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| Course of study | Modern Languages Plus | Year of graduation | 2015 |
| City / Region / Country | London | | |

1. Tell us more about your job; an example of day-to-day work, average week, or a recent project (or how would you describe your job to a friend?).

I work in PR / communications, specialising in corporate reputation and issues and crisis management. My job is to counsel clients on how the things they do and say are perceived by the public and their wider stakeholder groups, and then make recommendations on what they should do and say differently in order to be perceived in the way they want to. In short, I build and protect reputations.

Some of the tasks I carry out include: writing messaging and narratives for organisations so they have a coherent way to talk about themselves publicly, gaining or limiting media coverage, preparing communications responses for any potential crises, advising clients on global affairs and how that may impact their business from a reputation standpoint, providing media training to executives.

2. What attributes make someone successful in this job (or what skills are involved in your current role)?

Have an interest in/understanding of current affairs and the way the media works

3. What do you like most about your job?

Three things:

- The variety. I do different tasks each day, I work for lots of different clients in plenty of different industries/sectors
- The culture/people. It tends to be an industry of young and fun people
- Access to senior leadership. Often I will be advising people high up in an organisation

4. What are the most challenging aspects (role or sector)?

I'm not going to lie, the first 2-3 years are a hard slog - the interesting work comes as you make your way up.

5. How did your degree prepare you for your current role (or are there any skills/knowledge you developed which you are using now)?

Ability to critically analyse information

Ability to take on large amounts of information and distill into something more simple

6. How did you get to where you are now in your career (or what experiences helped you)?

I actually started working out in a kitchen as a chef, but then decided it wasn't for me. Only then did I decide to go into the corporate world. I had to do several internships before I ended up with an entry level job in the company I still work for today. These internships helped me understand the world I was getting myself into, and made interviewing easier.

7. What advice would you give to current students about getting into / starting out in your sector? (e.g. relevant experiences, supportive people, necessary education)

It can be difficult to understand exactly what PRs do and that is understandable. Many people confuse it with advertising. There are also similarities between PR and marketing. If you are interested in reputation, how people are perceived, how the media works, the importance of communications, etc., then take the time to do some research into what PR actually is. That will help when you come to the interview and application stage of jobs.

8. What is on the horizon within your industry that our students should know about? (positives or negatives)

The future of traditional print and online media is in complete flux. People, particularly young people, don't really buy newspapers anymore and are generally unwilling to pay for a news subscription. They are used to getting their news from Twitter and Facebook,

9. If you could give a current student one piece of advice on something you wish you'd have known prior to starting your career what would it be?

Not knowing what you want to do now is absolutely fine, don't beat yourself up if you don't know exactly what the future holds. But do start to think about what you want from life, in terms of work vs life balance as that will help narrow it down. My opinion is that a job is a job, and it's very rare

that someone's job is also their passion, so don't spend years trying to find the dream job - you'll probably not find it. But that doesn't mean that you can't find a job that at least is related to your interests and provides you with satisfaction. PR wasn't my "dream job" but I was always interested in current affairs, politics, the media, and my jobs satisfies some of those things.

Thank you. If you would like to add any comments to the below, please do so.

My company does do a twice yearly graduate scheme. Go on to the website (fhflondon.co.uk) or the social channels to find out more, if you are interested.