

Discussion: Career Goals

Student's Name

Institutional Affiliation

Discussion: Career Goals

After reviewing the Occupational Outlook Handbook, I have selected Public Relations Specialist as a potential career path. This role involves managing the public image of organizations, creating press releases, and developing communication strategies to enhance an organization's reputation. Entry-level education typically requires a bachelor's degree in communications, public relations, or a related field. According to the Handbook, the median annual pay for Public Relations Specialists is approximately \$62,810, and the job outlook is favorable, with a projected growth of 7% from 2019 to 2029, which is faster than the average for all occupations.

In my job search, I found a current opening for a Public Relations Specialist at GreenTech Innovations, a firm focused on sustainable technology. The job listing emphasizes the need for solid writing skills, experience in media relations, and the ability to work under pressure. The salary range for this position is \$60,000 to \$65,000, depending on experience.

Reflecting on my strengths, I see that my ability to communicate effectively and creatively makes me well-suited for a career in public relations. I also have a knack for crafting compelling narratives that resonate with diverse audiences, which is crucial for this role (Grunig, 2020). However, I recognize the need to develop my skills in digital media strategy further, as this is increasingly important in today's tech-driven communication landscape.

One significant "aha" moment in exploring communication careers was realizing the importance of digital literacy in virtually all communication roles today. This insight has inspired me to focus more on enhancing my digital communication skills during my undergraduate studies.

Peer Responses

Response 01

Hey Max! I found your choice of Public Relations Specialist intriguing, especially considering the growing importance of digital presence for organisations. Your approach to identifying the necessary skills and emphasising digital media strategy resonates with my findings. In my search, I also noticed a recurring demand for digital competencies across various communication roles (Grunig, 2020). Interestingly, the foundational skills required remain similar despite our different career interests. Your "aha" moment about the necessity of digital literacy was also a valuable takeaway for me. We must adapt and enhance our digital skills to stay competitive and effective in our future careers.

Response 02

Responding to peers is vital to com 127 8-1 Discussion posts. We need to provide at least two peer responses. I have provided one example post. You can write your peer responses keeping the above points in mind.

Reference

Grunig, L. A. (2020). Power in the public relations department. In *Public relations research annual* (pp. 115–156). Routledge.

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003063995-7/power-public-relations-department-larissa-grunig>