



**THE COMMS AVENUE  
CHAT WITH A COMMS PROFESSIONAL**

The Comms  
Avenue

# HIGHLIGHTS FROM MR FEMI OKE'S SESSION

“BUILDING A CAREER IN COMMUNICATIONS: THE LESSONS AND STRATEGIES FOR SUCCESS”

- ❖ The first organization I worked with was a training field for me and I had the opportunity to grasp all I could about every sector of the economy.
- ❖ I also oversaw Communications in about 45 African Countries.
- ❖ I had to act as liaison between the Global office and Africa office, interpret, transcribe and localise all campaigns. I also had to work with over 40 languages, source locals to translate, and read the tone of for a diverse public. Nigerian public isn't the same as South African public.



# KNOWING YOUR PUBLIC

- ❖ Know your public! If you use the same template you used for Rwanda for Ghana, you will miss it and waste money and efforts.
- ❖ It takes a level of workmanship to know your public. Study your fellow classmates, study your colleagues, and study your church/mosque members. The amount of knowledge you'll get from this is huge.
- ❖ No audience is useless. It's like learning a new language; once you master it, it becomes a thing of pride. Don't restrict your horizon when it comes to the online patterns of learning.



# STAYING AHEAD

- ❖ Maintain relationships. Traditional and digital relationships are key to any communicator.
- ❖ You are a communicator; get on LinkedIn, push out your opinion. HRs will dig deeper into your digital files to see if you're a good fit.
- ❖ The best briefs will come to you not because you have the best experience but because you did an above the par job. Do not consider a job as insignificant. It's a digital age and your jobs can make it into offices you never dreamt of stepping into.
- ❖ There is a difference between knowing and using.
- ❖ I wasn't the best in the department but I made myself visible. I don't turn away tasks and if I flop, I'll be on Google learning how to do it. Never restrict your job into a 8-5 thing.



# PERSONAL PROFILE

- ❖ You must wear multiple caps. That's Communications 101. You're addressing an heterogeneous audience and you must be ready.
- ❖ As a communicator, you must be visible. There is no perfect content but there is always someone reading your content.

