

**africappractice**

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[www.africappractice.com](http://www.africappractice.com)

**An Africa oriented consultancy** with an emphasis on corporate citizenship and communications. Operating at the intersection of business, government, international organisations and the media. Clients include corporations (eg Diageo, Shell, African banks), multilaterals (eg UN, World Bank) and governments.

**Some example projects**

**Diageo** – Commissioned africappractice to organise a series of meetings to examine how a shortfall in reliable information on Africa’s business environment might be hindering greater investment on the continent. One of the outcomes was the creation of The Diageo Africa Business Reporting Awards. As consultants africappractice produced a film and website, media relations and a stakeholder engagement programme.

**Carbon Finance for Africa** – a project to promote Africa as an important destination in the growing market for carbon projects in developing countries. Amongst the outcomes included an Investors’ Guide and the development of an associated web site

The web site contains a number of other case studies.

**Work experience**

There are regular opportunities for 3 months, full time, expenses-only placements. These are often taken in the summer and are available typically for penultimate year undergraduates but others are considered - first year students, postgrads and career changers. In the sector there is a lot of transfer between City professionals and specialised consultancy work and these are also often taken on placement

The placement typically involves work divided between daily media monitoring, involving compiling and distributing an associated summary; and a discrete project for the other half of the day. This would be a real client project that could be related to a specialist thematic area such as health or education, or a specific industrial

sector, such as telecommunications, banking or infrastructure. Consultants at the firm are available to advise. The project would also be delivered in a commercial context. Successful delivery of projects including funds being raised and client satisfaction would be taken account of in subsequent job applications.

**Applications** are by CV and covering letter. Applicants should have a very good academic track record, an interest and awareness of the media, excellent communications skills and, of course, a strong awareness of Africa and the issues related to it. This could be through experience of working in Africa ideally or through your studies. Ensure your application reflects this connection. A Masters qualification is not demanded either for internships or for consultancy roles. The consultancy is small and the recruitment process is designed to find people who will be able to hit the ground running.

Those without a specific technical or professional skill are able to apply for roles. They will need to ensure that they have a very good grasp of what africapractice does and who its clients are. They will also need to have a positive perspective on the role business has to play in Africa. This is part of the ethos of africapractice and applicants will need to be in broad sympathy with it.

**Jeff Riley – SOAS Careers Service.  
Jon Harle – UCL Careers Service**

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More Employer Studies like this are available in the book, 'Getting Into Development' published April 2006. Buy a copy online at [www.careers.lon.ac.uk/books](http://www.careers.lon.ac.uk/books) or call in to your university careers office.