



CAREERS

IN PUBLIC RELATIONS

Public Relations Apprenticeship Earn as you learn

Interested in events, the media, writing and creativity?
Spend 15 months earning, gain a qualification and widen
your career options on a PR Apprenticeship.

- Writing
- Creativity
- Events
- Media
- Current Affairs
- Organisation
- Communication
- People Skills
- Presentation Skills
- Persuasion

Want to find out more?

T: 020 7233 6026

prapprentice@prca.org.uk

www.prca.org.uk/pr-apprenticeships

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Careers in Public Relations is published in association with the Public Relations Consultants Association (PRCA).

THE PRCA The PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. It is also the training provider for the PR Apprenticeship, a level 4 Higher Apprenticeship in Public Relations.

GET IN TOUCH

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WHAT IS PR?

Public relations, or 'PR', is all about the way organisations communicate with the public, promote themselves and build a positive reputation or public image.

“PR is all about gaining positive exposure for your clients, constructing and maintaining relationships with the media and the public as well as ensuring your client is positioned as the leader in their field.”

JOSH POTTER
PR APPRENTICE,
MISCHIEF

The way an organisation is represented in the media has a huge impact on how people perceive it. PR professionals try to influence the media to represent their organisation positively and communicate key messages.

WORKING IN PR

Working in public relations can involve anything from managing an organisation's social media channels, to thinking of creative ways to get the organisation into the news, to organising events and writing interesting content for the company website.

IS IT FOR ME?

If you are a strong writer and communicator, interested and engaged in all forms of media, have a creative mind and consider yourself a 'people person' then PR could offer a great career option for you.



PR IN ACTION

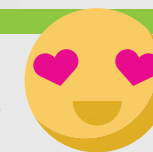
COMMUNICATING IN A CRISIS



When its MH370 flight went missing, the world looked to Malaysia Airlines for answers – but the way they communicated with the media and the public in the wake of this crisis was widely considered to be poor. The CEO was slow to come forward and talk to the press, messages put out about the plane's disappearance were incorrect and conflicting and families of the victims were left feeling ignored and misled. When such a crisis happens the way an organisation responds is key to their future reputation – and MA's PR mistakes made a bad situation worse.



MEDIA MOMENT



Picking the right media moment can be vital to a PR campaign's success.

Finding from research that emojis play a vital role in young people's conversations around sex, Durex decided to launch a PR campaign in the run up to World Aids Day – when many media outlets would be discussing the topic. Their campaign – for the creation of a new condom emoji – was sent to Unicode on World Aids Day and gained lots of positive media coverage as a result.



TWITTER FAILS

Social media can be a great platform for brands to engage with the public. However, sometimes the public has other ideas...

Waitrose tried to encourage customers to engage with them on Twitter by tweeting **'Finish the sentence: "I shop at Waitrose because..." #WaitroseReasons'**

The public thought it would be funnier to mock Waitrose's middle class reputation, tweeting things like 'I shop at Waitrose because I was once in the Holloway Rd branch and heard a dad say "Put the papaya down, Orlando!"'

Not the response the supermarket was hoping for!



ADVERTISING V PR

> PR and advertising are similar - they both fall under the umbrella of 'marketing' and they both aim to raise awareness of a company's products, services or messages. However, there is a difference in the way they achieve this.



Advertising involves paying to put your message in or on a piece of media. PR utilises numerous other tactics – events, social media, celebrity, stunts (to name a few) so any media coverage is *earned* rather than *paid for*. PR is also more subtle and can be used more effectively to engage with your audience. People don't like being sold to by ads, but engaging with a brand on social media or reading some positive news about a company can influence opinions in a way that is more subtle and persuasive.



#Rule the Runway f t

Adidas wanted to launch their new clothing line Neo to a target audience of 14-19 year olds at New York Fashion Week.

Young people are not so interested in traditional runway shows, so Iris, Adidas' PR agency, decided to use social media and celebrity brand ambassador Selena Gomez to engage their audience and let young people take control.

Teens were given the chance to 'Rule the Runway' by submitting their outfit ideas on social media to win the chance to have their 'look' shown at the runway show.

Knowing that fashion bloggers were more influential with their audience than traditional fashion magazines, Iris invited 12 global teen fashion bloggers to become part of the show. The bloggers were given exclusive interviews with Selena Gomez, back stage access and dinner with brand spokespeople. The content they produced was broadcast across all of Adidas' media channels.



