



Public Relations Managers

**NEXT
STEPS**
I D A H O

What Is It?

Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client.

What Do They Typically Do?

- Assign, supervise, and review the activities of public relations staff.
- Confer with labor relations managers to develop internal communications that keep employees informed of company activities.
- Design and edit promotional publications, such as brochures.

Annual Income:

- Entry Level: \$65,010
- Typical: \$92,580
- Experienced: \$128,030

Major Employers:

Professional, Scientific, and Technical Services, Educational Services, Other Services (Except Public Administration)

What do I do next?

Learn about the job culture:

- Schedule at least one informational interview
- Conduct a job shadow, if possible
- Research available volunteer or intern opportunities

Prepare for training:

- Visit and call trade schools or colleges that offer a related program
- Research regional job openings at: idahoworks.gov

Explore all pathways to certification:

labor.idaho.gov/jobscape

Talk to your school counselor or advisor for more information

Get started today!

Ask about the career & technical programs at your school or nearby technical college.

Check out Idaho Digital Learning Academy for online opportunities: idahodigitallearning.org

For tips, tools, and resources to learn how your skills and interests can translate to a rewarding career, visit the Next Steps Idaho website.

www.NextSteps.Idaho.gov



Data provided by O*NET National Resource Center, onetcenter.org and Idaho Department of Labor

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