



start strong

As you begin your **Communications Career**
in the **Investment Industry**



Welcome to the investment industry! You're headed for a career rich with promise and opportunity.

To help with your onboarding, we at the Lowe Group have compiled our thoughts—based on years of experience and observation—for how to get off to a strong start. This collection includes insiders' notes on making positive contributions in your public relations, media relations, digital marketing and content creation positions. We end with some comments from our own junior team, professionals who may be just a few years ahead of you.

You have our best wishes for your continued success!

Jody Lowe
President & Founder



Quick links to:

- > **Public relations**
- > **Digital marketing**
- > **Content creation**
- > **Media relations**
- > **Our junior staff's view, a few years in**



Welcome, PR newcomers



The best strategy for your new PR career? Say yes!

by Jody Lowe

College graduation season is upon us, and it is fun to reminisce about how much has changed since I graduated and started my first job in **financial services**. I received a Bachelor of Arts degree in December with economics and political science majors just in time for Christmas and literally began work on December 26. My new employer was growing and wanted all of their college grads to start right away, so I took no time off. While I was anxious to begin, I regret not taking a vacation to celebrate and transition.

I began work as employee number 36 at an asset management firm that would quickly double and triple. My initial client service job later led to roles as a team leader, a junior member of the marketing team responsible for direct mail and the manager of PR. Much later I even did a brief stint leading the HR function! I still cherish the opportunity I was given to learn the asset management industry from the ground up.

The good old days of financial news

It was the PR role that led to my 35+ year career in financial communications. When I first began, all of our interactions with reporters were over the phone. I'd get a little pink message slip with the name and phone number of a reporter. I'd call back and talk with each journalist about their story. No email. No websites with information on our products or funds. If the reporter needed background information, we'd mail or FedEx the information!

I subscribed to and read a stack of financial publications and kept lists of reporters who covered our industry. We subscribed to a news clipping service called Burrelles that scoured the media for clips about our company. I'd get a big envelope each week with copies of those articles. CNBC didn't exist. Our portfolio managers did a few broadcast interviews with local TV stations when the markets were up—or down—big. The only financially focused TV show was Louis Rukeyser's *Wall Street*, a show with a cult following that aired on PBS every Friday night. PBS's *Nightly Business Report* would also occasionally cover investing and the markets. But that was pretty much it.

While ETFs and index mutual funds were yet to take off, interest in traditional mutual funds was growing exponentially. Before the web destroyed print media, the *Wall Street Journal* was delivered in three thick sections, and the markets section included a daily column on mutual funds. Personal finance magazines like *Money*, *Kiplinger* and the now defunct *Smart Money* sported cover stories featuring rock star mutual fund portfolio managers. One major feature could drive millions in cash flows into mutual funds.

Compared to today's non-stop media ecosystem where consumers are bombarded with information choices, investors mainly relied on newspapers and magazines for their financial information. And many read and paid closer attention to this news. For us, that meant there were many more opportunities for deeper and richer profiles, and you could build your brand with longer, more in-depth opportunities that connected with a wider group of people. Our marketing team would seek to extend the impact of these by producing beautiful color reprints they would send via first class mail to customers.

Do you need a degree in PR?

When I started college, I chose a political science major, thinking that maybe I'd someday go to law school. I had no idea what I wanted to do after graduation. I later picked up an economics major after falling in love with macroeconomics my freshman year.

I'm grateful for my liberal arts education and never felt I needed a business or public relations degree to do my job. In fact, I was among a handful of professionals at my firm who spent time recruiting new grads, and I regularly visited the colleges of letters and sciences at our top schools to find students who chose the liberal arts. While most of the graduates we hired still had business degrees, I regularly found a few smart, hard-working grads who had chosen to study history or English or economics.

The truth is that most of the skills you will need in your new PR career you will learn on the job. This is particularly true of communications roles where you will be schooled in AP-style writing and will learn to use media databases like Cision and news release services like Business Wire. Being a quick learner and the ability to synthesize information and reflect it in clear and concise writing are valued.

I've recruited and hired many liberal arts grads over the years with those skills. The successful liberal arts grad has had exposure to a wide range of subjects, has done a lot of writing and has demonstrated a concentrated interest in a few areas. We often look for solid internships, too, either in the financial field or PR. I'll add that the most successful grads are readers and lifelong learners. The ability to teach yourself a new subject is truly valuable in a constantly changing world.

