

Find all
previous
sessions
[here](#)

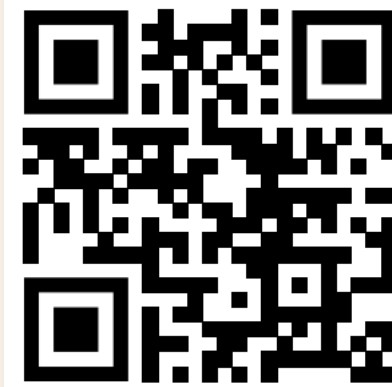
bits & bites

Communicate Your Research Effectively

GS
O*

GSO* Guidance, Skills & Opportunities
for Researchers

* Your Ally for
Careers in
Academia & beyond.



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LinkedIn

Dr. Birte Seffert –
Career Advice, Coaching, Workshops
& Klaus Tschira Boost Fund
seffert@gsonet.org





Careers in Science Communication

What's out there
beyond doing research?

THE EUROPEAN COMPETENCE FRAMEWORK FOR RESEARCHERS



Click on
the
picture to
get to the
website!

MAKING AN IMPACT



- Participate in the publication process
- Disseminate results to the research community
- Teach in academic or vocational contexts
- Communicate to the broad public
- Increase impact of science on policy & society
- Promote open innovation
- Promote the transfer of knowledge

Scientific Publishing

Content
Licensing /
Acquisition
Manager

Editor

Journal
Specialist

Content
Strategist



Elsevier Jobs



Location ▼

Country ▼

Job Category ▼

Editorial & Publishing ×

[Clear All \(1\)](#)

18 JOBS FOUND

- ☐ Technology (58)
- ☐ Sales (35)
- ☐ Data, Research & Analytics (18)
- ☒ Editorial & Publishing (18)
- ☐ Sales Ops (6)
- ☐ PRD Product Management (6)
- ☐ Marketing (4)
- ☐ General Management (3)
- ☐ Finance & Accounting (3)
- ☐ Product Mgmt Support (2)
- ☐ Administrative Services (2)
- ☐ Customer Service & Operations (2)
- ☐ Other Job Family Group (2)
- ☐ User Experience (2)
- ☐ Project-Program Management (1)



A typical workday might include...

- Identifying emerging or high-impact topics that could become article collections
- Engaging with scientific content from a strategy & community-building perspective
- Recruiting co-editors & potential authors
- Supporting & advising authors on the best publication route
- Reporting

Scientific Publishing

**Content
Licensing /
Acquisition
Manager**

Editor

**Journal
Specialist**

**Content
Strategist**

Useful academic skills

reading

following
scientific
trends

curiosity

structured
thinking

problem
solving

working with
researchers
across fields

writing
practise

understan-
ding how
academia
works in
practise

Scientific Publishing

**Content
Licensing /
Acquisition
Manager**

Editor

**Journal
Specialist**

**Content
Strategist**

What's different to Academia?

faster
pace

focus on
outcomes,
coordination,
efficiency

clear
targets &
deadlines

Useful academic skills

reading

following
scientific
trends

curiosity

structured
thinking

problem
solving

working with
researchers
across fields

understand-
ing how
academia
works in
practise

writing
practise

Scientific Publishing

Is this
something
for you?



InterSECT Job Simulations

Interactive Simulation Exercises for Career Transitions

Click on
the
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get to the
website!

