

# PR/MARKETING



**Public relations is all about managing the flow of information from a specific organisation to the public.**

**PR executives will look to secure positive coverage with publications and other influencers in order to grow the company's reputation.**



### SKILLS NEEDED

- Problem Solving
- Communication
- Creativity
- Organisation
- Dynamic
- Presenting



### HOURS

The hours can be long, there are deadlines, events and the odd crisis to keep you busy. No two days are the same.



### SALARY

An average salary for a PR assistant is around £18,000 to £20,000. PR officers can earn around £22,000 to £28,000, while experienced PRs can earn upwards of £40,000. At the very top end, senior PR management salaries can vary from £40,000 to more than £100,000. In UK esports, marketing/PR roles have been known to start from anything from £16,000 to £22,000, with execs getting up to £25,000 and managers £25,000 to £35,000+ and beyond, with higher positions generally in line with what's mentioned above, depending on the size of the company and so on.