That's not to say we haven't valued the pre-professional skills that those with PR, communications or business majors bring, but the most important prerequisites for the PR professional are curiosity, news instinct and strong writing skills.

PR in the information age

Building awareness of financial brands today requires a different toolset that taps a number of skills to help build awareness. Today's brand mosaic is made up of thousands of tiny mentions across traditional print and broadcast media as well as myriad online news organizations and ubiquitous social media. It is much harder to land the in-depth profile stories that used to be the bread and butter of PR, but there are more opportunities to build and extend your messages in the multiverse ([see this post](#) about how digital marketing partners up with PR to make the most of earned media).

So here is my advice to PR professionals entering the financial services industry today:

Think about messaging. As you work to elevate your firm's reputation, you need to be disciplined about defining, elevating and repeating the core messages that matter. We've written about media messaging [in the past](#). Think carefully about who you need to reach and what messages are salient to them. Then work to train your spokespeople to reiterate those key points. Embed the messages in your news releases, content and social media.

Give away your knowledge. The same concepts that drive authority marketing apply to PR. Help your experts demonstrate their expertise with educational content. Help them participate in educational discussions on the topics they are expert in. Help them create thought pieces that showcase their knowledge and use that content to get reporters' attention. The most successful educational content—and the most valued by media—is broad and about more than just the product they are marketing.

Become an expert yourself. While at first it will feel like a firehose of information, spend at least 10 percent of your day learning. Sign up for and read industry emails. Spend time studying the complex financial products and services your organization sells. Read up on what your key competitors are doing. If you don't understand something, ask someone to explain it.

Speak up. While at first it will feel uncomfortable when everyone around you seems to know more than you do, ask questions and eventually start sharing your ideas. If you work to build your own knowledge by becoming an expert, it will have a secondary benefit of helping you build your own confidence. And with that confidence, you can offer opinions and bring forward ideas. This is how you build respect within your organization.

Be helpful. With your growing knowledge, try to be patient and helpful with reporters. Your ability to help a reporter understand a complex topic will help you to grow relationships and build respect. If your expert is unable or unavailable to comment, provide a link to information online

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that may be helpful. You may even want to refer the reporter to an industry group or other outside resources. Reporters respect helpful sources and will come back to you in the future.

Pay attention to what other companies do right ... and wrong. Watch the news with your PR hat on. When news breaks, watch for the official statement from the company in the article. Look up the relevant news release to see how the company positioned the news. Form opinions on what worked and what didn't. Store away those examples and revisit and learn from when you face a similar challenge.

Get interested ... and excited. As your knowledge grows, double down on your growing expertise. Get involved in relevant groups that help you continue to grow. Get curious about how you can expand your impact and get excited about the results you are able to get. We regularly track and celebrate the "home runs" we secure for our clients.

Leverage technology to increase value. As AI rapidly changes our business ([see post](#)), it is clear that value will come from people with unique and differentiated voices. Stay abreast of technology and help your organization put forward robust content and ideas that stand out.

Say yes. One thing I learned when I started at that small but rapidly growing company was to say, "sure I can try that" whenever I was asked to take on a new responsibility. I learned so much early in my career, and that knowledge paid off later as I quickly gained additional responsibility. I wasn't good at everything, but I learned early what I was good at and what I enjoyed by trying things out.

It has never been a better time to start your career in financial services PR. I may sound like I'm waxing nostalgic for my earlier PR days. But today's industry has become more mainstream, faster moving and exciting with many more people engaged and aware of the financial news. Investment stories even make front page headlines and there are broader educational efforts to democratize finance and engage more people with smart technologies feeding new apps and tools that engage a broader swath of the population. Good luck to you as you enter a promising career!

>> [Next: Digital Marketers](#)



Lucky you: Digital marketers get the keys to the kingdom

by Pat Allen

Congratulations on completing the studies required to earn your degree as a digital marketer! We're not going to insult you by suggesting that now you have everything you need. Of course, you don't—you're in digital marketing. You've chosen a career that's the opposite of static. You're heading toward a lifetime of learning. But maybe that's part of what appeals to you?

A fortunate few of you are heading toward a job in digital marketing at an asset management or financial advisory firm. Good for you, and I mean that from the bottom of my heart. Sure, some of your friends may have landed at marquee brands like Google or Tesla or the Chicago Cubs, but your new gig has a lot to recommend itself, as well.

