

BUSINESS AND INDUSTRY BUSINESS MANAGEMENT & ADMINISTRATION

PUBLIC RELATIONS SPECIALISTS

ANNUAL WAGES


ENTRY: \$44,300
MEDIAN: \$66,400
HIGH: \$90,100

HOURLY WAGES

ENTRY: \$21.28
MEDIAN: \$31.93
HIGH: \$43.32

EDUCATION AT ENTRY LEVEL

BACHELOR'S
DEGREE

 THE AUSTIN MSA PROJECTS TO NEED OVER **3,831** PUBLIC RELATIONS SPECIALISTS BY 2031. WILL YOU BE ONE?

JOB DUTIES

- Respond to requests for information from the media or designate an appropriate spokesperson or information source.
- Write press releases or other media communications to promote clients.
- Establish or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups.

YOU WILL THRIVE IN THIS POSITION IF...

- You like working with and leading teams.
- You are creative and like tackling problems.
- You confidently make decisions.
- You are dependable.
- You have integrity.
- You are adaptable/flexible.



**SCAN TO WATCH A VIDEO
ABOUT THIS CAREER PATHWAY**



Data Sources

SOC: 27-3031

O'Net, JobsEq, 2022 Q4

Career OneStop

Prepared by Workforce Solutions Capital Area

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PUBLIC RELATIONS SPECIALISTS

HOW TO GET STARTED IN THIS CAREER PATHWAY



Take health, science or biology classes while in school



Research companies' PR teams and check out their press releases and news conferences.



Find a part-time job or internship with a local vet clinic. **Register at workintexas.com**



Complete a personality test or explore more high-demand careers. Scan the code to get started!

CAREER PATHWAY

Experience Level	Occupation	Median Wages	Education Requirements
Senior Level	Public Relations Manager	\$53.83 \$112,000	Bachelor's Degree
Intermediate Level	Public Relations Specialist	\$31.93 \$66,400	Bachelor's Degree
Entry Level	Advertising Sales Agents	\$24.11 \$50,100	Associate's Degree

WHAT IS SOMETHING NEW YOU LEARNED ABOUT THIS CAREER?
