

DKFZ Career Day: Science Communication

July 5th 2013,
DKFZ Communication Center - Hörsaal

<http://scicomcareerday.eventbrite.com/>



We tweet: #scicomcareerday

Program overview

10.30 – 12.30 pm	Session I: Press and Corporate Communication
12.30 – 1.30 pm	Free Round Table Lunch – Meet a Speaker
1.30 – 2.45 pm	Session II: Media Communication
2.45 – 3.30 pm	Session III: Science Education

Program

9.30 – 10 am Coffee and registration

10 – 10.30 am Introduction, Dr. Barbara Janssens, DKFZ Career Manager

10.30 – 12.30 pm **Session I: Press and Corporate Communication**

Dr. Stefanie Seltmann, Head of Press Office, DKFZ

www.dkfz.de/press

Lena Raditsch, Head of Communications, EMBL

www.embl.de/press

Dr. Alexandra Moosmann, Communication Consultant, Genius

www.genius.de

Martin Komorek, Public Relations Specialist, Convergo

www.convergo.de

Kathrin Wildemann, Chemist, Communication Trainee, BASF

www.basf.com

Dr. Monika Mölders, Head of Press, Roche Diagnostics

<http://www.roche.de/presse>

12.30 – 1.30 pm **Free Round Table Lunch – Meet a Speaker**

!Registered participants only!

1.30 – 1.45 pm The Postdoc Network – Dr. Sarah Mang

1.45 – 2.45 pm **Session II: Media Communication**

Pia Grzesiak, Biologist Journalist, HITS

www.h-its.org/deutsch/presse/

Sonia Neves, EMBL Communications

www.embl.de/press

Adam Gristwood, EMBL Communications

www.embl.de/communication

Isabelle Kling, European Health Research, EMBL

www.commh ere.eu

2.45 – 3.30 pm **Session III: Science Education**

Dr. Carolin Liefke, Physicist Journalist, Astronomy

www.haus-der-astronomie.de

Dr. Philipp Gebhardt, Eur. Learning Lab for the Life Sciences

www.embl.org/ells

3.30 – 4 pm Coffee with the speakers (*Open End – no registrations*)

Editorial: Getting a job in science communication



Careers in science communication offer scientists an opportunity to stay connected with science whilst doing a more public-facing job away from the lab. If you are considering the move, you probably have some burning questions – what are the different roles and what do they involve? Do I have the skills needed? And how can I make the career transition?

For a start, there are a number of different kinds of roles in science communication. There's science journalism, which includes writing for newspapers and magazines, broadcast (TV and radio) and online, including podcasting. Other roles help connect scientists and journalists, such as press and public relations (PR) officers, whilst other still help to communicate science directly to the public, for instance through museums, schools, or information officers in charities, medical writers, or organising science conferences and events. Then there are roles in science policy and advocacy. The list is growing, too, as science communication jobs become ever more popular and diverse. For case studies of people who have transitioned to some of these jobs, check out the Transitions blogs series at *Naturejobs*.

Although science communication jobs are very varied, they all involve some big changes from a career in research. Any scientist wishing to make the change should bear in mind, and have a serious think whether this kind of role suit you. For all these jobs, you need to cut the core of the issues, and not get bogged down in the details, something scientists often have a bad reputation for. You'll need to be able to get up to speed with a variety of topics fast, whilst still being accurate, to make complex ideas clear, accessible and interesting. You'll love talking to people and looking for stories, and you will also need to work to much shorter deadlines than you are used to.

There are postgraduate courses available in science communication, but they are not a pre-requisite – the key to making this transition is practical experience. Set up a blog, and make the most of social media to share your work and connect with other science communicators, who are prolific on Twitter and other social media sites. Join discussions on LinkedIn, and set up informal meetings with people doing the jobs you are interested in. Ask them for a quick chat face-to-face where possible, and quiz them for advice and insider information. Share your ideas with them and take their feedback constructively, not personally, if they aren't as enamoured with them as you are.