Here's some unsolicited advice for how to get off to a strong start.

Rise to the occasion. It won't be obvious from the workspace you're assigned on your first day, but you are going to be a big deal at your company. If you're joining a mutual fund or exchange-traded fund (ETF) firm, the financial advisors who distribute your firm's products have gone missing, they're not where the Sales team used to be able to reach them ([see this post](#)), and you're on the team responsible for tracking them down and coaxing them to engage.

Make your firm's priorities your priorities and be part of the solution to whatever problems management is trying to solve. In your case, your firm needs a five-star digital presence. Throw

yourself at that. Someday, soon, it will be immaterial whether advisors are available to Sales face to face—they're online and that's your domain to take to the next level.

Develop a 360-degree view. To do your job, you'll be getting the keys to the kingdom. No more juggling with Google Docs or whatever open source or freemium products you've been getting by with. Now you're working with enterprise level systems (content management, marketing automation, social media management, customer relationship management) and a robust marketing technology stack with powers you may have only dreamed of.

Your job may require you to live in one system more than the others. Even so, take every opportunity to learn them all. That's how you'll truly understand how they work together—where connections still need to be made and how what you know can help influence the planning.

Tread lightly. Take a beat and consider the trust that's being placed in you. This is not about the unlikelihood of you flipping a switch and zapping all data systemwide. That's not going to happen, IT probably has guarded against that. But it could be about how carefully you work, maintaining file folder structures, even checking the spelling in an email campaign name.

You're being trusted to leave things better, not worse, than how you found them.

Wow 'em. Your manager has a list of things they've been waiting for you to work on. You're joining a production effort, remember, and there's a lot of grunt work everyone needs to do, day in and day out. Don't let that work define you.

AI Weighs in on Digital Marketing in 2044

We asked a couple of friendly large language models to weigh in on what today's brand new digital marketer might be working on over the next two decades, and below is an aggregation of their responses. All are credible predictions, if a bit underwhelming and curiously consistent. AI doesn't have an imagination—for that we'll need new marketers like those that make up the Class of 2024.

- AI-powered personalization and predictive analytics used to automate campaigns
- Voice search optimization
- Immersive content made possible by the blurring of physical and virtual worlds
- The rise of hyper-targeted campaigns leveraging niche communities and micro-influencers
- Data privacy and ethical marketing
- Content management systems capable of advanced personalization, voice and visual search
- CRMs capable of voice recognition and natural language processing and integrated with blockchain technology

You've been hired for your fresh skills, yes, but also for your big, beautiful brains. Take time to get to know the territory, understand the chain of command (without it, there is chaos and nobody who works at an asset management firm likes chaos), ask questions, take notes, think ... and then dazzle your colleagues with one idea after another. They're not all going to be gold, but one or two will land and away you go!

Mind the data. Understand this about your new industry: when it comes to investment performance data, there is zero tolerance for errors. Mistakes happen, and not just on digital properties. But digital properties are where those mistakes can be fixed fastest.

If someone alerts you to an error on the website, switch into high preparedness mode—and then wait. You may have the tools you need to fix something. Great, you're a go-getter and you're ready. Even so, wait for a greenlight from a designated authority. Don't be that well meaning rookie who makes things worse.

Assimilate. You are always going to be in the minority where you work. People who know about investing, including those who manage money, build and sell investment products always will outnumber you and your marketing compatriots. Some of your peers will choose to cling together, but resist that if it means you secluding yourself. You will have ample opportunity to learn about the business you're in, take full advantage!

Why shouldn't today's digital marketer be on a CMO or CEO path? Pay attention and all should be within reach.

Be serious. As a digital marketer, you're going to interpret and report website, email, social, advertising data. Awesome, so interesting, and the key to continuous improvement. But, the curse of analytics as provided by third-party providers and sometimes combined with proprietary data is the implication that it's precise, unimpeachable. That's not the case with marketing data reliant on imperfect or flawed systems. Marketing data can wildly overstate success or, in the case of email response and social engagement data, just not compute.

Be transparent about what is reliable, and what is questionable. No one expects everything to be rock-solid, they expect you to keep them from going too far out on a ledge based on kooky findings.

