> A C A D E M I C **T R A N S F E R**

Unlock Your Future

a preparation guide for a research career

in the Netherlands

Introduction

Hi young researcher!

In the pursuit of a research career in the Netherlands, the path to success is paved with both excitement and challenges. As a young researcher, you stand at the threshold of a future filled with possibilities, and we recognise the importance of arming yourself with the knowledge and strategies needed to unlock the doors to your professional aspirations. That's why we're delighted to present "Unlock Your Future: A Preparation Guide for a Research Career in the Netherlands."

In these pages, we've distilled a wealth of insights, strategies, and actionable tips to empower you as you prepare for your next career move in the Netherlands.

From identifying and showcasing your unique skills to crafting a compelling pitch, tailoring your CV for maximum impact, building a powerful online personal brand, mastering the art of networking, and effectively searching for research jobs, each chapter is designed to equip you with the tools you need for success. We believe in not just finding a job but in finding the right job - one that aligns with your passions, values, and aspirations.

Welcome to the Netherlands, where you have the opportunity to contribute to groundbreaking research and to solve global challenges together. The Dutch research climate stands out with its international collaboration focus, multidisciplinary approach, top-notch research infrastructure, high-quality education system, and a great work-life-balance.

So, let's embark on this journey together. Prepare to elevate your career, stand out in the crowd, and unleash your full potential. Your future in the Netherlands awaits.

Best regards,

Els van der Borght - AcademicTransfer

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1. What makes you tick?

To find your dream job, presentation and networking skills are very valuable. You will more easily land a new job if you have the right connections and when you are able to present yourself well.

Three reasons why you should enhance your presentation skills:
1. Make a good first impression
2. Convince employers of your added value and get invited
3. Stay ahead of the competition

1.1 Introduction into pitching

To start with networking, it is important to have an understanding of what you can and can't do. Make sure that you are able to present yourself in a short and powerful pitch. The pitch originates from the idea that, when standing in an elevator, you could be joined by the employer of your dreams, hence 'elevator pitch'. In the time it takes the elevator to reach the top floor, you have the possibility to pitch your qualities and convince him or her to invite you to a job interview. When preparing to do so, it is important to know where you excel at and what you can contribute to a certain position or organisation. What is your added value, what makes you unique?

1.2 Write down your own pitch

A powerful pitch is a combination of various aspects that should distinguish you from other 'competitors' in the job market:
- › Motivation
- › Knowledge and skills
- › Work- and life experience
- › Qualities, characteristics and talents
- › Attitude and voice

Think about who you are, what you do, what you want and which value or advantage you can offer to an organisation.

An elevator pitch usually consists of 4-6 lines that you can tell in approximately 2 minutes.

Questions to help you write your own pitch:
- ❯ What is my craft/profession/skill?
- ❯ What do I want others to remember me for?
- ❯ What do I like to do as a living? What motivates me at work?
- ❯ What satisfies/energises me?
- ❯ What are my qualities? Where do others compliment me on?
- ❯ What do I want to learn?
- ❯ Who am I helping?
- ❯ Where do I want to contribute to and in what way?
- ❯ When pitching, do I look excited?

1.3 Example pitch and template

Example pitch:
I am a cell biologist with a PhD in Neuroscience and postdoctoral experience in Immunology. My passion is to communicate science to different audiences, from fellow scientists to the general public. I enjoy breaking the complexity of scientific achievements into clear stories and leading people into Aha moments. Throughout my career I have used my written and graphic communication skills to obtain two competitive personal grants, the EMBO-LTF and the NWO-VENI, write my own review and original manuscripts and present my research in conferences. I have also coached other scientists in the process of writing and presenting their dream projects and discoveries with clarity and eagerness. Now, I am ready to transform my career and use my communication skills to contribute to Genmab's success.

Template pitch:
"I'm a scientist specialising in... (field). My research focuses on ... (major topic). Using ... (research methods), I found ... (major results) which is important to ... (social context). I've learned .... (skills). My personal goal is to ... (research ambition)."

1.4 Hand exercise

Use your hand to make an elevator pitch. Each finger represents a question that needs to be answered in order to develop a complete pitch:

Thumb	What am I good at?
Forefinger	Where do I want to go?
Middle finger	What do I not want to do anymore?
Ring finger	What is my passion; what thrives me?
Little finger	What do I have to develop?

Since these questions can be hard to answer at first, supporting and more direct questions were set up that can help you answer the main question:

THUMB
What am I good at?
- You are in prison, what talent(s) can you use there?
- In which sports or hobbies are your talents (clearly) visible?
- What have you developed in comparison to others?
- Which tasks and projects are you asked for and why?

FORE FINGER
Where do I want to go?
- Which dream do you tend to keep postponing?
- Imagine yourself winning 5 million euros. What deeds would that money lead you to?
- What type of work would you be willing to do for a week for free?
- If everything was possible, how would you like to live?

MIDDLE FINGER
What do I not want to do anymore?
- You are in a selection committee: what do you pay attention to when hiring someone?
- What activity would you stop with immediately, if it was possible?
- What do you not want from your supervisor?
- Work or private life? Why?

RING FINGER
What is my passion; what thrives me?
- In which situations do you enjoy offering help?
- If you could be a child again for one day, what would you do?
- Which books or magazines do you enjoy reading and why?
- Which famous person would you like to interview and about what?

LITTLE FINGER
What do I have to develop?
- What is on your bucket list?
- What is exciting for you/out of your comfort zone?
- What developments do you see?
- Who is a role model for you and why?
- If you could pick any professional skill to master, which one would it be?

1.5 Practise your personal pitch

After creating your personal pitch, it's time to practise it:
❯ Practise your pitch until you know it by heart
❯ Time yourself
❯ Ask friends/colleagues/mentors/coaches for feedback on your pitch
❯ Slowly expand your circle of practice to more important people and get used to presenting your pitch

Don't forget to regularly update your pitch and get used to integrating new information.

2. Your (transferable) skills

2.1 Introduction into transferable skills

To what extent are you aware of the skills that you have trained during your PhD or postdoc position? And do you feel prepared to showcase these skills to future employers, potentially outside academia?

Almost two out of three PhD holders eventually work outside academia (CBS, 2020). That's why it is crucial to be equipped not only with research-specific skills, but also with transferable skills.

What are transferable skills?

Transferable skills are skills learned in one context (for example analytical skills for doing research) that are useful in another context (for example in future employment in business, policy etc). Transferable skills increase your employability as a researcher both within academia and other sectors.

