

New Professionals Section

Day in the Life of a New Pro

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This new series allows new professionals to share their perspectives on the kind of work they do in public relations, and what they think so far. Here is Adara's story.



I had no idea what consulting was when I first started at Booz Allen. To be perfectly honest, I'm still not sure I'd be able to provide a comprehensive definition two years later. Like anything else, communications consulting could mean very different things, depending on where you work and the project you support.

I work on a military health project as a senior consultant, where I lead the social media and digital strategy team. During a typical day, I could be reviewing social media content calendars, compiling our monthly metrics report, planning a new integrated campaign, working with our web team to build a new section of our website, attending a meeting for Department of Defense social media managers, dialing into conference calls all day or trying to squeeze in all of the above (those are the really fun days!).

Trying to make juggling a million tasks at once look easy — sounds kind of like a day at a public relations firm or digital agency, right? There really are more similarities than you'd think. In a lot of cases, we bid on the same work that the major public relations firms bid on and offer the same communications capabilities to our clients.

But of course, there are differences. One I've noticed is that most consultants at Booz Allen work on one project — or two at the most — whereas entry-level counterparts at public relations firms work on three, four or even more. Another unique characteristic of Booz Allen's culture is that even entry-level employees have a seat at the table. Consulting is very strategic, so there's a lot of thought and research that goes into every decision. I've always felt like my contributions and opinions are valued, and rather than just doing the work, I have had an opportunity to shape what the work looks like.

Another interesting perk to working at a consulting firm is that you work with people who are brilliant in areas that you are not. With so many different capabilities within the firm, from technology to instructional design and from web development to engineering and management consulting, there's an expert at Booz Allen in almost everything. This helps us deliver innovative solutions to our clients. For example, if our client wants an app or needs to implement an internal training, we have employees in-house who we can reach for support and work the new client requirements into the existing communications plan. With access to these resources, we are able to offer a robust skill set without sacrificing communications expertise.

Consulting has a reputation for elaborate models, ridiculous spreadsheets and one-size-fits-all solutions, but there is so much more to it than that. At the end of the day, communications consultants are doing the same type of work that you're doing, just using a different set of [crazy buzz words](#).