

Your PURE profile and your career – make it “fit for purpose”

Like any openly available online information associated with your name, your PURE profile can be used to enhance your career prospects - or the opposite.

- **TOP TIP: If you have a completed public PURE profile, it is likely to be the first link displayed in a Google search for your name – your profile matters!**

1. Consider who might be searching for you, and what you would want them to know

Potential academic employer or collaborator? Probably interested in:

- Your research interests
- Academic outputs and achievements - papers, invited talks
- Other academic recognition - prizes, funding
- Teaching experience - modules or topics taught, innovative teaching techniques, certifications, student feedback
- Your place in academic networks and community - your supervisor, research group, academic and external collaborations, sponsors

Future non-academic employer? Probably interested in:

- Your non-academic CV - add a link to a LinkedIn profile and put it in your contact details, consider adding a non-academic CV from PURE and name it appropriately eg “CV for non-academic roles” - see later
- Experience of research techniques used by similar non-academic employers (generally only for research/technical jobs)
- Internships or previous non-academic work history
- External collaborations
- Public engagement activities and impact
- Extra-curricular and team activities - not all of these may be suitable for PURE (if so, direct them to your non-academic CV/LinkedIn profile)

Make it personal

- Write your overview in a way which will make sense to your target reader and gives a sense of who you are – would it make a potential collaborator want to meet up with you at a conference, would a potential recruiter want to contact you speculatively?
- Add a professional looking photograph to your profile – photographs next to your contact details make your profile stand out (search through the other University of Manchester profiles to see what a difference a good photo makes...)

2. Make it easier to find your profile

- Set your profile (and relevant sections) to “Public” - it can take 10 days or so for search engines to index it, so do this well before you go to that big international conference
- Where applicable, use pre-defined keywords and tag yourself to University networks, beacons etc – you’ll come up in searches where people click on those purple highlighted terms
- Use structured records in preference to free text, where possible – the headings and highlighting will create a more “skimmable” and complete profile. Particular headings to note include:

- “Activities” covers a multitude of potential topics – use it for conference posters and talks, internships (“Visiting an external non-academic organisation”), public engagement, committee memberships etc
- “Impact” is an outcome of your work in the non-academic world, probably as a result of an “Activity” (above). If you are interested in non-academic careers, this could have more effect on some employers than all your publications put together

3. Use the “Create a CV” function wisely

Plus point - PURE can be a useful way of keeping a dynamic list of your publications up-to-date, and a way of pulling content from your profile

Minus point - A standard “CV” as automatically generated in PURE is unlikely to meet the needs of most recruiters, academic or non-academic

- The CV creator can be a useful starting point for drafting an effective CV but as with all CVs, edit it to target the appropriate reader
- Think of the sections you should include and rearrange them to reflect their importance to your target reader.
- Dynamic vs static sections – once you have a lot of publications, keeping this section as dynamic content means it is always up-to-date. For most other sections, turn it into static content to allow you to edit it into a CV which is appropriate for a document format rather than online.
- You can “Save” your CV, including giving it a different name (eg. highlight that it is your academic or your non-academic CV) and/or “Export” it in Word format (for further editing) or pdf.

Further advice on content and formatting of CVs:

- Academic CVs – www.academiccareer.manchester.ac.uk/applications/cvs
- Non-academic CVs for researchers – [CVs for Researchers](#) (pdf)

4. Assess the effectiveness of your profile (or CV)

Your profile or CV has been written for someone else to read – try these approaches to make it more effective:

- Check out lots of other PURE profiles. See which ones catch *your* eye (in a good way) and learn.
- Get feedback on your own PURE profile. Ask your supervisor, other researchers in your group, external sponsors or collaborators. If you want some feedback from someone in an industry or role you’re targeting but don’t have any contacts or leads, try:
 - Alumni in our [Manchester Network](#) - register online and search for alumni who have agreed to give advice via the “Ask me about ...” service
 - LinkedIn – includes over 200,000 University of Manchester alumni, along with employees in just about every role you could think.
- Ask for feedback – nicely.
 - Use your own contacts effectively – [Network without hassling your contacts](#)
 - Use LinkedIn like a pro - www.careers.manchester.ac.uk/findjobs/networking/linkedin
 - Our guide to [Asking for Feedback](#) (aimed at researchers, pdf)