ResearchComp: 7 competence areas / 38 competences

Source: European Commission, Directorate-General for Research and Innovation, Knowledge ecosystem : defining a European competence framework for R&I talents, Publications Office of the European Union, 2022, https://data.europa.eu/doi/10.2777/1117
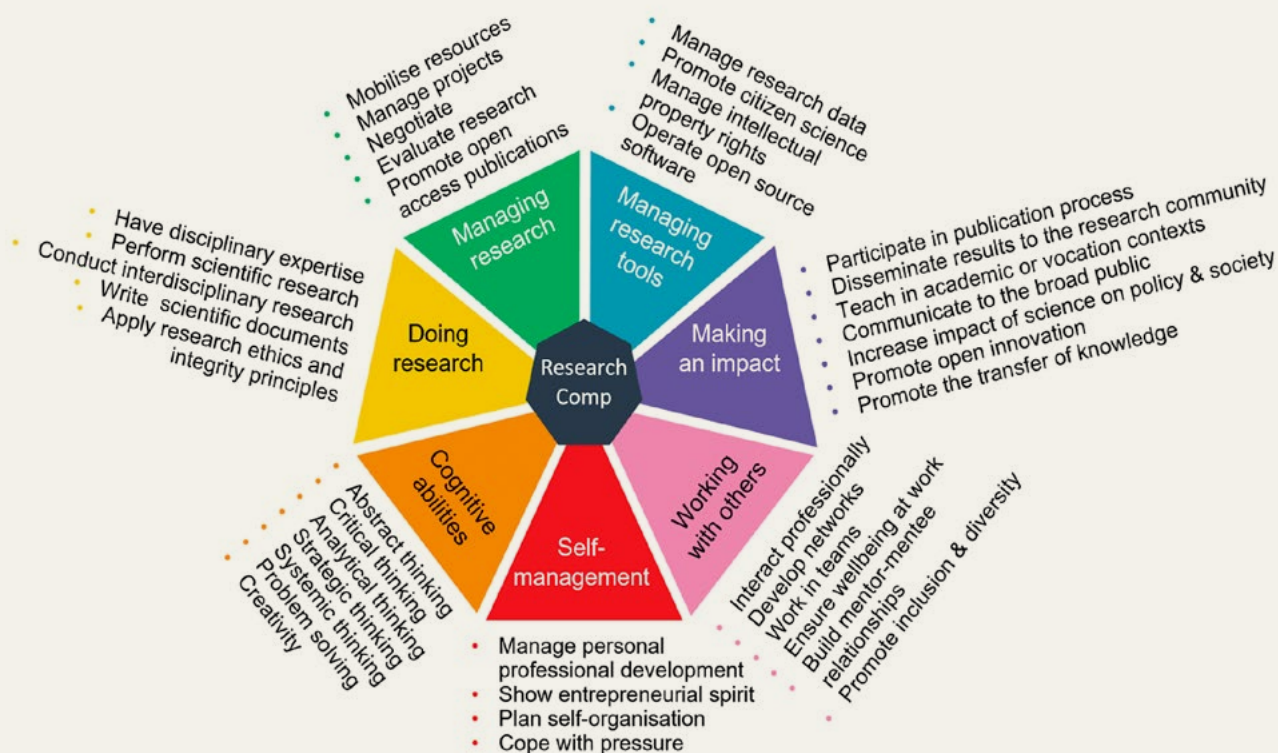
2.2 The EU Competence Framework for Researchers (ResearchComp)

What are the key competences that researchers need for a successful research career, both inside and beyond academia?

In September 2022 the European Commission published the EU Competence Framework for Researchers (ResearchComp). It is made up of 38 competences, clustered in 7 competence areas:
> cognitive abilities
> self-management
> working with others
> doing research
> managing research
> managing research tools
> making an impact

ResearchComp shows the broadness of the skills of a researcher. This framework can help to increase your awareness of the importance of your own skills and also make it easier for you to translate your skills to jobs outside of academia.

2.3. The Transferable Tree

What are the experiences of PhD holders who transferred to a non-academic sector? Which skills have they trained during their studies that have proven useful in their non-academic job?

In 39 interviews with PhDs about their careers, the skills in this "Transferable Tree" were identified as being useful outside of academia (van der Weijden et al., 2017). Do you recognise your own skills?

2.4 Take our self-assessment

Career success begins with knowing yourself. You can shape your own career path if you know what qualities you bring to your next job and which skills you would still like to develop. A self-assessment can help you to get a better understanding of who you are as an employee.

AcademicTransfer provides you with a validated self-assessment. The test consists of 149 questions. You will be presented two statements and have to choose which one suits you best. There are no right or wrong answers. Example statement: I frequently try something new at work or I usually focus on the facts of the situation.

Source: van der Weijden, I.C.M., De Gelder, E.J., Teelken, C., & Thunnissen, M. (2017). Which grass is greener? Personal stories from PhDs about their careers within and outside of academia. http://en.phdcentre.eu/portraits/

After the test, you will know:
- ❯ **what your preferred approach is to developing and sharing knowledge (cognitive skills)**
- ❯ **how you preferably work with others (interpersonal skills)**
- ❯ **how you demonstrate personal leadership (self-leadership skills)**
- ❯ **what your preferred working style is and approach to processes (technical and digital skills)**

The self-assessment is free, you can access it with an AcademicTransfer account. This test is provided by Pontes, you will be redirected to their website.

2.5 How non-academic employers perceive PhD holders

Besides being aware of your own skills, it is good to be aware of how you are perceived by non-academic employers. Some employers might still stereotype PhD holders. Knowing these stereotypes helps you in disproving them and presenting yourself to a future non-academic employer.

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Some of the positive stereotypes (Wille et al, 2020):
> PhD holders are motivated
> PhD holders are expert innovators
> PhD holders are fast learners
> PhD holders are fast information processors with a high level of subject specific knowledge and scientific/research, communication, and work-organisational skills

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And some of the negative stereotypes (Wille et al, 2020):
> PhD holders are lacking work experience
> PhD holders are lacking management, commercial and interpersonal skills
> PhD holders have difficulties to adapt (for example to a commercial environment)
> PhD graduates are too specialised
> PhD holders are too far removed from the real world

Take advantage of the potential existence of these stereotypes for your next job interview. Prepare some example situations that show the variety of your academic work activities, your collaboration skills, your flexibility and how you would like to bring your knowledge into practice, and make sure to contradict any existing stereotypes.

2.6 Skills non-academic employers look for

In general, employers are looking for graduates with the following skills: knowledge, intellect, willingness to learn, self-management skills, communication skills, team-working, interpersonal skills, effective learning skills, self-awareness, networking and negotiation skills, transferable skills, self-confidence, decision-making skills and the capacity to cope with uncertainty (Jones, 2013).

Most young researchers feel confident about their research skills, analytical and critical thinking skills and writing skills. Those skills are well developed during for instance your PhD trajectory. Management-, social skills, leadership and commercial skills are often needed in the non-academic setting and can be more developed during the PhD trajectory (Heuritsch et al., 2020).

The skills that PhD students generally possess the least are entrepreneurial skills, such as courage and risk-taking, the use and development of software, and skills such as successful negotiation and being a role model (van der Geest, 2022).

Be aware of the skills non-academic employers look for. You are ahead of others if you proactively train these kinds of skills during your research trajectory.

3. Career paths for young researchers

Every early-career researcher will ask themselves at one point: what shall I do after my PhD or postdoc? It's worthwhile to start exploring your career options at an early stage because it saves you stress, time and money at the end of your PhD trajectory, and it's easier to establish a network (read more about it in this blog). But what are your options? And which career paths can you choose?

Several sectors are yearning for young researchers with a PhD degree. In some sectors, having a certain level of Dutch, increases your chances to take the next career step. Let's broaden your horizon, here are six research-focused career paths for PhD graduates in the Netherlands:

1. Postdoc - academia

The most familiar option after a PhD position is the postdoc position. This is a temporary position (1-4 years) at a research university, university medical centre or research institute.

As a postdoctoral researcher you often continue your research in the same or a related field as during your PhD. In a postdoctoral position you expand your research experience, by working at another university, in another lab, abroad, or by using a new research method. You will have a greater degree of independence and more responsibility than during a PhD position.

2. Researcher/consultant - industry

As a PhD graduate you can also start working as a researcher or scientific consultant in industry. Industry companies often have a Research & Development department where they think about process and product innovation, develop new products and find solutions to practical problems. The most research is done in electronics, pharma, high tech, telecommunications, finance and insurance. Think of organisations like ASML, Philips, KPN, or consulting firms like the Technopolis Group or BCG (Boston Consulting Group).

3. PhD graduate lecturer - universities of applied sciences

Another path you can choose is working at a university of applied sciences: 'de hogeschool'. As a PhD graduate lecturer it is your task to coach and guide young people in their professional development. Besides teaching, you can take several other roles within the team, like researcher.

Universities of applied sciences have embedded their research activities in 'lectoraten', research is mostly conducted in close cooperation with third parties in certain professional fields and has a strong applied focus.

4. Researcher/consultant - not-for-profit

There are several not-for-profit independent research organisations in the Netherlands, which are not part of any government, university or company and where you can start working as a researcher or scientific consultant. You can think of organisations like TNO (Netherlands Organisation for Applied Scientific Research), Sanquin (Blood bank), ECBO (Expertise Centre for Vocational Education) and HollandPTC (proton therapy centre).

Many different job titles exist for jobs with a research aspect in the not-for-profit sector, examples are: scientist, researcher, project manager, modeller, engineer, consultant. It's good to keep your eyes open for all kinds of titles.