Build a personal brand that people will have faith in. Your school educated you, but your job is where you'll build your expertise. Serious marketers understand the importance of data in

“You’ve been hired for your fresh skills, yes, but also for your big, beautiful brains.”

decision-making. Serious digital marketers understand the value of being transparent. Bogus clicks and bloated impressions don't drive the business, you know better.

Get comfortable with ambiguity. We are imperfect humans producing imperfect work, in part because everything can't be known, expectations can be unreasonable, and planning can be flawed. I can see the future and it involves you being asked to move forward with something that you know could be, should be, better. You're not going to like it when your manager or your manager's manager says, "I don't care, just move it live."

Oh, and then also, sometimes HOT HOT HOT projects that you prioritized over all else will suddenly grind to a halt, with nary a peep from the project manager. That can be hard for newcomers to take, too.

Unless you're being asked to do something totally reprehensible that offends you to the core, try not to die on these hills. This is what happens at work, and at all jobs.

Never surrender your standards, no employer should ask you to do that. But, for your own peace and serenity, try to understand that business priorities shift. You're never going to be able to change that. What you can control is your flexibility and your ability to roll with it. Work-life balance helps with this.

Make old friends and be on the lookout for the new. Your perch in digital marketing gives you a perspective on a firm's full circle of life. Your work on communications means that you're among the first to hear about new hires (and those departing) or to be involved in new initiatives and products. Your job may include wrangling content assets from an array of contributors across the organization.

That's today. In all likelihood, your stable of content providers in the very near future may include humans and computers.

Just one caveat about using AI at work: unless you have explicit permission, don't draw your employer, content or data into your experimentation. Leave them out of it until you're given an assignment.



New financial-services content creators: Let your curiosity guide your learning in these three areas

by Benjamin Bishop

Welcome to your new job in content creation within the financial services industry. Your curiosity is your most important asset in your new job. Put it to good use.

When I was first working in financial communications, one of my assignments was to draft answers to requests for proposals. This was in-house at an investment firm. RFP work can be repetitive and even dull—yet the process opened up discussion opportunities with people throughout the organization as I sought nuanced answers from the investment team, fund accounting and operations, legal, investor relations and others. There was no better way for me to learn more, and learn faster, about the organization I served.

Look for the equivalent opportunity to accelerate your knowledge in your new role. Let your curiosity protect your processes from becoming rote. Find ways to keep your mind fresh as you build your understanding. Learn every day—including about your clients' businesses, how your work fits into a larger strategy, and how to improve your content creation skills.

Learn your clients' businesses

Bring your curiosity to the work of learning your clients' businesses—their value proposition, their customers and competitors, their way of talking. Some of the most useful content you'll

write will connect to industry trends, so study those ... with an eye to their implications for your clients and their customers. Look for ways to join the conversation, such as industry forums whether in person or online.

Seize opportunities to go deeply into esoteric knowledge domains, even if it's something (say, collateralized loan obligations) that you can't imagine talking about at the dinner table. Every time you learn something new about the world of finance, you create hooks to hang new knowledge on. Ultimately, you want, with preparation, to be able to get on a call with a subject-matter expert within a client organization and talk confidently about his or her area of expertise.

That doesn't mean you have to be an expert. It means you have to be quick on your feet, ask good questions, and keep your clients' business—including its audience and objectives—in the back of your mind, even as you ask what's new about CLOs or whatever else is timely.

Watch for opportunities to participate in client audience persona projects or do a mini version

How to Process Feedback

As every content creator knows, feedback is part of the gig. We like these tips—six Ps for processing feedback better from the Harvard Business Review. Be sure to check out [the article itself](#) to get the full context.

Poise: "Poise is about holding feedback with neutrality and grace in the moment you receive it... Step into a feedback session with neutrality—neither enthusiastically agreeing with the feedback nor forcefully rejecting it. This approach...allows [you] to be a better listener instead of simply trying to hear the other person with an intent to respond."

Process: "Processing feedback is about metabolizing it. This demands time, sometimes even a week or more, and doesn't happen in the moment you receive it...it's critical to let feedback run through both your body and your mind."

Positionality: "Consider the feedback provider's motives, position, and intent...Ask yourself: Do you believe they genuinely want to help you? Do you trust them? Gaining a better understanding of where the feedback provider is coming from

and how you feel about them will help you develop the objective mindset necessary to work with a potential dissonance like great feedback coming from someone you don't trust."

