Public Relation

**Industry Demand of Public Relation**

Employment of public relations is projected to grow 6 percent from 2018 to 2028. The need for organizations to maintain their public image will continue to drive employment growth.

The use of social media also is expected to create opportunities for public relations specialists as they try to appeal to consumers and the general public in new ways.

Public relations is able to work in any sector for example a well-known company, hospitals, businesses, universities, and many others. They are usually needed for maintaining company reputation, planning for company branding, as well as maintaining external relations (clients, stakeholder).

**Salary (Range)**

* Entry level $49,000/year in US
* Mid level $53,000/ year in US
* Entry level Rp65.600.0000/year in Indonesia
* Mid level Rp140.400.000/year in Indonesia

**Core Tasks**

* Maintain positive image on the company by finding a strategy to communicate with media outside the company
* Writing press releases or giving press conferences in order to generate and inform public about company or what’s the company stands for in an issue
* Determine brand standard and brand image
* In charge of corporate and social responsibility (CSR) to maintain reputation for their contribution to surrounding environment as well as community
* Working with internal employee, building company-employee relations, handle company culture issue/changes
* Organizing public events related to company goals or to maintain company reputation

**Working Conditions**

* Typically work with other individuals, including marketing, sales division, as well as coordinating with media representative outside the company
* Work with large scale of people, especially during press conference
* Rarely working in front of the computer, except for planning and brainstorming with respective stakeholder
* Some travel is usually required

**Skills Required**

* Strong Public Speaking skill
* Organisation skill
* Attention to detail
* Persuasion skill
* Communication skill
* Story telling

**Career progression data**

* Pathways :
  + Earn a bachelor degree in related fields, including public relation, communications, business, and english
  + Enrich experience with on-the-job training. Usually Public Relations Officer learned by experience
* For up to 2 years, entry-level often do the administrative and research work, include gathering material about the organization's activities, skimming the latest news or articles to clip, and assembling information for speeches and pamphlets
* It depends on the person, after 3 years, public relations can start to write news releases, speeches, and articles for publication or plan and carry out public relations programs.
* After being a specialist, they can move up to being a Public Relations Director

**Possible University Major**

* Communication
* Public Relation
* Journalism
* Business
* Marketing

**School subjects required**

* English
* Writing Skills