

Public Relations Specialists

SOC: 27-3031 • Career Profile Report

■ Key Facts

\$69,780

Median Salary

315,900

Employment

+5.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 15.0% 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

5.1/10 - Fair work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	Investigative	5.6/10
Artistic	9.6/10	Social	7.4/10
Enterprising	6.2/10	Conventional	4.4/10

■ Top Skills Required

Interpersonal 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 Specialists are communication professionals who manage and shape **the public image, messaging, and reputation of organizations and individuals**. They act as a bridge between organizations and the public by crafting narratives, handling media relations, and responding to public issues in ways that build trust and credibility. Rather than focusing solely on promotion, public relations specialists emphasize strategic communication, relationship-building, and reputation management.

This career is well suited for individuals who enjoy writing, storytelling, media engagement, and influencing public perception through clear and thoughtful communication.

What Do Public Relations Specialists Do?

Public relations specialists plan and execute communication strategies that support organizational goals and protect reputation. Their responsibilities span media relations, content creation, and crisis response.

Common responsibilities include:

- Writing press releases, speeches, and public statements
- Building and maintaining relationships with media outlets and journalists
- Coordinating interviews, press events, and media briefings
- Monitoring public opinion and media coverage
- Managing social media and online communications
- Responding to crises or sensitive public issues
- Advising leadership on communication strategy

Types of Public Relations Specialists

Public relations specialists may work in different industries or focus areas:

- Corporate PR Specialists: Manage brand reputation and corporate communications.
- Media Relations Specialists: Focus on press outreach and journalist engagement.
- Public Affairs Specialists: Handle government and policy-related communication.
- Crisis Communications Specialists: Manage messaging during emergencies or controversies.
- Nonprofit and Advocacy PR Specialists: Support mission-driven communication efforts.
- Agency-Based PR Specialists: Work with multiple clients across industries.

Skills and Abilities Needed

Public relations specialists combine strategic thinking with strong communication skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

Most public relations specialists enter the field through education and experience:

- Bachelor's Degree: Commonly in public relations, communications, journalism, or marketing
- Internships and Entry-Level Experience: PR agencies, media outlets, or corporate communication teams
- Professional Development: Training in digital media, analytics, and strategic communication
- Industry Certifications (optional): Credentials that demonstrate expertise and professionalism
- Ongoing Skill Building: Staying current with media trends and communication platforms

Where Do Public Relations Specialists Work?

Public relations specialists are employed across many sectors:

- Public Relations and Advertising Agencies

- Corporations and In-House Communications Teams
- Government Agencies and Public Institutions
- Nonprofit Organizations and Foundations
- Educational Institutions
- Media, Entertainment, and Sports Organizations

Work environments are typically office-based, with some remote or hybrid flexibility.

How Much Do Public Relations Specialists Earn?

Earnings vary based on experience, industry, and employer:

- Entry-Level Specialists: Typically earn professional starting salaries
- Experienced Specialists: Often earn higher pay with specialization or leadership roles
- Senior or Managerial Roles: May earn more when overseeing teams or strategy

Is This Career Difficult?

Public relations can be fast-paced and demanding. Specialists must manage tight deadlines, public scrutiny, and rapid response during crises. The challenge lies in maintaining credibility, clarity, and consistency while adapting to changing media landscapes.

Who Should Consider Becoming a Public Relations Specialist?

This career may be a strong fit if you:

- Enjoy writing and storytelling
- Are comfortable working with media and the public
- Can handle pressure and time-sensitive situations
- Like shaping messaging and public perception
- Want a dynamic career with broad industry options

How to Prepare Early

- Take courses in writing, communications, and journalism
- Build a portfolio of writing or media projects
- Practice public speaking and presentation skills
- Gain experience through internships or campus media
- Learn social media strategy and analytics

Public relations specialists protect and enhance reputations by delivering clear, strategic communication that builds trust between organizations and the audiences they serve.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>