Percolate: "Run the feedback you received through a simple decision tree—a method to bring consistency and structure to your decision-making process." Questions in the tree include: "Do I trust the motives of the person who delivered the feedback? Yes or No? Does the feedback align with my personal values and professional goals? Yes or No?"

Proceed: "Rolling out the feedback all at once usually isn't the best way...[A] slower approach can be especially helpful when the feedback you received was constructive but didn't necessarily come with a guide for how to incorporate it."

Perspective: "Perspective is about asking those who you respect and who have seen your new performance what they think of it to ensure there isn't a mismatch between how we perceive our performance and how it's landing for others."

yourself. What's important to them? What drives their decision-making? Why wouldn't they choose to work with your client? What keeps them up at night? What are they searching for online?

Get beyond marketing language. Read industry trade media about topics relevant to your clients. Learn how the words sound. Financial services is a particularly rich area for content development because of the need to translate technical topics into accessible text. To be that translator, you need to develop your ear for both ends of the spectrum.

Learn how your work fits into a larger strategy

Until now, you've probably written mostly for yourself—that is, under your own name. Now you'll have opportunities to write on behalf of firms and individuals. You can and should take pride in your work ... but it's not your content.

The content you create—whether written, audio-visual, social or otherwise—exists to help fulfill a business purpose. It's part of a larger marketing and communications strategy. Ask questions (within your firm) to help you understand that strategy. Shape your content based on what you learn.

Seek opportunities to work collaboratively both with colleagues within your firm and with your client-side counterparts. Grab chances to work on cross-functional teams to better understand not only how content is created but how it's used. For example, as you learn more about SEO and data analytics and learn how customers are finding you and what content is getting the most engagement, you'll further improve your ability to deliver content that supports its practical success.

Recognize, too, that strategies change. Follow the financial markets and learn how they relate to your clients' business strategies. By staying current, you'll be more confident offering ideas. And as important as it is to execute clean content, what's even more important is the idea itself. Become an idea person by watching—and by raising your hand with "what if we did this?" suggestions.

“Bring the human element in wherever you can. ... Do what AI can't.”

Build on your content creation skills

You have a lot of competition, not only from people but from AI tools ([see this post](#)). How do you make your work stand out?

First and foremost, make your work clear and accurate. Never try to sound smart. Don't rely on jargon. Don't misspell client names (or anything else—but names are especially embarrassing).

Whether you're writing an article or making a video, take care of your audience. Emphasize coherence, one idea leading naturally to the next. Don't be salesy as doing so can violate implicit trust with your reader. Instead learn to incorporate your clients' value propositions subtly. Take time to structure pieces in ways that make them easy to follow.

Beyond those basics, look for opportunities to enrich your content in ways that personalize it to the bylined content authors. Ask those you interview for anecdotes, metaphors and even cliches you can use to bring life to the concepts you address. Seek opportunities to extend your work into other media. Integrate striking visuals. Where appropriate, go deep on a subject. Bring the human element in wherever you can. That's especially important as we anticipate effects of easy-to-produce AI-generated content on the competition for search rankings. Do what AI can't.

Ask for feedback. Remember, you are finding your voice ... but even more so, you're learning how to write and otherwise create in the voice of your clients and every voice will be different. You need to hear from your colleagues whether you're capturing these voices successfully. Be resilient. Your curiosity and sincerity can lead to blessings in every single project, big or small, intrinsically interesting or not.

Take pride in your work, but don't own it

Take every piece as an opportunity to learn and practice your craft. There's joy in that. Trust your curiosity. May it serve you well.

Take the mound, rookie pitchers



Pitching pointers for fledgling flacks

by Greg Joslyn

The advice I'd give to early-career PR professionals about interacting with reporters is not too different from the advice I would give to anyone in the field: Make yourself a resource and not a pain-in-the-neck who wastes their time.

When you're a "flack," as many curmudgeonly journalists (some of whom clearly were not adequately cared for as small children) call us, the assumption is always going to be that you're the latter until you prove otherwise. For fledgling PR pros, unfortunately, the bar will be that much higher, since their preconceptions about PR people will be piled atop their preconceptions about young people.