Another great way to gain experience and kudos is to enter science communication competitions, such as the *Nature* careers columnist competition, the Wellcome Trust writing prize for Scientist, or FameLab. Be prepared to take a step back to gain the skills you need, such as doing a work placement, media fellowship or internship, which will help you build your contacts and get invaluable experience about how the industry works. Similarly, the Wellcome Trust offers studentships for international scientists wishing to do an MA in Science Journalism in London. Many parliaments also offer fellowships or placements for academics. Whatever role you are interested in, attend conferences or volunteer your services at science festivals or events -it's all part of building up a good portfolio of science communication skills across the board.

Finally, if you are interested in science communication jobs, you can start building up these skills and experiences whilst you are in your current role, or during your postgraduate training. Make the most of any opportunities, such as a university magazine, radio station or television society where you can gain production experience. After all, even if you do remain in science, being able to communicate well will only make you better at what you do. For more tips and advice about science communication and other science jobs, visit naturejobs.com and follow us on Twitter @naturejobs.

'Transitions' series on alternative careers:

<http://blogs.nature.com/naturejobs/2012/04/12/career-transitions>

The Naturejobs Career Expo and conference (September 2013)

<http://www.nature.com/naturejobs/science/career-expo>

Naturejob's Online Career Toolkit:

http://www.nature.com/naturejobs/science/career_toolkit/cvs

Take your free copy of June's *Nature* edition!



Career Profiles

Session I: Press and Corporate Communication **p. 15**

Dr. Stefanie Seltmann	p. 15
Lena Raditsch	p. 16
Dr. Alexandra Moosmann	p. 17
Martin Komorek	p. 18
Kathrin Wildemann	p. 19
Dr. Monika Mölders	p. 20

Session II: Media Communication **p. 21**

Pia Grzesiak	p. 21
Sonia Furtado Neves	p. 22
Adam Gristwood	p. 23
Isabelle Kling	p. 24

Session III: Science Education **p. 25**

Dr. Carolin Liefke	p. 25
Dr. Philipp Gebhardt	p. 26



The organizing team

HBIGS Career Service: Sandra Martini

DKFZ Career Service: Dr. Barbara Janssens, Kathrin Jansen

DKFZ PhD student: Svantje Braun, Joseph Unsay

DKFZ Postdoc Network: Dr. Inés Fernández Ulibarri, Dr. Timo Kehl, Dr. Sarah Mang

Session I: Press and Corporate Communication



Dr. Stefanie Seltmann, Head of Press Office, DKFZ

Dr. Stefanie Seltmann studied Biology in Heidelberg (Diploma in 1991) and obtained her PhD at the DKFZ in 1995. After the PhD she did an internship at the DKFZ press and publication relations office. From 1996 to 2007 she worked for the German Radio (Hörfunk-Wissenschafts-Redaktion des SDR – later SWR). Since 2008 she is heading the Press and Public Relations Office at the DKFZ – just in time for the Nobel Prize to Prof. zur Hausen.



Lena Raditsch, Head of Communications, EMBL

Lena Raditsch is Head of Communications at the European Molecular Biology Laboratory (EMBL). She develops the institute's communications strategy, and leads the team responsible for implementing it through activities ranging from media relations and corporate and internal publications to website management and organising outreach events. She also has extensive experience in communicating health-related research, thanks to over ten years' work in the fields of public relations, marketing communications and education at research institutes, PR agencies, and the pharmaceutical industry, prior to her appointment at EMBL. She graduated in Molecular Biology from Heidelberg University, and complemented this with a postgraduate course in communication.



Dr. Alexandra Moosmann, Science Communication Consultant, Genius GmbH

Alexandra Moosmann studied molecular biology in Potsdam, Berlin and Sydney. She did postdoctoral research projects in Bergen (Norway) and in Heidelberg. After working as a freelance science journalist for publishers such as Spektrum der Wissenschaft she joined Genius in 2012. Her focus is consulting of concepts and tools for science communication. She is online editor for biotechnology and plant research topics.



