

# PUBLIC RELATIONS SPECIALIST

Public Relations Specialists develop and correlate an influential company brand for clients and employees.

## WHAT RESPONSIBILITIES WILL I HAVE?

- Prepare internal and external communications
- Support management with media liaison, media releases, speeches and promotional material
- Create public relations opportunities and media coaching for senior managers
- Liaise with clients, advertising agencies, media and suppliers
- Work closely with function managers in the process of company product/service launches to ensure maximum exposure and that protocols are adhered to
- Report on media coverage
- Promote positive issues and address negative issues surrounding products as part of business unit marketing initiatives
- Assist with the management of incidents that arise and liaise with identified media groups



## WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's degree in agricultural business, marketing, journalism, communications, education, business administration

## THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, English, speech, mathematics, art

## TYPICAL EMPLOYERS

Seed, feed, fuel, fertilizer, plant, animal pharmaceuticals, equipment, companies as well as advertising agencies or you may be self-employed

## FUTURE JOB MARKET/OUTLOOK



## SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- National Agricultural Communicators of America
- National Agri-Marketing Association
- National Association of Farm Broadcasting

## AVERAGE ANNUAL FULL-TIME SALARY

\$53,000