

# How to market yourself for careers outside academia

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Dr Chris Humphrey

 @chrishumphrey



# Childhood dreams

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- When you were a child, what did you want to be when you grew up?
- A doctor? A vet? A ballerina?
- An academic?!
- We all dreamt of becoming someone ... do you still hold on to that dream?



# Adult realities

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- UK: only 22% of PhDs working in H.E. teaching or lecturing roles 3½ years after graduating
- US: 50% of PhDs take jobs outside of academia
- Less than 1 in 4 US academics are T or TT
- What jobs do doctoral graduates do?
- So how do you market yourself for these jobs?



# Your 5-point plan for the transition

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1. Discover your transferable skills
2. Decide on a target sector/career
3. Get the right work experience
4. Create your professional brand
5. Tell a great story



# Discover your potential: skills audit

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- Project management
- Team working
- Problem solving
- Organising events
- Writing
- Public speaking
- Publicity and PR
- Web and social media

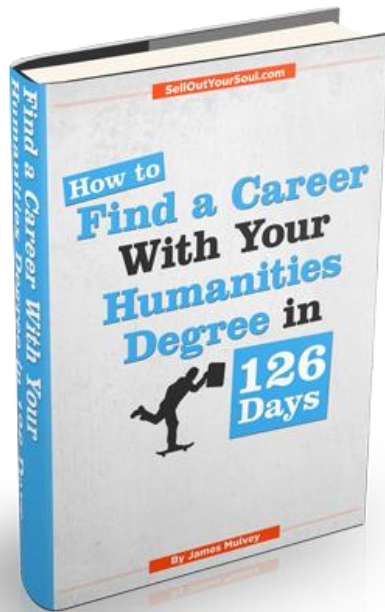
## What skills have you gained?

- Thought leadership
- Bidding for funding
- Networking
- International experience
- Teaching & training
- Managing information
- ICT
- Writing reports

... oh and did I mention research?!

# James Mulvey's words of wisdom

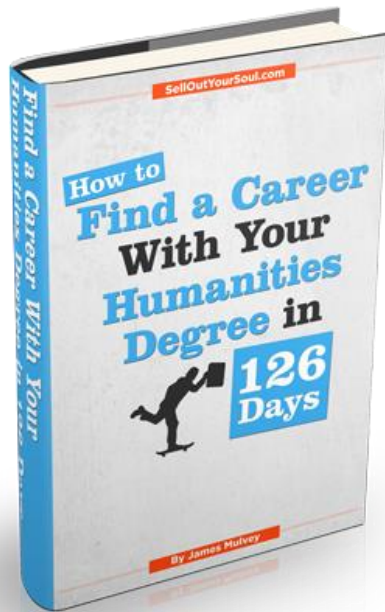
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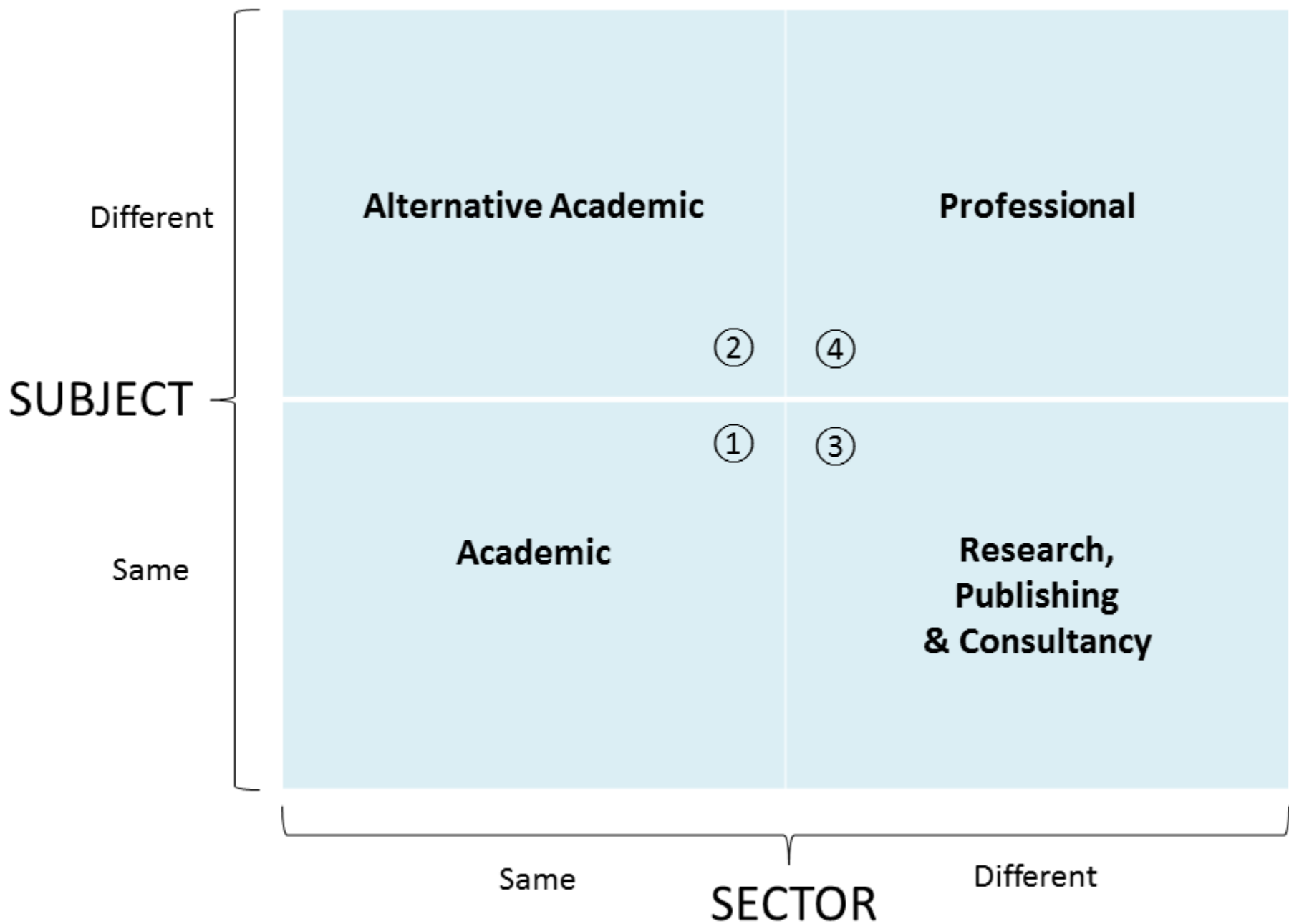
“The big problem with academics is that they often don’t think of themselves as **changing careers**. They see themselves as ‘finding work outside of academia with a PhD.’ This is a mistake because the reality is there is no work for PhDs outside of academia. There are just some jobs that a PhD could be good at.”