Being a resource means making sure you have a basic understanding of what you are pitching. The good news is that there's a grain of truth in the media's preconceptions: too often, the PR people reaching out to reporters and editors—even the experienced ones—really don't understand the underlying strategies and products they are pitching very well.

Why is that good news? Because it's not hard to distinguish yourself in this regard by doing a bit of homework. Find a friendly person at your firm—or maybe it's a friend or relative who works in the industry—that you can talk to and make sure you understand what you are pitching and what makes it interesting/new/differentiated.

You also want to make sure your pitch lines up with the reporter’s coverage beat. Have they written on this topic before? (And if they wrote about it just last week you definitely want to know that too, lest they infer that you don’t necessarily read the latest issue of their beloved Nuclear Decommissioning Trust Gazette cover to cover every week!)

A more subtle nuance is making sure your pitch lines up with their organization’s editorial proposition. I started my career reporting for and then editing an egregiously expensive weekly covering the over-the-counter derivatives markets. The implicit bargain with our readers, who were paying several thousand dollars a year for a subscription, was that they would not already have seen our news anywhere else. That being the case, it was not terribly constructive when a flack (oh yes, I was fluent in the Fourth Estate’s vernacular) called me about the news release they just put out.

Similarly, someone who writes about personal finance for a retail audience probably isn’t focused on breaking news and isn’t going to get very excited about your offer of an exclusive scoop on a new investment product.

By demonstrating your understanding of a reporter’s market, the contours of their own beat and the editorial imperatives they are operating under—and tailoring your approach accordingly—you will build instant credibility.

A few more words of advice:

The phone is your friend. I get it. The notion of speaking to a live person by phone is foreign to many recent college grads—I’m a texting fan myself. And it is undeniable that it is getting harder all the time to even get a reporter on the phone, since many are working from home and treat their mobile number as top secret. But if you have that number, don’t be afraid to use it! These days, it’s almost a novelty for reporters when you call them; I get the feeling some of them miss the human connection now that they do so much of their work through email and

“By demonstrating your understanding of a reporter’s market, the contours of their own beat and the editorial imperatives they are operating under—and tailoring your approach accordingly—you will build instant credibility.”

highly structured Zoom calls. And they invariably say, “Oh yeah, I think I remember seeing your email, but can you send it again?” Now that they asked for it, they are on the spot to react.

Nothing beats a face-to-face. Take any chance you get to meet with reporters. Join the local press club. Find them at a conference. Remind your boss how steamy Chicago is in the summer and suggest you can cover that client interview that just got scheduled. When you meet with a reporter, you establish a connection that will last for years.

Just do it. It flies in the face of my previous entreaty to make sure you’ve got all the “i’s” dotted and “t’s” crossed (and, by all means, be prepared and maybe don’t start with the most important beat writer for the Journal or Times). But raise your hand when you think you are ready to pitch. It takes a lot of nerve to put yourself and your firm’s clients out there, but it’s the only way to go from fledgling to full-fledged flack.

**Our view,
a few years in**



And now a word from our young professionals: Hands-on and happy to be learning PR

By Talia Dunyak, Elizabeth Terry, Ella Lawrence

When polling a room of fifth graders about their career goals, you might hear answers like “doctor,” “fireman” or “teacher.” One job that is (not so surprisingly) missing from the list of frequently listed childhood career aspirations is “financial services public relations associate.” Although this career might not be top of mind for many young people, including recent grads, we’d argue that the financial services industry is a great way to jumpstart a successful career.

Just the essentials

The most critical skill for anyone looking to go into financial public relations is strong writing and communications skills. One mantra at the Lowe Group is that it’s easier to teach a good communicator about finance than it is to teach someone with a financial background how to write and communicate effectively. While it may give you a leg up, a degree in public relations, marketing or business isn’t a prerequisite. Among us, only Ella joined the team with a bachelor’s in public relations—but she credits the last year at Lowe Group with teaching her most of what she knows about PR. Our liberal arts educations—Elizabeth holds a degree in environmental studies and Talia got her bachelor’s in German and English literature ([see post](#))—enabled us to jump into PR work and learn the financial and communications industries.

Decisions, decisions, decisions

When starting a career in communications, there are two routes you can follow—pursuing an in-house role or joining an agency. The three of us chose the agency route. As relative newcomers to the PR world, here’s why we think we made the right decision:

Working in a boutique agency allows us to gain the specialized industry knowledge of an in-house PR employee, while also giving us the opportunity to work with a variety of clients and network with a wider range of clients and reporters. We work with clients from all areas of the financial industry ranging from sustainable investors to asset managers to RIAs to fintechs—and more!

