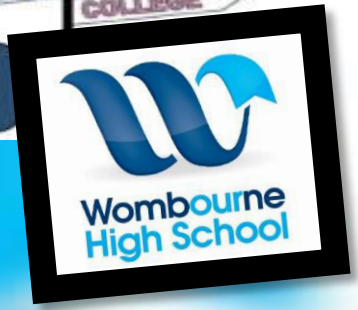


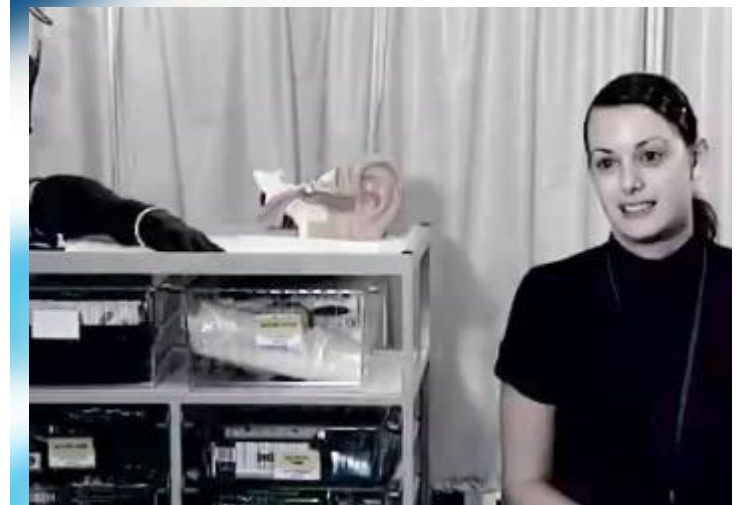
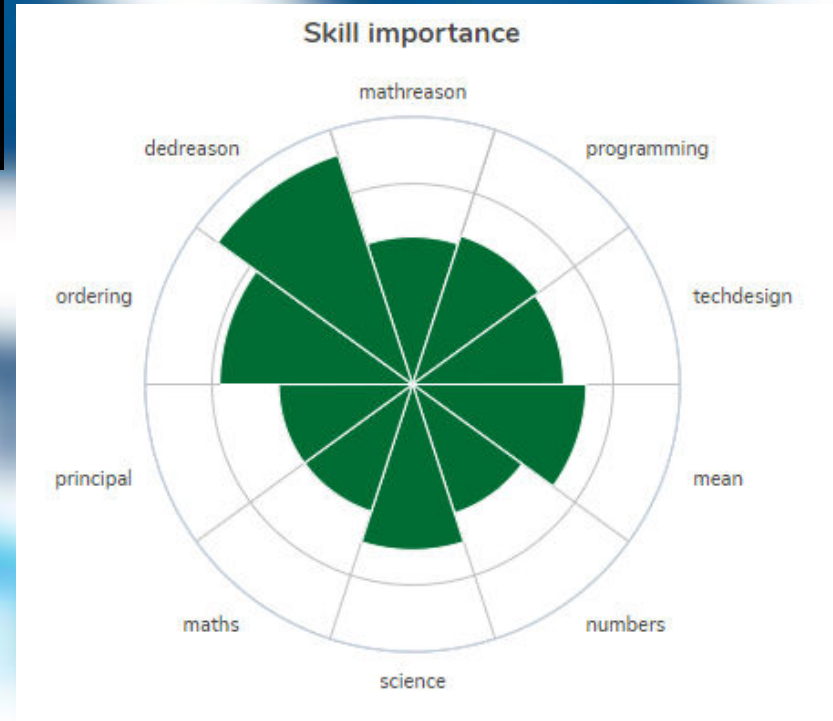


