

GET TO KNOW
**PUBLIC
RELATIONS**

Level 4 Public Relations Apprenticeship



Earn
as you
Learn

Spend 18
months gaining
a qualification,
and widen your
career options!

Get in contact for more info:
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E: prapprentice@prca.org.uk
W: www.prca.org.uk/careers/pr-apprenticeship
@PRapprentices

The PRCA
The world's largest and most influential PR
and communications membership body –
challenging, supporting, and raising standards.

CONTENTS

GET TO KNOW PUBLIC RELATIONS

04 WHAT IS PUBLIC RELATIONS?
What is PR and could it be the career for you? Hear from the professionals and check out some examples of PR in action

12 MEET THE PROFESSIONALS
Hear from some PR professionals about what it's like to work in PR

14 THE PR INDUSTRY AT A GLANCE

08 PR TACTICS
How do you get a brand noticed? Check out some of PR's top tactics for achieving media coverage

15 WHAT DOES IT TAKE TO WORK IN PR?
Learn about the skills and experience you need to work in PR

10 HOW TO GET INTO PR
Degree or apprenticeship? Find out which route is best for you

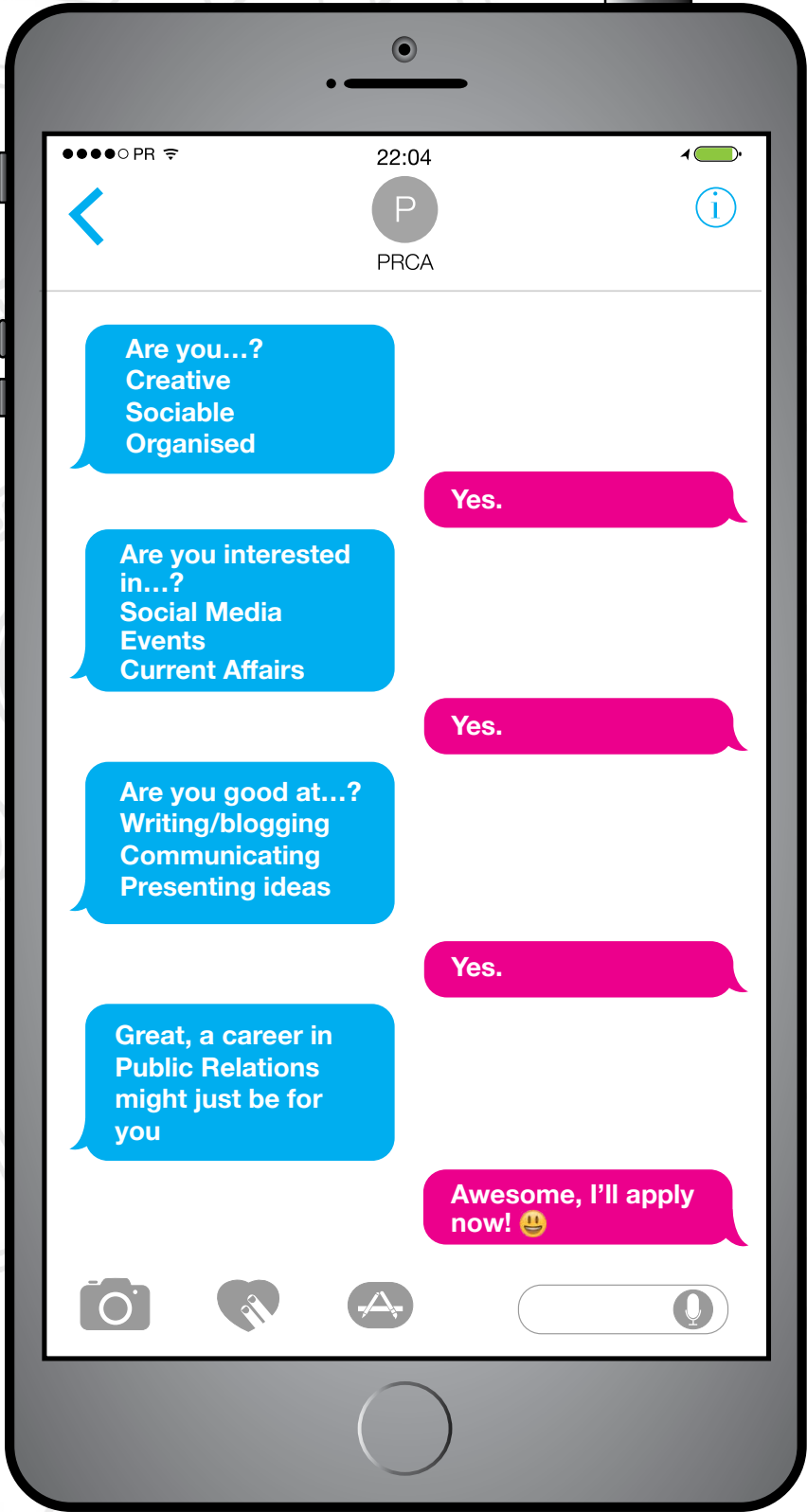
Get to know Public Relations is published in association with the Public Relations Consultants Association (PRCA).