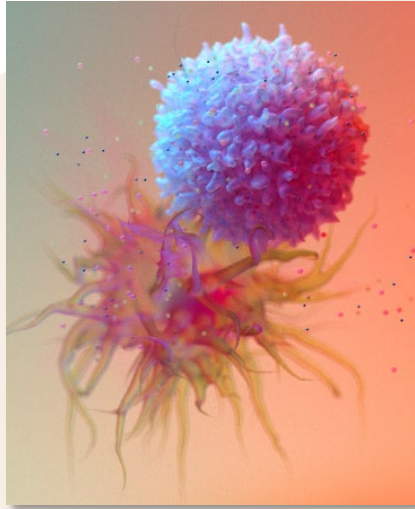
Journal Editing

Assess a paper and make an editorial decision

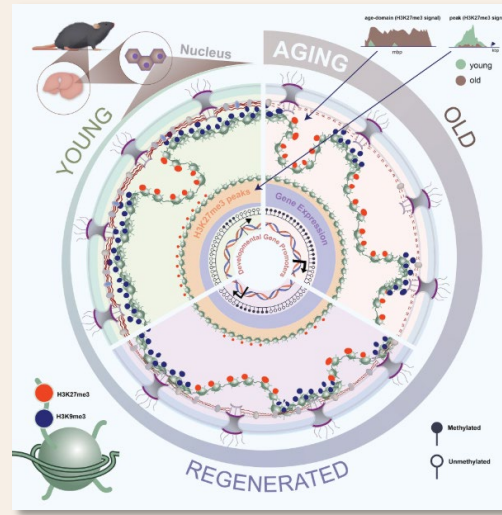
The Exercise

Determine whether a paper is suitable for consideration in PLoS by carefully considering the manuscript, and the journal scope and criteria. Write a recommendation that includes a broad assessment of the paper, and a recommendation of whether the manuscript should be reviewed or rejected, and suggest reviewers if applicable. Write a final decision letter to the authors.

For this exercise, you are an editor at PLoS and part of a team evaluating papers for publication. You are also responsible for managing and responding to reviewers and authors throughout the revision and publication process.



Courtesy of: Endosymbiont



Courtesy of:
fity.club

Science Illustration

Graphic
Designer
or
Recorder

Corporate
Design &
Branding

Visual
Commu-
nicator



Courtesy of: The Visual Thinker



A typical workday might include...

- Discussing with clients the project & their needs
- Identifying key points, connections, interactions & how to visualize these
- Learning & applying technical tools
- Marketing your portfolio to potential clients
- Calculating, budgeting & accounting