ADIDAS COULD HAVE STUCK TO THE STATIC ADVERT FEATURING SELENA GOMEZ (PICTURED ABOVE).

BUT WHICH DO YOU THINK WAS MORE INFLUENTIAL WITH NEO'S TARGET AUDIENCE?

CAMPAIGN CASE STUDIES

1

RESULTS

The results – reports and shares of the video across national print and social media. Paddy Power saw a 10% increase in bets placed and a 10% increase in turnover.



Farage Swings for Europe, Mischief PR for Paddy Power

Mischievous bookmaker Paddy Power challenged Mischief PR to grab maximum attention for them around the Ryder Cup, golf's famous Europe v US tournament.

Running with the idea of stirring European pride and unity, they enlisted an unlikely candidate to front their campaign – eurosceptic leader of the UK Independence Party, Nigel Farage. Mischief made a video of Farage appearing in a mock political broadcast outlining reasons to support Europe... in the Ryder Cup.

10% INCREASE IN TURNOVER



The Year of the Bus, Transport for London (TfL)

In 2014 TfL sought to re-connect Londoners with the bus network. The campaign they came up with was 'The Year of the Bus'.

TfL hosted a calendar of events throughout the year, including:

- A launch with Boris Johnson on a painted silver routemaster
- A collaboration with Oxfam where artists such as Laura Mvula performed on buses to Timeout London Competition winners
- A fully working bus stop made of Lego built on Regent Street
- A Google Doodle inspired by the routemaster

... And many more besides

**1 IN 4
LONDONERS
AWARE
OF THE
CAMPAIGN**



RESULTS

Over 600 pieces of media coverage in the UK alone, 1 in 4 Londoners aware of the campaign.



RESULTS

OneChocolate's client, The Can Makers, saw a massive increase in indie beers using cans – from four prior to the competition to 45 by the end of the campaign.



Igniting a canned craft beer trend in the UK, OneChocolate Communications for The Can Makers

Can manufacturers in the UK had a problem: despite being cost effective, cans were often being overlooked by drinks brand owners.

OneChocolate's task: to create more demand in the drinks market for cans on behalf of their client, The Can Makers.

Their strategy: Through some research, OneChocolate found that the UK craft beer industry was growing extremely fast. So they came up with a plan to make cans more appealing to UK craft beer manufacturers. To do this they set up The Indie Beer Can Festival and a competition to find the best indie brewed beer in the UK and Eire. Judged by a panel of industry experts, the winning beer brewer would get the chance to try out cans by having The Can Makers produce an exclusive run for them.



GETTING NOTICED

There are many tactics that PR professionals can use in order to get a company into the media and improve their reputation



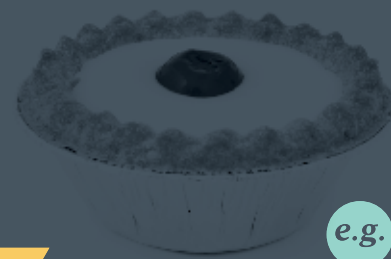
PRODUCT PLACEMENT

Consumer journalists and bloggers often use the list format to talk about new products they like ('My top three beauty products this Spring' for example). PRs can invite these media figures to try out their products in the hope that they will feature them.



e.g.

A luxury wrist watch blogger reviews new watches.



e.g.

Mr Kipling's PR agency built the world's first poster out of cake in Westfield Stratford.

EXPERIENTIAL/EVENTS

PRs often put on events or provide an experience to create a buzz so attendees share their experience with others.

Haagen Dazs's PR agency got a celebrity chef to run a session on making ice cream from scratch with their recipe. They invited food bloggers and journalists who tried it themselves, and shared on social and traditional media.



e.g.

STRATEGIC PARTNERSHIP

Sometimes organisations can partner up for a campaign – often this benefits both with some positive media attention.

e.g.

Virgin trains partnered with the Where's Wally franchise. People had to find Wallys hidden around various UK train stations and tweet pics for a chance to win a luxury weekend break.



e.g.

Beyond Dark got people to do different activities and measured their brain waves. They found that eating their chocolate scored more pleasure points than stroking puppies, listening to music or eating the chocolate of their competitors!

