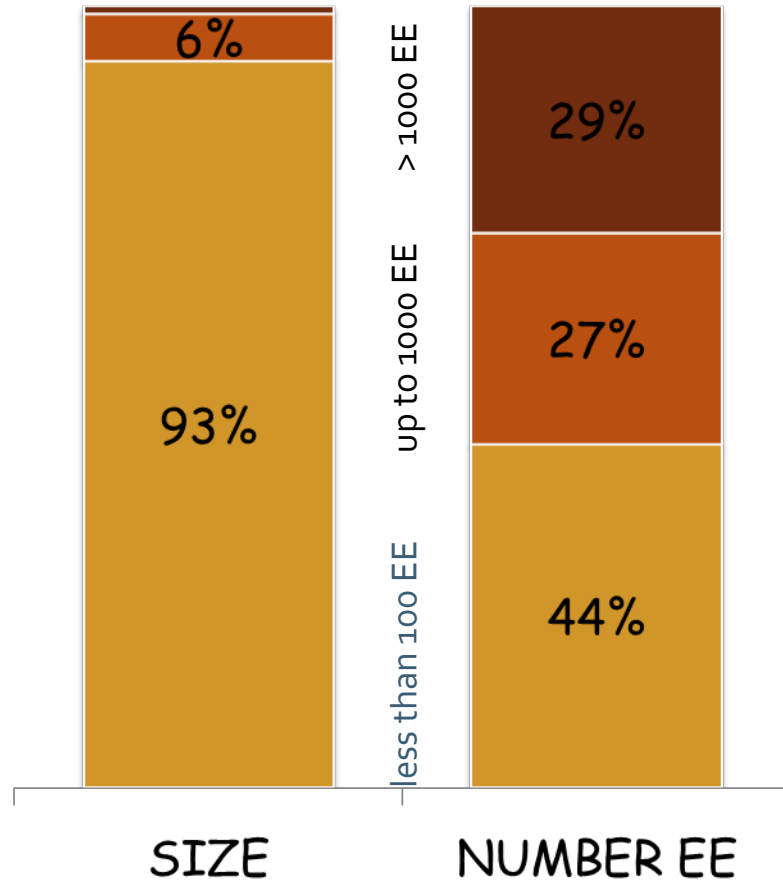


Milestones of an application strategy



Situation in the Swiss labour market

SWISS COMPANY PROFILE (1098 COMPANIES)