THE PRCA is the world's largest professional body for public relations professionals. We represent 35,000 members globally and our mission is to create a more ethical, professional and prosperous PR industry.

GET IN TOUCH
Telephone: 020 7233 6026
Online: www.prca.org.uk
Twitter: @PRCA_UK



Published by Redactive Media Group,
Level 5, 78 Chamber St, Whitechapel, London E1 8BL
+44 (0)20 7880 6200 www.redactive.co.uk



WHAT IS PR?

Public relations is the strategic management discipline that looks after reputation.

PR professionals offer advice and deliver campaigns that strengthen and protect the reputation of their organisations.

“What I love about working in the PR industry is that it's not a one-size-fits-all profession. Under one roof, you'll find digital/social specialists, graphic designers, developers, researchers, analysts. Whatever it is you love, you'll be able to find an area in PR to work in.”

ALEENA HASNAIN
SENIOR DIGITAL
HEALTH STRATEGIST,
EDELMAN



They do this by communicating with different groups of people; from customers and employees to journalists and politicians – anyone with an influence over how an organisation operates.

Their mission is to build relationships with these people and develop messages that positively influence the reputation of the organisation.

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. It can also involve creating exciting videos, blog posts or podcasts that inspire people to connect with brands, businesses and other organisations.

IS IT FOR ME?

If you're a strong writer, interested in all forms media, have a creative mind, and enjoy meeting new people then PR could be a great career option.



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 criticised. The CEO was slow to come forward and talk to the press, messages about the plane's disappearance were incorrect and families of the victims were left feeling ignored. When such a crisis happens, the way an organisation responds shapes their future reputation – and MA's PR mistakes made a bad situation worse.



STRIKING THE RIGHT TONE

In 2018 a logistical issue with a new distribution partner left KFC short on chicken. A chicken restaurant without any chicken? It wasn't a good look for KFC.

But their response to the issue made an impact. They admitted they screwed up, didn't blame anyone else and remained true to their brand voice.

They published an apology alongside this cheeky image in a few national newspapers and won praise for responding to the situation in an authentic way.



TWITTER FAILS

Social media can be a great platform for brands to engage with the public, but things don't always go to plan.

When Arsenal launched their new home kit in 2019, Adidas invited fans on Twitter to be part of the occasion. The German sports brand generated virtual shirts with users' Twitter handles on the back along with the message 'welcome to the squad' on Twitter.

But the campaign backfired spectacularly when trolls started contributing to the campaign with racist and offensive Twitter handles, which were shared on Twitter by Adidas.

Not the response Arsenal were hoping for!

CAMPAIGN CASE STUDIES

1



Samsung bring the Galaxy Note9 into fashion

Working with emerging, award-winning designer, Aurelie Fontan, Samsung pushed the boundaries of fashion and design to create the world's first capsule couture collection designed and produced on a handset: "Mobile Couture".

The collection was unveiled at an influencer event in Paris, with a fashion show featuring a Q&A with Aurelie. The campaign also featured a 'create your own' masterclass, enabling guests to personalise and create their own handbags.

SAMSUNG

RESULTS

The campaign was activated by 15 markets and the influencer event was attended by 6 markets, resulting in 130+ articles across Europe reaching



12+ million impressions.



The campaign also featured in premium lifestyle outlets such as Grazia, ELLE, Marie Claire, Hunger TV, Wallpaper* and L'Obs.



GRAYLING

2



RESULTS

Real impact for small businesses – the winning high street, Crickhowell, reported a **25% uplift in revenue.**

900+ pieces of **media coverage** including BBC's The One Show and top tier national print media, including Telegraph, Daily Express, Daily Mirror, Metro and Evening Standard.

800,000+ social engagements.

Over **400 high streets** participating.

48% increase in Visa payment volumes on featured high streets.

Celebrating the Great British High Street

PR agency Grayling was tasked with launching the government's Great British High Street Awards, sponsored by Visa, to support high street communities across the UK.

