

## PubAffairs Profile

Name	Jim Rothwell
Job Title	Senior Public Affairs Manager
What academic /professional qualifications do you have?	2.i BA (Hon) in Modern European Studies & French Language, University of East Anglia, 1991-1995  MA (Distinction) in International Relations, University of Sussex. 1999-2000
How did you get into Public Affairs?	Was working in an unrelated sector (audit negligence), when I applied for a job with a trade association that had particular interests in European policy. They were interested in my first degree and I was interested in applying what I had learnt at university in a work context.
What others careers did you consider?	Civil Service (UK & European)
How did you get your current job?	Word of mouth.
What characteristics do you need to work in Public Affairs?	An open and friendly personality.
What skills are most important in your job?	Good oral and written communication skills. Good analytical ability.
What does your current role entail on a day to day basis?	The only thing I always do without fail is to read <i>Metro</i> first thing in the morning. It generally serves to inform whether or not there will be any other stories in the rest of the press with public affairs implications for your clients / sector that had not been anticipated.
Which campaign that you have worked on are you most proud of?	It remains on-going, but it is reform of the legislation around gambling and the advertising-related aspects of this.
How do you go about making contacts?	No grand strategy — as long as you are reasonably outgoing it will happen naturally.
How has networking at PubAffairs helped you?	PubAffairs brings together an extremely diverse set of people with backgrounds in many areas — it is extremely interesting to get an insight how other parts of the public affairs industry operate.
What advice would you give to anyone looking to break into Public Affairs?	Do not discount the merits of <u>informed</u> speculative applications to political consultancies, for example. Buy a copy of the latest edition of <i>The Directory of Political Lobbying</i> , but check whether key personnel or addresses have changed since it last came out and <u>of course</u> come along to PubAffairs events.