

PubAffairs Profile

Name	Marisa Jimenez
Job Title	Deputy Head of Corporate Representation, Brussels
What academic /professional qualifications do you have?	Law Degree, Zaragoza, Spain LLM prog. European Studies and European Integration, Saarbr ucken, Germany
How did you get into Public Affairs?	After completing a PostGrad on European law, I went to do a stage at the European Commission. This provided for a first base of the practical realities of the work carried out by the European institutions, and I must say I was very lucky to work for DG IV (Competition), in a very dynamic environment where law and policy go hand in hand. After considering a career in competition law, I decided that European affairs would provide more flexibility and the possibility to grow, and a legal background is always useful. At the end of the day, a great deal of public affairs in Brussels is about getting the regulations right!
What others careers did you consider?	EU competition law
How did you get your current job?	Having been in the Brussels scene engaged in public affairs for more than 5 years gives you the possibility to be informed about new opportunities and developments in different and challenging industries.
What characteristics do you need to work in Public Affairs?	You must be able to work under pressure, be able to defend positions, and also to compromise it is an ongoing learning process, where the substance of issues is also important. It is not only about networking, it is about knowing your stuff too.
What skills are most important in your job?	You need to be able to: <ol style="list-style-type: none"> 1) Devote a great deal of interest and attention on the issues that are critical for the business units you are representing before the EU Institutions. This job is mostly being a sort of <i>ambassador</i> for the company you are working for in the political arena. This entails a great deal of patience and perseverance. It therefore requires a lot of diplomatic skills internally, making sure that you communicate effectively within the company. Sometimes the messages you have to deliver to policy makers are clear, it is just a question of tailoring them according to the circumstances. In other instances, getting a company position is not that clear cut. Therefore it is important that you make sure that your clients (yes, a company in-house lobbyist also has clients) feel confident with you and trust your working methods. Most of the time you will be confronted with situations that need a quick reaction, and you need to be assertive in your answers. 2) Clarity and thoroughness in your messages. 3) Creativity and imagination 4) Be able to prioritise

	<p>5) Have a sense of when to be proactive and when you need others to deliver the message for you.</p> <p>6) Team work with industry: Policy and public affairs is never a one person task.</p>
What does your current role entail on a day to day basis?	Essentially keeping up with latest issue developments, and identifying influencing opportunities. Developing company positions on European political and legislative issues then representing the agreed views to legislators and opinion-formers at European and national levels. This can be done either individually as a company or together with others (trade associations, ad hoc industry groups). Developing a network of contacts within the European Institutions, Govt departments, EU trade bodies and other stakeholders. Regular contact with other company representation offices.
Which campaign that you have worked on are you most proud of?	In my case, there are not real campaigns as such, and it s all an on-going job.
How do you go about making contacts?	<ul style="list-style-type: none"> ◆ Conferences, seminars ◆ Meetings at trade associations ◆ Through other industry colleagues ◆ Contacting them directly (it is always better to have something interesting for them!) ◆ Informal networks
How has networking at PubAffairs helped you?	It is a great opportunity to meet other people that are also involved in public affairs. It really does not matter much whether they are in the same industry sector as you, there is always an issue which could be of interest to different industries! (i.e. media and transport!). Informal networks give you the opportunity to meet the people you would eventually have to work with on an issue. There is not one way to do policy, and character and personality plays a role. Getting to know people in non-working environments will eventually help you when needed at work.
What advice would you give to anyone looking to break into Public Affairs?	<p>If you want to be an EU lobbyist,</p> <ul style="list-style-type: none"> ◆ Start at University, get involved in EU events, seminars ◆ Training in one of the EU institutions, if possible ◆ Training at a trade association ◆ Foreign language skills are essential ◆ Work on your social skills (this can be learnt with practice!!)