

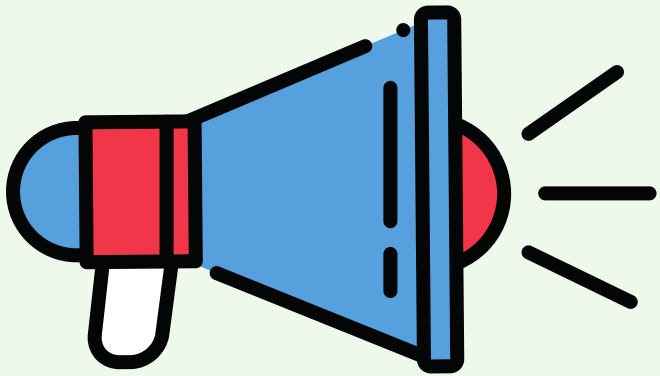
JOB OF THE TERM

PUBLIC RELATIONS OFFICIER

WHAT IS IT?

Public relations (PR) officers manage the public image and reputation of organisations and individuals.

They monitor data to understand the public and media's opinion of their clients, attend events like photoshoots, conferences and press launches. They also write and edit press releases, social media posts, policy statements and speeches.



ROUTES

There are several different ways to become a PR Officer including university courses, college courses, apprenticeships and specialist courses

EARNINGS

- A PR officer will typically earn between £22,000 - £40,000

CAREER PATH

- With experience you could:
- become a PR manager, social media manager or head of communications
 - work freelance as a consultant
 - move into advertising, marketing or journalism

