

## Saidah Graham

BA(Hons) English Literature and Creative  
Writing, 2015

Media and PR Assistant, University of  
Hertfordshire



### A passion for PR

After completing her degree, Saidah Graham was able to land a role in the Marketing and Communications department at the University of Hertfordshire, allowing her to use her communications skills and her knowledge of the University and Higher Education.

*'My primary role is assisting the Media and PR team, which is three people, including myself. The media side of my job involves monitoring the University's twitter feed, the news section on the website and also handling news articles on the staff intranet. The public relations side of my role includes liaising with the press about UH-related subjects, to help the University's brand to continue to grow and be visible. This includes writing press releases and being the primary writer for the Media Experts Book, which we publish to showcase UH academics to journalists and policyholders.'*

Even though she didn't study communications, Saidah's degree in English Literature and Creative Writing has provided her with transferable skills that she uses daily.

*'Throughout my studies I have always had to be aware of my grammar and editing skills. These are an important part of my job, as I need to look through a lot of writing for mistakes and for fluency. Another key skill is being creative in how I approach a story, headline or tweet, and I find that my creative writing skills have honed this ability to think of something creative quickly.'*

### A foot in the door

Saidah recommends making the most of the services available to graduates. *'When I told the Careers, Employment and Enterprise team that I was interested in communications, they suggested that I apply for my current role. I had an interview and was involved in an assessment centre, and a few days afterwards I received a call from my current manager, who offered me the job.'*

Saidah made sure that she worked throughout her degree, as a Student Ambassador and SU shop assistant, and the potential to work and study abroad was one aspect that attracted her to studying at Hertfordshire. *'I really enjoyed being an Ambassador for the school of Humanities and some of the best moments were getting prospective students excited about studying here. I think my best memories stem from my time studying abroad, which couldn't have happened without UH. I was able to study in South Korea and make friends I will cherish for a lifetime, learn new things and experience another country by myself.'*

### Future plans

For Saidah, it's important to get as much experience as possible, as your career can take you in different directions. *'You don't need a degree in communication or PR to work in those fields, but if you establish your ability to communicate effectively, can handle difficult situations and have a penchant for writing, you'll have a good chance. In the future I'd like to continue my studies and then go on to work within Translation or Academic writing.'*



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