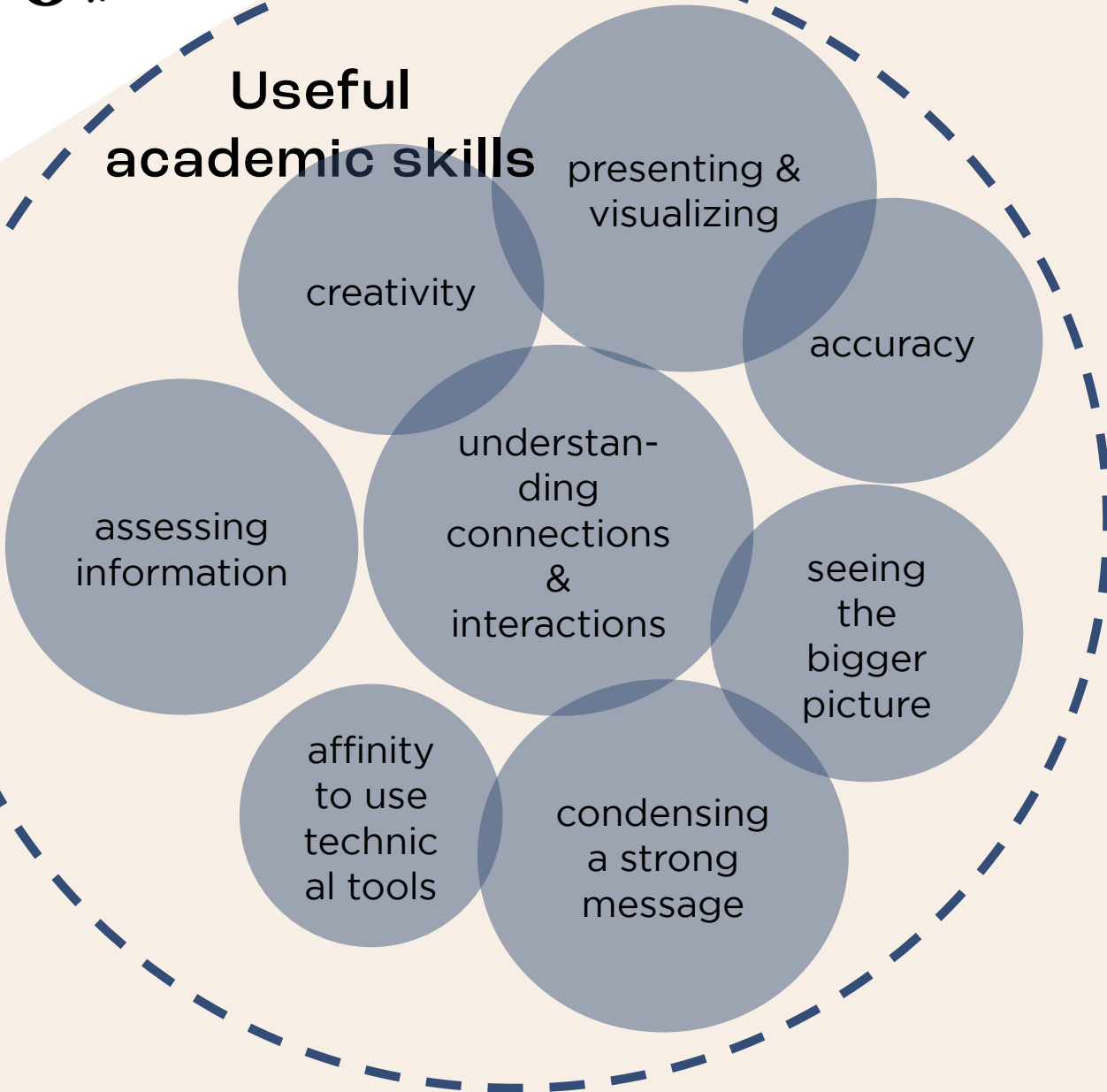
**Science
Illustration**

**Graphic
Designer
or
Recorder**

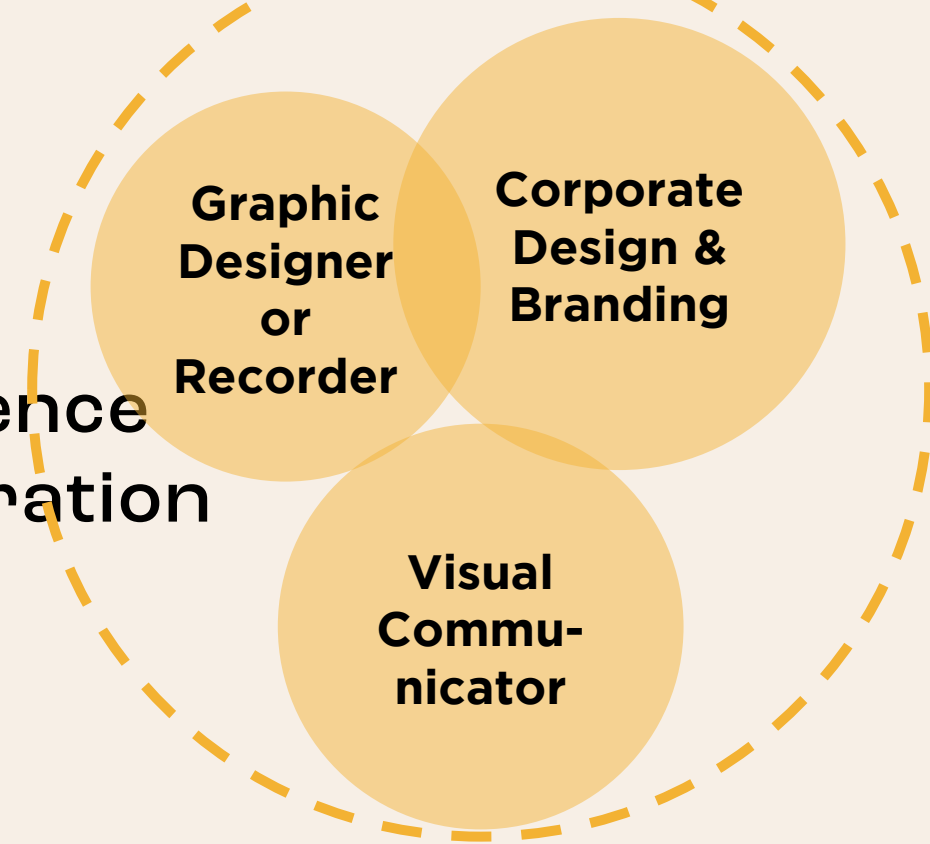
**Corporate
Design &
Branding**

**Visual
Commu-
nicator**

Useful academic skills



Science Illustration



Useful academic skills

creativity

presenting & visualizing

accuracy

assessing information

understanding connections & interactions

seeing the bigger picture

affinity to use technical tools

condensing a strong message

Science Illustration

Graphic Designer or Recorder

Corporate Design & Branding

Visual Communicator

often freelance

work with clients

business mindset & skills

What's different to Academia?