5. Researcher/consultant - government

You can also think about a career at a governmental institution. The research they perform aims at supporting policy decisions, advising Ministries and understanding societal behaviour. Researchers, analysts and policy advisors are demanded in several disciplines, like: IT, finance, law, policy, public health, behavioural and social sciences.

Think of organisations like the RIVM (National Institute for Public Health and the Environment), Sociaal Cultureel Planbureau (Netherlands Institute for Social Research) or Centraal bureau voor de Statistiek (Statistics Netherlands).

6. Startup entrepreneur

The sixth option is the entrepreneurial one. Are you working on a very innovative idea or product during your PhD and want to market it? Then think of starting your own business.

The Netherlands is one of the top 5 innovation leaders in Europe and therefore has a great startup ecosystem. You have many resources that support you with setting up your business. Your university or a university-affiliated incubator can help you with marketing the product, and they offer services like office space and financing.

Please keep in mind that there are infinite career options for young researchers and many more than described above. Everyone has its own career journey.
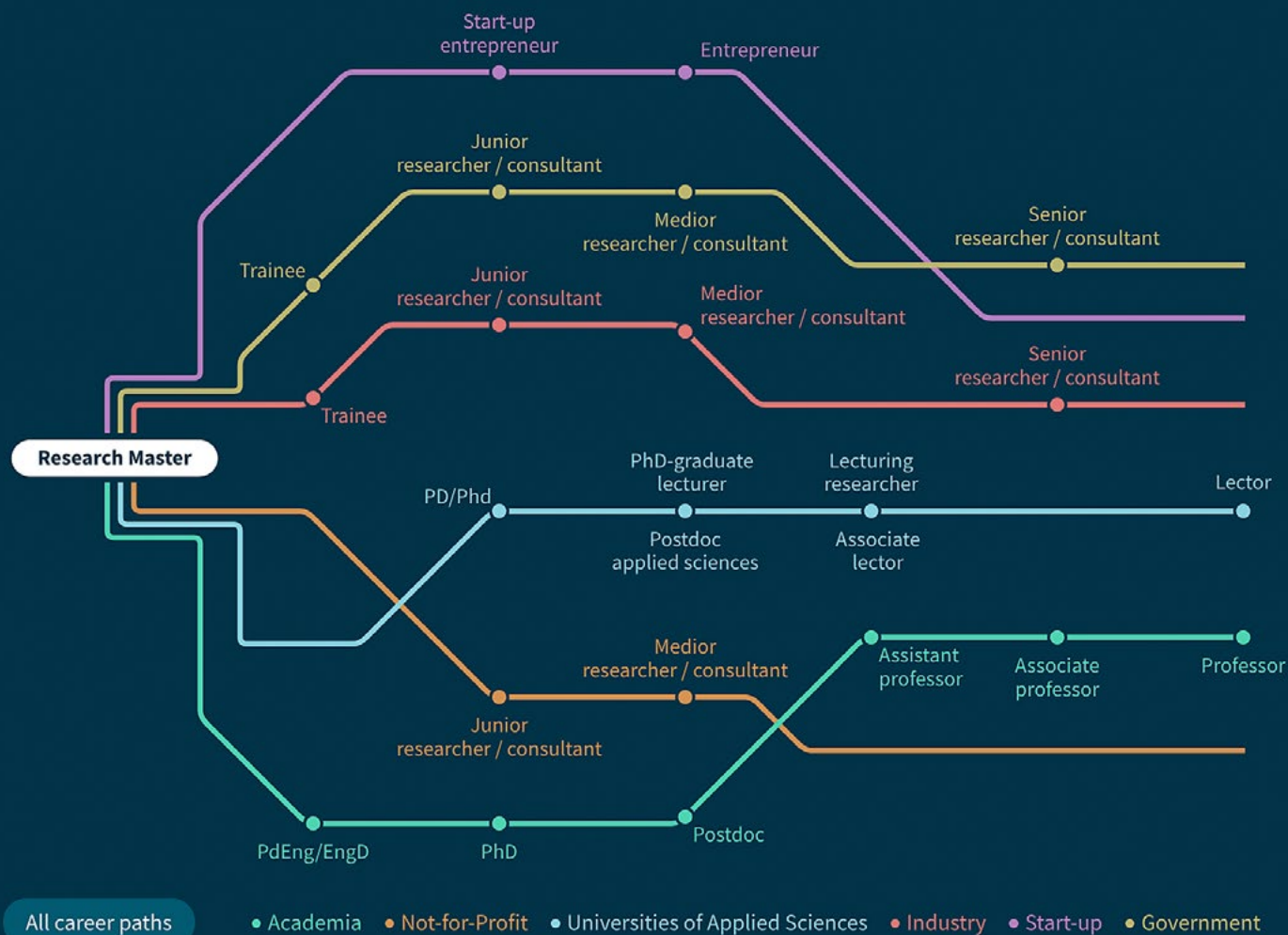
Explore your options with the Career Navigator
Would you like to know more about your career options as a researcher in the Netherlands?

With the Career Navigator you can explore six career paths. You will find general information, tasks and skills about several positions. Experts give advice on how to get to your next position, and you can read personal stories: experiences from researchers who just transferred to another sector and took that career step.

Start-up entrepreneur

Entrepreneur

Junior researcher / consultant

Medior researcher / consultant

Senior researcher / consultant

Trainee

Junior researcher / consultant

Medior researcher / consultant

Senior researcher / consultant

Trainee

Research Master

PhD-graduate lecturer

Lecturing researcher

Lector

PD/Phd

Postdoc applied sciences

Associate lector

Medior researcher / consultant

Assistant professor

Associate professor

Professor

Junior researcher / consultant

PdEng/EngD

PhD

Postdoc

All career paths   ● Academia   ● Not-for-Profit   ● Universities of Applied Sciences   ● Industry   ● Start-up   ● Government
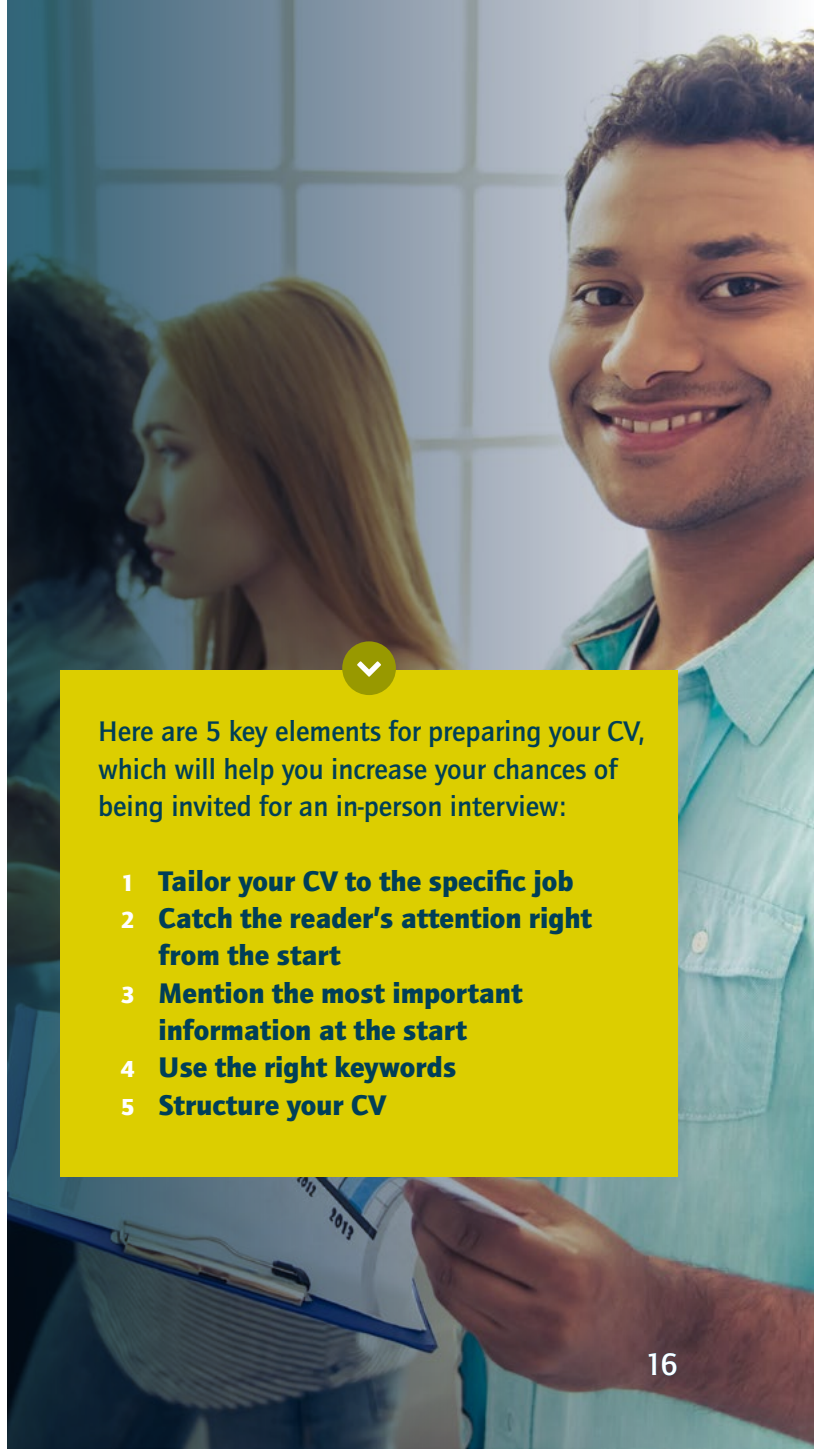
4. Prepare your documents