MEDIA HOOKS – SPOKESPERSON

Another way organisations can get some media attention is to jump on the back of some current news and provide comment.



e.g.

If a teacher is stabbed at a school in London, a charity that works to reduce knife crime may offer its CEO to speak to the news and media outlets to provide comment.

SPOT THE PR NEWS STORY

Can you guess what companies are behind these 'news stories'?

1 THE BAMBOO'S ON ICE FOR RECORD-BREAKING JIA JIA

It may not be considered a landmark for humans, but turning 37 yesterday made Hong Kong's Jia Jia the oldest ever giant panda in captivity, and she celebrated in style.

The equivalent of more than 100 years old in human terms, Jia Jia was presented with a towering birthday cake – made from ice and fruit juice with the number 37 carved on top and surrounded by a side order of bamboo – in her

enclosure at the city's Ocean Park theme park.

"Jia Jia has achieved two Guinness world record titles – the oldest panda living in captivity and the oldest panda ever living in captivity," said Blythe Ryan Fitzwilliam, adjudicator of Guinness World Records, during a ceremony at the park.

He offered her his congratulations, saying it was an "amazing longevity achievement".



ANSWERS

- 1 OCEAN PARK THEME PARK. Is a panda turning 37 really 'news'? The theme park saw an opportunity to get some positive publicity – and the media loves a panda story!
- 2 MICROSOFT. When you provide the most widely used operating system in the world, you don't need a 'survey' to get your messages in the media.
- 3 HAART. Through some research, Haart produced statistics that tell a well-worn media narrative – house prices rising. The effect? Haart seems like a knowledgeable and conscientious estate agent, and their main stakeholders are encouraged to buy now before prices rise even further.
- 4 ITV. When their annual report showed a drop in ratings, ITV executives probably started panicking. Luckily the PR team spun this into a positive news story and controlled the message that the media used. Not 'less people watch our channel' but 'despite lower ratings, we are stronger and more profitable than ever'. Stellar corporate PR in action.

2 MICROSOFT OPENS WINDOWS 10... AND IT'S FREE

Microsoft is launching the Windows 10 operating system today, and it is free to potentially hundreds of millions of users. The company is offering the software as a download any time over the next year to anyone who has the Home or Pro versions of Windows 7 or 8. New features include a web browser called Edge and a desktop version of Cortana, Microsoft's answer to Google Now and Apple's Siri. It is thought to have skipped the name Windows 9 to distance itself from the much-maligned last version.

3 THROUGH THE ROOF

The price of a house bought by first-time buyers is rising at £138 a day, according to new research by estate agent HAART. The average homeowner is now shelling out £166,393 for their first house – 7.6 per cent more than during the same month last year. Deposits rose to £32,518, up 8.2 per cent from last year, while mortgages rose 8.7 per cent to £133,875. The age of a typical borrower has increased to 31 years-old.

4 ITV'S PROFITS SOAR AS IT LOSES VIEWERS

ITV's profits are up by a quarter – despite the worst ratings in 15 years. The broadcaster revealed yesterday that its share of TV audience had fallen by four per cent to 21 per cent. But underlying pre-tax profits for the six months to June 30 were £391 million compared with £312 million in the first half of last year. TV ad sales were up by five per cent to £838 million. And revenues at ITV Studios, which has bought the company behind BBC1's The Voice, rose 23 per cent to £496 million. ITV said the final of Simon Cowell's show Britain's Got Talent – won by performing dog Matisse – drew the largest audience on any British channel this year. However, several prime-time documentaries flopped. A spokesman added: 'Our performance was impacted by strong competition from the BBC and the lack of a major sporting event.' This autumn's Rugby World Cup should improve viewing figures.

THE PUBLIC RELATIONS INDUSTRY

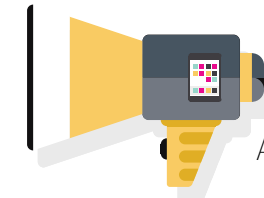
Some organisations have a PR and communications team who are part of the company and work for that organisation alone – this is called 'in-house' PR.

Sometimes an organisation will hire in a PR agency – this is a specialist company that does the PR for a number of different clients. PR agencies will take on clients in similar sectors, or specialise in a particular skill for example producing online content, or handling communications in a crisis.