Science
Illustration

Is this
something
for you?



InterSECT Job Simulations

Interactive Simulation Exercises for Career Transitions

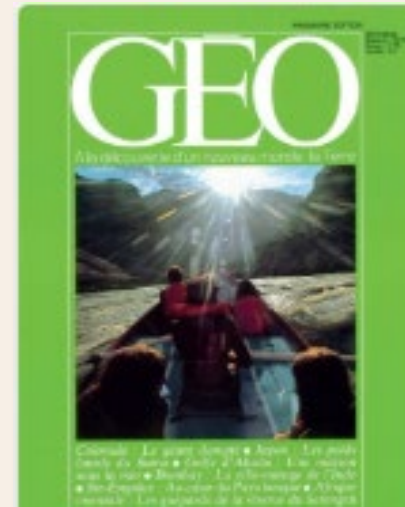
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website!

Communications: Visualizing Data for an Annual Report

Create a brief, visually appealing report for stakeholders.

The Exercise

You will create one or two pages of the Postdoctoral Affairs Office's annual report, summarizing data from workshop attendance, workshop outcomes, and marketing efforts. The annual report will be shared with the Director of the Postdoctoral Affairs Office for feedback before sharing with key stakeholders.



The Ecologist



NewScientist



A typical workday might include...

- Researching & assessing information
- Attending academic & press conferences
- Interviewing & moderating
- Discussing with clients & stakeholders their needs
- Pitching ideas to editors & news outlets
- Writing, editing & publishing

Writing & Journalism

**Content
Creator**

**Moderator
or
Podcaster**

**Science
or
Technical
Writer**

**Journalist
or Author**

**Communi-
cations,
Press or
PR
Specialist**

Useful academic skills

logical
thinking

broad
scientific
knowledge

excellent
writing &
oral
communi-
cation

story-
telling

asking
critical
questions,
persistence

understan-
ding
complexity
& making it
accessible

networking

Writing & Journalism

Content
Creator

Moderator
or
Podcaster

Science
or
Technical
Writer

Journalist
or Author

Communi-
cations,
Press or
PR
Specialist

What's different to
Academia?

short
deadlines

focus on
„hot“
topics

often
freelance

write to
sell

Useful academic skills

logical
thinking

broad
scientific
knowledge

excellent
writing &
oral
communi-
cation

story-
telling

asking
critical
questions,
persistence

understan-
ding
complexity
& making it
accessible

networking

Writing & Journalism

Is this
something
for you?



InterSECT Job Simulations

Interactive Simulation Exercises for Career Transitions

Click on
the
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website!

Science Journalism: Writing a General Audience Article

**Communicate scientific findings to a general audience on
behalf of an organization.**

The Exercise:

Find a primary source article that you believe to be newsworthy from your institution or organization, and write a 2-3 paragraph, general audience synopsis. Make sure to promote the work, developing both how it fits into the broader field and its 'real-world' applicable value.



