

CAREER GUIDE FOR PUBLIC RELATIONS MANAGER

SOC Code: 11-2031

Pay Band(s): 4,5, 6 and 7 ([Salary Structure](#))

Standard Occupational Description: Plan and direct public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations.

Public Relations Manager positions in the Commonwealth are assigned to the following Roles in the [Public Relations & Marketing Career Group](#):

[Public Relations and Marketing Manager I](#)

[Public Relations and Marketing Manager II](#)

[Public Relations and Marketing Manager III](#)

[Public Relations and Marketing Manager IV](#)

While Public Relations Managers within the Commonwealth are all located within the Public Relations and Marketing Career Group, individuals may want to pursue other opportunities within the Commonwealth depending upon individual training, education, knowledge, skills, abilities, and interests.

Other Career Group(s) that may be of interest are:

[General Administration](#)

[Media and Production Services](#)

[Retail Operations](#)

[Training and Instruction](#)

SKILLS, KNOWLEDGE, ABILITIES AND TASKS

(Technical and Functional Expertise)

Skills

Note: *The technical and functional skills listed below are based on general occupational qualifications for Public Relations Managers commonly recognized by most employers. Typically, you will not be required to have all of the skills listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

1. Communicating effectively in writing as appropriate for the needs of the audience.
2. Talking to others to convey information effectively.
3. Persuading others to change their minds or behavior.
4. Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
5. Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
6. Being aware of others' reactions and understanding why they react as they do.

7. Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
8. Adjusting actions in relation to others' actions.
9. Understanding written sentences and paragraphs in work related documents.
10. Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Knowledge

Note: *The technical and functional knowledge statements listed below are based on general occupational qualifications for Public Relations Managers commonly recognized by most employers. Typically, you will not be required to have all of the knowledge listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

The **Knowledge** of:

1. Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
2. Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
3. Laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
4. Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
5. Arithmetic, algebra, geometry, calculus, statistics, and their applications.
6. Transmission, broadcasting, switching, control, and operation of telecommunications systems.
7. Human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.
8. Structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
9. Principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Abilities

Note: *The technical and functional abilities listed below are based on general occupational qualifications for Public Relations Managers commonly recognized by most employers. Typically, you will not be required to have all of the abilities listed to be a successful performer. Recruitment and selection standards for an individual state job must be based on the specific knowledge, skills, and abilities for that job as indicated in the job announcement and job description in the Employee Work Profile.*

The **Ability** to:

1. Communicate information and ideas in speaking so others will understand.
2. Communicate information and ideas in writing so others will understand.
3. Listen to and understand information and ideas presented through spoken words and sentences.
4. Speak clearly so others can understand you.
5. Come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

6. Read and understand information and ideas presented in writing.
7. Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
8. Identify and understand the speech of another person.
9. See details at close range (within a few feet of the observer).
10. Apply general rules to specific problems to produce answers that make sense.

Tasks

Note: The following is a list of sample tasks typically performed by Public Relations Managers. Employees in this occupation will not necessarily perform all of the tasks listed.

1. Assign, supervise and review the activities of public relations staff.
2. Confer with labor relations managers to develop internal communications that keep employees informed of company activities.
3. Direct activities of external agencies, establishments and departments that develop and implement communication strategies and information programs.
4. Establish and maintain effective working relationships with local and municipal government officials and media representatives.
5. Evaluate advertising and promotion programs for compatibility with public relations efforts.
6. Facilitate consumer relations, or the relationship between parts of the company such as the managers and employees, or different branch offices.
7. Formulate policies and procedures related to public information programs, working with public relations executives.
8. Identify main client groups and audiences and determine the best way to communicate publicity information to them.
9. Manage special events such as sponsorship of races, parties introducing new products, or other activities the firm supports in order to gain public attention through the media without advertising directly.
10. Observe and report on social, economic and political trends that might affect employers.

INTERESTED?

Like people, occupations have traits or characteristics. These characteristics give important clues about the nature of the work and work environment, and give you an opportunity to match your own personal interests to a specific occupation. When you choose a job in an occupation that matches your own interests you have taken an important step in planning a successful and rewarding career.

The occupation of Public Relations Manager has **Enterprising, Artistic and Social** characteristics as described below:

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Artistic — Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.

Social — Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.

LICENSURE, REGISTRATION, OR CERTIFICATION REQUIREMENTS

Generally this is not required for Public Relations Managers positions in state government.

However for professional growth certification is encouraged.

Managers with the Commonwealth of Virginia are eligible for the Virginia Certified Manager Program offered by the Department of Human Resources. Web site is <http://www.dpt.state.va.us/training/cpm/cpmhome.htm>. This certificate program offers practitioner-oriented course work that builds upon management training programs offered through agencies, colleges, and universities.

The Institute of Certified Professional Managers is a certifying organization and offers a management certification program. The Institute is located at James Madison University, Harrisonburg, Virginia. Web site is <http://cob.jmu.edu/icpm>. Management Skills is the theme of the program, which emphasizes the teaching and application of real-world, practical skills and techniques over theories, and critical-thinking skills over rote knowledge.

EDUCATIONAL, TRAINING, AND LEARNING OPPORTUNITIES

Public Relations Managers in the Commonwealth are responsible for supervising public relations specialists. These managers direct publicity programs to a targeted public.

