

# Public Relations Specialists

SOC: 27-3031 • Career Profile Report

## ■ Key Facts

\$69,780

Median Salary

315,900

Employment

+5.0%

Growth Rate

## ■ Requirements & Salary Range

Education: Bachelor's degree

## ■ Automation Risk Assessment

**Low Risk** - 15.0% 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

**5.1/10** - Fair work-life balance

## ■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	Investigative	5.6/10
Artistic	9.6/10	Social	7.4/10
Enterprising	6.2/10	Conventional	4.4/10

## ■ Top Skills Required

Interpersonal 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 Specialists typically perform the following tasks:

- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility.
- Post and update content on the company's Web site and social media outlets.
- Write press releases or other media communications to promote clients.
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.
- Confer with other managers to identify trends or key group interests or concerns or to provide advice on business decisions.
- Coach client representatives in effective communication with the public or with employees.
- Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.
- Prepare or edit organizational publications, such as employee newsletters or stockholders' reports, for internal or external audiences.
- Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill.
- Plan or conduct market or public opinion research to test products or determine potential for product success, communicating results to client or management.
- Develop plans or materials to communicate organizational activities that are beneficial to the environment, public safety, or other important social issues.
- Confer with production or support personnel to produce or coordinate production of advertisements or promotions.
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Prepare or deliver speeches to further public relations objectives.
- Coordinate public responses to environmental management incidents or conflicts.
- Develop marketing campaigns for environmental technologies or services.
- Purchase advertising space or time as required to promote client's product or agenda.