

## Public Relations Specialist

### Description

A public relations specialist is responsible for creating and maintaining a positive company brand for employees and clientele. They work closely with function managers in the process of company product launches to ensure maximum exposure and protocols are followed.

### Education/Training Requirements

- Bachelor's degree in Agricultural Business, Business Administration, Communications, Education, Journalism, or Marketing (required)

### Recommended High School Coursework

- Agriculture Education
- Mathematics
- Science
- Business

### Common Responsibilities

- Prepare internal and external communications
- Provide support as a media liaison and write media releases, speeches and promotional materials
- Create public relations opportunities and media coaching for senior managers
- Work with clients, advertising agencies, media and suppliers
- Work closely with function managers for product launches
- Report on media coverage
- Promote positive issues and address negative issues
- Assist with the management of incidents that arise

### Typical Employers

Seed, feed, fuel, fertilizer, plant, animal pharmaceuticals and equipment companies as well as advertising agencies employ public relations specialists. There are also opportunities for self-employment.

### Additional Resources

[National Agricultural Communicators of America](#)

[National Agri-Marketing Association](#)

[National Association of Farm Broadcasting](#)

[North American Agricultural Journalists](#)