4.1 Build a killer CV - How your CV can set you apart
By Career Center Radboudumc (G. Nachtegaal)

Recruiters and HR professionals typically scan through hundreds of applications to identify the best fitting candidate to fill an open position, especially in large and popular companies. Studies and surveys have shown that HR professionals spend only 6 seconds on average on each individual CV during the selection stage. This is due to the high number of CVs and the goal of HR to filter out as many candidates as possible in this early stage and focus on the most interesting ones in the second round. In large companies, the initial selection is often automated and occurs through Applicant Tracking Software (ATS), which requires special attention when preparing your CV in order to get selected (see keywords section below).

Here are 5 key elements for preparing your CV, which will help you increase your chances of being invited for an in-person interview:

1. **Tailor your CV to the specific job**
2. **Catch the reader's attention right from the start**
3. **Mention the most important information at the start**
4. **Use the right keywords**
5. **Structure your CV**

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Let's dive into all 5 elements more thoroughly.

①

Tailor your CV

It is essential to always adapt your CV to suit each application you make, according to the specific job role, industry and company. It is also advisable to prepare templates in advance for different roles or industry sectors. Prepare generic templates that highlight your specific skills and experience. These should effectively communicate your key performance indicators (KPIs) and illustrate your unique strengths and professional experience. You can then pick and choose from these templates to quickly prepare a tailored CV that ticks all the boxes of any specific job opening in your field of interest.

②

Catch the reader's attention right from the start

The visual centre of your CV that is always assessed at first glance by an HR professional is the top third of your first page. This section is comparable to the first impression in an interview, so don't miss out on making a strong impact here. Not much can be scanned in 6 seconds and this part will be looked at for sure. This is often where the decision is instantly made whether to pass your CV on to the recruiting manager for a more detailed review.

Include as a header your name and contact information (make sure that you state your email and Linkedin profile URL) and a professional photo of yourself. Your CV should start with a summary of your major accomplishments and successes that are relevant and add substantial value for the position, team, and company you apply for.

③

Don't bury the lead

Always mention the most important information at the start, for example in bullet points in your CV, or when you list your major accomplishments at the beginning of your CV. This ensures that your main message reaches the reader/listener, which is achieved by stating the result first (or answer to a question) and only afterwards (if necessary) providing additional information that strengthens and underlines the respective skill, experience, and success.

④

Use the right keywords

Using the right keywords is essential to pass the initial stage when recruiters aim to discard as many candidates as possible to end up with just a handful of highly potential applicants.

When tailoring your CV to the specific role, you should align the keywords you use with the job posting. This is especially critical when applying to large corporations that are likely to use automated software systems

(ATS) to select applicants. Software systems will scan your CV only looking for keywords that match the job posting. Don't be afraid to use the wording of the job advertisement, as this may be crucial if you want your CV to reach a human examiner.

⑤

Clear and appealing structure

Your goal is to increase readability of your CV by providing a clear structure with enough white space between sections, text boxes, and bullet lists. This will ensure that the reader gets a good overview of your fit for the vacancy in the 6 seconds that is spent deciding whether to proceed and read your CV in more details or put it on the pile of rejected candidates.

Make sure you use a consistent font scheme and align your bullet points. Preferably do not use more than 2 levels of indentation for your bullet points and ensure that these are aligned throughout the complete document. Short and well-flowing sentences in layman's language ensure clarity in your communication.

Your goal is to make a strong impression of your fit in 2 pages, so try to keep your CV down to 2 pages in length. If you do decide to add a third page, then it should provide additional information about yourself or your experience directly relevant and highly valuable for the position or company. Often a third page is used to personalise your CV in case you

have experiences, hobbies, or achievements in your professional life that you consider special and unique and sets you apart from the average candidate.

A short, focused, clear structured, and pleasant-to-read CV also illustrates your ability to communicate effectively – a skill that is highly valued in corporate culture.

Summary and conclusions
An outstanding CV is always accomplishment-focused, leading the reader to the conclusion that your expertise, experience, and added value for the team and company will result in a higher return of investment (ROI) than the cost of hiring you (your salary). Summarise your professional experience that successfully demonstrates your unique skills and value for the specific position and company you are applying for. Quantify your achievements and successes and give the most impressive ones pride of place, in your summary in the first part of your CV. Underline your skills by giving examples of successful projects or accomplishments from your career and strengthen these by quantified results of your contributions in past positions.

4.2 How to make your CV more 'academic'
From our blog post 'How to write an academic CV'

If you want to start or proceed a career in science, your CV needs to breathe 'research'. Here are four tips on how to make your CV more academic:

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Focus on your research experience
Depending on your seniority, you can add your research experiences to the basic sections 'education' or 'employment' or you can add a specific research section to your CV. Provide a brief summary of your past or current research, your research methodologies, and your future research interest. It is important to include the names of your supervisors as well. Most researchers and professors in the same field know each other.

②

Give attention to transferable skills
What skills have you trained besides doing research? Have you ever supervised students? Gave training or courses, or maybe you organised field work? Have you ever planned a conference? Or marked paperwork?

Think about your natural talents and transferable skill set. Often researchers have experience with: teaching, project management, working with others, problem solving, abstract and critical thinking, managing

research tools and data and many more! These skills are a gateway to a successful career within and outside academia, and therefore worthwhile to mention on your CV.

Would you like to get a better understanding of your skills? Take our free self-assessment and get to know yourself better.

③

Mention funding or awards
If you achieved some funding or if you won an award, highlight it in your CV. These are achievements to be proud of and they deserve a special spot.

④

List your publications
It goes without saying that if your article has been published, that you give this attention too. If you have a long list of publications, we advise you to separate it from your CV and make a publication list document. The same goes for conferences or talks you gave.

4.3 Example CV

Traditional CV
Narrative CV (.docx)
Narrative CV (.pdf without explanatory notes)

4.4 How to write a research statement

Author: Eva Lantsoght, full professor at Universidad San Francisco de Quito (Ecuador) and assistant professor at Delft University of Technology.

When you are applying for an academic position, you are often requested to write a research statement. A research statement is a document of typically 2-3 pages in which you describe your past, present, and future research.

Your past research experience can detail various projects you have worked on, the skills you learned, the publications that resulted from this work, and how this work was funded. For your present work, you can focus on a brief discussion of how you went from your past experience to your current project, and how it fits within the broader field. For your future work, you can discuss the main research line you would want to develop if you get hired by the institution where you are applying.

