

Business  
Management &  
Administration  
Cluster



Careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

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# Public Relations Specialists

*When businesses are guilty of fraud, there's only one thing to do: hire a public relations (PR) specialist. PR specialists do more than put a positive spin on their clients' less-than-admirable activities. They also spread the word when they've done something good, like donating money to a charity. And how do PR specialists get the word out? They spend much of their time writing press releases and pitching story ideas to reporters.*

If you are interested in a career promoting individuals and businesses, 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...

- Access media advertising services
- Advise clients or customers
- Assemble advertising displays
- Communicate visually or verbally
- Conduct market research
- Confer with other departmental heads to coordinate activities
- Edit written material

## 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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# Public Relations Specialists

## After High School...

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



## 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

For more Career Profiles, visit our website:

<http://www.wfscapitalarea.com/YouthServices/CareerPlanning.aspx>.

## Related College Majors

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

## Related Industry Certifications

- Accreditation in Public Relations
- Business and Employer Services—Professional Certification
- Certified Speaking Professional
- Certified Special Events Professional

## Related Careers

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

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