

Public Relations Officer

What is it?

A Public Relations Officer (PRO) is responsible for managing the reputation of an organization or individual. They work to create and maintain a positive public image for their clients by developing communication strategies, handling media relations, and managing crises.

Qualifications/Experience Required:

A bachelor's degree in public relations, communications, journalism, or a related field is typically required for entry-level positions. Some employers may prefer candidates with a master's degree or professional certifications in public relations.

What the Work Involves:

Developing and implementing PR strategies to promote the organization or individual.
Writing and distributing press releases, speeches, and other media communications.
Building and maintaining relationships with journalists, bloggers, and other media professionals.
Organizing events such as press conferences, exhibitions, and product launches.
Monitoring media coverage and analysing public opinion.

Future Prospects – Labour Market Information:

Public relations is a dynamic and evolving field, with a growing demand for professionals who can navigate the digital landscape effectively. As companies and individuals continue to prioritize their public image, the need for skilled PR professionals is expected to remain strong

Average annual Salary - £25,000 - £35,000

Typical weekly hours – 39 – 45 per week

Type of person who may be suited to this job:

You would be typically outgoing, creative, and adaptable. Strong communication skills, both written and verbal, are essential, as is the ability to think strategically and problem-solve under pressure. You will also be diplomatic and having excellent interpersonal skills is also important.

Money/Wage Guide:

Entry-level positions typically range from £20,000 to £25,000 per year.

Senior-level positions can earn salaries ranging from £35,000 to £60,000.

Related Opportunities:

- Director of Communications
- Marketing
- Advertising
- Corporate communications

Further Information:

Chartered Institute of Public Relations.

<https://www.cipr.co.uk/>

Public Relations and Communications Association

<https://www.prca.org.uk/>