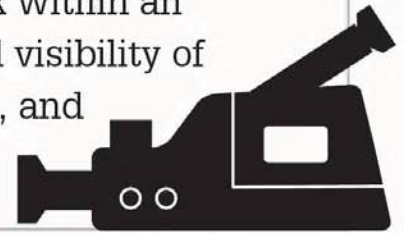




# PUBLIC RELATIONS OFFICER

## JOB DESCRIPTION

Organizations hire Public Relations (PR) officers to manage and boost their reputations. As a PR officer, you will produce campaigns to promote awareness of a company and its products and/or services. PR officers can also work within an institution to raise awareness and visibility of the company's projects, programs, and initiatives internally.



### SALARY

Publicity assistant ★★★★★  
Account director ★★★★★

### INDUSTRY PROFILE

Highly competitive job market • Majority of work in large firms • Most work located in big cities • Global opportunities • Freelance possible

## CAREER PATHS

PR officers can work within organizations, communicating with both staff and the wider public, or for agencies hired by corporate clients. They also need to develop strong relationships with media contacts.



**ASSISTANT** Right out of school, you can take an internship or an administrative role in the PR department of a large organization, or within a PR agency.



**GRADUATE** You can study PR at college, but most employers welcome candidates with degrees in disciplines such as English, journalism, business studies, or marketing.

### ▼ RELATED CAREERS

- ▶ **MARKETING EXECUTIVE** *see pp. 68–69*
- ▶ **ADVERTISING ACCOUNT EXECUTIVE** *see pp. 72–73*
- ▶ **EVENTS MANAGER** *see pp. 88–89*
- ▶ **CHARITY FUNDRAISER** *see pp. 90–91*
- ▶ **ADVERTISING COPYWRITER** Produces text for marketing and advertising materials. They also liaise with clients, designers, and the rest of the creative team to agree on campaign style and content.



**PUBLIC RELATIONS OFFICER** As a PR officer, you may be expected to study for higher professional degrees in order to progress to more senior roles.

## AT A GLANCE



**YOUR INTERESTS** Media • Marketing and communications • Social media • Business studies • Advertising • Current trends



**ENTRY QUALIFICATIONS** There are no set entry requirements, but many employers expect a degree in a relevant subject, such as communications.



**LIFESTYLE** Work hours are regular, but you will need to attend launches and events in evenings and on weekends.



**LOCATION** PR officers usually work in an office. You may have to travel to meet clients or for promotional events, requiring short periods away from home.



**THE REALITIES** Must be flexible; you will attend events scheduled at various times. Dealing with difficult people in touchy situations is a big part of the job.

**PR specialists in government are known as "press secretaries."**



**ACCOUNT MANAGER** Manages a small team and, within a PR agency, provides the primary point of contact for a particular client.



**ACCOUNT DIRECTOR** Liaises with senior managers to develop and deliver effective campaigns, and is often responsible for managing a large team of PR officers.



**COMMUNICATIONS MANAGER** Leads a team within a company to deliver consistent news and business messages to all staff.



**DIGITAL COMMUNICATIONS MANAGER** Deals with managing and promoting organizations through various channels, such as digital, online, and social media.



**HEAD OF COMMUNICATIONS** Develops overall creative strategy and vision for complex, innovative, and high-profile projects.

## SKILLS GUIDE



Excellent written and verbal skills, as the job involves crafting original and memorable campaigns.



An ability to quickly grasp a client's needs and handle multiple PR campaigns at once.



A clear understanding of the interests, aims, and requirements of the client and target audience.



Exceptional planning and organizational skills for running complex and nuanced projects.



Knowledge of global events and current business trends to help create effective PR strategies.