

Recording starting soon



The recording will:

- Capture presenter video and shared screen
- Capture all audio (no need to unmute if you'd rather not)
- Capture chat posts to everyone, **including our names**
- May be made available online on the internet



You control:

- ✓ How your name appears (use 'rename' to edit)
- ✓ What you share in the chat
- ✓ Whether you unmute to talk

Writing Persuasive Approaches for Placements, Internships and Work Experience

Liz Wilkinson

Techne Careers Consultant

Liz Wilkinson, TECHNE Careers Consultant

- 30 Years in Careers and Recruitment
- Former Director of Careers and Employability at Royal Holloway
- PGR Careers Lead at Kings College London
- MA Classics in Oxford
- PGCert in Learning and Teaching



**Contact via
techne.careers@careers.lon.ac.uk**

Intro - @bencole9

Enterprise / Education / Music:

- Head of Strategic Projects LU LDN
- Music and creative industries strategy
- Former music industry pro
- Mentor some start-ups
- Run some acceleration / incubator stuff
- Ran a half marathon
- East London-East Midlander



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What we will cover in our discussion

- How to identify the right organisation to approach.
- How can you add value through placement, internships and work experience
- Writing persuasive application letters
- Crafting your Techne profile and your CV
- How Techne supports virtual placement and work experience activities for its students

Introduce Yourself in the Chat Box

- Institution, PhD Discipline (in 2/3 words)
- I am considering internship/work experience in...

Spelling doesn't matter in the chat box

How Techne placement funding works

- Just for AHRC funded students
- We can provide up to 6 months additional Stipend to cover a placement (or series of placements) – up to £2,000 per student
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- Techne placement lead: Ben Cole
- Techne office – techne@rhul.ac.uk

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What organisations would you like to know better

Activity

- What would be your fantasy placement organisation?
- Who operates in the same space, especially their less glamorous cousins?

Creating your placement pitch

- Do you know anyone working there at all?
- Can you reach out to find out what their needs are?
- Are you following them on social media?
- Where might you create value in this rebuilding and recovery period?

Creating Value in a Placement

Some examples of previous placements:

Historic Royal Palaces

- Supporting new exhibitions

Surrey Hill Arts

- Creating new art trails

Crafts Council

- Cataloguing and Archiving

Creating Value in a Placement

- Growth in Creative Industries

We are the 'experience' makers

- Recovery for cultural and creative organisations is more than ever about accessing this opportunity
- <https://www.wattsgallery.org.uk/about-us/360-tour/>

What makes an organisation distinctive

- Mission and Vision – what does that tell you about their purpose and culture
- Who are their stakeholders
- What is outside scope?
- What are their successes and challenges?
- How is their arena of operation likely to change in the next 2 years?

Look for flags about attitude and broader skills sets

- V & A jobs page:
- “At the V&A we value collaboration, integrity, innovation and generosity. These qualities are vital to our success.”
- Museum Association report: “a shift towards prioritising development of a range of skills such as business management, financial planning, digital strategy, etc. while still retaining the cultivation of heritage-specific skills such as curatorial skills.”

- What advice have you been given by your academic mentors about finding and applying for a placement?
- **Type into the chat box**

Application Tips for Placements

- Find the right person to approach
- Polish your CV
- Write a covering email, angled to the organisation's current needs and how you can contribute
- Make it clear that you are not seeking payment

Be structured and persuasive

- Opening paragraph – who you are, what you are asking, make the link
- 3-4 clear selling points – how your skills and experience would add value to their organisation
- Show you have taken time to research what their organisation might need now
- Neat sign off, don't grovel

CV with Impact: Sections and Heading

Name

Contact details

Education

Work experience

Want your relevant experience to stand out?

***Relevant* e.g. Heritage/Policy/Arts experience**

Additional work experience

Other key skills

Interests

References

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Targeted job hunting help sheets for Techne students

How to write a CV: guidance for PhDs

A CV should not be a list of everything you have ever done. It is a document that a recruiter should be able to scan quickly and see how your skills and experiences make you the best person for the job.

