

## KEY TAKEAWAYS

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### **Title Discrepancies**

Transitioning from agency to in-house in biopharma comms can mean significant changes in titles due to varying scopes of roles and responsibilities and company size and stage.

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## Salary Bands

Bigger companies typically maintain strict salary bands, though creative compensation through bonuses or equity can sometimes be negotiated.

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### **Remote Work Preferences**

While large pharma favors a hybrid model, smaller biotechs may be – but not always – more open to remote arrangements, reflecting flexibility in work location policies.

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### **Experience Requirements**

Larger companies commonly enforce required years of experience, vs. more flexibility in smaller biotechs, which may prioritize demonstrated capabilities over strict criteria.

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### **Diversity Hiring Practices**

Generally, biopharmas are actively seeking diverse talent. Candidates should reflect their unique backgrounds / experiences on platforms like LinkedIn to enhance visibility.

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### **Team Gaps**

Transparently identifying existing gaps within hiring teams enables candidate targeting to fill specific needs more effectively.

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### **Executive Presence**

Essential for leadership roles, executive presence involves demonstrating confidence, emotional intelligence, and a professional demeanor, impacting hiring outcomes significantly. (*Tip: See “Avoid Technical Jargon.”*)

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### **Avoid Technical Jargon**

Keep explanations clear and avoid overly technical language to ensure job needs and required expertise are understood and appreciated, especially during intakes with recruiters or TA.



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### **Customize Communications**

Applications and interviews should align with an org's values and specific team needs, emphasizing keywords and experiences that match the role's specific requirements.

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### **Contractor Roles**

Smaller biotechs may opt for biopharma comms contractors at various levels to adapt quickly to changing business needs, whereas large pharma typically fill senior positions with FTEs.