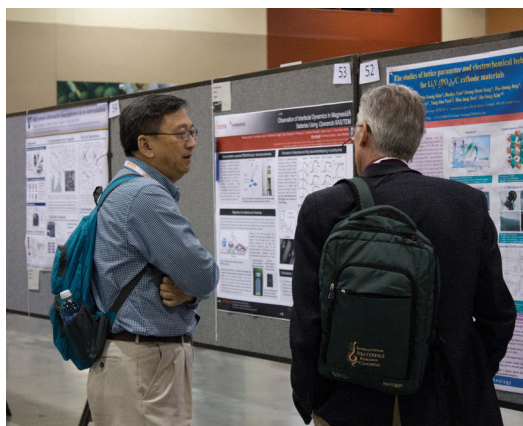


Ideally, when you start applying for faculty jobs, you will already be in the forefront of the minds of the search committee members. How do you do this? By strategically marketing yourself as much as you can and as far in advance as you can before you need a job and the jobs themselves are announced. The goal is to create a solidified alignment between what the decision-makers want and need from a faculty hire and what you can and will provide. You are the problem-solver and the value addition that will advance their mission. Let's make sure they know this!

With marketing yourself, you are trying to introduce and clarify the unique value you will provide that department. Do you know a special technique? Did you master a special way of managing a research team or training or mentoring postdocs and students? Do you have experience writing and winning certain types of grants? These are all part of your knowledge base that you can share with departmental representatives. Here are a few marketing methods and tactics you can employ to help you land your dream faculty job.



About the Author: Alaina G. Levine is an award-winning entrepreneur, international keynote speaker, STEM career consultant, science writer, corporate comedian, and author of *Networking for Nerds* (Wiley, 2015), which beat out Einstein (really!) for the honor of being named one of the Top 5 Books of 2015 by *Physics Today Magazine*. She is a regular speaker and consultant for MRS. @AlainaGLevine

- 1 Always have extra copies**
 – electronic and print-out versions of your CV, publications list, and relevant supporting documentation (such as a pdf of your poster if you are presenting one) with you. You never know when you will be able to give these to potential employers, and your CV is your most important marketing channel.
- 2 Offer to give colloquia.**
 Certainly, if you know you will be traveling to a special location, you can volunteer to give this formal talk at the institution(s) in the region, but also you can offer to do this remotely too. And it doesn't have to be just the colloquium- your presentation could consist of a more informal chat with certain research groups, or student or postdoc clubs.
- 3 Reach out to department heads and key faculty members**
 at departments and institutions you are interested in. Ask for phone/skype appointments or when you are at a conference, such as the MRS Meeting, make an appointment with them in advance so they get to know you. Just like 2 above, if you will be traveling to an institution, let faculty know, and make appointments to meet with individuals, including the department head, dean, and faculty in departments related to your research arena.
- 4 Invite search committee members and key faculty**
 to your talks and posters at MRS Meetings and other professional conferences. When you see them at your talk, go up and say hello and thank them for coming to your presentation. Offer them a copy of your slides or poster.
- 5 Go to the talks and posters**
 of potential collaborators and employers, and ask questions. Introduce yourself to these folks at conferences. Let them see your face.
- 6 Connect with department representatives on LinkedIn.**
 Since LinkedIn serves as a marketing channel in it of itself, the more decision-makers you are connected to on this platform, the better. And you can easily and appropriately self-promote here, announcing when you have papers and presentations coming up, or even colloquia and other special experiences.
- 7 Serve on MRS committees:**
 this allows the decision makers to get exposure to who you are and your talent, brains, ambition, work ethic, productivity, creativity, dedication to the field, and attitude. Many early career professionals neglect to serve on these committees, thinking erroneously they will take up too much time and will not deliver a return on the investment. This notion could not be further from the truth. Since very few students and postdocs serve on these committees, you are immediately standing out from the crowd and positioning yourself for a future opportunity. Shine that spotlight on yourself by doing an excellent job in the committee, and it will fortify your brand (your promise of value) in the minds of your colleague on that committee. This is one very effective way in which short lists for faculty jobs are constructed- by culling leads from fellow committee members (ie YOU).
- 8 Go to the MRS Meet Your New Faculty Candidate Poster Session Event!**
 At this poster session, to be held at MRS Meetings, you will have the chance to present a poster and an elevator pitch to representatives of search committees who are both actively looking to hire new faculty members or who will be launching formal searches in the near future. This special event is meant to be a marketing initiative, to give you exposure to the community of materials science and engineering researchers who are aiming to bring new faculty into their departments and teams. So take advantage of this special opportunity!
- 9 Don't just market your science and engineering expertise.**
 Faculty search committees are looking for the best researchers, but they also want to know you have experience and knowledge in other areas, namely teaching, grant-writing (and fundraising in general), mentoring, outreach, media relations, and diversity, equity, and inclusion. So make sure you are articulating your experience in these arenas as you also share your research agenda.