Martin Komorek, Founder & General Manager, Convergo GmbH

Martin Komorek studied biology at the University of Heidelberg. After his studies he worked in the pharmaceutical industry as communication manager and scientific manager at Baxter Bioscience. Since 2008 he is managing his own company “convergo”, a specialist in science communication and public relations.



Kathrin Wildemann, Communication Trainee, BASF

Kathrin Wildemann is currently finishing her communications traineeship at BASF and will subsequently work in the communication of BASF’s employee development project. She studied Chemistry at the University of Konstanz. After completing her diploma thesis, she did internships at Nachrichten aus der Chemie and Wiley VCH.



Dr. Monika Mölders, Head of Communications, Roche Diagnostics

Monika Mölders studied biology at the University of Mainz and Cologne. She obtained her PhD at the Institute of History of Medicine at the University of Heidelberg in 2003. She started her career as a communicator with an internship in the press office of the “Deutsche Forschungsgemeinschaft” in Bonn (German Research Foundation) and worked afterwards as an editor of “einblick” in the Office of Press and Public Relations of the DKFZ Heidelberg. Then she was a Science Communications Officer in the Department of Marketing and Communications of the Johann Wolfgang Goethe University in Frankfurt and was also responsible for press relations at the Paul Ehrlich Foundation in Frankfurt regarding the Paul Ehrlich and Ludwig Darmstaedter Prize and the Prize for Young Researchers. Currently, she is Head of Communications at Roche Diagnostics GmbH in Mannheim.

Session II: Media Communication



Pia Grzesiak, Journalist in Residence, HITS

Pia Grzesiak studied biology at the University of Bonn. During her studies she already gained experience in journalism while working for the science/ecology editorial department of the German public broadcasting institution WDR. She moved on to be a freelance journalist, writing scripts and producing films about scientific and medical topics, mostly for the science editorial department of the SWR TV station in Baden-Baden. Pia Grzesiak is currently “Journalist in Residence” at Heidelberg Institute for Theoretical Studies (HITS), focusing on the visualization of data-driven research in close contact with the scientists.



Sonia Ferreira Furtado Neves, Communications Officer, EMBL

If Sonia Neves had only one word to describe her career path so far, it would be serendipity. A combination of choices and coincidences ultimately conspired to take her from an undergraduate degree in zoology in Lisbon to being the press officer at an international molecular biology institute in Heidelberg, with stopovers in Reykjavík and London along the way. She led guided tours and created educational activities, has written for museums and magazines, trained future communicators, and currently helps journalists and scientists work together – all to share the wonders of Nature and the allure of scientific discovery.



Adam Gristwood, Communications Officer, EMBL

Adam has worked as a journalist for 10 years, covering issues ranging from music, sport, transport, health, policing, international development and research. Since becoming hooked on the incredible stories behind scientific endeavour, he specialised in science journalism, leading the launch of a UK-based science magazine and gained a Masters degree in Science and Society from the Open University. In 2010, he joined EMBL as a Communications Officer, and is responsible for editing publications including the lab’s newsletter EMBL&cetera.



Isabelle Kling, Project Officer – CommHERE, EMBL

Isabelle Kling studied Biological and Chemical Analysis in Strasbourg as well as Scientific Communication in Bordeaux. She moved on to be a communication and public relations coordinator at the organizations “Association Terre et Océan”, Bordeaux, and “Sidaction”, Paris, before moving to Montreal, Canada where she worked for the McGill University Health Center, Montreal, and later as a freelance scientific communication and public relations consultant. There she also sat on the board of the “Association of scientific communicators, Québec”. Isabelle continued her activities in science communication as Press officer at Institut Pasteur, Paris. Since 2012 she is the Project Officer managing the CommHERE “Communicating European Health Research” project at EMBL, Heidelberg.