Since research statements are quite a standard part of an academic job application process, you can find various examples for different fields online. In this post, I have summarised my eight best tips for you:

1

Ask colleagues for examples

Ask colleagues in your field and at your goal institution for their examples of research statements, so that you get a better feeling of what is expected from you. You may get inspiration from typical examples that are available online, but you need to realise as well that each field and each university have their own preferences.

2

Read the instructions carefully

As with every type of application, you need to make sure you follow the instructions in terms of formatting and length to the letter. If your application does not follow the template, it may be headed for a straight rejection.

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③ Check the strategic plan of your goal university

Ideally, you should tailor your research plan to every university you apply to. Each university has a different focus, and writing your research plan in a way that aligns with, and cites, the strategic plan of your goal university will show that you have taken the time to think about how your research will be a good fit for your goal university.

④ Explain why your research is important

When you discuss your research experience and plans for the future, make sure you explain the broader importance of your work. Why does your research matter? Which challenge for our society does your research contribute to, in one way or another?

⑤ Talk about funding and funding potential

Through which institutions have you obtained funding so far? How is your experience in terms of applying for funding? Have you worked in consortia yet in the past? All of these topics can be important to address to let the search committee know that you have experience with obtaining funding, and if you don't have experience yet, that you have outlined where you will apply and how you will get support to get your proposals checked by somebody who can give you good advice before submission.

⑥ Write for a broad search committee

Academic search committees may bring together people from various fields, so try to write clearly and avoid jargon. Any person on the committee should be able to understand the topic you are working on, why it matters, and - at large - why you would be a good hire for them.

⑦ Show consistency in your career

Try to explain how you went from past to current research, and how you plan to continue in the future. This type of consistency does not mean that you need to be working on one single topic your entire research career, but means you show how you have built up skills and how you plan to use these for your future research topics.

⑧ Set realistic goals for the future

Avoid being vague and setting extremely lofty goals for your future research. Instead, show that you can tackle a realistic topic, based on your career trajectory, but that has a significant impact as well. Make it as precise and detailed as possible. Detail which size of research group you will be working towards, and in which composition (number of master's thesis students, number of PhD students, and number of postdocs).

⑨ Tailor to the institution

Part of being realistic is tailoring your research statement to the institution as well. It's tempting to make a single academic job application package and submit the same package to various institutions, but the search committee will notice this quickly. Tailor your application by explaining, for example, how your skills would be complementary to those in the institution, or how the laboratory facilities of this university would be a perfect match for the research you want to carry out.

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5. Online branding for researchers

The more people get to know you as a researcher, the more attention your research will get, and the more you will be noticed.
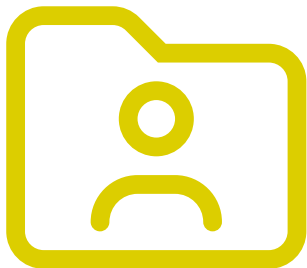
5.1 Your AcademicTransfer profile

Want to get noticed by your future employer? Create an AcademicTransfer account, fill in your personal profile and give your consent to be found by Dutch academic employers.

Recruiters search AcademicTransfer's database for new academic staff. They select candidates based on scientific discipline, current and desired position, and are very interested to learn about your research experience.

Here are three tips to brand yourself on Academic-Transfer, and increase your chances of being found by a recruiter:

1

Complete your profile

If you fill in your profile as complete as possible, your chances of being found by a university recruiter are higher. Especially your academic field, current/desired position and research statement are important fields to fill in. The more information you provide about your background and future goals, the better their first impression is of you.

2

Make your profile available to employers

Your privacy is in good hands with us, so recruiters can only view profiles of candidates who gave consent to be found by employers. If you want to make your profile accessible to recruiters, make sure you click the "Available to employers" box in your profile. You can undo this at any time.

3

Upload your CV and research proposal

Besides filling in your personal profile, you have the option to add several documents to your account on AcademicTransfer, like your CV and research proposal.

Employers can only download these documents if you check the 'Allow' box. By making your documents visible, you will also get an e-mail alert with personalised jobs, matching your CV or statement.

The additional benefit of uploading your CV is that you can more easily apply. The document will automatically appear with your application.

Let's summarise the benefits of an AcademicTransfer profile:

› get personalised job alerts by email
› save your CV to match it with jobs regularly
› be found by your favourite employers
› save your favourite jobs
› manage your email and document alerts
› apply quickly
› stand out with your personal profile

No account yet?

in

5.2 How to use LinkedIn as an academic

Author: Eva Lantsoght, full professor at Universidad San Francisco de Quito (Ecuador) and assistant professor at Delft University of Technology.

LinkedIn. The website may sound to you like a place for consultants and other folks in the industry. You may consider ResearchGate and your blog as your online venues of choice. Perhaps you prefer to interact on Twitter (now X). Maybe you once made a profile on LinkedIn when you were an undergraduate student, and then never updated it. Wherever you are, I'd recommend you to build and maintain a profile on LinkedIn. For academics, LinkedIn can serve the following purposes:

①

Become findable
Sometimes, your profile page on your institution or your blog can become more difficult to find. Your LinkedIn profile can be a good tool to monitor and manage your personal online brand. It can be a source of consistency as you switch institutions. Use it to have your most important information and specialty online, and keep it updated.

②

Have your elevator pitch online
Your summary on LinkedIn is your online elevator pitch. Use a paragraph to summarise where you studied and worked in the past, your current position, and your service appointments if these are important in your field. Keep this summary updated in the same way you keep the summary of your resume updated. Whenever you are invited somewhere as a speaker, you can simply copy and paste this summary for your introduction.

③

Use it to keep in touch with contacts
E-mail addresses are unreliable, especially for early career researchers. If you move from a short-term postdoc project at one institution to another place, it can be difficult to keep in touch with your contacts. I use LinkedIn as my digital address book - and one that updates itself all the time. The only drawback of this approach is that it may be harder to get a response from a colleague when he/she has a profile,

but actually doesn't use LinkedIn at all. Whenever I receive a business card, I search for the name in LinkedIn, and add this person as a contact - business cards get lost easily, but a LinkedIn profile connection can stay (provided that a contact doesn't block you or deletes his/her profile). An added plus is that you will get notified when a contact changes jobs, or has a work anniversary. These occasions are always good to touch base.

④

Digital CV
Consider LinkedIn your online CV. Update it regularly, and add the information that you have on your CV: educational background, work experience, honours and awards, language proficiency, skills and publications. Moreover, you can link LinkedIn to other services such as Slideshare to showcase your presentations, and to Publons to have your verified peer review record visible. If your graduation is approaching, make sure your LinkedIn profile is up to date, does not have spelling errors, and gives a good overview of your contributions to the profession.

⑤
Participate in groups

Just as with other social media, you can join groups on LinkedIn, and participate in these groups. You can ask questions, and/or answer questions. If you are getting towards graduation and consider a job in the industry, interaction in professional groups can be an excellent way of getting noticed.

⑥
Follow institutions and companies

You can follow business pages on LinkedIn (institutions and companies) to keep up-to-date with some important players in your field. These pages can notify you of open positions, and give you a general idea of the culture of a certain institution beyond what is available on their webpage. The same holds true for other social media platforms, which are all less static in nature than a website.

5.3 Professionalise your LinkedIn profile

In the previous chapter we focused on why a LinkedIn profile can be beneficial when looking for a job, and for what purposes you could use it. Now let's dive into professionalising your LinkedIn profile and creating a great impression.

1. Personalise your LinkedIn url

We advise you to edit your custom URL. Using your full name makes your profile easily findable. If you use an abbreviation or nickname, it gets more difficult for people that you have met in person to find you on LinkedIn.

2. Edit your profile's appearance

What would you like others to see? Do you want your LinkedIn profile to be found when someone Googles your name? You control the visibility of your profile, and how your profile appears on search engines. You can choose if your profile is public, or only visible to LinkedIn members or your network. For your online presence as a researcher, we advise you to make your profile public as it may lead to new career opportunities.

3. Add a professional photo

Adding a professional photo makes your profile more likely to be viewed by others.

