



## Graduate Advice

### Benefits of working in PR:

- **Experience:** Agencies allow you to gain varied experience because you work on several client campaigns at once. In-house, however, you will focus on one brand, allowing you to gain indepth knowledge. But be careful not to become pigeonholed too early in your career.
- **Fast paced:** In an agency, where you speak to more than one client and many members of the media, the environment is fast paced and the atmosphere 'buzzy'. You need to be able to think on your feet and be ready for any surprises. Some large press offices are inundated with press inquiries that need to be reacted to instantly and accurately.
- **Team spirit:** Teamwork is essential to ensure success. Clients are handled by account teams made up of four to six people. As a graduate you will probably work across a number of accounts. Some in-house divisions have press officers, as well as a corporate communications function, where there are Internal Communications, External Affairs, Public Affairs and PR managers.
- **Social life:** Agencies attract young and sociable people and the environment can be fun and lively. Some of the larger consultancies have a bar or chill-out lounge and, after work, socialising is encouraged.

### What you can expect in your first role:

- **Variety:** A typical day may start with scanning the national newspapers and other media for coverage relevant to your clients. You may then have to write a press release for a new product launch, attend a client meeting and, maybe, organise a photo shoot after lunch. You will often be liaising with members of the media and external suppliers, such as designers. No two days will ever be the same.

### Key PR Sectors:

- Consumer
- Healthcare
- Corporate
- Financial
- Technology
- B2b
- Public Affairs
- CSR
- Charity and Public Sector



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### **How important is it that I identify my sector before applying for jobs?**

When being interviewed, you will have to show commitment and an understanding of that sector to convince the interviewer that you are dedicated to their particular specialist area. It helps if you have a natural passion for this area. Once you have found a new job you will find very soon you become pigeonholed within that sector. Therefore, your first PR job can determine your career. It is important to think very carefully about this and, by gaining different work experience, you can gain exposure to different areas or demonstrate commitment to one.

### **But do you not use the same skills, regardless of sector?**

Yes, but you will build press contacts within different areas and it is these contacts, and your sector knowledge, which will be your USPs when applying for new jobs!

### **What we expect to see on a CV (in recommended order):**

- Personal details – name and contact details
- Education – list recent first and go back as far as A Levels, always listing subjects and grades and including professional courses
- Career history – list relevant work experience, most recent first and bullet point the skills underneath each role
- Interests – normally one or two lines
- References

### **How valuable is work experience?**

We expect to see a work placement on the CV of a junior candidate, as a demonstration of their understanding of PR and their commitment to the industry. Also, the agencies benefit from your 'hands-on' support, keenness and enthusiasm to learn, which can add to the energy in their environment.