Science Communication Links and Websites

<http://www3.imperial.ac.uk/graduateschool>

<http://sciencecareers.sciencemag.org>

<http://scicommjobs.wordpress.com/>

Journalism Advanced training in Germany

- Freie Journalistenschule Berlin www.freie-journalistenschule.de
- mibeg Institut Medien Köln
- Axel Springer Akademie Berlin
- Henri Nannen Schule Hamburg

Study programs

- Bremen Master-Studiengang Wissenschaftskommunikation
- Darmstadt Bachelor-Studiengang Wissenschaftsjournalismus
- Dortmund Wissenschaftsjournalismus-Studium (Bachelor, Master)

Session III: Science Education



Dr. Carolin Liefke, Research Assistant, Haus der Astronomie, Center for Astronomy Education and Outreach

Carolin Liefke studied physics focusing on astronomy at the University of Hamburg and completed her PhD at the “Hamburger Sternwarte”. Starting off as a passionate amateur astronomer, she is very interested and active in several astronomy associations and internet communities – her blog “Astronomers do it at night” can be found on SciLogs. She has worked in astronomy education and outreach for more than ten years. Since 2010 she is part of the “Haus der Astronomie” in Heidelberg, while in her spare time enjoying the night skies in the deep Odenwald.



Dr. Philipp Gebhardt, Head of EMBL-ELLS

Philipp Gebhardt is heading the European Learning Laboratory for the Life Sciences (ELLS) at the EMBL. His work includes the organization of various training activities to address the demand for continuing professional development of European secondary school science teachers. Offering multifaceted training activities – such as hands-on LearningLABs, ELLS Webinars, the EMBL Insight Lectures series, a collection of educational materials and networking opportunities like the new ELLS teachers portal EMBLog – provides high school science teachers with the hands-on expertise and theoretical know-how to bring concepts of molecular biology into the classroom. This aspect is also very important for his own motivation as he can combine his strong scientific background (PhD in Molecular Biology) with his project management skills to create new engaging educational formats and thereby bridge the gap between research and schools.

www.dkfz.de/careers

Career Service

for Masters/PhD students/PostDocs

CAREER SERVICE

dkfz.

GERMAN
CANCER RESEARCH CENTER
IN THE HELMHOLTZ ASSOCIATION

INFO on FACEBOOK: To receive updates with links to interesting events and pages (about 3 per week) please LIKE the page Dfz PhD Careers. To join groups become a FRIEND

www.facebook.com/phdcareers

NETWORK on LinkedIn

For optimal career development **connect** to scientists with interesting jobs. Current and former dkfz scientists are warmly invited to join, as well as collaborators and other interested scientists.



<http://www.linkedin.com/groups/DKFZ-Career-Network-4831669>

CALENDAR of events in Heidelberg <http://tinyurl.com/5wuerfx>

E-MAIL DISTRIBUTION LIST jobs-for-PhD: To receive job relevant job ads, information and events register on intranet <http://listhost/jobs-for-PhD> (externals can be added on request)

WORKSHOPS AND COURSES

DKFZ PhD students and postdocs can participate in workshops on e.g. application skills, CV writing, "Career Plan B/Life Work Planning", soft skills, business for scientists etc.

THURSDAY 1 pm – OPEN CAREER LUNCH



For all interested scientists to discuss with a guest about his/her career moves we have "career lunch" on Thursdays

SCIENCE & SOCIETY: Discuss your role as a Scientist, Science & Ethics, Talking to the Public, and Volunteering

- Interest – Engagement – Experience on your CV
- JOIN <http://www.facebook.com/groups/scisoc.dkfz>

DKFZ Career Manager: Dr. Barbara Janssens. She is Belgian (PhD in molecular and cell biology from Ghent University), and after a postdoc in Paris she worked for five years as an Editor at Wiley-Blackwell.

