



## **Public Relations Manager**

Public relations Manager use a wide range of media to build and sustain a good image for a company, organisation or brand through planned publicity campaigns and PR activity.

The Institute of Public Relations organises an annual careers day (normally held in London during the autumn), which is a useful source of further information about working in PR.

**What does a public relations Manager do?** [Typical employers](#) | [Qualifications and training](#) | [Key skills](#)

Public Relation Account Manager are responsible for handling all aspects of planned publicity campaigns and PR activities.

### **Other tasks include:**

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organisations
- organising promotional events such as press conferences, open days, exhibitions, tours and visits
- speaking publicly at interviews, press conferences and presentations
- providing clients with information about new promotional opportunities and current PR campaigns progress
- analysing media coverage
- commissioning or undertaking relevant market research
- liaising with clients, managerial and journalistic staff about budgets, timescales and objectives
- designing, writing and/or producing presentations, press releases, articles, leaflets, 'in-house' journals, reports, publicity brochures, information for web sites and promotional videos.

### **Qualifications and training required**

There are routes into PR for both university graduates and school leavers.

A degree in any subject is acceptable, although English, management, business or media studies, marketing or behavioural sciences may be preferred by some employers. A PR postgraduate qualification can also be helpful.



Work experience gained within the PR, marketing, fundraising, events promotion, or journalism trades may also be beneficial in your applications.

To find out how to get into PR via a school leaver route, visit the [PR section](#) and [media section of TARGET careers](#), our website aimed at school leavers.

#### **Key skills for public relations Manager**

- Excellent communication skills both orally and in writing
- Excellent interpersonal skills
- Good IT skills
- Presentation skills
- Initiative
- Ability to prioritise and plan effectively
- Awareness of different media agendas
- Creativity