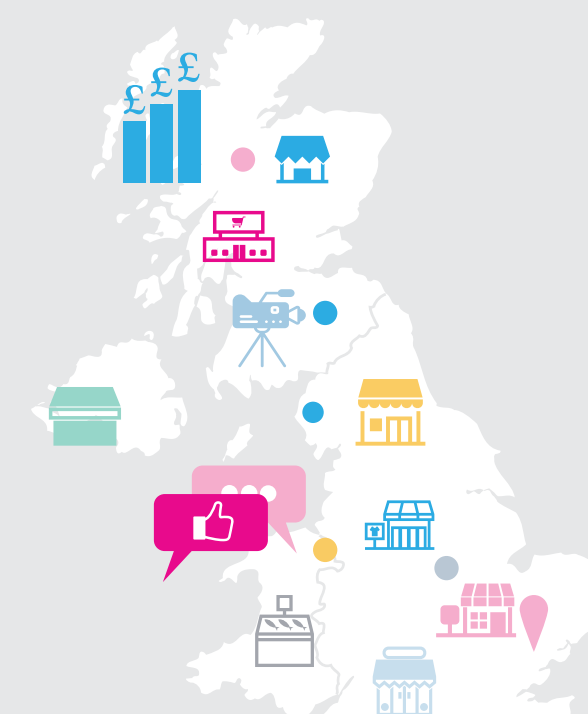
The campaign encouraged people to shop on their local high street. It was designed to identify and promote best practice across Britain's high streets, to help communities thrive and position Visa as an enabler of success.

Working with small businesses, Grayling created a year-long integrated PR campaign that included national and local media outreach, social media activity, a summer influencer campaign and Christmas advertising.

VISA

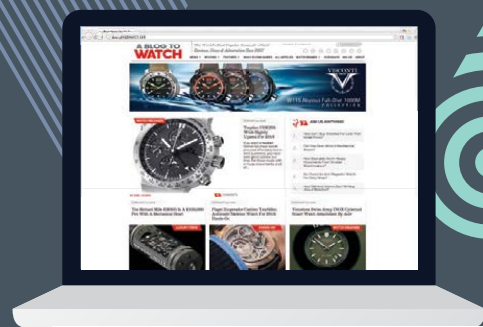
**GREAT BRITISH
HIGH STREET**

COVERING GREAT BRITAIN AND NORTHERN IRELAND



GETTING NOTICED

PR professionals use a wide range of tactics to secure media coverage for their clients and organisations.



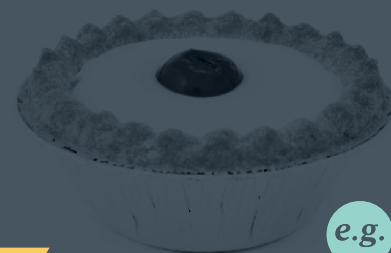
PRODUCT PLACEMENT

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). PR pros 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

PR pros 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 along to try it themselves.



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.



RESEARCH/SURVEY

The media likes to tell stories with statistics ('1 in 3 men say they don't know how to use a washing machine'). PR pros can use this to talk about brands and companies.

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 the government announces measures to address climate change, an environmental charity may provide a spokesperson to the media to give interviews and share their perspective.

HOW TO
GET IN...

HOW TO GET INTO PR

There are two main routes into the industry. University graduates can apply for grad schemes, internships or entry-level positions. For those who do not attend university, the PR Apprenticeship involves working in PR for 18 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.

Universities offer degrees in PR, communications, and marketing but people working in PR often enter the industry having studied a broad range of other topics including; english, history or business management.

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/
INTERNSHIPS

= JUNIOR ROLE

THE APPRENTICESHIP ROUTE

If you think university might not be for you and you'd like to kickstart your PR career straight from school, then you can apply for the PR Apprenticeship. This is a Level 4 Higher Apprenticeship programme, equivalent to the first year of a degree. It is a genuine opportunity to 'earn while you learn' in an exciting, varied and challenging industry.

Apprentices work full time in a real PR agency or department for 18 months, whilst studying an apprenticeship qualification. PR Apprentices are paid at least the national minimum wage. 75% of PRCA Apprentices get offered a permanent role after completing their apprenticeship. Those who don't are supported 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 a mentor from the training provider (PRCA) – who sets their work and monitors their progress throughout their studies. In the final three months, apprentices complete an end point assessment and can be graded a Pass or Distinction.