E-mail: careers@dkfz.de Tel: +496221 42-2146
Office H1.06.015b (15b 6th floor main building west)
at the Graduate Program Office M070

Careers Service: Scientific Life beyond the Lab





HBIGS Career Service

www.hbigs.uni-heidelberg.de

The HBIGS Career Service is open to **Masters/PhD students/PostDocs** at Heidelberg University and offers:

CAREER ADVISORY SESSIONS

One-on-one sessions for personal advice, CV check/mock interviews, information about employers and vacancies, effective job search and the application process

www.hbigs.uni-heidelberg.de/main_career_service.html

http://www.hbigs.uni-heidelberg.de/main_career_service_job_portal.html

CAREER TALKS & NETWORKING EVENTS

for meeting potential employers, for presentations and talks with experts from different occupational fields and networking with HBIGS Alumni:

www.hbigs.uni-heidelberg.de/main_kamingespraech.html

CAREER TRAININGS (Professional & Soft Skills)

Soft skill workshops, courses in complementary skills and extracurricular qualifications (Application Training, Project Management, Business for Scientists, Presenting Research Results, GMP, Team Work in Research Projects, ...)

www.hbigs.uni-heidelberg.de/main_career_service_trainings.html

Join HBIGS on:



Alumni & Career Network:

www.linkedin.com/groups?gid=4841675&trk=hb_side_g



HBIGS Community:

www.facebook.com/groups/32102593842/?fref=ts

HBIGS GRADUATE SCHOOL: www.hbigs.uni-heidelberg.de

HBIGS CAREER SERVICE: www.hbigs.uni-heidelberg.de/main_career_service.html

CALENDAR of career events in Heidelberg <http://tinyurl.com/5wuerfx>

Sandra Martini is the Career Advisor at HBIGS since 2008. Before she joined HBIGS, she has worked as a consultant and a trainer at BASF SE Ludwigshafen.

HBIGS Career Development Service (Sandra Martini):

Please contact: 06221-54 6723, [REDACTED]

Location: HBIGS Center, INF 501, 1st floor, office #106



PDN – The PostDoc Network at the DKFZ

Our mission

The PostDoc Network (PDN) of the DKFZ was founded to provide and spread information on career opportunities specifically for PostDocs. The scientific and personal diversity of the postdoctoral community encountered at the DKFZ required the establishment of a unifying platform that efficiently represents the interests and needs of postdocs. The PDN is continually aiming to maintain and grow a vibrant postdoctoral community that will contribute to improve the quality of the postdocs' work, their working conditions and will establish an environment that will enrich your postdoctoral experience at the DKFZ.

You are PostDoc at the DKFZ?

Do you want to:

- be part of the PDN community?
- profit from networking?
- learn more about career opportunities?

Do you have ideas you would like to put into action?

That's why
YOU should join US!

We have regular meetings:
PDN Committee Meeting (every 2 weeks)
Get-Together (every 4 weeks)

