

A Recipe for Success

- **What do you do?**

I am a Communications Manager at Jersey Finance. I lead on private wealth and capital markets sector communications.

- **Give a short description of what you do on an average day?**

No two days are the same! I do a lot of copywriting on an average day. I enjoy being creative with my writing and translating technical terms into simple, clear messages - it's a challenge but I enjoy it. This ranges from social media posts and drafting website news articles to writing detailed interview briefing notes for our senior management team ahead of a media interview. I also work closely with our PR agencies to monitor and manage media issues and requests.

Part of my role is planning and managing marketing campaigns. This would involve writing up creative briefs for our design agency, researching and designing a communications plan with clear measurable outputs and working closely with our digital manager to create targeted social media adverts.



Mialy Oporia –
Communications Manager

- **What training have you undergone?**

The last training course I went on was on writing skills. It was a really useful refresher course that reminded me of the importance of planning out what you're going to write before you start, tips for adding flavour to your writing, ideal word counts for online and print articles.

As for professional training I have completed a post-graduate Diploma with the Chartered Institute of Public Relations (CIPR), a fashion journalism course with the University of the Arts London, and a Joint BA Honours degree in Film Studies and Media & Cultural Studies.

- **Skills you need for this role?**

I think listening skills are really important for a role as a communications professional and more generally, when you're working as part of a team. Once I've listened and understood a subject, it then becomes easier to create content and understand the motivation behind a campaign, media statement or any type of communications output. Strong project management skills will also help you effectively plan, implement and evaluate successful marketing campaigns.

- **What would be your advice for school leavers and graduates aiming to get on the career ladder?**

I would say keep up to date on the areas you're interested in as this will show prospective employers how passionate you are about a particular subject. Follow a business leader, influencer or blogger who regularly shares their views about the job or sector you'd like to work in. If you're not sure a particular role or sector is for you, find out by asking recruiters and people already working in that sector. LinkedIn is a great platform for this sort of research.

- **Favourite inspirational quote?**

"Success is liking yourself, liking what you do, and liking how you do it." - Maya Angelou

"The best students get the hardest tests." - Iyanla Vanzant