

Description of job PR-specialist and

requirements for employees

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### Type of activities

- Creation
- Management and organization
- Analysis
- Evaluation

## Description of job

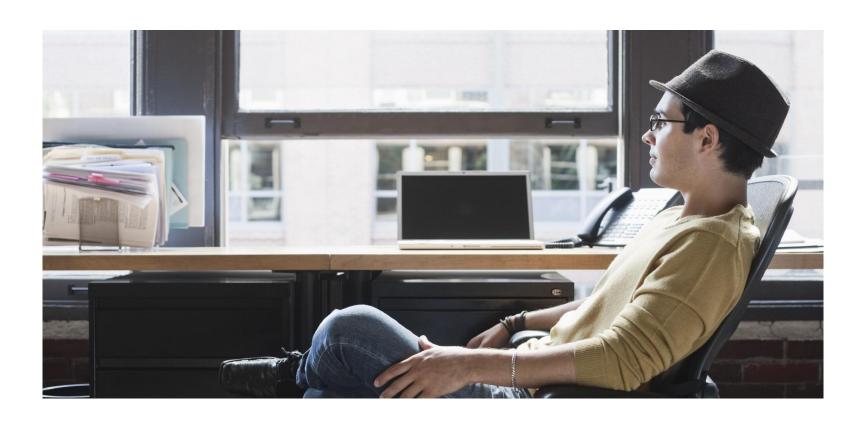


- Creating a «favorable image» of the organization, company or firm, individual
- Development of concepts, ideas about the organization, planning and implementation of PR-campaigns
- Interaction with the media (newspaper, radio, television, Internet), customers, partners and competitors, with the autorities

 Writing articles, press releases, blogging, participation in social networks, information support of the corporate website

 Organization of internal communications in the company (including the transfer of information between employees)

# Requirements for employees



Developing skills of speaking and writing

Creativity and ability to creativity

- Verbal and logical thinking, the ability to logically connected and express their thoughts
- Ability to analyze and forecast



#### **PUBLIC RELATIONS**









Wide horizons

The ability to interact with different people, sociability

Ability to organize the work of other people, organizational skills

# Where professionals working in public relations?



Authorities

Department of Public Relations

The press service of the enterprises and organizations

Specialized PR-company

## Thank for you attention!