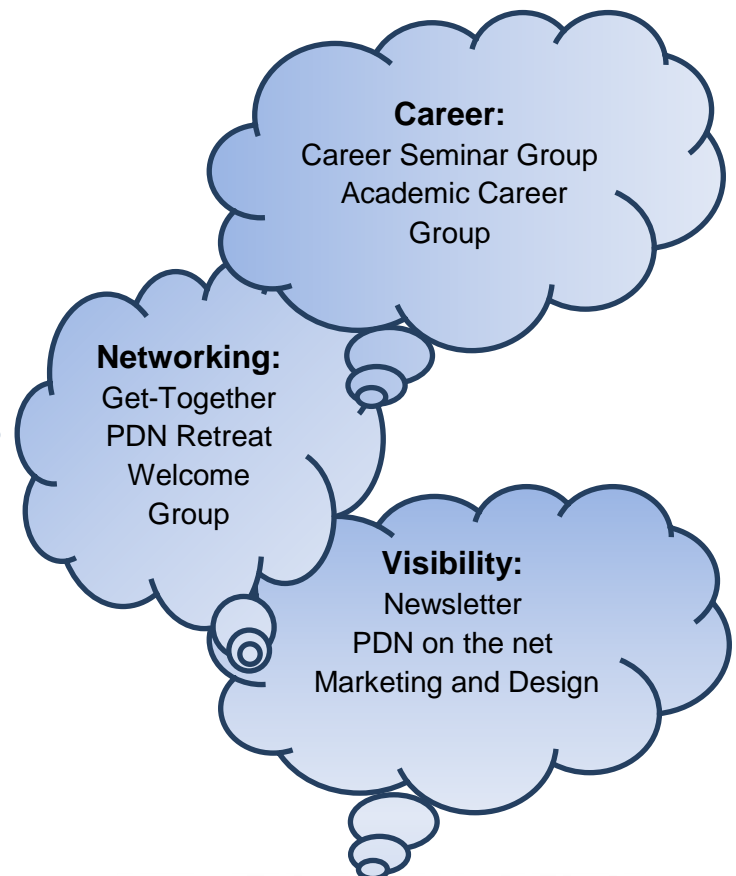
Find us online:

www.dkfz.de/pdn

join us on facebook : PDN@DKFZ

Join/Use our mailing list : all-postdocs@dkfz.de

**WE are the committee,
YOU are the network!**



DKFZ PhD Students Communication Team

As the name already implies, the Communication Team focuses on particular aspects of information exchange. They update the Student Portal on the internet <http://www.dkfz.de/en/doktorandeninitiative/index.html>, curate email distribution lists and host file-sharing structures on the servers of the DKFZ. This enables vivid communication among the PhD students of the institute. Together with the division of press and public relations, a set of standardized but yet individual documents templates is created that allows for a custom presentation of the DKFZ at our home universities and research centers. Most importantly, the Communication Team is actively involved in the set up, promotion, analysis and interpretation of the annual survey conducted by the Career Service. The purpose is to assess the current working situation of PhD students and their future plans. Conclusions are shared with the Administration Board and the Student Body to undertake joint measures for further improvement of the research environment and the career perspectives in a well-coordinated manner. The Communication Team is headed by Lorenz Adlung and can be contacted via email: communication-team@dkfz-heidelberg.de.



Science Communication Career Profile SEL

Name or alias:

Job/role:

Employer/Sector:

PhD obtained in:

Scientific Background:

Postdoc experience: (years)

- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via E-mail:

Link: www.dkfz.de/press

Science Communication Career Profile LR

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via LinkedIn, Xing Facebook

E-mail:

Link: http://www.embl.de/aboutus/communication_outreach/

Science Communication Career Profile AM

Name or alias:

Job/role:

Employer/Sector:

PhD obtained in:

Scientific Background:

Postdoc experience: (years)

- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via Xing

E-mail:

Link: www.genius.de

Science Communication Career Profile MK

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via E-mail:

Link: www.convergo.de

Science Communication Career Profile KW

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

I am currently finishing my traineeship. Subsequently, I will be working for BASF's internal employee development project – developing information material, organizing events, communicating the topic to the employees.

- What do you enjoy most about the job?

Getting in touch with new topics and finding ways to convey them to different target groups

- What are the challenges you face in your job?

Conveying (sometimes controversial or complex) topics in a convincing way

- What attracted you to this position?

Science and especially chemistry are really fascinating topics, but they still don't have a very good image. I think you have to explain them to people in an understandable way to make them see how important they are.

- What skills have been useful in getting and doing the job?

Being able to cut through and simplify complex subjects

- What is your one tip for scientists who might be considering a move to this sector?

Don't let the fact that it's not the "typical" way for scientists scare you away: Do a few internships so you can see for yourself if a communication job might be the right thing for you.