# James Mulvey's words of wisdom

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“In other words, you need to stop thinking of yourself as a PhD looking for work. You need to stop talking about yourself as a PhD looking for work. Instead, you need to talk about yourself as a researcher, analyst, and writer looking to **switch careers** from academia into private industry.”







# Market yourself: as a professional

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- You're not a graduate ... you're an experienced professional X with lots of transferable skills!
- Make a firm decision on a role, and a target sector to switch into
- Use internet job sites to search and find jobs that interest you
- Talk to alumni, friends & employers



Strats Division, Full Time  
(PhD/Masters/Bachelors)

Analyst/Associate

Goldman Sachs – London,  
England

From: Goldman Sachs – 1 days ago

Goldman Sachs Strats business unit is a world leader in developing quantitative and technological techniques to solve complex business problems. Working within the firms trading, sales, banking and investment management divisions, strats use their mathematical and scientific training to create financial products, advise clients on transactions, measure risk, and identify market opportunities.

## Training Consultant / Trainer – PhD, MSc or BSc in Life Sciences

Location: Surrey, South East

Salary: Upto £35,000 per annum  
(depending on experience) +  
good benefits

Job type: Permanent

Company: Edissero

Contact: Michelle Northcott

### Training Consultant / Trainer – Life Sciences, Biology, Chemistry, Biotechnology, Bioinformatics, Cheminformatics, Pharmaceuticals

Our award-winning software client is looking to recruit a training consultant to develop and



# Five options for work experience

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- Freelancing / self-employment
- Become an assistant, e.g. at a publisher
- Start consulting
- Get an internship at a relevant company
- Explore Knowledge Transfer Partnerships

## Jessica Collier: About & Contact

I'm a professional storyteller in the wide world of the tech industry. I work with designers, engineers, user experience teams, and community specialists. I write product copy, email communications, blog posts, and long-form marketing materials. I craft brand narratives and voices. I formulate content strategy.

**Jessica Collier, PhD**

Writer and Content Strategist

Independent Consultant



‘I created a Twitter account and started using it. I developed a LinkedIn profile. I started a blog. I began taking on small writing and editing jobs in addition to my academic work, if only to be able to say, at the crucial moment that someone asked, “Why, yes, I do freelance work. Let’s chat.”’



**Adam Capitanio, PhD**

Editorial Associate, Berghahn Books



‘Thankfully I had worked as an assistant on pair of academic journals during the first few years of my PhD program; I managed to get a few interviews with academic publishers and finally was hired by Berghahn Books in September 2012 – about a week before I was scheduled to defend my dissertation!’



# Marketing yourself: your new CV

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- Personal statement
- Skills, skills, skills
- Career history (consider PhD as a job not a course)
- For each role, list key achievements
- Education and qualifications
- Relevant examples of your work (not a publications list)



# Marketing yourself: interviews

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- ‘So Dr Humphrey, tell me, how exactly does medieval studies relate to transport data management?’
- Have a good answer about why you are making ‘the transition’: you have fulfilled your ambition to ...

# If I can do it, you can do it ...

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## **Triodos Bank – Sustainable Banking**

- 2011 – Project Manager

## **WSP Group – Intelligent Transport Systems**

- 2009-11 – Associate & Business Manager

## **Transport & Travel Research Ltd**

- 2005-09 - Principal Consultant & Project Manager

## **Action Information Management Ltd**

- 2002-05 – Trainer & Information Manager

## **Viviance new education Ltd**

- 2000-02 – Content Analyst & Education Designer

## **University of York, Centre for Medieval Studies**

- 1997-2000 – British Academy Research Fellow



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 [www.jobsontoast.com](http://www.jobsontoast.com)

 [chris@jobsontoast.com](mailto:chris@jobsontoast.com)

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Thank you for listening!

Any questions?



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[chris@jobsontoast.com](mailto:chris@jobsontoast.com)