

## Public Relations Specialist

Arts, A/V Technology and Communications Career Cluster

- Median Salary: \$62,800
- Typical Entry Level Education: Bachelor's Degree

Job responsibilities typically include:

- Write press releases and prepare information for the media
- Respond to information requests from the media
- Help clients communicate effectively with the public
- Draft speeches and arrange interview for a client's top executives
- Evaluate public opinion of clients through social media
- Help maintain their organization's image and identity

What Personality Type does a Public Relations Specialist have?

(Holland Code - RIASEC)

- *Enterprising*: Likes to lead and persuade people, and to sell things and ideas. Generally avoids activities that require careful observation and scientific, analytical thinking.
- *Artistic*: Likes to do creative activities like art, drama, crafts, dance, music, or creative writing. Generally avoids highly ordered or repetitive activities.
- *Social*: Likes to do things to help people -- like teaching, nursing, or giving first aid, providing information. Generally avoids using machines, tools, or animals to achieve a goal.

What South Fayette Classes would be beneficial for an aspiring Public Relations Specialist?

- English
- Print Journalism
- Broadcast Journalism
- Writing and Public Speaking
- Storytelling by Design
- Psychology
- Sociology

Learn More:

- [Public Relations - Career Journeys Video](#)
- [Public Relations - Occupational Outlook Handbook Information](#)