You could contact me via

E-mail:

Link: <http://www.basf.com/group/news-and-media-relations>



Link to the BASF Communications Traineeship (Volontariat)

Science Communication Career Profile MM

Name or alias:

Job/role:

Employer/Sector:

PhD obtained in:

PhD discipline:

Postdoc experience: (years)

- What do you do in your current role?

I lead a group of 7 people. We are responsible for internal and external communications and as well as for Intranet and Internet communications.

- What do you enjoy most about the job?

I most enjoy the many different topics we deal with. Executive communications is also very interesting because we are very close to strategic decisions.

- What are the challenges you face in your job?

We are always very visible in everything we do. That always requires the highest level of quality – often with demanding and challenging timelines.

- What attracted you to this position?

It is the variety of topics and the deep insights into strategic and challenging topics.

- What skills have been useful in getting and doing the job?

The most useful skills are perhaps best described as character traits; an interest in many different topics, natural curiosity and the ability to work fast under high pressure.

- What is your one tip for scientists who might be considering a move to this sector?

It is good to build up a career on two pillars, to choose a subject you really like, understand and enjoy and, in addition, to learn about and gain professional experience in communications. Try to find a 3-month internship to find out whether the work itself as well as the variety of topics – admittedly not all of which are incredibly interesting – really suits you.

You could contact me via

E-mail:

Link: <http://www.roche.de/presse/>

Science Communication Career Profile PGr

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via E-mail: or other

Link: <http://www.h-its.org/english/>

Science Communication Career Profile SFFN

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

I'm the connection between scientists and the press – writing press releases, fielding requests from journalists and putting them in contact with scientists, preparing scientists for interviews... I also help to manage EMBL's Twitter, facebook and YouTube channels, produce the EMBL Annual Report, and write about science for non-specialists in various outlets as well as co-running a module on science communication for EMBL's PhD students.

- What do you enjoy most about the job?

The variety: I can be learning and writing about mouse models for autism one minute and protein structures the next, and I get to work with a lot of interesting people doing very cool stuff both in science and in communication.

- What are the challenges you face in your job?

The very different speeds at which science and journalism move, and the different styles of communication the two involve. Getting scientists to reply fast enough, and reminding them that there are good reasons why media reports are structured differently and use different language from science papers. But this is also what makes the job fun!

- What attracted you to this position?

The unknown: it was an opportunity to get involved in a new type of communication, as my previous work had always been more in the field of informal education (education programs at zoos, exhibition production at a museum).

- What skills have been useful in getting and doing the job?

Good writing skills and the ability to quickly grasp the general idea of a new scientific study. Knowing several languages has been a bonus. Being friendly, willing to learn and able to manage people's expectations ...

- What is your one tip for scientists who might be considering a move to this sector?

Try things out, talk to people and be open to new experiences. Don't get too tied up in defining a career path. If you can, do internships. Yes, they're unlikely to pay handsomely (if at all), but they give you a chance to experience the work and build a CV in a field you're only just breaking into. Talk to people who are already doing things you think you might like – social media allow this even miles away, so... join the conversation!

You could contact me via LinkedIn Facebook

E-mail: or other

Link: <http://www.embl.de/press>

Science Communication Career Profile AG

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

I am responsible for EMBL's newsletter EMBL&cetera, which is published six times per year. The magazine profiles important events that happen at EMBL, including interviews with scientists, reports on some of the latest research, and outreach activities. I am also editor of EMBL's annual research brochure Research at a Glance, and take on other interesting challenges, including the production of podcasts, and contributing to the lab's science and society committee, which organises an annual conference and programme of speakers at EMBL throughout the year.

- What do you enjoy most about the job?

The diversity. Academically, everyday I am confronted with new challenges and am constantly learning new things – I love speaking to people and the role enables me to interview and meet people working on very diverse, and often fascinating research.

- What are the challenges you face in your job?

Deadlines are the biggest challenge – although they also provide the adrenalin that drives your work. Communications and journalism is fast-evolving in the information age, and keeping up to date is also hugely important.

- What attracted you to this position?

