



Public Relations Specialist

A Public Relations Specialist is responsible for creating and maintaining a positive company brand for employees and clientele.



Inspiring Minds to Grow

Funded by the Department of Commerce and Economic Opportunity

career profile

Name: Pauline Andrews
Job Title: Public Relations Specialist

Employer: Archer Daniels Midland Company

Education: BS, University of Illinois: Champaign-Urbana

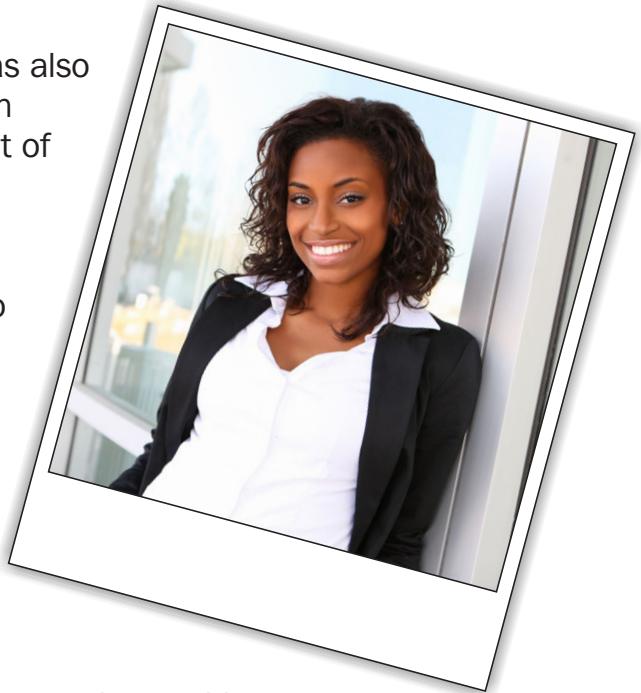
☀ I was an FFA member in high school and participated in public speaking competitions. I was also on the staff of our school newspaper. I majored in agricultural communications in college. I had a lot of different options upon graduation and decided to take a job with a large company.

☀ It is my job as a public relations specialist to create and maintain a favorable public image of the company. I write material for media releases and plan and direct public relations programs. I create film, slide, and other visual presentations for meetings. I give support to management in regards to the media. On occasion, I arrange public relations opportunities. I follow media coverage of the company and write reports on that coverage.

I contribute to promoting positive issues and addressing negative issues surrounding products as part of the company's business marketing initiatives. I represent my employer in public venues.

☀ Not surprisingly, my job involves a lot of communication. I write, participate in meetings, and respond to inquiries from the media. It can get pretty exciting in the office. I think the job requires a certain kind of person. Some of the characteristics needed to be successful are the ability to communicate clearly, creativity, initiative, good judgment, an outgoing personality, and self-confidence.

☀ Overall, I am very satisfied with my job.



Public Relations Specialist

overview



A **public relations specialist** is responsible for creating and maintaining a positive company brand for employees and clientele.

suggested high school courses



[agriculture business](#), journalism, communications

experience needed



A public relations specialist must have related work experience. Obtain an internship in public relations to gain hands-on experience.

degree(s) required



A bachelor's degree in agriculture business, marketing, journalism, communications, education, or business administration is required.

potential employers



advertising agencies; seed, feed, fuel, fertilizer, plant, animal pharmaceuticals, and equipment companies; self-employment

salary range



\$53,231 to \$95,200

employment outlook and trends



The employment outlook for public relations specialists is **good**.

professional organizations



National Association of Farm Broadcasting www.nafb.com/

North American Agricultural Journalists www.naaj.net/



Want to Learn More?

www.agcareers.com

www.illinoisworknet.com/vos_portal/industry/en/Home

www.mycaert.com/career-profiles

wwwffa.org/documents/prof_handbook_introduction.pdf

www.nama.org/index.html

www.ca.uky.edu/agripedia/search/