

Public Relations Specialists

27-3031.00



Description: Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.

Other Resources:

[ONET Link](#)

[MyNextMove Link](#)

Sample of Reported Job Titles: Communications Specialist, Corporate Communications Specialist

Job Zone

Title: 4 - Considerable Preparation Needed

Education: Require a four-year bachelor's degree.

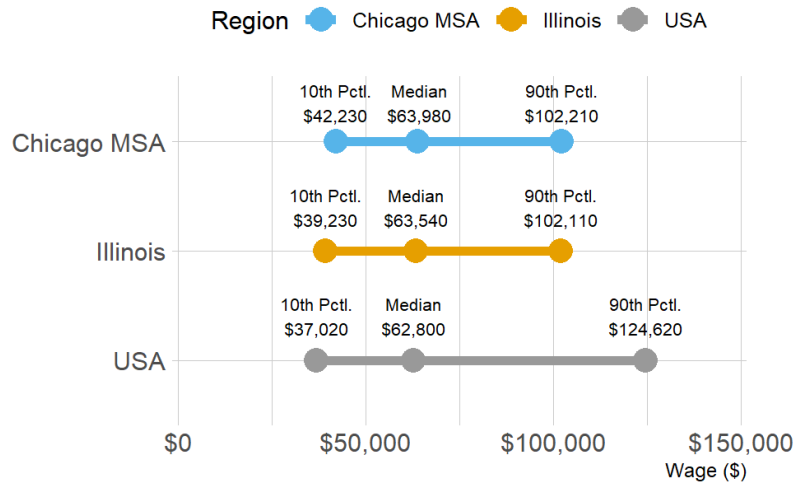
Experience: A considerable amount of work-related skill, knowledge, or experience is needed.

Training: Several years of work-related experience, on-the-job training, and/or vocational training needed.

Core Certifications: Certified Product Manager, Incentive Professional

Hot Technologies: Adobe Systems Adobe Acrobat, Adobe Systems Adobe After Effects, Adobe Systems Adobe Creative Cloud, Adobe Systems Adobe Illustrator

Region	Employment	Location Quotient	Median Wage
Chicago MSA	4,600	0.63	\$63,980
Illinois	5,720	0.59	\$63,540
USA	242,710	—	\$62,800



Top 5 Core Tasks According to Current Job Holders

Importance
Frequency (out of 100)

Respond to requests for information from the media or designate an appropriate spokesperson or information source.

More than weekly

89

Write press releases or other media communications to promote clients.

More than monthly

86

Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.

More than monthly

83

Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility.

More than monthly

82

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.

More than monthly

80