4. Add your intro information, your background and skills

Besides the photo, you should add your intro information, your background and your skills. When you fill in your job experiences, make sure that you add a short description of your main tasks and responsibilities too. A function name isn't always clear enough. And don't forget to highlight all of your research experience, like your masters thesis, if you want to proceed your career in science.

5. Create a personal headline

One of the most important things is a great personal headline, especially as a scientist. When people look at your profile they will see your photo and headline first. Don't forget to mention your specific research field in your headline. If you only put your title like PhD candidate, postdoc or professor, others still don't know what you are working on.

6. Add scientific accomplishments

You have the possibility to add certain sections which make your profile more personal, like publications, patents, honours and awards.

7. Make your 'about' section personal

The about section of your profile is like your personal pitch. This is a short summary of your background, experience and your ambitions. What do you want others to know about yourself? What do you want to highlight?

5.4 How to use X (Twitter) as a scientist

Author: Eva Lantsoght, full professor at Universidad San Francisco de Quito (Ecuador) and assistant professor at Delft University of Technology.

Those of you who not only read my blog, but follow me through other channels, might know that I'm quite active on Twitter. I joined Twitter in Spring 2010, and I've been enjoying it ever since. Quite some time ago, I wrote a post with my favourite tweeps. I also shared some results of research with marine biologists that showed the benefit of using Twitter in science.

However, since Twitter became X, I think we need to be much more careful in how we use Twitter as a scientist. The algorithm has changed, and I don't see information from most people I used to interact with anymore. Some companies have decided to leave Twitter/X altogether, as many filters have been removed. Harassment has significantly increased and it has become much harder to report this due to the staff cuts at X.

For those of us in the Netherlands, using Twitter/X is certainly not an imperative anymore as a scientist. Some discussions have moved to LinkedIn, and other microblogging websites such as Blue and Mastodon have emerged. For those of us in the Global South,

Twitter/X is still a necessary resource for knowing when our electricity will cut today, to get traffic information, and news in general.

I would say, tread lightly into the new Twitter/X. There are still some interesting scientists active with whom you can get a great conversation, but the clutter can be very distracting and off-putting.

So let's take this step by step. Let's go from setting up a profile, following people to building an academic network on Twitter. I don't want this to become like a tutorial (there's plenty of videos on YouTube to take you through any step you might have difficulties with), but I want to give you some tips and tricks at every step along the process.

①

Crafting a bio

One of the first things you need to do when you sign up on Twitter, is to write a bio. If you join Twitter to enter the realm of scientists on Twitter, you'd prefer them to be able to find you and follow you. Make sure

your bio mentions your field and institution(s). You can add a warning that Retweets are not Endorsements, but, really, most of the Twitterverse is aware of that.

Keep in mind as well that Twitter is a lighter type of platform. There's no need for you to cite your recent publications in your bio. I like to add a bit of lightness to my bio by adding "Blogs. Pets cats. Drinks tea." I'm assuming that also sets up people for the fact that besides the concrete and the science, I could blurt out the odd complaint, random observation or retweet cute cat pictures if I feel like. Does that make me unprofessional? I'm on the border of Gen Y and I don't think so...

②

Choosing a profile picture

Your standard profile picture is an egg. Whenever I get followed by an egg, I don't even take the effort to read the profile description of this person, because the sole fact that he/she didn't even finish his/her profile, makes me doubt this person has any real interest in interacting on Twitter.

Since Twitter profile pictures show up very small, I recommend you use a headshot. If you put a full body picture of yourself presenting your work somewhere, you'll be reduced to the size of a stickman in people's timelines. Use a clear, recognisable headshot, so that the odd fellow researcher might be able to recognise you at a conference.

③ Following people

So now that we have the basics covered, let's start to move forward into the actual use of Twitter. Your first recommended people to follow will typically be @CNN and @BarackObama. While I like using Twitter as a source for the news, I'm going to assume you came here in the first place for the scientific community. How do you start following people?

Here are a few types of accounts that you can/ should start following:
- the accounts of your university and department. These accounts will also retweet tweets from fellow academics at your institute. Note that some universities have left Twitter/X due to the changes.
- the accounts of universities and research groups worldwide you are interested in.
- the accounts of academic publishers.
- the accounts of news websites and blogs related with higher education, such as @insidehighered.

- make a search for your field and see what and who shows up.
- organisations in your field.
- Twitter lists about your field or with people from your institution.

Keep in mind that, just like growing followers, growing a list of interesting people to follow is something that happens over time. You might see a retweet of somebody, check out his/her profile and then decide to follow this tweep. If you start aggressively following a lot of people in a short amount of time, Twitter will ban you from following more people anyway.

④ Creating content

Now you can start creating content. You can tweet about your recent publications, retweet information from the accounts you follow and more. If you have a blog, Twitter is an excellent place to share your recent blog posts. You can also tweet a series of posts (indicated by (1/3), (2/3) and (3/3) if you distribute it over 3 posts, for example) if the content that you want to share is too long to squeeze into 280 characters.

Some ideas on what to share with the world:
- tweet about the topic you will discuss in class
- tweet about the conference you are planning to attend
- share your progress in writing

- talk about a recent publication
- join the discussion about higher education policies (I know you have an opinion - we all do)

⑤ Getting the discussion started

If you see a topic of your interest, you don't need to wait for anyone to invite you to take part in the discussion - you can barge right into it. You wouldn't do it in real life, but on Twitter, nobody knows you are reading along. So comment on what fellow researchers are sharing, ask for ideas and opinions and interact. You can also tag people in a post by adding their @ name when you share an article and ask what they think. In this way, you can as well get involved in the academic online discussion.

⑥ Curating content

Retweeting, sharing articles, hosting people to write on your blog, ... all these activities are related to curating content and broadcasting it to your audience. I enjoy interviewing fellow academics that I meet through Twitter. I post the interview on my blog, and share that link on Twitter (going full circle). From a number of newsletters that I read, I also share articles and interesting documents. Find out what type of content you and your followers find relevant, and start distributing interesting information.

6. A step-by-step plan to start networking

6.1 Exploring and expanding your career network

Networking is an important asset and involves finding, building and maintaining mutually beneficial relationships both professionally and socially. People often underestimate the power of their network and in what ways it can help them plan their career or find the job they are looking for.

Would you like to get the most out of your network but are you not sure how? The following steps serve as an action plan to guide you through.

🏃 STEP 1
Define your personal goal

The first step is for you to sit back and think about what it is you would like to achieve. What is your personal goal? Would you like to learn more about a specific company, role or sector? Then determine the goal for your networking activities: how many people you would like to speak to, including a timeframe.

Example personal goal: to connect with … number of professionals by end …, who are working in my target role and test any assumptions I may hold about the role.

Tip: share your goal with a person who will help hold you accountable to your goal (friend, partner, parent, professor, coach, etc.)

🏃 STEP 2
Audit your warm contacts

Assess the suitability of your current network (warm contacts) for helping you achieve your networking goal (alumni, research collaborators, MSc supervisees, ex-colleagues, professors contacts, referral by a friend).

Review your contacts on LinkedIn and other social media and professional networks, such as ResearchGate, Facebook, X etc. Don't forget to review your personal contacts as well, such as family, friends, colleagues, people you know through sports/religious/hobby clubs or possibly your children's schools. Write

down the people you want to contact.

🏃 STEP 3
Find new contacts

Sometimes you do not have the right people or enough of the right people in your network to help you achieve your goal, so you need to identify people to add into your network (cold contacts).

Search online platforms, such as LinkedIn, Researchgate, X and other online networks to find people that have your target position or work in your target sector or company. You can also identify alumni through your graduate school. Joining "Groups" on LinkedIn and Facebook that are directly connected to your field of interest is also beneficial to connect with new people.

🏃 STEP 4
Approach your network

Make a list of the contacts you want to approach and think about questions you would like to ask. Sample questions could be:
- What are your main responsibilities as a...?
- What is a typical day (or week) like for you?
- What do you like most about your work?
- What do you like least about your work?
- How does your position fit within the organisation/career field/industry?
- How does your job affect your private life?