Science Outreach

**Museum
Education
or
Exhibitions
Officer**

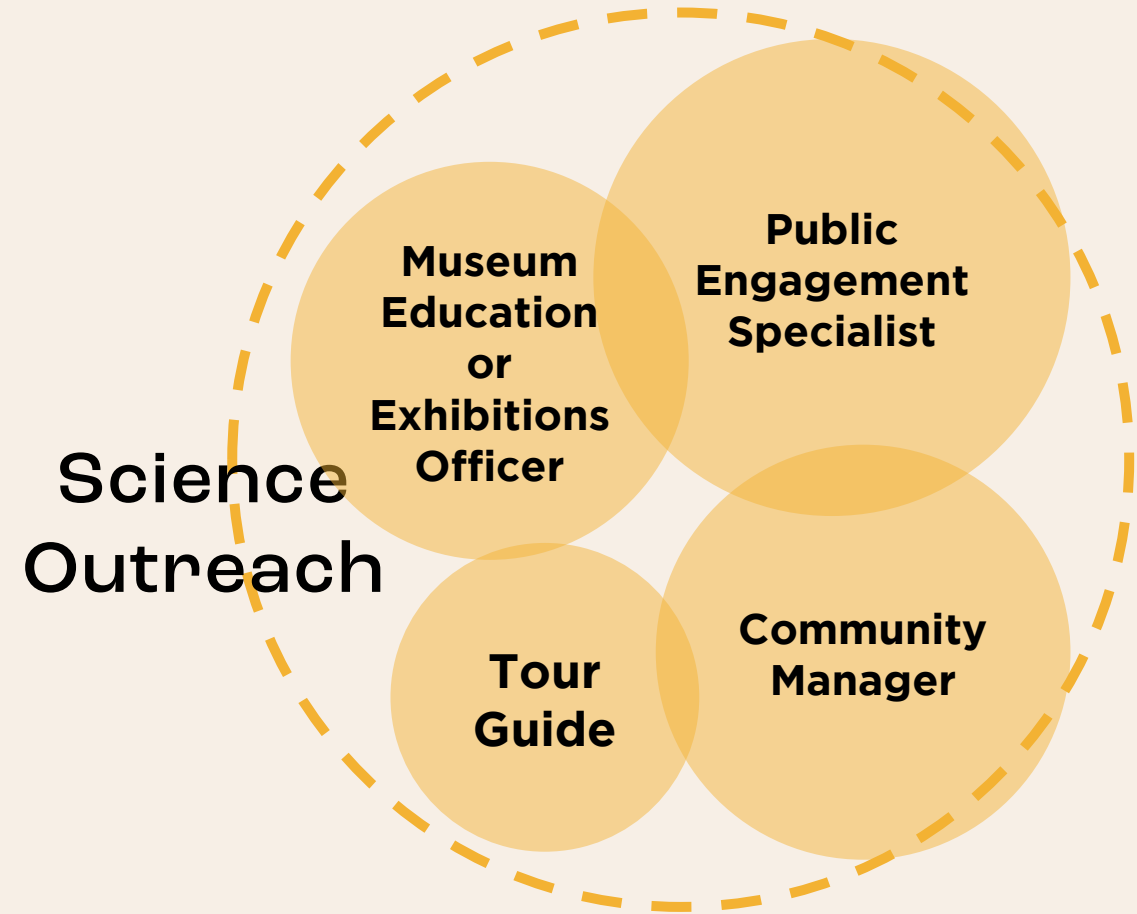
**Public
Engagement
Specialist**

**Tour
Guide**

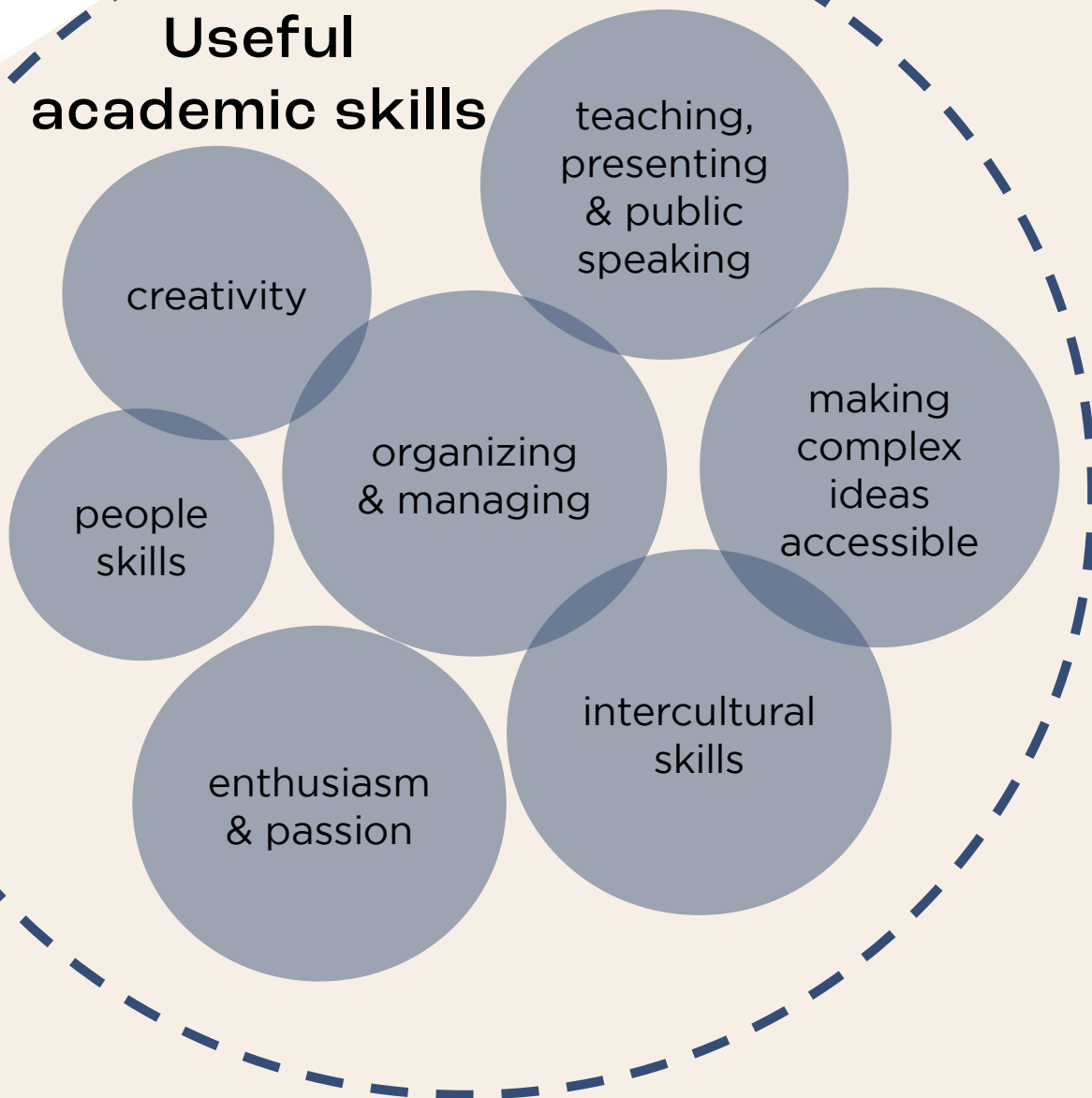
**Community
Manager**

A typical workday might include...

- Teaching & engaging with audiences
- Developing workshops, talks, & activities for exhibitions, events & special programmes
- Creating & curating educational resources & materials
- Evaluating impact and reporting findings
- Applying for grants & funding