When you apply to PR jobs, it is worth being aware if you are applying for a role as an in-house PR at an organisation, or if you are applying to a PR agency where you will handle work for a variety of different clients.

SECTORS

Every organisation needs PR to help it communicate its messages, engage with its audiences and help it build a positive public image. Because of this there is an area of PR for whatever you're interested in, whether it's beauty, fashion, music, technology, finance, sport, healthcare, travel or food and drink.



AVERAGE ANNUAL SALARY
£54,311^{PA}

£105,545^{PA}
BOARD DIRECTOR/PARTNER

TOP 5 SECTORS PR CLIENTS

CONSUMER/CELEBRITY
B2B
CORPORATE
TECHNOLOGY
HEALTHCARE



37.9
AVERAGE NUMBER OF HOURS WORKED PER WEEK



THE PR SECTOR IS WORTH
£9.6 BILLION
(2013 PRCA data)

GENDER SPLIT
37% 63%



62,000
PEOPLE EMPLOYED IN PR IN THE UK

TOP 5 DUTIES

GENERAL MEDIA RELATIONS
STRATEGY PLANNING MEDIA RELATIONS
ONLINE COMMUNICATION
WRITING ARTICLES AND NEWSLETTERS
STRATEGY DEVELOPMENT – COMMUNICATIONS

WHERE PROFESSIONALS WORK

55% PR AGENCY
38% IN-HOUSE FOR ORGANISATIONS
7% FREELANCE

FACTS & FIGURES

HOW TO
GET IN...HOW TO GET
INTO PR

There are two main routes into the industry. University graduates can apply for grad schemes or internships and hope to get employed from there. For those who do not attend university, the PR Apprenticeship involves working in PR for 15 months and gaining a level 4 qualification.

THE
GRADUATE
ROUTE

Traditionally, a lot of people got into PR by doing a degree, then doing work experience or internships in PR until they could get a full time junior position.

You can take a degree in PR, however any kind of writing or media-based degree will stand you in good stead.

From there, the majority of PR employers will expect graduates to get some work experience in PR before hiring them.

Graduates can also apply for graduate schemes at some of the larger PR agencies. A PR graduate scheme usually involves rotating around different sections of the business for up to a year – those who perform well will be kept on in the business.

DEGREE

GRAD
SCHEMES/
INTERNSHIPSUNIVERSITIES THAT
OFFER PR DEGREES

- ▶ Birmingham City University
- ▶ Bournemouth University
- ▶ Bucks New Univeristy
- ▶ DeMontfort University
- ▶ Leeds Metropolitan University
- ▶ University of Lincoln
- ▶ London College of Communication
- ▶ Manchester Metropolitan University
- ▶ Sheffield Hallam University
- ▶ Southampton Solent University
- ▶ University of Central Lancashire
- ▶ University of Greenwich, London
- ▶ University of Westminster

LARGE PR AGENCIES
RUN GRAD SCHEMES:

- ▶ Babel PR
- ▶ Blue Rubicon
- ▶ Chime Comms
- ▶ Citigate Dewe Rogerson
- ▶ Diffusion
- ▶ Edelman
- ▶ Fleishman-Hillard
- ▶ Four Communications
- ▶ Hotwire Group
- ▶ Ketchum Pleon
- ▶ Lexis
- ▶ MHP Communications
- ▶ Text100
- ▶ Weber Shandwick



JUNIOR ROLE

THE APPRENTICESHIP ROUTE

If you think uni might not be for you, and you'd like to get started on your PR career straight from school, then you can apply for the PR Apprenticeship.

This is a level 4 Higher Apprenticeship scheme, equivalent to the first year of a degree. Apprentices work full time in PR for 15 months whilst studying towards the apprenticeship qualification.

PR Apprentices are paid at least national minimum wage. 85% of PR Apprentices get offered a permanent role after completing their apprenticeship. Those who don't are helped by PRCA to find a new role.

In order to apply, you need A-C in Maths and English at GCSE, and 3 A-levels or equivalent in relevant subjects (English, Media, Politics, and Business etc)

HOW YOU ARE ASSESSED

Apprentices are full time employees of the organisation where they work, and spend one day per week doing apprenticeship work. They are assigned an assessor from the training provider PRCA – who sets their work and monitors their progress through the qualification.