As an agency, Lowe Group meets a variety of client needs, and as a result, we’ve gained experience in all aspects of communications. This means we have skills in traditional PR, digital marketing, social media, content development and more.

We each work with multiple clients at once. This requires strong project and time management skills that we will utilize for the rest of our careers.

Agency life is fast-paced and keeps us on our toes—we are never bored! We have limited routine work because client needs are constantly evolving.

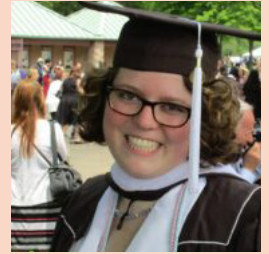
Adapt to survive

We are only a few years into our careers, but we’ve already witnessed dramatic changes shaking up the communications world. The first occurred when the pandemic began.

Talia Dunyak

Age: 30

Degree: BA German & English literature; MA international relations



Tip for recent grad:

grad: Stay open to unexpected opportunities! Finding a position at a company with a culture that matches your lifestyle might take you down a career path you never considered.

Elizabeth Terry

Age: 27

Degree: BA environmental studies



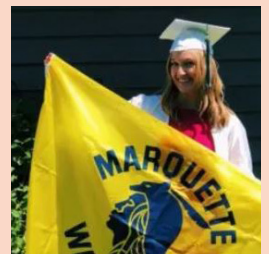
Tip for recent grad:

Don’t be afraid to speak up! Even if you’re early in your career, your opinions and ideas can be valuable, and you can bring a new perspective that senior staffers may not have considered. Show that you’re passionate and willing to put yourself out there from the beginning.

Ella Lawrence

Age: 23

Degree: BA public relations/image management & writing intensive English



Tip for recent grad: Challenge yourself and surround yourself with people who are smarter than you. You are smarter than you realize!

The PR industry, like all industries, had to take a step back and adjust how it operated. As our office went from in-person to remote, we had to learn how to effectively communicate with our colleagues and our clients. Gone were the days of walking over to the next cubicle to ask a question or discuss a media strategy. Maintaining a sense of camaraderie in a suddenly virtual office took time. But once we figured out an effective workflow, remote work became commonplace. Now roughly half of our staff works remotely or has a hybrid schedule.

Over the past year or so, we've incorporated the use of AI into our work. Whether it's through image generation, research or automation of routine tasks, AI is already changing how we approach some aspects of our jobs. It's an exciting innovation and as young career women, we are excited to evolve with the industry.

As our president [Jody Lowe](#) says, "AI isn't going to take your job, it's people who know how to use it that will." If we learn how to use it strategically, it can be another weapon in our PR arsenal. We've already had the chance to be part of conversations with senior staff and clients about when and how to bring AI into the fold. Do you like the pictures we used to share this blog on social? Those were created using a combination of AI and design work from our partner, Bob Quast. When you're struggling to find the perfect stock photo, using an AI-generated photo can help create a photo that meets your exact specifications.

“Over the first few years of our career, being flexible, adapting to whatever the world threw our way and being willing to learn were key.”

For all of us over the first few years of our career, being flexible, adapting to whatever the world threw our way and being willing to learn were key.

Although the three of us might not have been dreaming of financial services PR in grade school, we are happy this is where we landed and recommend it for recent graduates. This industry has given us the room to grow and expand our skills as young, up-and-coming professionals. Agency work has allowed us to be hands-on, share our opinions and feel like an asset to the team.



About Lowe Group

Lowe Group was founded in 2003 to help financial services organizations reach their target audiences—directly and through the media—with high-impact, engaging communications. We help our clients raise awareness of their products, services, leaders and newsworthy initiatives.

Our experienced financial professionals and communications specialists hail from investment management firms, hedge funds and financial journalism. We translate that expertise into positive results and outcomes for clients.

We know each client's business and industry and offer guidance informed by experience. We are nimble and responsive, working as a meaningful extension of our client's team.

Our team enjoys offering strategic counsel in an industry that is complex, dynamic and impacts everyone's lives, and we embrace the challenge of helping clients tell their story, enhance awareness and build and maintain credibility.

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