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, Managing Campaigns, Being Persuasive, Blog Writing, and PR Evaluation.

75%

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

SIGN UP FOR PRCA VACANCY MAILING LIST AT WWW.PRCA.ORG.UK/APPRENTICESHIPS/GETTING-YOUR-FIRST-PR-JOB



WORK FULL-TIME IN PR FOR 18 MONTHS WHILST STUDYING



SECURE A PERMANENT ROLE!

I LOVE PR
BECAUSE...

MEET THE

PROFESSIONALS

Hear from some successful PR professionals on why they love the industry and what you can do to land your first role.

RONKE LAWAL
ARIATU PR



WHAT DO YOU LOVE MOST ABOUT PR?

PR is an exciting and dynamic sector with a variety of specialisms to sink ones teeth into. I love the fact that my clients challenge me to think deeply about the messages we put out there. I also love the capacity for change and ethical influence within PR, the stories we tell can really make an impact in business and the wider world.

WHAT ADVICE DO YOU HAVE FOR SOMEONE THINKING ABOUT A PR CAREER?

Read industry papers and thought leadership pieces. This will give you an idea of where you can fit in while maintaining corporate and social awareness. This will enable you to be a better communicator. Networking is key. Start by looking at what organisations like the PRCA can do to help with your networking and attend events to build meaningful relationships.

RAX LAKHANI
SOCIAL MEDIA AND
PR CONSULTANT



To have a long career in public relations, you must be adaptable and eager to keep on top of changes in media and technology. If, like me, you wake up every morning still in love with your job after 20 years, you know that you've made the right choice in a choosing a career in public relations.

WHAT'S THE MOST EXCITING PR CAMPAIGN YOU'VE WORKED ON?

I've been fortunate enough to have worked with some of the world's biggest airlines, fashion brands, international hotels, sports clubs, huge financial institutions, government departments and household food and drink brands. It doesn't really matter what the campaign or brand is, it's always possible (and easy) to find fulfillment in every piece of work that crosses my inbox. The best thing is that the job never gets dull, repetitive or boring.

WHAT ADVICE CAN YOU SHARE FOR THOSE CONSIDERING A CAREER IN PR?

A successful career in PR requires a mixture of different types of skills and that's what makes it so interesting. You should have a naturally inquisitive mind and an obsessive fascination with how the news media works. You'll be expected to get to the bottom of a problem very quickly and to offer up strategic responses that can be put into practice. Unlike other careers, PR will force you to engage both the creative and critical parts of your brain on a daily basis. Above all, PR is about understanding what makes people tick. If you can empathise with your target audience's needs, you'll be able to communicate with them effectively and in a way that is genuinely valued.



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 a PR agency – this is a specialist company that often handles PR for a number of different clients. PR agencies will take on clients in similar sectors, or specialise in a particular discipline for example influencer relations, or handling communications in a crisis.

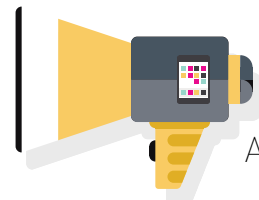
When applying for PR jobs, it’s important to know whether you’re applying for an in-house role or an agency position. It’s likely you’ll work for a variety of different clients if you’re hired by an agency.

SECTORS

Every organisation needs PR to help communicate its messages, engage its audiences and help build a positive public image. That means there’s 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.



PR STATISTICS



AVERAGE ANNUAL SALARY
£42,700^{PA}
£74,849^{PA}
BOARD DIRECTOR/PARTNER

TOP 5 SECTORS

TECHNOLOGY
CONSUMER SERVICES
PROPERTY AND CONSTRUCTION
HEALTH AND PHARMACEUTICAL
BEVERAGES AND TOBACCO



45
AVERAGE NUMBER OF HOURS WORKED PER WEEK



THE PR SECTOR IS WORTH
£14.9
BILLION

37%
GENDER SPLIT
63%



95,000
PEOPLE EMPLOYED IN PR IN THE UK

TOP 5 DUTIES

COMMUNICATIONS STRATEGY
GENERAL MEDIA RELATIONS
CORPORATE PUBLIC RELATIONS
MEDIA RELATIONS STRATEGY PLANNING
REPUTATION MANAGEMENT

WHERE PROFESSIONALS WORK

60% PR AGENCY
31% IN-HOUSE FOR ORGANISATIONS
9% FREELANCE

FACTS & FIGURES

WORKING IN PR

WHAT DOES IT TAKE TO WORK IN PR?