Big global players everybody applies to

- High competition & level of expertise
- Certificates
- On-line tools

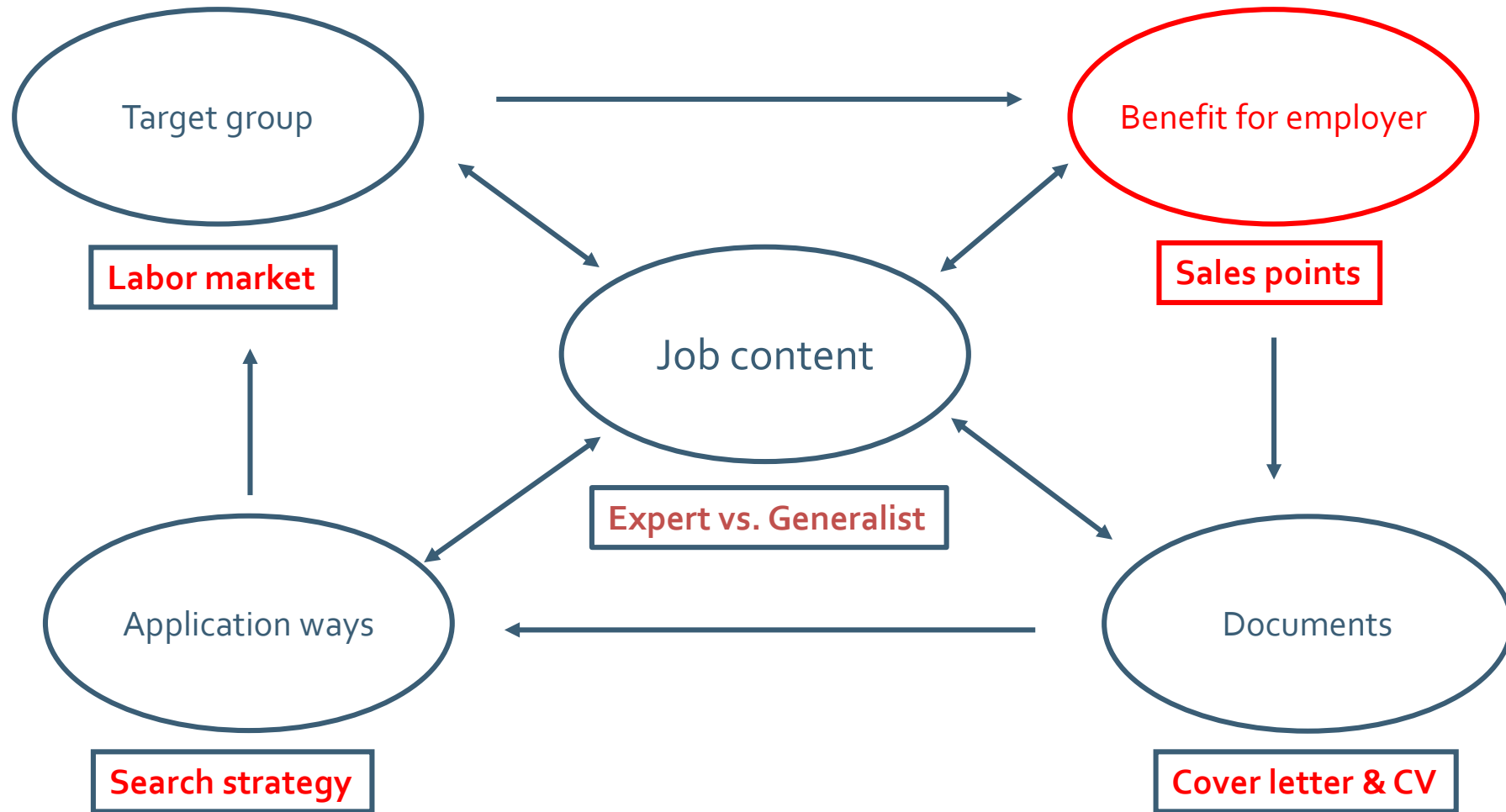
High Mid-size companies go often unnoticed

- Often broader profiles needed
- Possible to apply spontaneously
- Human resource oversees vacancies

Small-size companies are difficult to find

- Need "generalist"
- Rarely in search engines
- Different career path

Milestones of an application strategy



Your added value for the company

Technical expertise

- Field knowledge
- Trends
- ...

Methodical skills

- Research management
- Statistics – data analysis
- ...

