



Sarai Alonso - 27

“Public Relations requires nonstop communication and research into the latest headlines, trends, and media partners, as well as strategies for engaging with different target audiences. I need to know my clients well to represent them effectively, so I'm constantly at the forefront of all the exciting news and developments.

As someone who hates being idle and loves engaging with others, this is my dream job! PR is writing press releases and scheduling interviews, but it's also being there in times of crisis and in times of joy for my clients, and ensuring that their public identity is protected and promoted in a positive light. It's hard work, but it's rewarding, and you get to see the pride in people's faces when we give them the attention their great work deserves.

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Occupation:

Public Relations
(PR) Specialist

Salary:

\$48,096

Education:

Bachelor's Degree

Job Description:

Public Relations Specialists promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.*



*Source: This information is based on O*NET™ data. O*NET is a trademark registered to the U.S. Department of Labor, Employment and Training Administration.

Job Description:

SOC Code: 27-3031

Top Job Skills:

- Customer service
- Design tools
- Social media content
- Email campaigns
- Filing documents

General Work Activities:

- Mental Processes
 - Develop promotional strategies or plans
- Interacting With Others
 - Provide educational information to the public
 - Develop business relationships
 - Collaborate with others in marketing activities
 - Coach others
 - Communicate with management or other staff to resolve problems
 - Inform viewers, listeners, or audiences
- Work Output
 - Write advertising or promotional material
 - Write informational material
 - Edit written materials
 - Coordinate logistics for productions or events
 - Conduct market research
 - Maintain contingency plans for disaster recovery

Source: SC Works Online Services (SCWOS)

LEARN MORE WITH SCWOS:

SC Works Online Services (SCWOS) is the state's largest job database and provides all of South Carolina's job postings from all major sites, including Monster and Career Builder, in one resource. SCWOS has thousands of positions listed by employers all over the state. To access SCWOS, visit jobs.scworks.org.

Find in-depth breakdowns of occupational statistics such as necessary job certifications, job skills and abilities, current job openings, overview of general work activities, and more by visiting [O*NET.org](https://www.o*net.org).

JOB STATISTICS:



Typical Wage Range

\$47,150 - \$73,310



Projected Growth

357/yr Job Openings



Employed In-State

2,260



Required Education

Bachelor's Degree



Work Experience

Typically
Requires None



On-the-Job Training

Typically
Requires None

***Source:** Occupational Employment and Wage Statistics (OEWS) and the U.S. Bureau of Labor Statistics.

EXAMPLES OF WORKFORCE AREAS WITH JOB OPENINGS:

Source: SC Works Online Services. Ask an SC Works representative for more information about postings in your area.

- Trident
- Midlands
- Greenville
- Worklink
- Waccamaw
- Upstate

EXAMPLES OF EMPLOYERS WITH JOB OPENINGS:

Source: SC Works Online Services. Ask an SC Works representative for more information about postings in your area.

- University of South Carolina
- Global Medical Response
- Greenville County, SC
- Atlas Copco North America, LLC
- The Princeton Review

RELATED OCCUPATIONS:

- Advertising and Promotions Managers
- Market Research Analysts and Marketing Specialists
- Marketing Managers
- Public Relations Managers
- Writers and Authors
- Advertising Sales Agents

NOTE: All data based on state averages. Information may vary depending on region, experience, and specific employment situation. **Last Updated:** 2025.