THE UNITS THAT YOU STUDY IN THE PR
APPRENTICESHIP ALL RELATE TO SKILLS
REQUIRED FOR A JOB IN PR

Creativity, Understanding the Media, Using Writing to Communicate, Presentations, Managing Your Time, Using Social Media, The Importance of Brands, Organising Events, Being Persuasive and Blog Writing.

85%

of PR Apprentices get offered a permanent role after completing their apprenticeship

A-C IN MATHS AND
ENGLISH GCSE PLUS 3 X
RELEVANT A-LEVELS



TO APPLY FOR
APPRENTICESHIPS AT
[WWW.PRCA.ORG.UK/
PR-APPRENTICESHIPS](http://WWW.PRCA.ORG.UK/PR-APPRENTICESHIPS)



WORK FULL TIME IN PR FOR 15
MONTHS WHILST STUDYING
AND BEING ASSESSED



PERMANENT
ROLE

I LOVE PR
BECAUSE...

MEET THE APPRENTICES

Hear from some successful PR Apprentices on what they were doing before their apprenticeship, what it all involves and why they love PR.

CHLOE JERVIS
FRANK PR



> > > **frank**^{PR}

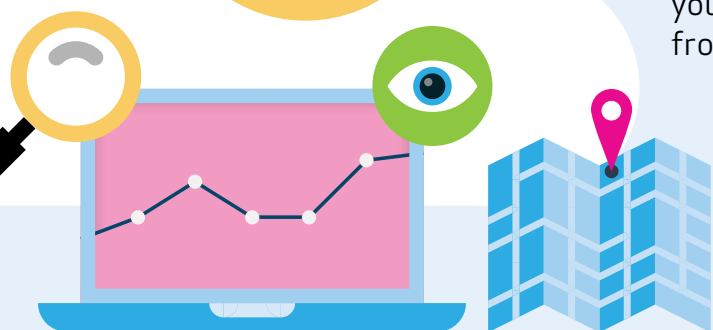
I LOVE PR BECAUSE

Every day is completely different. Sure, it's absolutely hectic at times (well, all the time) but you are never, ever bored. You get to meet and work with fantastic people and do things that make a difference – whether for a brand, individual or a charity. It's also lovely to reap the rewards of your efforts – there's nothing like opening a newspaper, mag or going online and seeing the efforts of your hard work laid out in front of you.

WHAT ATTRACTED YOU TO THE PR APPRENTICESHIP?

I wasn't confident enough in what I wanted to pursue as a career to justify going to university at that time in my life. Paying all that money for a degree that wouldn't necessarily help me wasn't something I was passionate about doing. My mum (maybe you should trust what your parents say!) had always said I would suit PR, so when I saw the opportunity I sent off my CV. Before I knew it, I had two interviews and two job offers, and within two weeks I'd started the course.

