

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 Careers In Business And The Community

Victor M. Corman



Public Relations Careers In Business And The Community:

Public Relations Careers: in Business and the Community Patrick C. Monaghan,1972 *A Guide to Careers in Community Development* Paul Brophy,Alice Shabecoff,2001 Community development the economic physical and social revitalization of a community led by the people who live in that community offers a wide range of exciting and rewarding employment options But until now there has been no road map for professionals volunteers students or anyone wishing to become involved in the field A Guide to Careers in Community Development describes the many different kinds of community development jobs available ranging from community organizing to financing housing and new businesses to redeveloping brownfields It offers advice on how to break into the field along with guidance for career advancement and lateral movement Following an introductory chapter that offers an overview and definition of community development and its history the authors describe different institutions in the field and how they fit together pros and cons of community development careers with a self assessment quiz for readers to use in analyzing their suitability for the field the work and skills involved in different kinds of positions how to prepare for and move up in a career how to land that first job Also included are detailed appendixes that provide information on job descriptions with salary ranges universities and colleges offering community development curricula training programs where to look for job announcements internet resources internships fellowships and volunteer positions and much more A Guide to Careers in Community Development is an essential reference for anyone interested in working in the community development field including graduate and undergraduate students volunteers and mid career professionals seeking a more fulfilling line of work Careers in Communications and Entertainment Leonard Mogel,2000-01-02 Health Careers Guidebook United States. Department of Labor. Manpower Administration,1972

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