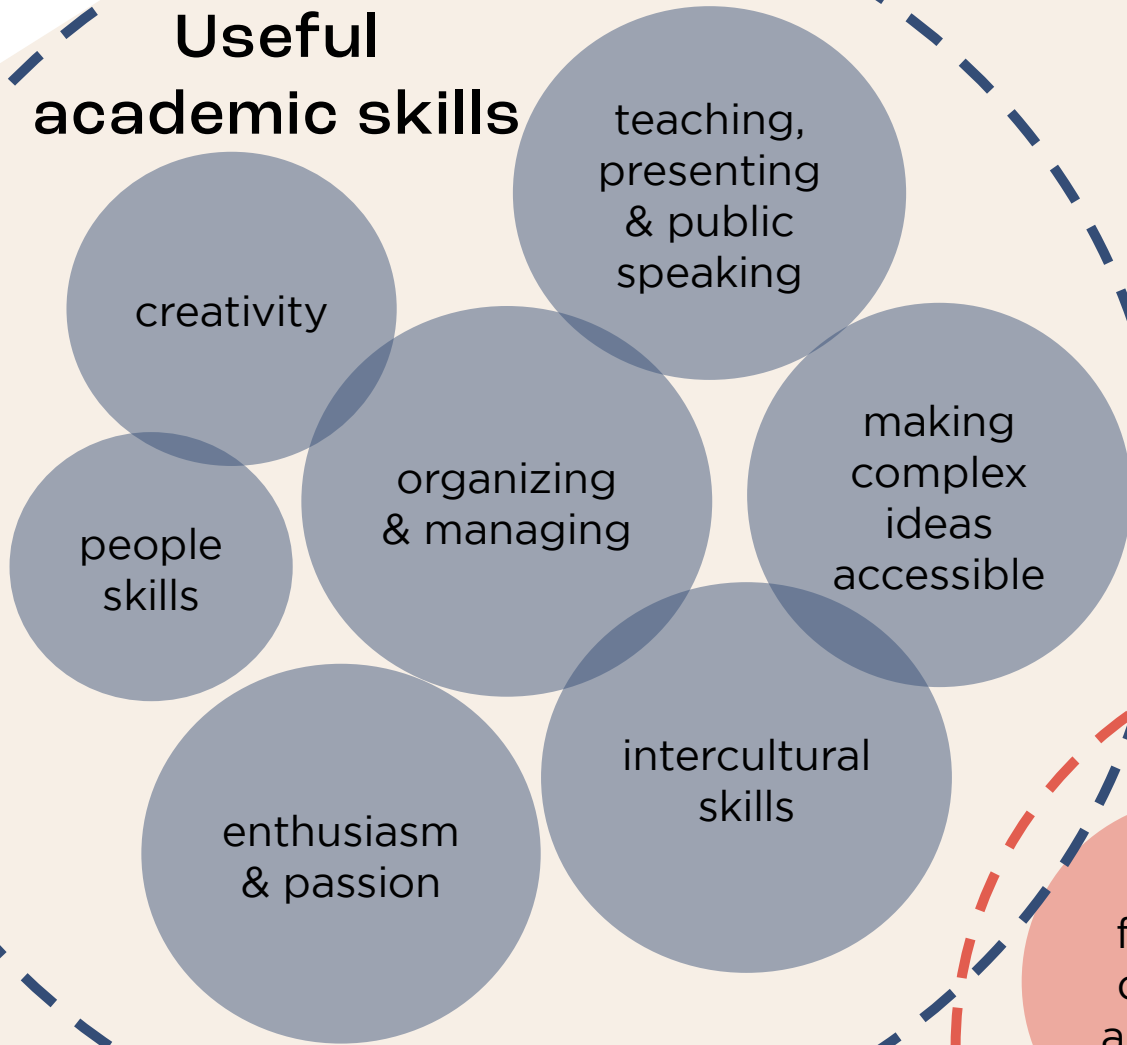
**Useful
academic skills**



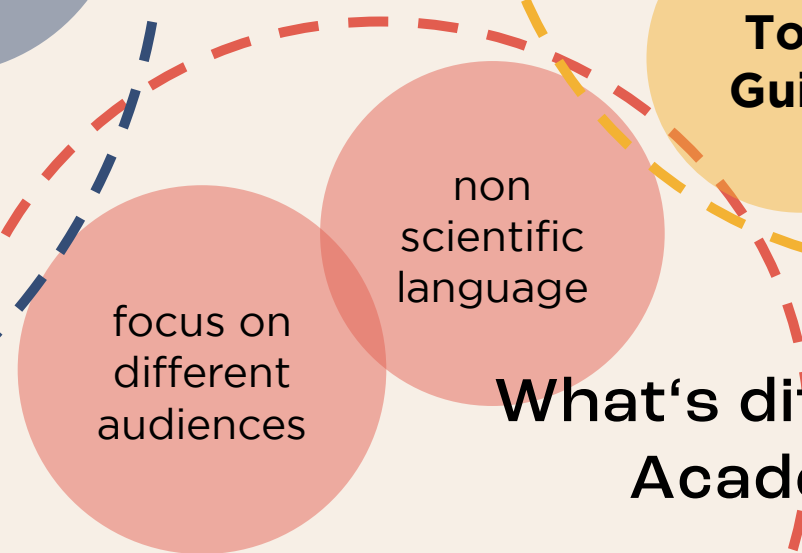
**Science
Outreach**



Useful academic skills



Science Outreach



What's different to Academia?

Science Outreach

Is this something for you?



InterSECT Job Simulations

Interactive Simulation Exercises for Career Transitions

Outreach: Event Planning

Organize a lecture series at a local high school

The Exercise

For this exercise, you are the Public Outreach Manager for the American Society of X and one of your projects is to coordinate a Cancer Biology seminar series at a local high school. Plan the Cancer Biology seminar series keeping in mind the following goals and objectives:

More on ScieComm Job Profiles

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WISSENSCHAFTS
KOMMUNIKATION.DE



JOBPROFILE

Hier erzählen Akteurinnen und Akteure aus Wissenschaftskommunikation und Wissenschaftsjournalismus wie sie zur Kommunikation über Wissenschaft gekommen sind, warum sie tun, was sie tun und wie ihr Arbeitsalltag aussieht.

