



# 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 authorities

- 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!