<http://www.techne.ac.uk/for-students/training-and-support/career-development-programme/online-resources>

Your Techne profile: Your shop window



Kevin Biderman

Visual surveillance in the City of London (1994- present day).
Discipline, control and the materiality of digital visual media

Royal College of Art, London

2015 -

Activity: What score/10 would you give your Techne profile

Technē profiles

- Engaging photo of you
- Understandable summary of your research topic
- Some relatable content in your research synopsis
- Why does what you are researching matter?
- Contact details

Getting started:

Create a respectable online profile

- 30 second impact
- Photos in the right dress code/visual tone
- Headline – specialism & experience
- Align to a professional/creative sector
- Evidence your claims
- “Specific hooks” not generic buzzwords
- It’s always a “work in progress”
- http://www.techne.ac.uk/data/assets/pdf_file/0004/209506/LinkedIn-and-social-media-helpsheet-for-postgraduates.pdf

Virtual Networking and Raising Your Profile

- Who are you following on social media?
- Are you using industry websites and LinkedIn as a research tools?
- Are you at least lurking in discussion forums?
- Are you reaching out to your industry contacts to find out how they are getting on ?
- THIS ALL LEADS TO INDUSTRY INSIGHT SO BETTER APPLICATION LETTERS AND FOLLOW UP CONVERSATIONS

ACTIVITY: Share social media wins

Type into the chat box examples of positive creative and academic connections and discoveries on social media (name the platform)



Make an initial contact to start relationship

- Select a useful and interesting individual
- Make an initial contact e.g. social media PM
- Focus on the aim of just setting up a virtual meeting e.g. informal Zoom chat – keep it light and not over specific
- Compliment specifically e.g. *I loved your TED talk on XXX, I found your article on XXXX*
- Make the link between you both clear e.g. *This links to my research on XXXX, reminded me of my experience doing XXX*
- Tentatively ask to virtually meet e.g. *Could we arrange a brief video call about me gaining professional exposure to xxx, Might it be ok to have phone call to deepen my understanding of XXXX*

Best sites for career research & job hunting

Cultural & arts jobs : <http://www.artsjobs.org.uk/arts-jobs-listings/>

Art residencies: <https://www.artquest.org.uk/opportunities/>

Craft residencies: <https://www.craftscouncil.org.uk/maker-support/opportunities>

Heritage sector: <http://www.museumjobs.com/>

Civil Service jobs: <https://www.civil-service-careers.gov.uk/>

Cultural, charity & education: <https://jobs.theguardian.com/>

Think Tanks: <https://smarththinking.org.uk>

HE Professional Services: <https://www.jobs.ac.uk>

Mainstream education jobs: <https://www.tes.com/jobs/>

Good range of job profiles working across sectors:

<https://www.prospects.ac.uk/>

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Current Techne placement: Closes 18/2, 23 Things international

This year we are delighted to recruit a **Techne Engagement Mentor**, with the specific task of facilitating interaction within the pods, adding new content relevant to Techne researchers, and assisting with our small research project into participants' experience.

The Engagement Mentor will be responsible for devising and implementing strategies to help our pods communicate, making sure that initial contact takes off and each pod has a plan for how they want to 'meet'. This could involve different online platforms. They will also be asked to give participants feedback and encouragement through the community forum, their websites and blogs.

Depending on the mentor's interest and agreed time commitment, they may also be involved in supplying content and resources for the blogs, and helping to run our participant feedback questionnaire and focus group. There may be opportunities to contribute to subsequent research outputs.

The mentor will report to with project lead Mike Rose (Doctoral College, University of Surrey) and Sarah Stein (Director of Distance Learning, University of Otago), and will be offered full support and mentorship training.

Start & end date of placement: The core period will be March-June 2022, over the 14-week duration of the programme. Depending on the mentor's preference, they may get involved in the planning stages before this (from February), or in the assessment research, June-Aug 2022.

Hours of work: Hours can be arranged to suit the individual mentor. Total hours worked would reflect the length of funding extension applied for – minimum 30 working days, to max 12 weeks equivalent. During the 14-week programme we would anticipate at least one day per week.

The placement student will be eligible for a stipend extension for the duration of the placement, pro rata if part-time.

Because they will be working with 'pods' split over different time zones, some early morning / early evening meetings will be required.

Essential criteria: the placement is open to all techne-funded researchers. It will suit researchers with an interest in fostering international collaborations, public engagement work, and mentoring.

<http://www.techne.ac.uk/for-students/training-and-support/placement-opportunities>

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1:1 CAREERS SUPPORT AND CAREERS WEBINARS

- Next Webinar:
- Career Options in Academia, Research & Education
1pm-2pm Thursday 17 March 2022
- 1:1 Career Coaching Slots available every month
techne.careers@careers.lon.ac.uk
- Look out for the monthly Techne Careers Bulletin


Your feedback makes the Careers Service stronger

Writing Persuasive Approaches for Placements, Internships & Work Experience


From 17/02/2022 13:00 to 17/02/2022 14:00

--- PLEASE NOW MARK YOUR ATTENDANCE AT THIS ACTIVITY ---


Mobile App Users

1. Open the Inkpath App
2. Press this button 
3. Scan this QR Code

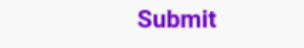



4. Confirm attendance 

Web Users

1. Open webapp.inkpath.co.uk
2. Press this button 
3. Enter this unique code

1645043963

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Thanks and see you soon



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