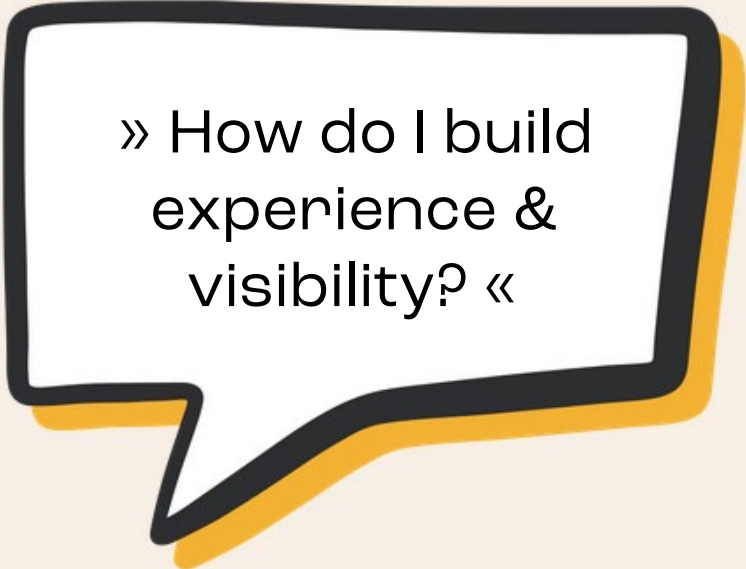


Research Careers

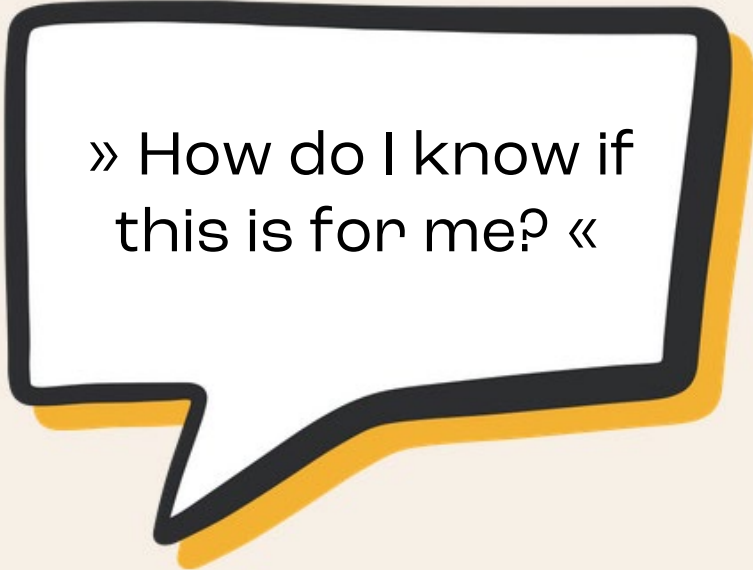


Oxford University Careers Service

Trusted and Accessible Careers Support

A speech bubble with a white interior, a thick black outline, and a yellow drop shadow. It has a tail pointing towards the bottom left.

» How do I build
experience &
visibility? «

A speech bubble with a white interior, a thick black outline, and a yellow drop shadow. It has a tail pointing towards the bottom left.

» How do I know if
this is for me? «

Entry Points & Career Experiments

CO-ORGANIZE
scientific
events

at your chair
or institute ...

with other
students,
PhDs,
Postdocs

WRITE
accessible
pieces

on **LinkedIn**,
for **blogs**, for
your institute's
website,
for student
newspapers...
write **peer**
reviews,
join a writing
club

INFORM
yourself

follow & talk
to people in
target roles,
attend **career**
fairs, listen to
podcasts,
attend **online**
events

LEARN
new skills

follow
tutorials,
take
courses,
take part in
compe-
titions

find
OPPOR-
TUNITIES

check
companies
for
internships,
volunteer in
organizations,
apply for
fellowships

PRESENT

at
conferences
outreach
events, as a
teacher &
tutor