



# 30 Day Value-Add Plan at Nara Communications

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## Aim

To quickly become a helpful and reliable team member by supporting client work, learning how Nara builds strong media relationships, and contributing thoughtful, well-prepared communication for clients.

Days 1-10

## Learn & Support

**Focus:** Understanding how Nara works and how clients and journalists are approached.

1 **Get familiar with Nara's values, tone of voice and ways of working.**

2 **Learn about current clients:** what they do, why they matter, and how they are talked about in the media.

3 **Read relevant coverage** and get to know journalists and publications connected to each client.

4 **Support the team** with research, notes, draft ideas and background documents.

5 **Observe** how **client communication** is handled and how relationships are built day to day.

**Value I add:** Curious, well-prepared support that helps the team stay organised and informed.

Days 11-20

## Write & Get Involved

**Focus:** Taking on small pieces of work and building confidence.

1 **Help draft** press releases, pitches, opinion pieces and social copy with guidance from the team.

2 **Look for story ideas** by following the news and reviewing client information or data.

3 **Support outreach tracking**, follow-ups and reporting to keep things running smoothly.

4 **Take part in brainstorms and share ideas**, especially around impact, people and real-world relevance.

5 Begin **supporting journalist outreach** in a thoughtful and well-prepared way.

**Value I add:** Clear writing, attention to detail and dependable follow-through on day-to-day tasks.

Days 21-30

## Take Initiative

**Focus:** Becoming more proactive whilst still learning.

1 **Suggest story ideas** or angles based on client updates, trends or recent news.

2 **Independently research** one industry or theme and present a short insight-led narrative proposal.

3 **Take ownership** of tasks from start to finish, with support where needed.

4 **Help prepare clients** for announcements, events or interviews with simple briefing notes.

5 **Support events or client meetings** where possible, helping things run smoothly.

6 **Share reflections** on what I'm learning and ask for feedback to improve quickly.

**Value I add:** A proactive, organised presence who is eager to learn, contribute and grow within the team.

# What I Bring From the Start



Strong writing and communication skills



A genuine interest in impact-led and technology-driven companies



A research-focused and thoughtful approach



Reliability, care and attention to detail



A positive, collaborative attitude