

Public Relations and Fundraising Managers

SOC: 11-2030 • Career Profile Report

■ Key Facts

\$132,870 Median Salary	128,900 Employment	+5.0% Growth Rate
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■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 18.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■ Work-Life Balance

6.2/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

■ Top Skills Required

Interpersonal skills, Leadership skills, Organizational skills, Problem-solving skills, Speaking skills, Writing skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Public Relations and Fundraising Managers typically perform the following tasks:

- Develop strategies to encourage new or increased contributions.
- Manage fundraising budgets.
- Develop fundraising activity plans that maximize participation or contributions and minimize costs.
- Plan and direct special events for fundraising, such as silent auctions, dances, golf events, or walks.
- Establish goals for soliciting funds, develop policies for collection and safeguarding of contributions, and coordinate disbursement of funds.
- Establish and maintain effective working relationships with clients, government officials, and media representatives and use these relationships to develop new fundraising opportunities.
- Compile or develop materials to submit to granting or other funding organizations.
- Contact corporate representatives, government officials, or community leaders to increase awareness of organizational causes, activities, or needs.
- Conduct research to identify the goals, net worth, charitable donation history, or other data related to potential donors, potential investors, or general donor markets.
- Write interesting and effective press releases, prepare information for media kits, and develop and maintain company internet or intranet Web pages.
- Formulate policies and procedures related to fundraising programs.
- Assign, supervise, and review the activities of fundraising staff.
- Evaluate advertising and promotion programs for compatibility with fundraising efforts.
- Design and edit promotional publications, such as brochures.
- Direct activities of external agencies, establishments, or departments that develop and implement fundraising strategies and programs.
- Produce films and other video products, regulate their distribution, and operate film library.
- Manage stewardship activities to maintain connection with donors.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/management/public-relations-managers.htm>