

Public Relations Careers

Industry Growth

The United States Bureau of Labor Statistics projects a faster than average (21-35%) growth in public relations jobs from 2004-2014.

Source: O*NET Online

The output of US advertising and related services, including public relations, is forecast to grow at an annual compounded rate of 4.8 percent between 2007 and 2012.

Source: CareerBeam Industry Database: First Research Industry Profile- Public Relations

Sample Job Titles

Account Coordinator/Executive	Communications Analyst
Communications Consultant	Communications Specialist/Manager/Director
Community Relations Specialist/Manager/Director	Conference Manager
Corporate Communications Specialist/Manager/Dir.	Director of Corporate Communications
Events Manager	Legislative Affairs Director
Media Relations Specialist/Manager/Director	Meetings Manager
Political Affairs Director	Promotions Manager
Press Manager	Public Affairs Director
Public Affairs Officer	Public Information Officer
Public Relations Specialist/Manager/Director	Publicist
Special Events Manager	Trade Show Manager
Vice President of Corporate Communications	Vice President of Public Relations

Source: Best KeyWords for Resumes, Cover Letters, and Interviews; Public Relations Society of America

Sample Work Environments/Employers

Corporations (Public & Private)	Nonprofit Organizations	Government
Professional Associations	Public Relations Agencies	Publishing
Radio & Television	Schools/Colleges	Sports & Entertainment

Source: Opportunities in Public Relations Careers; Career Opportunities in Advertising and Public Relations

Salary Ranges

Agency	National Low	National High	SF Low	SF High
Vice President/ Group Director	\$83,000	\$158,250	\$107,900	\$205,725
Account Manager/ Supervisor	\$60,000	\$89,500	\$78,000	\$116,350
Senior Account Executive (5+ yrs)	\$55,250	\$78,500	\$71,825	\$102,050
Account Executive (3+ yrs)	\$42,000	\$55,500	\$54,600	\$72,150
Account Coordinator (1-3 yrs)	\$32,250	\$42,750	\$41,925	\$55,575
Corporate	National Low	National High	SF Low	SF High
Vice President of Public Relations	\$89,250	\$155,000	\$116,025	\$201,500
Public Relations Director	\$73,250	\$108,000	\$95,225	\$140,400
Public Relations Manager	\$56,250	\$79,750	\$73,125	\$103,675
Sr. Public Relations Specialist (5+ yrs)	\$53,250	\$74,250	\$69,225	\$96,525
Public Relations Specialist (1-5 yrs)	\$36,500	\$51,000	\$47,450	\$66,300

SF salaries were calculated using a regional variance of 1.30 times the national averages. Source: The Creative Group Salary Guide

Resume Keywords

Broadcast Media	Campaign Management	Community Affairs
Community Outreach	Conference Planning	Consumer Service
Corporate Communications	Corporate Sponsorship	Crisis Communications
Customer Communications	Customer Relations	Electronic Media
Employee Communications	Event Management	Fundraising
Government Relations	Internal Communications	Investor Communications
Issues Management	Legislative Affairs	Logistics
Management Communications	Marketing Publicity	Media Placement
Media Relations	Meeting Planning	Multimedia Advertising
Press Releases	Print Media	Product Publicity
Public Affairs	Public Relations	Public Speaking
Publications	Publicity	Shareholder Communications
Special Events	Strategic Communications Plan	Trade Shows
VIP Relations	Writing	

Source: *Best KeyWords for Resumes, Cover Letters, and Interviews*

Key Skills and Characteristics

Adaptability	Creativity	Diplomacy
Flexibility	Interpersonal Skills	Persuasiveness
Problem-Solving	Verbal Communication	Written Communication

Source: *Opportunities in Public Relations Careers*

Additional Resources

GGU Library:

[Opportunities in Public Relations Careers](#), Morris B. Rotman
[Career Opportunities in Advertising and Public Relations](#), Shelly Field
[Wetfeet Insider Guide to Careers in Advertising and Public Relations](#) (Ebrary)

GGUCareers.com:

[Vault Guide to the Top Advertising and PR Employers](#)
[Vault Occupational Profiles: Public Relations, Publicist](#)
[CareerBeam Industry Database: First Research Industry Profile- Public Relations](#)

GGU Career & Internship Services Library:

[Best KeyWords for Resumes, Cover Letters, and Interviews](#), Wendy Enelow
[The Creative Group Salary Guide](#), Robert Half International

On the Web:

Public Relations Society of America www.prsa.org
 Entry Level PR Jobs www.entrylevel-pr.com
 O*NET Online <http://online.onetcenter.org/>