

Building a Career in Communications & Policy:

Key skills & considerations

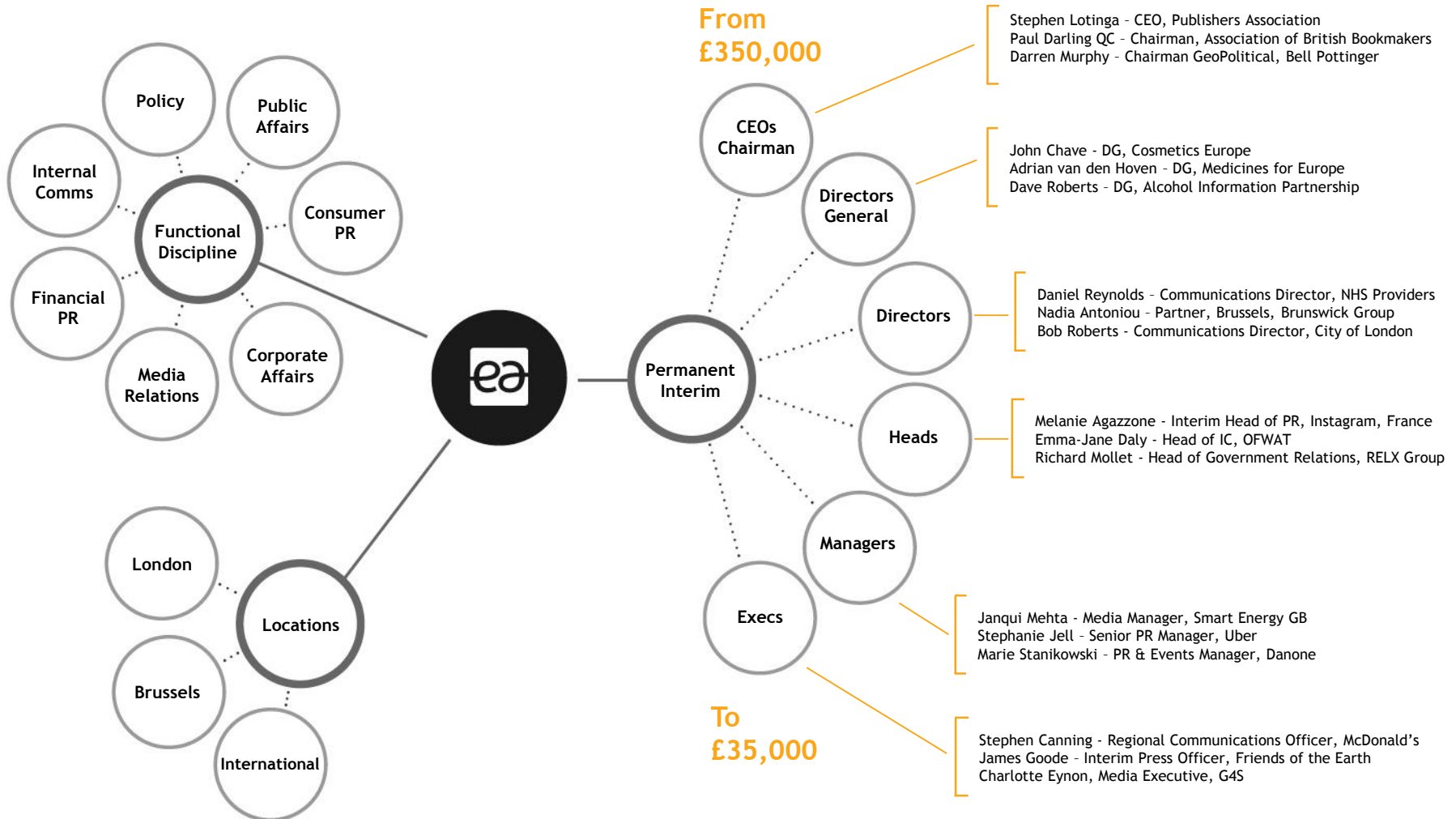
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Who we are? Recruiting the people who talk for you

We recruited over 200 comms professionals last year, from CEO to Exec level, interim and permanent.



Why it's important to think about a career development plan?

Trends to consider:

- Convergence of disciplines
- Generalist v Specialist

Changing sectors?

Have a plan!



Tips for supporting development within your current role:

What the experts say? Some feedback...

- Be strategic!
- Try to broaden your skilset. Don't be siloed
- Measure your success
- Manage your reputation
- Data & evidence
- Learn how to use digital and social media to support your communications and stakeholder engagement activity

Moving up and outside the sector:



- It's a competitive market. Stand out from the crowd.
- How to present your experience? When exploring a career move, think about the USPs of your existing role e.g. what is the value-add to a large corporate of hiring a local gov policy/PA expert?
- Be relevant, motivated and ahead of the game e.g. being open to new technologies
- Prioritise your skills development e.g. people management for leadership positions
- Expand your role remit. Use wider knowledge to tap into new markets e.g. building new partnerships with stakeholders with common interests

Read



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Head to head: Weighing up online social restrictions

Long live the King: Green King rebranded

Hot and Cold: Financial setbacks vs. PR

Health brand of the year: Tropicana

On the plus side
 Has Google developed the ultimate social tool for brands?

