

PUBLIC RELATIONS

ENGLISH DEPARTMENT

CAMPAIGN MANAGER

A campaign manager is responsible for overseeing all aspects of a promotional or political campaign. Effectively managing a team is an important part of a campaign manager's job. They must delegate tasks to other people to accomplish these competitive objectives. Campaign managers look for supporters of their candidate to complete needed tasks. Those volunteers receive instruction from the campaign manager. Overseeing the printing of brochures and organizing volunteer canvassers to deliver them to neighborhood homes are common responsibilities. A manager of a political campaign must keep track of donations and use them wisely to cover expenses. Overall, they must implement the tools, team, budget, strategy, and run the entire campaign in general. The campaign needs to be prepared for changing circumstances and may need to revise any of the prepared items, but with solid planning, daily operations should run smoothly.

SKILLS

- Excellent written and oral communicator skills
- Leadership
- Attention to detail

SALARY

The median salary in 2014 was **\$101,510** per year, according to the U.S. Bureau of Labor Statistics.

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MARKETING MANAGER

A marketing manager supervises the resources of a product or business. They are required to plan, direct, or coordinate advertising policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identifying potential customers. Marketing managers are responsible for identifying, developing, and evaluating strategies to ensure their business is successful. Through working with other employees such as advertising and promotional managers, they would need to formulate, direct, and coordinate marketing activities to promote their business products or services. The marketing manager is required to evaluate the financial aspects of product development, including budgets, expenditures, research and development appropriations, or return-on-investment, and profit-loss projections.

SKILLS

- Oral comprehension and expression
- Deductive reasoning
- Written comprehension

SALARY

The median wage in 2015 was **\$128,750** annually. In the next 10 years, it's predicted to grow 9% to 13%.

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EVENT PLANNER

An event planner is an enthusiastic individual, who creates and executes the ideas of the customer. Each project that is planned needs to be imagined and seen through the clean up. As an event planner, you are the liaison between the clients and your company. Having a strong customer service background will help make an event planner stand out from others. Being creative and focused will help an event planner execute events and coordinate with others.

SKILLS

- Time management
- Organization
- Ability to delegate tasks to others
- Critical thinking
- Previous sales or customer service experience
- Multitasking
- Ability to work in a fast-paced environment
- Oral and written communication skills
- Negotiation
- Ability to create realistic budgets
- Creativity
- Managing money

SALARY

The average salary is **\$46,840** a year.

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COPYWRITER

A copywriter is a creative, driven, strategic individual, who creates written content that is distributed through online media and print sources. Individual who hold this position often have a wide range of knowledge. These include (but are not limited to) writing, researching, editing, proofreading, managing project, and planning marketing campaigns. Because of the fast-paced and active nature of this profession, copywriters are called to possess certain qualities: creativity, intuition, resourcefulness, and versatility are a few of those qualities that employers often look for.

SKILLS

- Writes web-based content
- Conducts background research
- Accurately cites sources
- Knows basics of search engine optimization (SEO)
- Basic knowledge of HTML
- Knows basics of design
- Email marketing skills
- Knows details about operating social media platforms
- Strong interpersonal skills
- Forward-thinking
- Innovative
- Efficiently manages times

SALARY

The average salary of a copywriter is approximately **\$55,000** a year. According to the U.S. Bureau of Labor Statistics, the demand for copywriters is slowly increasing.

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BRAND MANAGER

A brand manager is a trained individual, who oversees market research, market development, and the various marketing strategies that are used by a particular brand. They are often called to gather data about a product, and conducting research on competing brands.

SKILLS

- Strong, developed verbal and written communication skills
- Leadership
- Effectively managing time
- Analytical skills
- Able to respond efficiently to results of consumer research
- Maintains enthusiasm for product area

SALARY

They can expect to make about **\$124,000** each year. There is expected to be a 9% increase in job opportunities within the next 10 years.

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LITERARY AGENT

A literary agent is responsible for representing writers and their works to publisher, establishing positive relationships between their clients and publishing companies, and producing marketable material while protecting authors' right. Responsibilities as a literary agent can include many things ranging including: handling contract negotiations, communication between author and publisher, reviewing manuscripts, and setting goals for authors.

SKILLS

- Editing and writing
- Critical thinking
- Collaboration
- Interpersonal communication skills
- Manage deadlines

SALARY

The salary for a literary agent is between **\$62,940-\$97,560**. The estimated job growth for their profession is approximately 10%.

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SALES MANAGER

A sales manager is responsible for sales goals, direction of sales teams to boost profitability of an organization and distribution of product to customers. They are responsible for implementing goals and helping a company maintain or reach sales. Sales managers will be responsible for the functioning of a team of sales representatives and they will have to carry the responsibility of meeting all company goals. The other responsibilities of a sales manager include planning prices and discounts, resolving customer complaints, coordinating budgets and approving expenditures, and collaborating, leading, and managing a team. Lastly, a sales manager will work with a variety of people.

SKILLS

- Written communication skills
- Interpersonal communication
- Leadership
- Customer service
- Management
- Organization
- Critical thinking

SALARY

The median salary is **\$113,860** with an estimated job growth of 5%.

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MUSEUM COORDINATOR

Museum coordinators manage the PR for a particular museum by maintaining the it's archives and collections. In addition, they plan community outreach events related to the museum and fundraise. In some cases, they will also research, write, submit, and manage grants, but this depends on the museum.

SKILLS

- Research
- Communication
- Multitasking

SALARY

Dependent on location, a museum coordinator can earn anywhere from **\$50,000-\$100,000** annually.

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SPEECHWRITER

While politicians and other leaders are generally well spoken, their writing skills are always as great, which is why they hire professional writers to draft their speeches from them. Political speech writers can work with a wide range of people including leaders of nonprofit organizations and NGOs to a city mayor all the way to the president. In most cases, they will work closely with the official or politician they are working for to determine what should be included in a speech and how it should be structured. Political speech writers are in an interesting position because they not only need to write speeches that convey key points to the intended audience (usually the public or other congregations), but they must also do so in a manner that reflects the speech and ideas of those they work for. They often work as ghost writers and don't reveal that they write speeches for their employer. Many work as freelance and offer their services to multiple organizations to gain full-time work. Many get called in and are given assignments last-minute, too.

SKILLS

- Written and oral communication
- Able to write in different rhetorical situations and audiences
- Works well to collaborate with clients
- Understanding of the political process
- Ability to work under right time restraints

SALARY

The salary varies depending on experience and region. The average entry level salary for positions is around **\$40,000** a year.