

# WHAT IS PUBLIC RELATIONS?

With no two days the same, the chance to pursue your passions and be paid a great salary – public relations is the career of choice

## WHAT'S IT ALL ABOUT?

Public relations, or PR, is about reputation. Every organisation, whether it's a business, profession, public service or charity, depends on its reputation for survival and success.

Customers, employees, investors, journalists and regulators all form opinions about the organisations they deal with. Public relations professionals make sure this opinion is positive.

They do this through media relations and lobbying, speaking at

conferences, online viral campaigns, sponsorship and more.

Unlike advertising, media exposure gained through PR is not paid for. It is this third-party endorsement that gives the industry its power and credibility.

### WORKING IN PR

The industry offers a wealth of opportunities. A PR job could see you organising events, participating in conversations on Twitter, writing press releases, placing

stories in newspapers and magazines and promoting some of the world's most exciting charities and brands.

### WHY CHOOSE PR?

PR could be a perfect career for you if you have an interest or talent in:

- Art and design
- Business
- Communications
- Creative writing
- Current affairs
- Journalism
- Popular culture
- Social media
- Technology



*"I've always loved writing and in PR it's a great skill to have. You also need to have a keen eye for detail, be able to find a story in the bigger picture, be personable and sociable and engaged in global affairs. There is no other sector that lets me use all these skills on a day-to-day basis."*

Cindy Yau is global internal communications executive at SHG and a graduate of the Taylor Bennett Foundation Internship Programme

## PR by NUMBERS

ASK

THE AVERAGE  
PR SALARY IS  
£48,000  
A YEAR

THE PR  
CONSULTANCY  
INDUSTRY GREW  
BY 6 PER CENT IN  
2011-2012

# Public Relations Career Directory

**United States Civil Service  
Commission**



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