



# A week in the life....

# GK Strategy

Our Youth Ambassadors are diverse, highly motivated and keen to gain practical experience that will help them understand what career options are available for young politically minded people. So we are thrilled to be teaming up with the public affairs industry to make that happen!



At first it was slightly terrifying, as I had no experience in the public affairs world, but I knew it was going to be an incredible opportunity. I was quickly put at ease as the whole team were incredibly welcoming and took the time to talk me through each of their many diverse clients in their Monday morning meeting. After that, it was straight into one of the fastest weeks of my life. I took on and learned so much I barely realised the week was over by the time Friday came, but time flies when you're having fun, right?

Over the week, I got involved in stakeholder mapping, client briefings, monitoring various media stories, sat in on select committee meetings and did a lot of research. Jack (Senior Account Executive and my main point of contact) was really supportive in completing these tasks, giving me all of the resources I needed and answering my many, many questions. He humoured me asking about the regulatory process, and whether so-called 'lobbying' was as shady as the American media makes it seem, as well as answering some more professional questions, like; what was the difference between in-house and agency; how do you measure success with each different client (is it policy change or increased engagement); and, how discriminatory can you be when choosing clients?

The rest of the team were equally as forthcoming. I had the chance to meet everyone one-to-one and pick their brains about the many facets of the public affairs world, which has inspired me to seek some more work experience 'in-house' or with a closer focus on the media.

It was such a valuable experience, finding out exactly how a career in public affairs looks on a daily basis. Aside from how busy everyone was, the main thing I took from the week was how varied a career in public affairs could be. That includes both the scale of work you do for individual clients, as well as the scope of clients an agency takes on. There is a real sense you have your finger on the pulse of everything politics, as well as having the power to influence really specific policy, which is so exciting if you're someone who engages with politics already.

I'd really recommend getting involved with any future opportunities. It can definitely feel intimidating, but you'll be with a group of people who just want to chat politics as much as you do.

You will learn so much even over a short space of time, and it will be a brilliant springboard to even more opportunities that will hopefully form the perfect political career for you.

I can't thank the team at GK enough for putting together such a varied week and being so generous with their time! months".

“...because policy change effects everyone, everyone's opinion is equal. So even if you feel intimidated, or worried that you don't know all of the ins and outs of a policy, your perspective will be very much appreciated .”

What did GK Strategy say?

“Anna made a fantastic contribution to the GK team, supporting us in our communications and research advisory work.

Throughout the week Anna produced work of a high quality and received overwhelmingly positive feedback from the team.

We wish Anna all the best for her future and look forward to welcoming more I have a voice Youth Ambassador's onto our work experience and internship programme in the coming months”.