Plan time slots in your agenda when you want to meet with the contacts selected (online, phone, realtime) and prepare a short (15-30 second) personal pitch to introduce yourself and prepare the context of the call. If you approach your contact directly in person or with a telephone call, they may respond more positively to your request as it is more difficult for them to say no to you in person – it's easier to ignore or delete an email.

🏃 STEP 5
Plan meetings

Plan a meeting with your selected contacts. Always mention how you got their name and ask whether it's a good time to talk for a few minutes. Emphasise that you are looking for information/advice, not a job and ask for a convenient time to have a 20-30 minute appointment.

🏃 STEP 6
The meeting

Take time prior to the session to centre and focus – remind yourself about the goal of the session. Ensure you have your prepared questions at hand. If your meeting is online, ensure you have a quiet space where you won't be interrupted. Check if the camera and sound works and that the lighting is good. If you are meeting in person, plan to arrive 10 mins beforehand so you can settle yourself.

Here are some conversational tips & tricks:

> Restate that your objective is to get information and advice
> Give a brief overview of yourself (education and/or work experience)
> Be prepared to direct the conversation, but also let it flow naturally, and encourage the contact to do most of the talking
> Listen well and show genuine interest in what the person has to say
> Respect the person's time - keep the meeting length within the agreed-upon timeframe
> Ask the person if you may contact them again in the future with other questions
> Ask if they can introduce you to other people to meet so as to gain different perspectives
> Ask if they would like a copy of your CV. You may ask for input about it at some point in the meeting, but first make sure you've established a comfortable rapport with the person

🏃 STEP 7
Evaluate the meeting and keep relationship strong

Keep your relationships strong and working for you by keeping in touch with the person, especially if you had a particularly good interaction; let them know that you followed up on their advice and how things are going as a result. This relationship could become an important part of your network in the future.

Write down what you have learned, and what more you'd like to know. Also include any agreed-upon follow-up actions. Send a thank-you note preferably on the same day but no later than 2 days after the meeting to express your appreciation for the time and information given.

6.2 Setting up meetings and events

In today's world, networking has become extremely important. In terms of employability, your research is not enough. Employers seek emotionally aware individuals that can present their findings and ideas in a compelling manner and demonstrate effective communication skills.

Organising meetings, trainings and events gives you the opportunity to experience the vibe of connecting and to develop organisational skills. Let's see how you can set up a meeting or event!

🚶 STEP 1
Compose a roadmap

First of all it's important to find a topic of your interest and ensure you gain some basic knowledge in the field (self study) and or build further on your own expertise. Finding a community to fit with your topic is helpful, e.g. within your Graduate School or Alumni network. You can use the Career Navigator to find out about people and organisations whom you would like to involve in the event.

Build a team of co-organisers if you want to create an impactful event, it is always better to share roles and tasks in organising bigger events. Also think about the format you want to use for the event (live, online, blended) and its effects.

A template can help you organise a scientific event or workshop. Some examples: Ten simple rules for organising a scientific event, Template organising a workshop.

🚶 STEP 2
Carry out your roadmap

According to the type of event, work through the format and create a list of actions and deadlines:
- Invite speakers and experts personally with deadlines and clear expected outline
- Prepare content for marketing tools e.g. newsletters, online community, mailing list and make a planning when these marketing actions should be carried out
- Contract providers of catering and provider of location (e.g. hotel or conference centre or museum or online (e.g. gather town)
- Divide roles; hosting/technical, etc

🚶 STEP 3
Define your takeaways

Evaluate the event and share learning points with successors. Thank all participants and co-organisers. Take time to share the take-away of the event with people in and outside your organisation. Don't forget to link with the people you have met and stay tuned. It can be useful to build intervision groups or study groups to re-connect together. **Final tip:** write down what you learned, and what more you'd like to know.

6.3 How to build up an international network

Author: Eva Lantsoght, full professor at Universidad San Francisco de Quito (Ecuador) and assistant professor at Delft University of Technology.

Ah networking! If it conjures images of grey men in grey suits shaking hands and forming their old boys club, or images of bouncy extroverted people shoulder-slapping each other, fear not. I'm here to discuss how you can reach out to fellow minds nationally and internationally, in academia and in the industry, without losing your authenticity.

When the idea of having to mingle with people during the coffee break makes your heart sink, and makes you wish you could just hide in the bathrooms during the break - I totally understand you. I hate being the lone projectile roaming a conference coffee break room, wondering if someone will strike up a conversation with me, or if I should go and read a book in a quiet corner. But over the years I've learned two things: 1) there are many introverted academics out there - and if you are one of them, know that you are not the only one, and 2) you can always start a conversation by asking people what they are working on.

If all else fails: call a loved one for some pep talk, try the powerposing thing, or - if you really don't feel like forcing yourself for a moment because you have overwhelm level 10 - go take a break: read a book, have some chocolate, recharge and come back feeling more grounded.

With that said, let's look into the specifics of networking in different settings:

①

Networking with the industry
Networking with industry partners can be at career events, at national gatherings, at the exhibition hall of international conferences, or through collaboration. Whereas collaboration will lead you immediately to the technical contents, I will focus here on the steps of networking that require maybe a bit more stepping forward from your side.

I've dealt with career events at length in a previous post, so my main message there was to make sure you go prepared. At national gatherings, the groups are typically smaller, but also more closely-knit. Here, it can be helpful to inform prior to the event about which companies will be there, and which new

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project or product they are working on, so you have a conversation topic ready. At the exhibition hall of a conference, it is easier to start a conversation - and almost always the exhibitor will initiate the conversation with you if he/she notices that you are reading the information of the booth, or watching a video that they are showing. If the exhibitor is not paying attention for a moment, just ask them for more information about their product or company, and you will have a conversation started. And once a conversation is started, you're over that initial threshold to interaction.

2

Networking with international scholars
I've mentioned before that my way of getting to talk to a scholar that I want to get in touch with, is by attending his/her presentation, and then catching up with him/her afterwards to ask more questions about his/her work. Sometimes, many people want to talk to the presenter afterwards, but sometimes it is the right time for the start of a long conversation that easily continues over the lunch or coffee break. Talking to a fellow PhD student or postdoc is often less intimidating than to the Big Professor, but, like I mentioned before, almost all researchers - regardless of the stage of their career - are just passionate about their topic and love sharing their insights with you.

After the conference, take some time to write an e-mail, perhaps sharing some of your recent work if you discussed that and the scholar seemed interested in it (don't be pushy though). It's part of the "after"-part of a conference.

3

Online networking through social media
Here, I'll refer to a complete post that I wrote on the topic of online branding.

I use LinkedIn to reach out to contacts, learn about their conference plans, and perhaps schedule a coffee meeting before the conference. I also reach out and congratulate someone on a work anniversary and use that as a hook to see how he/she is doing nowadays and what they are working on. I accept invitations from people I haven't met in person, as long as his/her profile shows that we have similar professional interests.

4

Introductions through senior colleagues
As a PhD student, you can enjoy a number of contacts via your promotor. This interaction can be when your promotor introduces you formally to a colleague of his/hers, adding to it a nugget of information about your work. A similar interaction can occur through email as well. Your defence committee typically will also be members of the network of your promotor, who, by reviewing your dissertation, then can become members of your network and perhaps future collaborators of yours.

Moreover, if you travel to a conference with senior researchers from your institution, they might take you along and help you get to meet some of their scholar-friends. While I don't recommend that you trail behind a senior colleague for the entire duration of a conference, you can always get introduced to scholars in your field through them. Don't be afraid to ask them - or to ask them for advice on how to navigate a certain conference.

5

Online networking through email or message interactions
There's a reason why the corresponding author of an article has his/her contact information on a paper: to get in touch if you want to. I, for one, like receiving emails from people that read a paper of mine and ask for advice on a practical design project, their research, or simply want to reach out with some questions. You can use email, or platforms like ResearchGate to ask for a publication and/or ask questions about it.

7. How to find your research job in the Netherlands

How do you find your research job in the Netherlands? We would like to make your search as easy as possible. Find out how our tools can support you.

