



30 Day Value-Add Plan at Nara Communications

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 brainstorming 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