



**M  V E N C E**

**Public Affairs Skills – Developing, Recruiting  
and Managing Talent in the Changing World**

Brussels Public Affairs Forum 2023  
21 June 2023



# Mavence: **who we are**



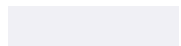
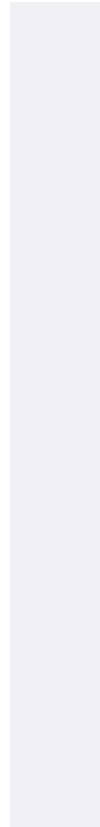
Where we came from



How we work



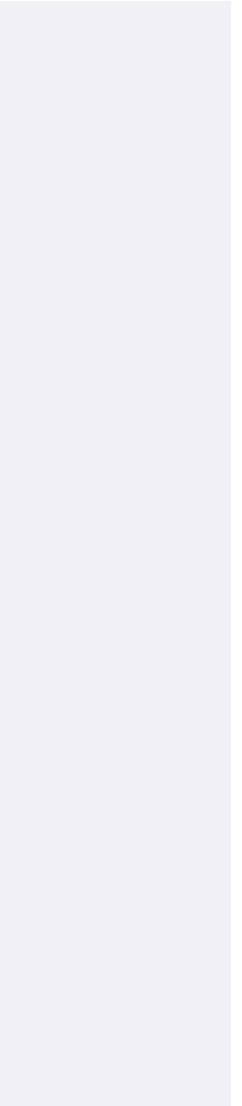
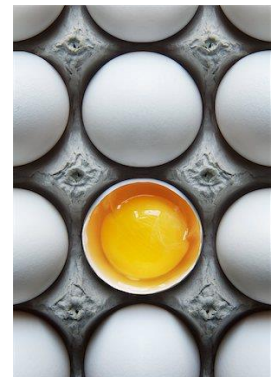
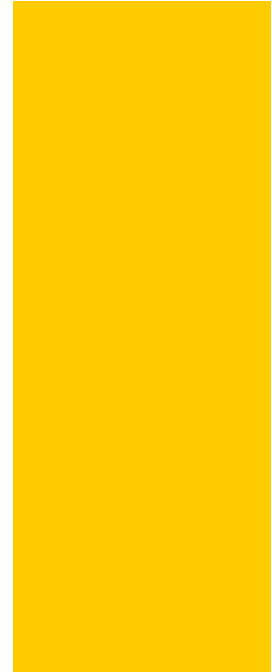
Our clients



# How has the EU Public Affairs job market changed?

## Deep dive: trends on the PA job market

- > **Surprise!** The EU Bubble is indeed a bubble – limited impact of the macro economic trends on the job market because of unique dynamics (EC activity, EP elections, etc.)
- > Growing focus on recruiting for **political communications** roles – trend driven by the increasing number and diversity of stakeholders organisations need to engage with
- > Next stage of the post-Covid focus on individual professional growth: **pro coaching** offered by the company as a highly appreciated (and increasingly offered) benefit
- > **Flexible working** arrangements: professionals want flexibility but also an office, a team and senior colleagues from whom to learn / with whom to exchange in person
- > Overall stronger focus on the link between **Public Affairs & the Business** reflected in skills sought after but also seen as attractive offering to candidates



# Looking for talent in public affairs? The do's & don'ts

## Are you looking to recruit public affairs pros?

- > **Why YOU?** - Don't only think about the type of profile you want for the role but also about what your profile is as an employer (values, atmosphere at work, broader impact, growth opportunities are key)
- > **Where is the GROWTH?** – Prepare a structured growth plan for the newcomer (candidates across seniorities are now much more strategic in how they think about their career progression)
- > **What will the RECRUITMENT process look like?** – Have a clear plan for the interviewing process on your end, with clearly identified internal stakeholders (candidates will drop you if your recruitment is messy)
- > **PACE yourself right** – Be responsive and don't fall prey of the process BUT don't rush through things either (candidates want to meet you, get a feel for the team and organisation)
- > **Consider external support** – Professional support will help you keep the process organised and it alleviates internal workload but most of all, it gives you access to candidates (at certain level people don't apply)

# Looking for a new job in public affairs? The do's & don'ts



## Are you looking for a new job in public affairs?

- > **Be DELIBERATE** – think not only about why you match the requirements but also about why the specific job is a good next step in your career (hiring managers also want to know that)
- > **Take your TIME (if you can)** – if you find yourself out of a job / at a turning points, don't be afraid to give yourself time (if you can) to reassess your ambitions and priorities and target your search better
- > **Put yourself on the RADAR** – talk to headhunters and be clear as to what you're looking for – many senior roles go through external recruiters only: you want to help them match you with the right job
- > **QUANTIFY and QUALIFY your experience** – be strategic when showcasing your experience & prepare examples that clearly show your impact (even to those who don't know your industry)
- > **Build your own BUSINESS CASE** – public affairs is becoming more and more intertwined with hard-core business and organisations look for people that can see the bigger picture and connect the dots



Questions?

# Let's keep talking!

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