

Public Relation Consultant.

From working with media to holding events for their clients, PR consultants are the ones in charge of the overall image of an institution. They can generate attention, interest and acceptance to corporate brands by bridging the gap between internal and external perception. A successful PR consultant is prepared to take risks and is constantly searching for new innovative and creative ways to give their clients access to the media.



Character: EAS



Enterprising (Persuader) – occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.



Artistic (Creator) – occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.



Social (Helper) – occupations frequently involve work activities that include practical, hands-on problems and solutions. They often deal with plants, animals, and real-world materials like wood, tools, and machinery. Many of the occupations require working outside, and do not involve a lot of paperwork or working closely with others.

Expertise

- **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Speaking** – Talking to others to convey information effectively.
- **Social Perceptiveness** – Being aware of others' reactions and understanding why they react as they do.

Day-to-Day Tasks

- Write press releases or other media communications to promote clients.
- Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility.
- Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.

Work Setting

- E-mail is an integral part of the job.
- Telephone conversations happen every day.
- The job requires working indoors in environmentally controlled conditions.

Knowledge

- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **Sales and Marketing** – knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Customer and Personal Service** – knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Education

- Most PR consultants are graduated with a degree in communications. Public relations is usually a concentration within the major. But there are also some schools that offer an individual degree in public relations. Here are some of the programs that a prospect can choose:
- Program Studi Hubungan Masyarakat, Universitas Padjadjaran, Indonesia
 - Diploma (Dip.) Public Relations and Communications Management, McGill University, Canada
 - Bachelor of Communication Studies (BComm) in Public Relations, Auckland University of Technology, New Zealand

Certification

- Lembaga Sertifikasi Profesi Public Relations Indonesia (LSPPRI)
- Accreditation in Public Relations (APR), Public Relations Society of America, Inc