Mobile matters • Rego reputation traders • Workplace ethics

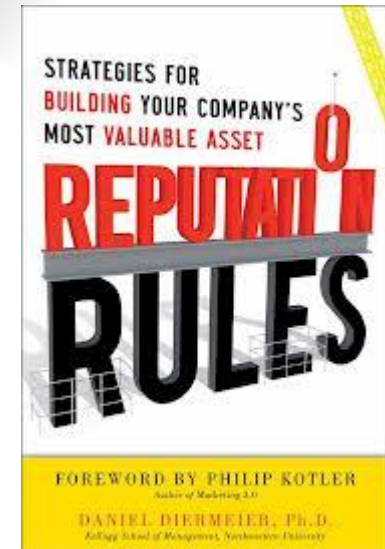
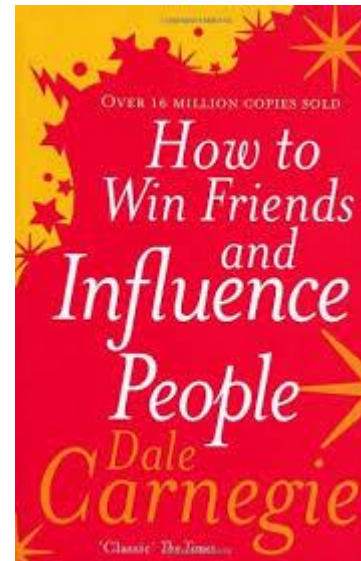
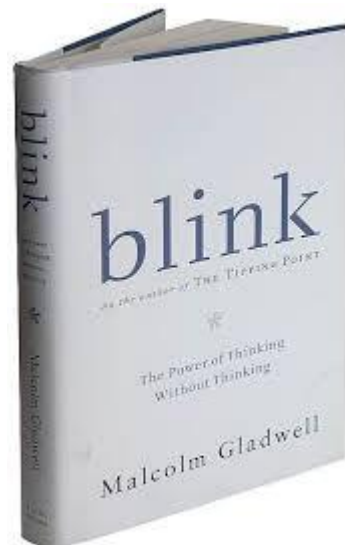
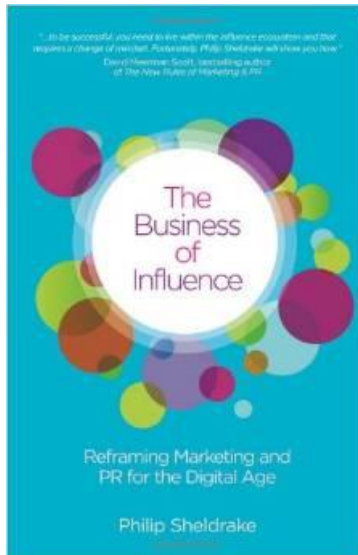
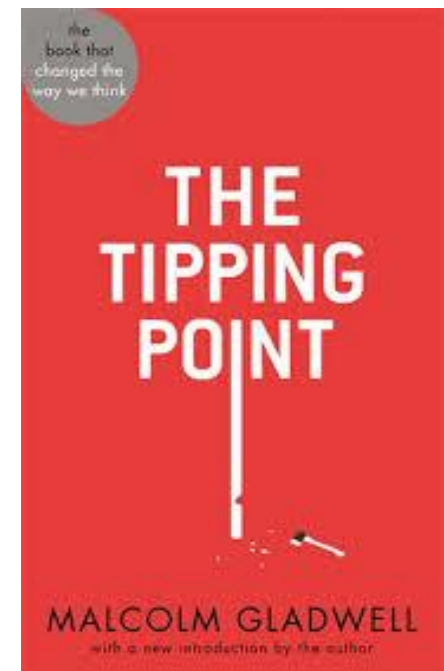
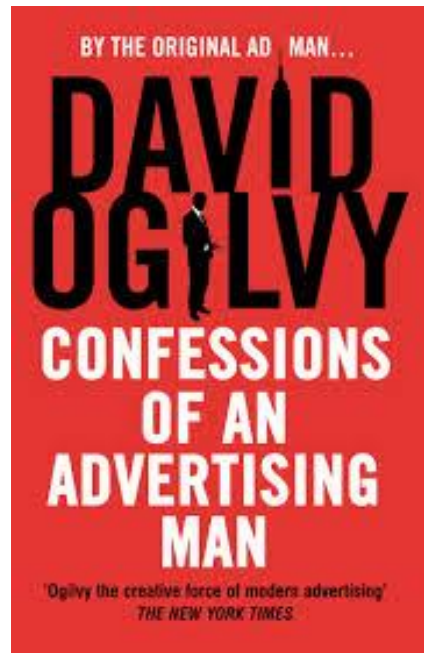
The power of influence
 How companies are using new platforms to identify key influencers

Professional development
 Your CEO resigns: what is the future for you the communicator?

Crisis management
 Did the storm at a crisis management simulation in action?

CorpComms Awards
 Read all about the winning campaigns of 2011

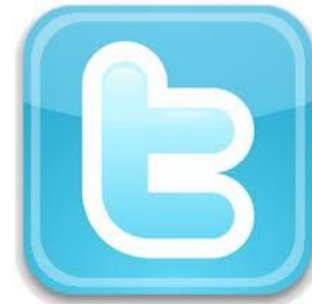
Read



Engage



Seth Godin
best selling author



Industry Groups



CV tips

- Strictly keep it to 2 pages maximum
- Be concise and use bullet points, avoid dense text
- Summarise responsibilities and achievements
- Personal profile as your elevator pitch - avoid adjectives and highlight your USPs
- Explain gaps and don't lie
- Personal information - what to include?