7.1 Personalised job offer

Would you like to get notified about new jobs that match your profile or research? Set an email alert or document alert.

Email alert
When searching for jobs on AcademicTransfer.com, you can easily set an email alert for your search query. We will send you a notification if a new job matches the job title, academic field or keyword you are looking for. Start searching for jobs and set an email alert!

Document alert
In your personal AcademicTransfer account you can upload a CV or research proposal. If you consent recruiters to see your documents (by ticking the allow box), you will also be notified by email when new jobs match your document(s).

7.2 Start matching your CV or research proposal

Searching for exciting vacancies is time-consuming. It can be more manageable with our CV & Research Match. Upload your document in English or Dutch as .doc, .docx, or .pdf file, and we will match it with all current vacancies and with vacancies from the past on AcademicTransfer. This way you easily get an overview of jobs that might be interesting for you. The best matches are shown first, the more blue dots the better the match.

7.3 Find your supervisor with GlobalCampus

Do you have a scholarship or other funding opportunity to do research? And are you looking for a supervisor in the Netherlands? Find your professor with GlobalCampus!

How to find professors in the Netherlands
In GlobalCampus you can find experts worldwide who published or were cited about a research topic. Based on your research proposal you can find out what research has already been done and matches best with your research ideas for the future.

Fill in a part of your research proposal or abstract in GlobalCampus' search field. You will get an overview of researchers who correspond best with your research topic and you can see their publications.

Don't forget to filter on the country 'the Netherlands' to get an overview of professors in the Netherlands. We also have a 5 minute instruction Podcast episode (number 5) Find your supervisor that explains the best way to use this tool.

7.4 Wake up the proactive scientist in you

Finding the job of a lifetime, especially in very specific research fields, is a lucky shot. We encourage you to wake up the proactive scientist in you, so you get one step ahead of your competition!

Use our CV & Research Match or GlobalCampus to find out which university, department, faculty, and professor suits your research interest best. Get inspired by our expired vacancies and find out which professors have published about the topic. Sending in an open application is quite common in the Netherlands.

How to cold email a professor about research opportunities?

Professors' mailboxes are overloaded, so think carefully about your email. Here are some tips:

- Be polite: address senior staff by their title and last name.
- Do your homework: dive into the work of the professor. Find out if the research group and the university fits your ideas and research proposal.
- Explain why you would like to work for this professor specifically. And show your own passion for the research topic. Why do you want to contribute to this?
- Always personalise your email: don't write the same email to several professors.

7 Steps to find your dream job

Do you think you have it in you? Then follow this 7-step plan and find your dream job:

1. Create an AcademicTransfer account.
2. Fill your account with as many profile fields as possible and make sure to upload at least your resume or research proposal. Preferably both.
3. Use the CV match to find the best matching jobs (don't forget to check the greyed-out archive with old job postings).
4. Also, take advantage of the in-depth research match to find the best-fit jobs.
5. Study the best matching vacancies: university, faculty, research topic, job level, …
6. Search the university's website for the email address of principal investigators involved in that research.
7. Write an open application, refer to the job opening(s) you found, the current state of your research and the contributions you could make in (subsequent) research.

With this proactive approach you are 1:0 ahead of your fellow job seekers who passively wait, until one day the dreamed-of vacancy pops up.

7.5 How to prepare for a (video) interview

Have you been invited for a job interview? That is great news, this is an important step for landing this new dream job! Now it's time to prepare for your interview. Do you not know where to start? Here are some tips and tricks:

① Take time to do research

Take your time to prepare for your interview and do your research. Preparation is key. This will not only help you feel more comfortable and confident. It will also give you a deeper sense of the organisation, the job and the culture. And it will give you a framework for asking questions, which is a great way to show your knowledge, your research and interest in the company.

② Read about the company

Start by reading about the company. Make sure that you check the website and social media for the latest company news. Also google the company and check what others have to say about them. This will help you find other information and a different point of view. Also, try to find out a little bit about the people that you will have the interview with, so you will know more about their role at the organisation or for instance about recent publications on research projects.

③ Check employee reviews

Check employee reviews to learn more about the culture of the company and whether people like working there. You can start by talking to people in your network. But if you do not know any employees of this organisation, you could check platforms such as Glassdoor. Glassdoor provides reviews from applicants and (ex) employees about the application procedure, culture, jobs or salaries. A great way to gain some insights.

④ Online presence

Your online presence is important. Just as you will check the people involved in the interview, they will check you online. Make sure that your LinkedIn profile is up to date and that you are happy with the content you share on your social media profiles. Do they represent you how you want to?

⑤ See it as a meet and greet

See the interview as a meet and greet rather than a selection you have to get through. This point of view will help you feel more in control. Of course, the interview is necessary for the company to select the right candidate. But it is also your chance to select them or to conclude that you are not the right fit. You will spend a lot of time at the office and with colleagues, so this new job has to be the right step for you.

⑥ Frequently asked questions

Of course you cannot prepare for all the questions, but frequently asked questions can be found easily on the internet. If you know what your skills and interests are, what attracts you to this job, and what you have to offer, this will take you a long way. It helps if you also think of your achievements or situations that you learned from. These examples say a lot about you as a person and give a better picture of your personality and performance.

⑦

During the interview

Your presence during the interview is most important. Of course the cultural and personal fit are crucial, but are not completely in your control. However, there are some things in your behaviour that will reflect good on you:

- ❭ Make sure you look clean and well groomed and if you are not sure about the dress code, better be overdressed than underdressed.
- ❭ Be on time…. yes, not surprising, but so true!
- ❭ Smile, make eye contact and sit straight in an open position (for instance without folded arms).
- ❭ Listen, nod when listening and be polite.
- ❭ Ask questions if something is unclear, no one expects you to know everything.

⑧

Tips for a video interview

Video interviews are used frequently for international interviews. Companies are using video interviews more and more. Although the preparation for your interview is similar to preparing for a face to face meeting, I gladly share some extra tips specifically for video interviews.

- ❭ **Quiet place -** Make sure that you find a quiet place at home and minimise the chance that your interview is interrupted. Close your window, tell your roommates or family to be quiet, mute your telephone, let your cat out and so on.
- ❭ **Test tools and devices -** Test and download the interview tool well in advance and make sure that your microphone and camera are working.
- ❭ **Connection -** You do not want to have any connection problems, so close all other tabs and programmes on your device to prevent any interference.
- ❭ **Presentation -** Your clothes can come across quite differently on camera than in real life. Wear soft colours and leave the bright colours and patterns in your wardrobe.
- ❭ **Background -** Choose a neutral background, free from any clutter or mess.
- ❭ **Light -** Make sure the light is ok, so you are visible and your jewellery or glasses are not reflecting the light.
- ❭ **Look at the camera -** Make sure that your face is centred on the screen and your face is fully visible. Also, make eye contact with the interviewer. Do not look at the interviewer on screen, but look into the camera.

We hope these tips will help you make a great impression on your (video) interview. Good luck! And if you are looking for more useful tips on your career or life as an academic, make sure to **check our other blog posts**.

8. Our career tools and career advice

Throughout this ebook you came across AcademicTransfer's career tools. Let's summarise all important links for you:

> ❯ **Your AcademicTransfer account**: become findable by university recruiters
> ❯ **Explore career paths**: find out what you want in your career
> ❯ **Start the self-assessment**: get a better understanding of your talents and skills
> ❯ **Enhance your skills**: get better in networking and presenting yourself
> ❯ **Match your CV or Research**: get a personalised job offer
> ❯ **Find jobs**: all research positions from universities in the Netherlands
> ❯ **Find your supervisor**: check which experts operate in your field in the Netherlands
> ❯ **Facts about the Netherlands**: get to know what to arrange when moving here

Also interesting for you:

> ❯ **Our events**: connect with Dutch employers and find your career path
> ❯ **Our blog**: tips and tricks for an academic career
> ❯ **Our podcast**: career advice for researchers
> ❯ **Our timeline**: career activities at Dutch universities and research institutes
> ❯ **Our webinars**: career tips for researchers
> ❯ **Subscribe to our newsletter**: be the first to hear about new blogs and events

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