

Marketing Cluster



Planning, managing and performing marketing activities to reach organizational objectives.

Data Sources
Bureau of Labor Statistics
CareerInfoNet
CareerClusters
The College Board
Tracer

Public Relations Specialist

Images don't happen by themselves. Before celebrities step out on the red carpet at Academy Awards time, every detail—clothes, accessories, makeup, and hair—is carefully crafted. But image management isn't reserved just for Hollywood stars. It's a tool used by every political figure, government agency, or business you can think of.

If you'd like to be the person pulling the strings behind the scenes, a career as a **public relations specialist** may be for you.

Public relations specialists promote people and organizations. They work in a variety of settings, from corporations to government agencies. Many serve private clients.

Are You Ready To...?

- Write press releases
- Feed stories to reporters
- Do damage control
- Speak at press conferences
- Plan special events

It Helps To Be...

A good writer with the gift of gab. You'll do a lot of writing and talking in PR. An outgoing personality is also a plus, as you'll need to understand and interact with many people.

A Day In The Life...

- Respond to requests for information from the media or designate an appropriate spokesperson or information source
- 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 deliver speeches to further public relations objectives

Salary and Opportunity in the Austin-area

Median Hourly Wage: \$28.31

That comes out to more than \$58,882 a year.

**In 2016, we had 3,736 Public Relations Specialists.
By 2026, we'll need 4,405.**

Could you be one of the 669?

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After High School...

In addition to a high school diploma, some employers look for public relations specialists with a **bachelor's degree**.



Top 5 Industries for Public Relations Specialists

1. Colleges, Universities and Professional Schools
2. Business, Professional, Labor, Political and Similar Organizations
3. Local Government
4. Advertising and Related Services
5. Management, Scientific and Technical Consulting Services

Related College Majors

- Business Administration and Management
- Communication and Rhetoric
- Creative Writing
- English
- Journalism
- Marketing
- Public Relations

Related Industry Certifications

- Automobile Technician: Service Consultant
- BMC Service Desk Express Consultant
- Call Center Manager Certification
- Certified Help Desk Professional
- Certified Project Management Professional

Related Careers

- Advertising, Marketing and Public Relations Managers
- Art Directors
- Editors
- Meeting and Convention Planners
- News Analysts, Reporters and Correspondents

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