The opportunity to write about science full time, the diversity, the institute itself – EMBL is very international.

- What skills have been useful in getting and doing the job?

Persistence

- What is your one tip for scientists who might be considering a move to this sector?

Get published. Once you can show off your work in print (or online) it can set the ball rolling.

You could contact me via LinkedIn Facebook

E-mail:

Link: www.embl.de/aboutus/communication_outreach

Science Communication Career Profile IK

Name or alias:

Job/role:

Employer/Sector:

Scientific Background:

- What do you do in your current role?

In a nutshell my job is to convey the innovative knowledge that is created in the labs at EMBL to the journalists, so they write about it in the media and inform the public. There are many different aspects to this job but, as a project coordinator I mostly try to coordinate the communication efforts of many research institutes and identify the best and most efficient practices in media relations.

- What do you enjoy most about the job?

It is very diversified on many levels. First I get to work with different researchers on very different topics, so I can get a very interesting overview of what is going on in research in general. As a project coordinator in charge of identifying the best practices, I also get to use and test a very broad range of communication tools. And, last but not least, being at the interface between researchers and journalists allows you to meet with people on both sides, and I find this very fulfilling.

- What are the challenges you face in your job?

The main challenge in this job is trying to explain the very complex, and sometimes technically challenging, research that is going on in our labs in such a way that non-experts can understand and be interested in.

- What attracted you to this position?

My current position allows me to compare the way different PR teams work in Europe, and then to identify what works best: I get a broader perspective on my job than before and I found that very interesting when I applied. Also it is back home after living in Canada.

- What skills have been useful in getting and doing the job?

I speak 3 out of the 4 official languages at EMBL (and I am currently learning German), and my international experience gives me the ability to deal with, sometimes, different ways to work in different countries. This has proved very useful.

- What is your one tip for scientists who might be considering a move to this sector?

Take a step back from your work and consider the big picture: to convey your research to people who are not scientists, you need to be able to explain why it is relevant and interesting to them. There is certainly someone close to you who is not a scientist: try to explain that to her/him and after ask them to repeat in her/his own words...

You could contact me via LinkedIn Facebook

E-mail:

Link: <http://www.comphere.eu>

Science Communication Career Profile CL

Name or alias:

Job/role:

Employer/Sector:

PhD obtained in:

Scientific Background:

Postdoc experience: (years)

- What do you do in your current role?

Public Outreach (Press releases, public events), teaching (astronomy for teacher students), supervising several projects with high school students, managing remotely operated telescopes for educational use

- What do you enjoy most about the job?

The wide variety of tasks, working together with young and highly motivated people

- What are the challenges you face in your job?

Building bridges between scientists and the general public is often more difficult and complex than one might think at first sight

- What attracted you to this position?

The opportunity to use everybody's fascination for the night sky to inspire people and generate awareness and interest in astronomy and science in general. Heidelberg and the at that time newly-founded Haus der Astronomie is the perfect place to do this.

- What skills have been useful in getting and doing the job?

A background in astrophysics, previous experience from voluntary work in this field, skills in text writing, the ability to work with children and young people

- What is your one tip for scientists who might be considering a move to this sector?

Start as early as possible to get in contact with other science communicators in order to build up a network to share ideas and resources

You could contact me via Xing

E-mail:

Link: <http://www.mpia-hd.mpg.de/homes/liefke/>

Science Communication Career Profile PGe

Name or alias:

Job/role:

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PhD obtained in:

Scientific Background:

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- What do you do in your current role?

- What do you enjoy most about the job?

- What are the challenges you face in your job?

- What attracted you to this position?

- What skills have been useful in getting and doing the job?

- What is your one tip for scientists who might be considering a move to this sector?

You could contact me via

E-mail:

Link: <http://www.embl.de/training/scienceforschools>

Thank you for joining this event!

YOUR FEEDBACK

is important to us!!

Please briefly answer a few questions on

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Use your smartphone to directly access the survey!

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