

Lesson 11- P.R. Staff:

The persons who work in the P.R. fields and departments need to be qualified, talented and skillful with different kinds of skills, these skills mainly are:

1. **Writing skill.** The ability to put information and ideas onto paper clearly and concisely is essential. good grammar and good spelling are vital. misspelled words and sloppy sentence structure are unacceptable. The importance of writing skill is emphasized in a career advice column in tourism and hotels sector P.R. person needs to gain the ability to read and right in two languages at least.

2. **Research ability.** A person must have the persistence and ability to gather information from a variety of sources, as well as to conduct original research by designing and implementing opinion polls or surveys. Too many public relations programs fail because the organization does not assess audience needs and perceptions. Skillful use of the Internet and computer databases is an important element of research work. Reading current newspapers and magazines also is vital activity.

3. **Planning expertise.** A public relations program involves a number of communication tools and activities that must be carefully planned and coordinated. A person needs to be good planners to make certain that materials are distributed in a timely manner, events occur without problems, and budgets are not exceeded. Public relations people must be highly organized, detail-oriented, and able to see the big picture. (Caryn Alagno) vice president of Edelman Worldwide, adds, —Pay attention to details ...and when it comes to the _small stuff^, make sure you treat all tasks like a big deal.‖

4. **Problem-solving ability.** Person in the P.R. field need to be able to deals with crises and problems every day ,and they should have the ability to find solutions for each in the right time , innovative ideas and fresh approaches are needed to solve complex problems or to make a public relations program unique and memorable.

5. **Business/economics competence.** The increasing emphasis on public relations as a management function calls for public relations team to learn the —nuts and bolts of business and economics. According to(Joel Curren) senior vice president of P.R. in Marriot chain —The P.R. people need to have the understanding of how a business work and, more importantly, how a companies operate in the current economic situation. , many P.R. experts see that students preparing for careers in public relations should obtain a solid grounding by taking courses in economics, management, and marketing.

6. **Expertise in social media.** As a result for the technology and information revolution now it is so important to have social media craft. A survey of employers by online Marketing VOX found (80 %) percent of the respondents agreed that knowledge of social networks is either important or very important. The three most important skills for job applicants are social networking, blogging, and tweeting. Employers also prefer job applicants who know about search engine, e-mail outreach, Web content management, and social bookmarking. According to Marketing Vox, —These social media skills will likely increase in importance as P.R. professionals continue to take the lead in managing most organizations‘ social media communications channels.

It should be noted, of course, that all jobs in public relations don‘t require all these essential skills in equal proportion. It often depends on your specific job responsibilities and assignments.