# Careers 2020



## Communications Officer

**Career Of The Week Date:**  
**1/11/2021**



# Communications Officer



£33,280

average salary

The UK average salary is £28,758



33

average weekly hours

There are 37.5 hours in the average working week



39% male 61% female

The UK workforce is 47% female and 53% male

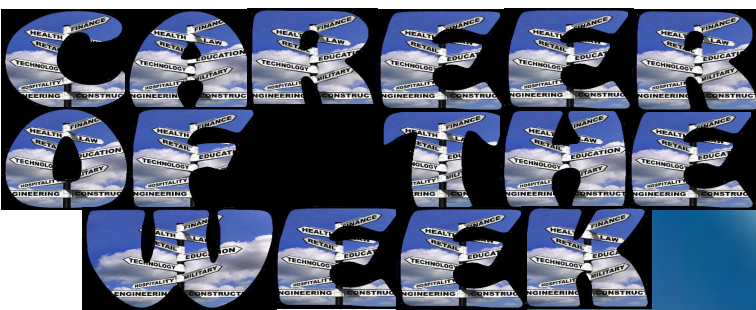


## Description?

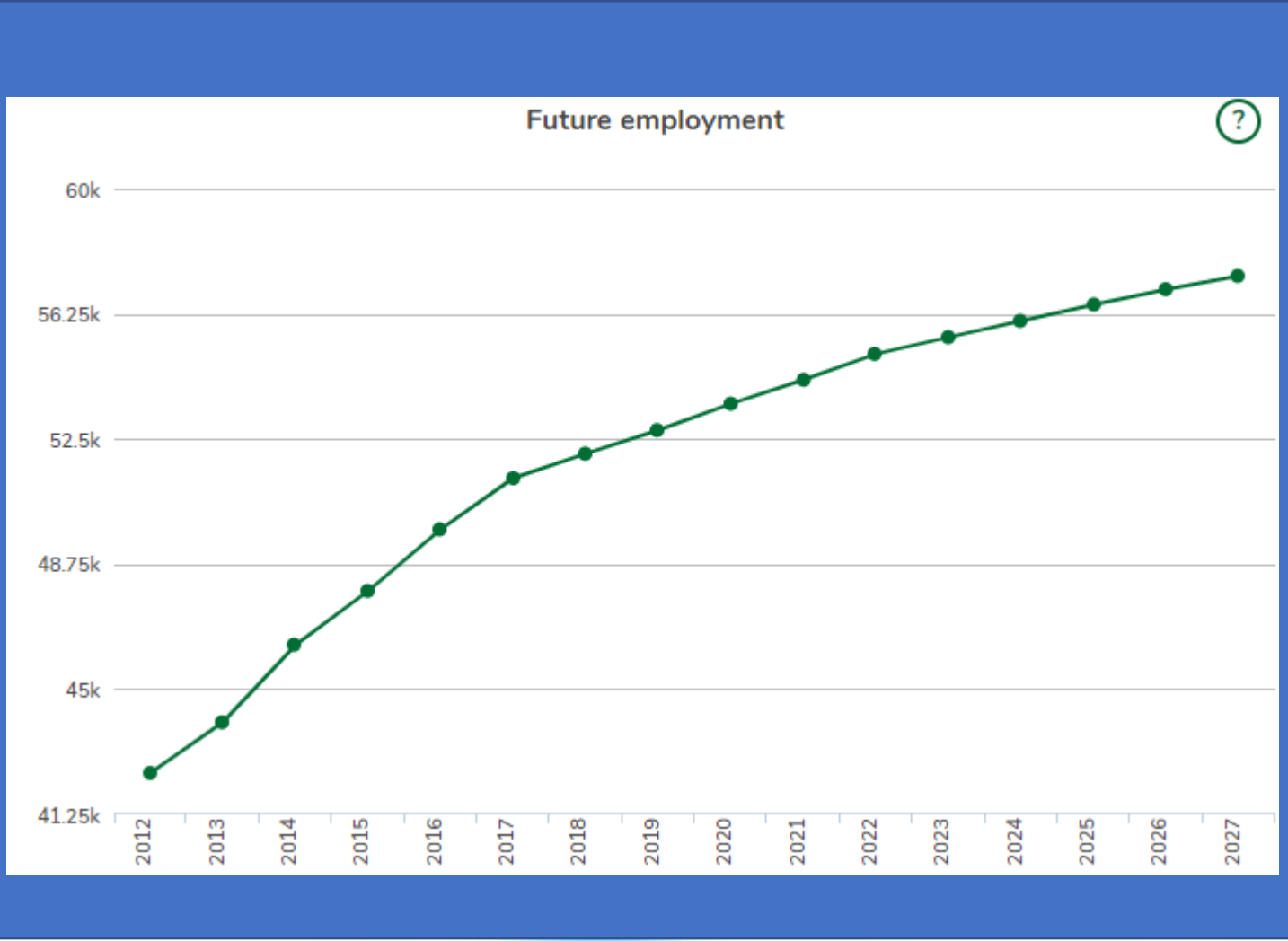
Public relations professionals plan, organise and co-ordinate the activities that promote the image and understanding of an organisation and its products or services to consumers, businesses, members of the public and other specified audiences.

## Qualifications

Most entrants possess A levels/H grades and a degree or equivalent qualification. Further professional qualifications are available.

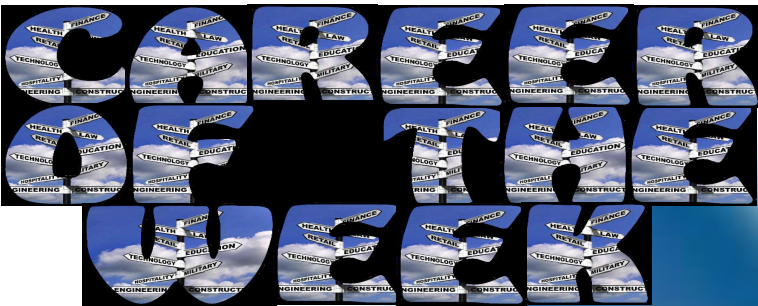


# Communications Officer



### Tasks

- Discusses issues of business strategy, products, services and target client base with senior colleagues to identify public relations requirements;
- Writes, edits and arranges for the effective distribution of press releases, newsletters and other public relations material;
- Addresses individuals, clients and other target groups through meetings, presentations, the media and other events to enhance the public image of an organisation;
- Develops and implements tools to monitor and evaluate the effectiveness of public relations exercises.



# Communications Officer

