

## PubAffairs Profile

Name	Dan Fox
Job Title	Political Director
What academic /professional qualifications do you have?	BA Hons Politics & International Studies
How did you get into Public Affairs?	I've always been politically active and during my degree did a lot of work experience with MPs in the House of Commons. This eventually led to a full-time job in the office of a senior Labour Party figure. I worked there for over a year. After the 1997 general election, I wanted to get some private sector experience while remaining in touch with the political world. Public affairs was a way of achieving this.
What others careers did you consider?	Journalism or just carrying on working in Parliament/Labour Party.
How did you get your current job?	I'd worked for the same public affairs consultancy for nearly six years, two of which were spent in the Brussels office and one seconded in-house to a client (a major venture capitalist). However, after two years back in the London office, I joined a DTI-sponsored body promoting science, an area in which I had always been. But an area of even greater and long-standing interest has been foreign policy and especially the Middle East. I had always maintained contacts in that area and after about another year I was offered a job at a group lobbying on just such issues.
What characteristics do you need to work in Public Affairs?	Public affairs is essentially a communications discipline. So think about the characteristics needed to communicate effectively. Confidence. Articulacy. Patience. Flexibility. Understanding. Imagination.
What skills are most important in your job?	Organisation skills are top. There's always one hundred things to be done by yesterday. Negotiation skills are crucial. Writing and networking are also high up the list.
What does your current role entail on a day to day basis?	Overseeing a team of three covering the everyday aspects of public affairs: monitoring, briefing, events organisation, etc. Pushing forward our rolling strategy through contact-building, policy formulation, media relations. My main job is organising delegations of MPs to visit the Middle East.
Which campaign that you have worked on are you most proud of?	Quite a few campaigns over the last seven years but one <i>moment</i> stands out: during the World Summit on Sustainable Development in 2002, getting a representative of one of my clients onto a joint BBC/PBS round table which was broadcast to 200 million people worldwide.

How do you go about making contacts?	Recommendations from current contacts. Attending relevant events. Or simply making sensible approaches, cold. If you have a valid point to make and can do so articulately and relevantly, you ll find that most people will be happy to have you establish contact.
How has networking at PubAffairs helped you?	Because what you know is important. But whom you know kind of helps, too.
What advice would you give to anyone looking to break into Public Affairs?	Don t go for consultancy. It s much more satisfying to work in-house for a specific company or organisation.