Public Relations Manager positions in the Commonwealth are academically qualified, typically having a bachelor's or master's degree in public relations, journalism or related fields. Courses or related experience in advertising, business administration, public affairs, public speaking, political science, and creative and technical writing are all essential.

Most public relations management positions are filled by promoting experienced staff or related professional personnel. For example, many public relations managers are former market research analysts, sales representatives, buyers, or public relations specialists.

The individual agencies, Governor's Secretaries, and the Department of Human Resource Management offer special training opportunities for management.

Regent University is a Virginia educational institution that offers a public relations program.

The State Council of Higher Education lists the following Virginia educational institutions having a journalism program: Averett University, Norfolk State University, Radford University, Regent University, University of Richmond, Virginia Union University and Washington and Lee University.

For additional information on other training and career opportunities in public relations, a good resource is the Public Relations Society of America, Internet: <http://www.prsa.org/>

COMMONWEALTH COMPETENCIES

Competencies are a set of identified behaviors, knowledge, skills, and abilities that directly and positively impact the success of employees and the organization. Competencies can be

observed and measured. When consistently demonstrated, competencies make employees particularly effective in their work. Competencies help lay out a road map to career success. You can use the Commonwealth Competencies to help improve your individual performance by adopting behaviors that make high performing employees successful in their jobs. In this way, you can use the Commonwealth Competencies for your further professional development.

The Commonwealth Competencies are:

1. Technical and Functional Expertise
2. Understanding the Business
3. Achieving Results
4. Serving the Customer
5. Teamwork
6. Interpersonal and Communication Skills
7. Leadership and Personal Effectiveness

The above competencies may be applied to employees throughout the Commonwealth of Virginia. They can be rank-ordered by agencies and hiring managers to represent the needs of a specific job. The rank ordering will change depending upon the occupation, an organization's priorities, the actual job requirements, and the supervisor's preferences.

Career success is both about what you do (applying your technical knowledge, skills, and ability) and how you do it (the consistent behaviors you demonstrate and choose to use) while interacting and communicating with others. Hopefully, by studying the Commonwealth competencies, identifying your developmental opportunities, and working to refine your own competence, you can take charge of your career!

For additional information about the **Commonwealth Competencies** go to:

http://jobs.state.va.us/cc_planningctr.htm. For the competencies, we first list the competencies and then define each. Finally, we list competency indicators; to describe what successful performance looks like.

COMMONWEALTH CAREER PATH

Career opportunities in the Commonwealth are not limited to moving “up” to the next highest role and pay band, changing positions, or to becoming a supervisor. That’s because most roles describe a broad group of occupationally related positions that perform a range of work that requires increased knowledge and skills. For that reason, Commonwealth roles describe the career paths within the same or higher-level role for the same or different Career Group. The broad salary range and the Commonwealth’s pay practices provide flexibility in recognizing career development and advancement. ([Salary Structure](#))

For example: **Public Relations Manager**

PAY BANDS	PRACTITIONER ROLES

PAY BANDS	Manager Roles
4	Public Relations & Marketing Manager I
5	Public Relations & Marketing Manager II
6	Public Relations & Marketing Manager III
7	Public Relations & Marketing Manager IV

Sample Career Path

Public Relations and Marketing Manager I

The Public Relations and Marketing Manager I role provides career tracks for managers responsible for public and media relations, customer service, marketing, public awareness, and/or fund raising activities for a segment of an agency’s program or specialized program activities. Responsibilities include developing training, information and promotional materials, and policies and procedures related to a facility, supervision of staff and volunteers, and budget development.

Public Relations and Marketing Manager II

The Public Relations and Marketing Manager II role provides career tracks for managers responsible for the planning and implementation of comprehensive agency-wide programs or a major division program, supervision of staff, and utilization of program resources. Responsibilities include leadership and creativity in developing, managing, and executing public and media relations, publications, customer service, marketing, public awareness, and/or fund raising activities.

Public Relations and Marketing Manager III

The Public Relations and Manager III role provides career tracks for managers to directors responsible for the planning and implementation of comprehensive programs or a division-wide program, supervision of staff, and utilization of program resources. Responsibilities range in scope from regional to international and include leadership and creativity in developing and managing staff, policy development, executing public and media relations programs, publications, customer service, marketing, public awareness, and/or fund raising initiatives.

Public Relations and Marketing Manager IV

The Public Relations and Marketing Manager IV role provides career tracks for the executives whose responsibilities range in scope from statewide to international for an agency program or specialty area(s). Employees are responsible for extensive agency marketing and sales services, public and media relations and/or economic development and advancement programs. Duties include strategic planning, market and sales development, market and/or economic development goals and objectives, public relations and promotional initiatives, direction of staff and comprehensive fund raising strategies.

ADDITIONAL OCCUPATIONAL INFORMATION CAN BE FOUND AT:

O*NET (Occupational Information Network)

http://online.onetcenter.org/gen_search_page

Virginia Employment Commission

<http://www.alex.vec.state.va.us/>

Career One Stop

<http://www.careeronestop.org/>

Virginia Career Resource Network <http://www.vacrn.net/>