

# Public Relations Specialist Job Description

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## Duties and Responsibilities:

- Write press releases and other promotional material to promote an organization
- Build and maintain positive trust relationship with public interest groups, consumers, and community representatives
- Ensure PR strategies and achievements are favorably perceived by stockholders and general public
- Study the objectives and needs of an organization to develop action plans effective in promoting a brand
- Write and post advertising content online to maintain a web presence
- Collaborate with other departmental heads to develop marketing and sales strategies
- Review and edit organizational publications for internal and external audiences
- Plan company response to public incidents such as environmental or industrial mishap
- Conduct market research to determine public opinion of product and potential for success
- Develop and organize marketing campaigns for company products and services
- Purchase ad space on radio and television channels to promote client products
- Prepare and deliver speeches to address consumers and give insight on company objectives
- Deal with inquiries from the public, the press, and other organizations
- Liaise with clients and managerial staff to prepare budgets and set objectives
- Evaluate advertising and promotional programs to ensure they match with company PR goals.

## **Public Relations Specialist Requirements – Skills, Knowledge, and Abilities**

- **Education and Training:** To become a public relations specialist, you require a Bachelor's degree in communications, journalism, English, or business administration. Having some certifications from recognized marketing or public relations institutions provide a competitive edge for the PR specialist job
- **Communication Skill:** Public relations specialists are able to write and deliver speeches to influence public opinion and promote an organization
- **Interpersonal Skill:** They work with employees, regulatory agencies, and investors to popularize a brand
- **Organizational Skill:** They are well versed in coordinating the PR operations of a company.