TOP 3 SKILLS A
PR APPRENTICE
NEEDS:
Confidence
Determination
Dedication



FORSTER
COMMUNICATIONS

TOM ROCHE
FORSTER COMMUNICATIONS

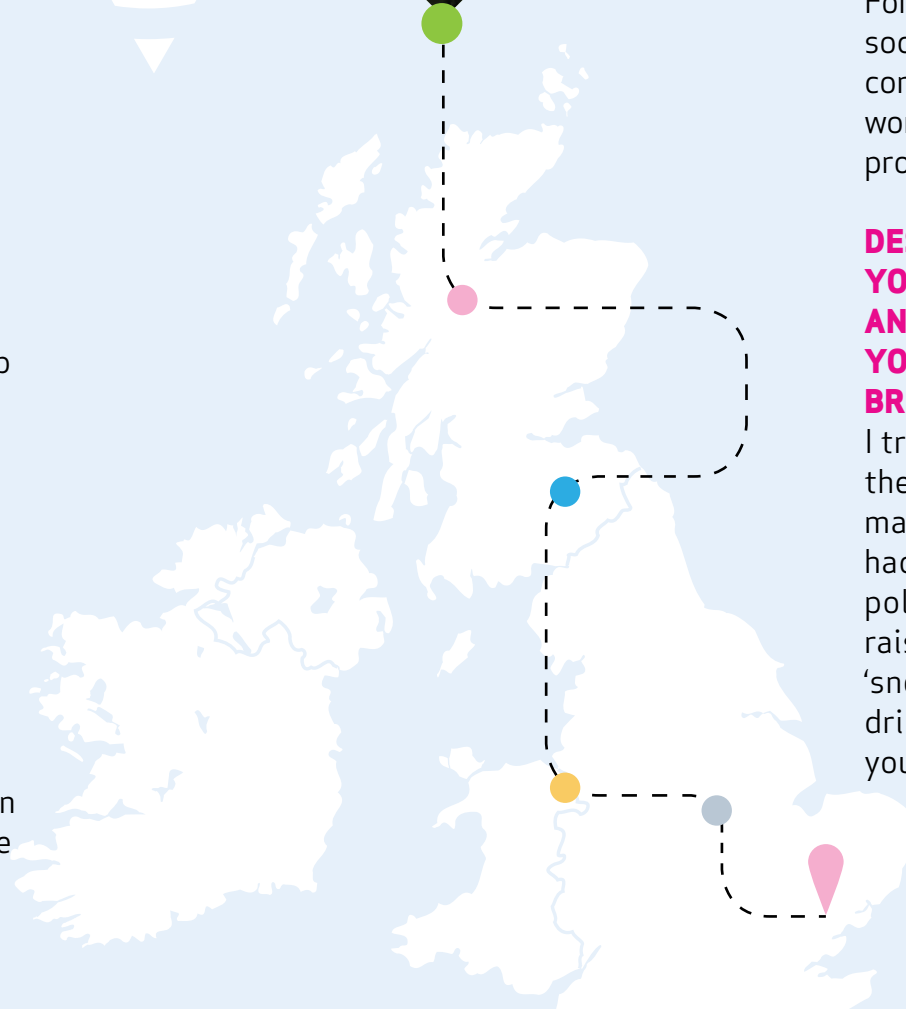
WHERE DO YOU WORK?

Forster is the leading social change communications agency, working with clients to protect and improve lives.

DESCRIBE A CAMPAIGN YOU WERE INVOLVED IN AND THE ACTIVITIES YOU PERFORMED TO BRING IT ABOUT

I travelled around the country with my manager and a driver we had hired with a six foot polystyrene snowball to raise awareness of the 'snowball effect' that drink driving has on your life.

Bear in mind the campaign took place in December when snow began to fall, so the link wasn't too tenuous for media. It was the first time I had large responsibilities for a campaign, which included organising the logistics of the snowball, hiring venues, sourcing photographers, sourcing spokespeople, writing press releases and inviting media to attend our unveiling. Some people take a gap year to travel the world; I took a snowball to travel England.



I LOVE PR
BECAUSE...

PR APPRENTICES



ANNA APPLETON
BENTLEY MOTORS

WHERE DO YOU WORK?

I work for the in-house communications team for Bentley Motors, who manufacture the most sought after luxury cars in the world.

WHAT ATTRACTED YOU TO THE PR APPRENTICESHIP?

An apprenticeship appealed to me because after my A-levels I felt ready to get started in my career, but didn't want to compromise my education. I was attracted to a PR apprenticeship because I felt it capitalised on my skills. The opportunity to work for such a well-known luxury brand, alongside experts in PR, only contributed to the appeal.

