

Samina
External Communications Officer

My name's Samina, I'm the External Communications Officer here at the ICO, and I've worked at the ICO for one and a half years.

I read the newspaper on the way to work and from the outset I knew it was going to be a busy day for the Communications and External Relations team. Reception downstairs had the story on and the office was buzzing, all my colleagues were sat around chatting about the news story. As I got back to my desk, Communications and External Relations Department were having small mini meetings to discuss how we were going to communicate with our internal staff, and press releases and statements were being uploaded on our website to inform the public.

The Press Office informed that I had to assist in a number of back to back media interviews accompanying our Assistant Commissioner. I got another call from the Press Office shortly after and they informed that at 12.30 there was a BBC radio interview with our Senior Data Protection Manager. After this I had to set up a recording room, the ISDN line and make sure instructions were available for our manager.

The day was very busy for me as it went on. I got the chance to meet key journalists, I had to meet and greet them, sign them in and answer any general questions. I also then had to set up the media room with them and brief the Assistant Commissioner, feeding back to the Press Office and the Comms team.

My role on the day was very much a media liaison, and I had the opportunity to network and build relationships with key media.

When I went home I watched all the television interviews, viewing the fruits of my labour from behind the scenes.

Working for the ICO is a fantastic opportunity. It's a great working environment, and it gives me the opportunity to expand my network of media contacts whilst continually developing in my role.