Social competences

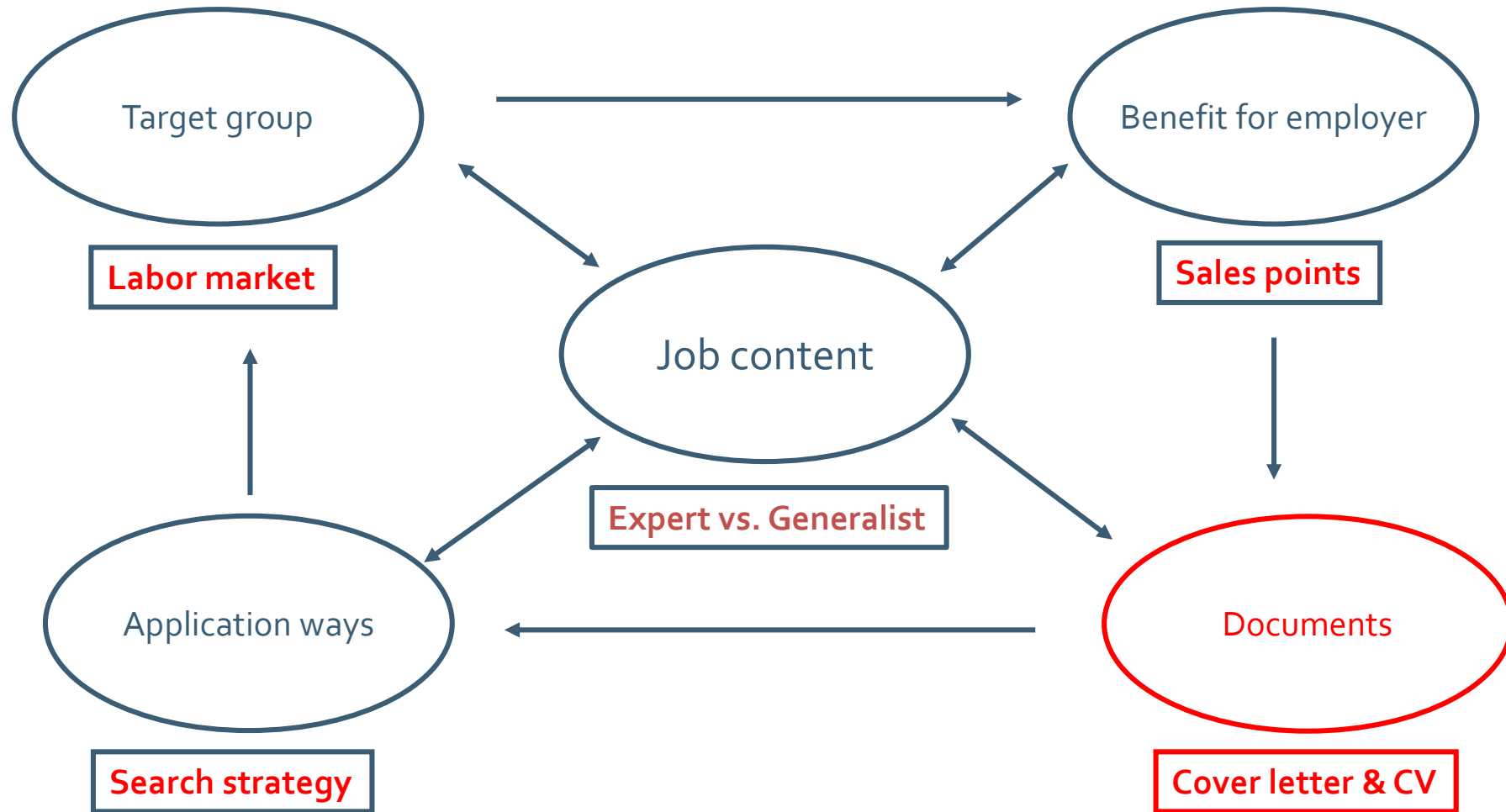
- Teamwork
- Conflict handling
- ...

Personal skills

- Self-management
- Autonomous learning
- ...



Milestones of an application strategy



Application documents

Academia



CV can be dozens of pages long

content covers:

- all relevant accomplishments
- list of publications/presentations
- description of research projects
- overview of teaching experience
- awards/prizes
- review experience
- specific scientific techniques
- professional affiliations

Targeting => Independent scientist

Private Industry



CL emphasizes interest for company, benefits and motivation people bring/ have

- CV is no longer than 2 pages
- logical organization/structure
- company – function – tasks
- information about IT/languages
- hands-on working experience
- personality (hobbies)
- specific achievement/projects

Targeting => Ability to do the job

Structure and content



past

- Is easy to understand
 - Presents a profile
 - Shows the required skills
 - Shares working experience
 - Transports “personality”
- ⇒ Make sure you have not only «me too» messages!

present

- You – I – We structure
 - Tells interest for the company
 - Support the CV messages
 - Transports the benefits
 - No repetition of the CV
- ⇒ What is your contribution to the companies success?

future

The industrial cover letter

General issues:

1 page – same font as CV – letterhead – refers to vacancy - signed

Structure and messages:

- You: link to the homepage - “I love you” message – active language
- I: requirements I fulfil - experience with the tasks I have – benefits I bring
- We: outlook to the interview - ideas about common future - next actions

Carefully think about:

Self-sabotage wording like I guess, I hope, ...

Statements like I want to learn, I look for a challenge,...