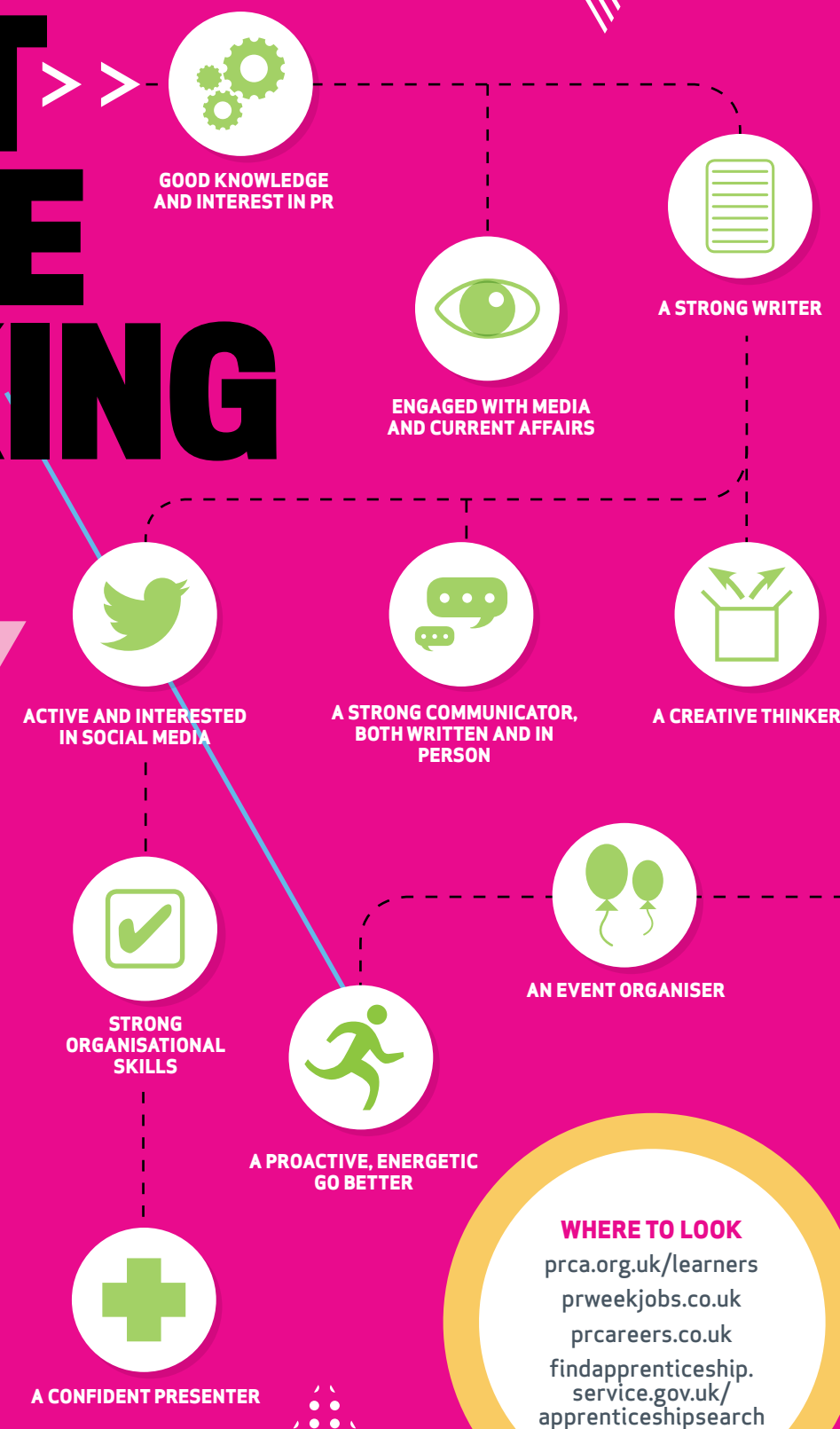
WHAT WAS THE HIGHLIGHT OF YOUR PR APPRENTICESHIP?

There have been so many highlights it is nearly impossible to choose just one – being interviewed live on BBC Breakfast about my apprenticeship was certainly a professional milestone, and visiting Finland to support Bentley's Power on Ice media programme was a once in a lifetime opportunity.



WHAT WE'RE LOOKING FOR

HOW TO APPLY



APPLICATIONS

DO YOUR RESEARCH

Make sure you know whether it is an in-house team or consultancy, what kind of clients they have, how large they are, work they have done in the past

CHECK FOR TYPOS

Writing and proofreading are such a large part of PR – if your application has written errors, employers are unlikely to hire you

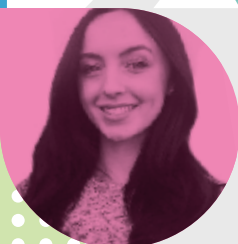
GET SOME GOOD WORK EXPERIENCE UNDER YOUR BELT

Work experience is highly prized in PR, and even graduates will not get a job offer without demonstrating that they have practiced their PR skills

PRACTICE YOUR PR SKILLS

Think about experience you have that relates to the core PR skills on this page. Demonstrate to the employer that you have the right skills for the job

WHERE TO LOOK
prca.org.uk/learners
prweekjobs.co.uk
prcareers.co.uk
findapprenticeship.service.gov.uk/apprenticeshipsearch



You
Tube

prca 
APPRENTICESHIPS

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