

Public Relations and Fundraising Managers

SOC: 11-2030 • Career Profile Report

■ Key Facts

\$132,870

Median Salary

128,900

Employment

+5.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 18.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

6.2/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

■ Top Skills Required

Interpersonal skills, Leadership skills, Organizational skills, Problem-solving skills, Speaking skills, Writing skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Public Relations and Fundraising Managers are strategic communication leaders who plan, direct, and coordinate **organizational messaging, reputation management, and fundraising initiatives**. They shape how organizations are perceived by the public while securing financial support from donors, sponsors, and stakeholders. Their work blends storytelling, relationship-building, and data-driven strategy to advance organizational missions.

This career is well suited for individuals who are persuasive communicators, strategic thinkers, and comfortable leading campaigns that influence public opinion and generate support.

What Do Public Relations and Fundraising Managers Do?

These managers oversee communication strategies and revenue-generating outreach efforts.

Common responsibilities include:

- Developing public relations strategies and communication plans
- Managing media relations and press outreach
- Crafting messages, speeches, and public statements
- Planning and leading fundraising campaigns and events
- Building relationships with donors, sponsors, and partners
- Supervising PR, marketing, or development staff
- Monitoring public sentiment and adjusting strategies

Key Areas of Responsibility

Public relations and fundraising managers may focus on one or more core areas:

- Public Relations and Media Strategy: Managing brand image and public perception.
- Fundraising and Development: Securing financial contributions and sponsorships.
- Crisis Communication: Responding to reputational or public issues.
- Community and Stakeholder Engagement: Building trust with key audiences.
- Campaign Planning and Analytics: Measuring outreach and fundraising effectiveness.

Skills and Abilities Needed

These professionals combine leadership with persuasive communication and planning.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education and progressive experience:

- Bachelor's Degree (required): Public relations, communications, marketing, journalism, or related fields
- Relevant Work Experience: Experience in communications, development, or marketing roles
- Master's Degree (common): Public relations, business administration, or nonprofit management
- Professional Certifications (optional): Public relations or fundraising credentials
- Continuous Learning: Staying current with media, digital platforms, and donor trends

Where Do Public Relations and Fundraising Managers Work?

They are employed across nonprofit, corporate, and public sectors:

- Nonprofit and Charitable Organizations
- Corporations and Businesses
- Educational Institutions

- Healthcare Organizations and Foundations
- Government Agencies and Advocacy Groups

Work environments are typically office-based with event and public-facing responsibilities.

How Much Do Public Relations and Fundraising Managers Earn?

Earnings vary by sector, organization size, and leadership scope:

- Mid-Level Managers: Typically earn competitive management salaries
- Senior or Executive Managers: Often earn higher compensation
- Large Organizations or Foundations: May offer premium pay and bonuses

Compensation often includes benefits, incentives, and performance-based rewards.

Is This Career Difficult?

This career is demanding due to public visibility, revenue responsibility, and constant communication demands. Managers must balance messaging accuracy, ethical fundraising, and stakeholder expectations. The challenge lies in maintaining trust, consistency, and effectiveness under pressure.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy persuasive communication and leadership
- Are comfortable representing organizations publicly
- Like planning campaigns and building relationships
- Can manage deadlines, scrutiny, and accountability
- Want a career that blends strategy with social impact

How to Prepare Early

- Develop strong writing, speaking, and storytelling skills
- Gain experience in communications, marketing, or nonprofit roles
- Learn media relations and digital outreach strategies
- Practice event planning and donor engagement
- Explore degrees or certifications in public relations or fundraising

Public relations and fundraising managers amplify organizational voices—shaping public perception, building lasting relationships, and securing the support that enables missions, programs, and communities to thrive.

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Source: <https://www.bls.gov/ooh/management/public-relations-managers.htm>