



Internship and Career Services Industry Guide: Public Relations

OVERVIEW

Public relations (PR) refers to the relationship between a company and the public. PR involves helping a company maintain a positive public image. The goal is to get people to purchase your product, promote your idea, or support your position. To do this, people working in PR communicate through press releases, speeches, special events, social media, and more. PR professionals try to gain publicity for their clients or for their organization. Instead of paying for ads like advertising professionals, PR professionals try to draw media attention to their clients hoping that print, online, and/or broadcast journalists will decide that there is a story worth covering through their paper, magazine, website, or TV/radio program.

PR CAREER TITLES

Brand Ambassador	Executive Assistant	Public Affairs Specialist	Public Relations Coordinator	New Media Coordinator
Chapter Relations Administrator	Event Coordinator	Public Information Assistant	Public Relations Specialist	Account Manager
Director of Public Affairs	Program Coordinator	Public Information Officer	Publicist	Financial Public Relations Associate
Director of Public Relations	Public Affairs Manager	Public Information Specialist	Relationship Manager	Fundraising Manager

ESSENTIAL SKILLS FOR A CAREER IN PR

A career in PR takes more than a good degree. To be successful you need to be a well-rounded individual with skills in everything from research and communication to writing and creativity:

Communication Skills: Most importantly, if you're considering a PR career you will have to be a good communicator. You will not only need to be a confident speaker, but an excellent listener too. A PR professional has to be sensitive to subtle nuances in language and culture because the job will involve communicating with a range of people across different mediums (social media, in person, on the telephone, and in writing) across different territories.

Research Skills: A PR person needs to be a good researcher in order to communicate accurately and authoritatively on a subject. Science or history graduates, for example, would be well-placed to deliver on this skill. You will have to keep track of fast-paced markets and be knowledgeable about your clients and their needs. You must keep up-to-speed with current affairs and enjoy learning about new markets. If you are naturally inquisitive, you'll enjoy the research aspect of PR.

Writing Skills: You will be expected to write engaging content for clients. Graduates who have an excellent grasp of grammar and experience of writing a range of content – from essays to presentations and briefings – will be able to hit the ground running. You'll also need to have good attention to detail, which not only comes in handy when writing, but also proofing other people's work.



International Mindset: There has been an increased demand for language skills because of the globalization of business. The more languages a PR professional has under their belt, the greater their opportunity for international postings and new business. There is plenty of scope for graduates who are fluent in foreign languages to write foreign-language content and research industry news, not to mention the option for sabbaticals or exchanges with other offices.

Creativity: A career in PR will present you with countless opportunities to be creative, not only in terms of writing, but also in coming up with new ways to promote businesses and approaching new clients. PR is a profession which constantly calls for fresh ideas and lateral thinking.

STARTING A CAREER IN PR

College students who want a career in public relations can prepare themselves by doing some or all of the following:

- Develop and promote a blog on a topic of interest
- Develop and document your writing/communication credentials by working for campus newspapers, magazines and TV stations
- Work as a public relations coordinator for campus organizations
- Land a student job in offices where the college is promoted or events are organized, such as the college's media relations/communications department, sports information office, admissions, events or alumni affairs offices
- Pursue positions with student clubs where you can organize concerts, speakers, fashion shows and other events
- Conduct informational interviews with PR professionals through alumni/family contacts and professionals in your home area
- Ask professionals if you can job shadow them during school breaks
- Complete internships with PR firms, communication departments, media outlets and/or marketing firms
- Contact small local firms near your school or home through local chambers of commerce as well as targeting big-name firms
- Join the **Public Relations Student Society of America (PRSSA)**
- Consider starting your career with a paid post-graduate internship

Online Resources

[Butler University PR & Advertising Groups](#)

[Internship & Career Services: Guide to Professional Success PDF](#)

[Public Relations Student Society of America \(PRSSA\)](#)

[Public Relations Interview Questions \(thebalancecareers.com\)](#)

[How Public Relations Works \(howstuffworks.com\)](#)

[Different Types of Public Relations Jobs \(wayup.com\)](#)

[Top 20 PR Firms in Indiana \(expertise.com\)](#)

[Indiana PR Internships \(indianaintern.net\)](#)

[Public Relations Resume: Samples & Complete Guide \(zety.com\)](#)

[How to Get a Job in PR \(text100.com\)](#)