The industrial curriculum

General issues:

2 pages – attractive to read – easy to understand – targeted to the market

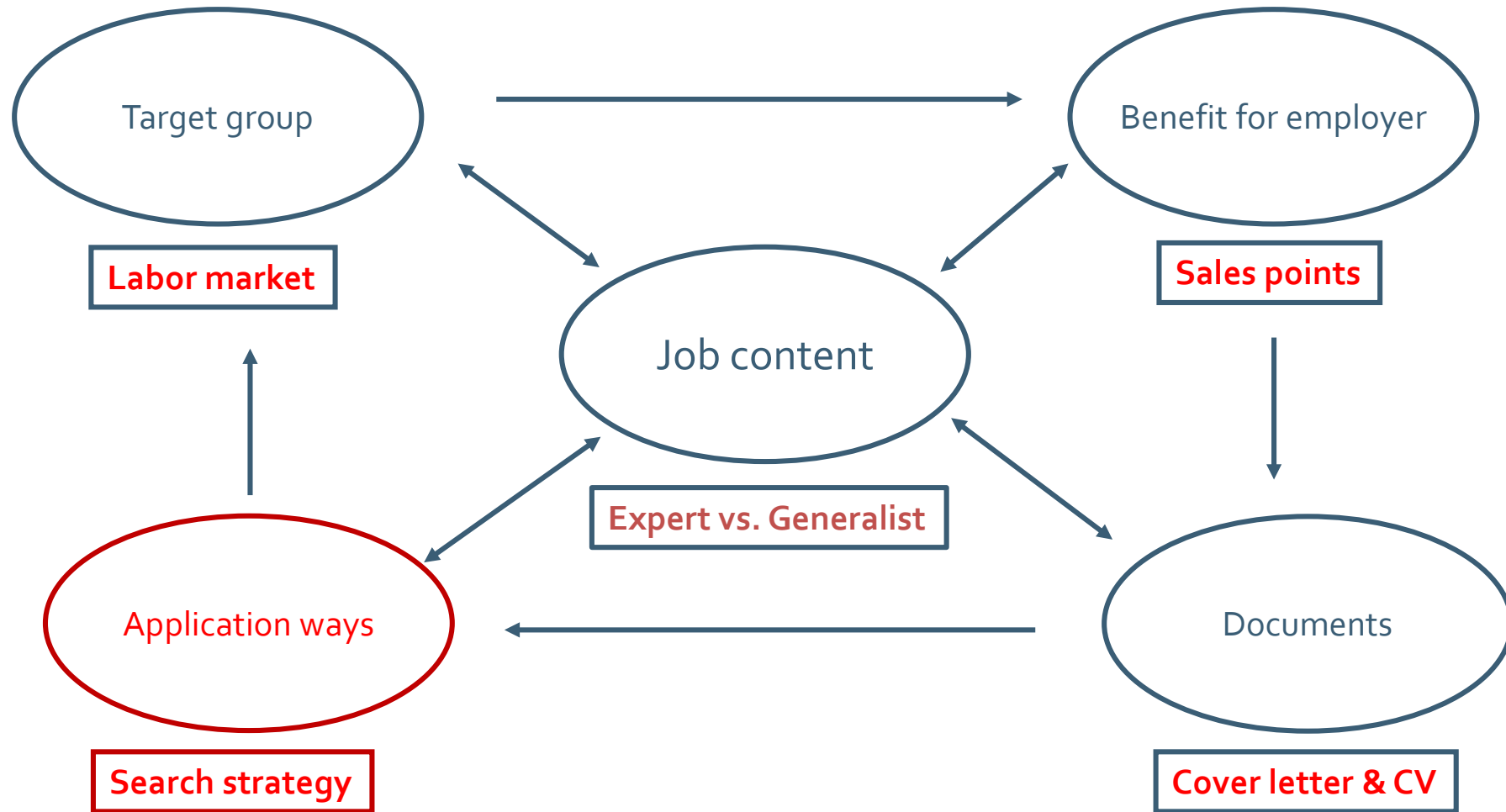
Structure and messages:

- Personal details: Switzerland likes pictures, family information
- Professional experience: Company (ETH) – function (Scientist) – tasks (job)
- Education: structure of professional experience - title of thesis - name of prof
- Others : Hand-on summer jobs - IT, languages – personality (hobbies , other activities)

Carefully think about:

Profile, awards, patents, papers, presentations, extra courses, skill inventory, ...

Milestones of an application strategy



Pitfalls for applicants

Hidden labor market:



- Search executives
- No public announcements
- No access point for applicants

Covered market:



- Awareness of companies
- Knowledge about mid-size industries
- Using networks to access

Unawareness:

- Existing job possibilities
- Meaning of job ad information
- Personal sales points



Invisibility:

- Using the most common sources
- CV is not targeted
- CV has a «me too» message