APPLICATIONS

DO YOUR RESEARCH

Make sure you know whether you’re applying for an in-house or agency role. If it’s an agency, learn about what kind of clients they have and the work they’ve done in the past.

CHECK FOR TYPOS

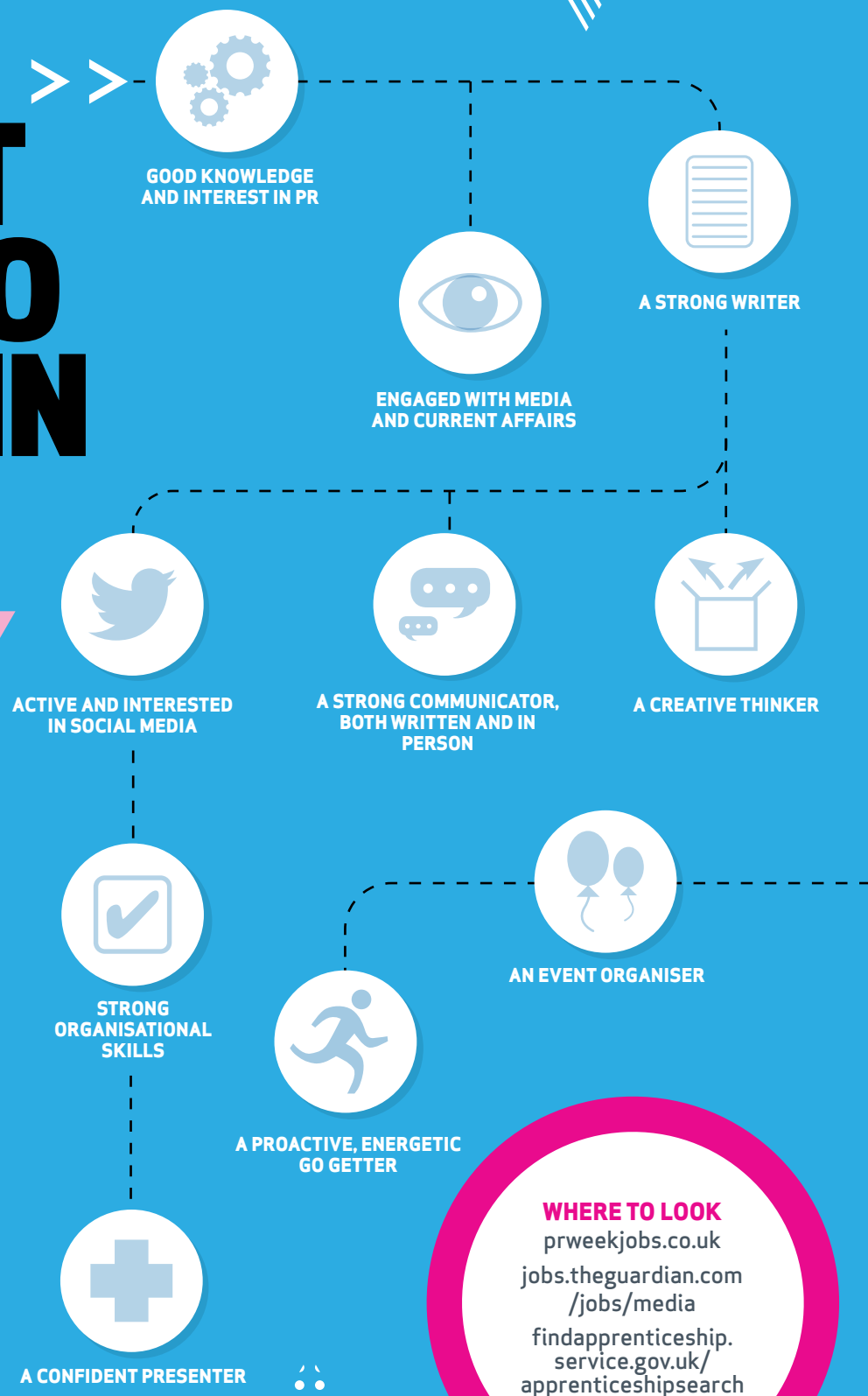
Writing and proofreading are crucial in PR – if your application has written errors, employers are unlikely to hire you.

GET SOME GOOD WORK EXPERIENCE UNDER YOUR BELT

Work experience is highly prized in PR. Most employers will want to see evidence of work experience before hiring junior professionals.

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.

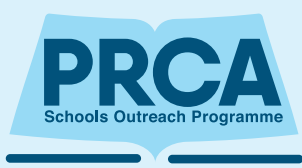


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