

# MA Public Relations

Your Careers Adviser  
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[www.tudublin.ie/careers](http://www.tudublin.ie/careers)



## Skills developed in college

You've developed a range of skills through your education, work experience and personal interests and achievements.

Understanding what skills you have to offer and like to use can help you understand what you want in a career, as well as providing key information for job or further study applications.

In terms of securing a job, academic qualifications alone will not guarantee success. Evidence-based skills sections on your CV can demonstrate the broad range of qualities you have to offer employers.

[Opposite are some of the main skills you may have developed while in college:](#)

### Communication skills, both verbal and written

Expressing ideas effectively and conveying information appropriately and accurately. Influencing others by expressing self effectively in a group and in one to one situations. Showing a range of verbal and nonverbal signals that the information being received is understood.

### Teamwork/working with others

Working effectively and confidently within a group to achieve a common goal or task. Including understanding your role within the team, and listening and supporting other team members.

### Problem-solving ability

Identifying, prioritising and solving problems, individually or in groups; possessing the ability to ask the right questions, sort out the many facets of a problem, and contribute ideas as well as answers regarding the problem.

### Time-management skills/ability to meet deadlines

Managing several tasks at once; being able to set priorities and to allocate time efficiently in order to meet deadlines.

### Planning and organising

Establishing a course of action for self and/or others to accomplish a specific goal. Planning proper assignments of personnel and appropriate allocation of resources.

### Leadership skills

Motivating and taking responsibility to lead other people, in order to achieve set goals and objectives.

### Initiative & self-management

Identifying opportunities and being proactive in putting forward ideas and potential solutions. Self-disciplined and self-motivated, in the pursuit of studies and professional practice.

### Ability to make quick decisions/work under pressure

Making decisions and taking action. Maintaining performance under pressure and/or opposition.

[You may also have developed a wide range of technical/specific course related skills](#)

## Types of employers/industry sectors

Some of the main types of employers/industry sectors in which Public Relations graduates work include:

- Business to business
- Consumer
- Charity / Not-for-profit / NGOs
- CSR (Corporate Social Responsibility)
- Crisis Management
- Fashion
- Financial
- Food
- Healthcare & Medical
- Music and entertainment
- Local Authorities
- Media
- Arts
- Retail
- Cosmetics
- Publishers
- Marketing / Advertising Consultancies
- PR Consultancies
- Political Parties
- Publishing
- Retail
- National & EU Government & Government Agencies
- Motor industry
- Construction & Property
- Public affairs
- Corporate Affairs
- Public sector (Education, Environment, transport etc)
- Sport
- Technology
- Travel & Tourism
- Science, Engineering & Technology
- Celebrity/Entertainment
- Entertainment
- Event Management
- Trade Unions
- Religious organisations
- Hospitality

For sector information see:

[www.gradireland.com](http://www.gradireland.com)

[www.careersportal.ie](http://www.careersportal.ie)

[www.prospects.ac.uk](http://www.prospects.ac.uk)

[www.targetjobs.co.uk](http://www.targetjobs.co.uk)

## Career options with your course

Some of main occupations and job profiles secured by Public Relations graduates include:

- Public Relations Officer
- Press Officer
- Account Executive
- Account Director
- Account Manager
- Public Affairs Consultant (Lobbyist)
- Political Research Assistant
- Event Organiser
- Information Officer
- Journalist
- Broadcast Researcher
- Broadcaster
- Brand Ambassador
- Chief Reputation Officer
- Festival Manager
- Advertising Executive
- Spokesperson
- TV Presenter
- Communications / Media Adviser
- Corporate social responsibility adviser
- Government Adviser
- Electioneering Co-ordinator
- Communications Officer (internal / external)
- Advocacy Officer
- Sponsorship co-ordinator
- Community relations Specialist
- Media Planner
- Media Relations
- Press Agent
- Publicist
- Event Manager
- Marketing Executive
- Research Assistant
- Arts Administrator
- Crisis Manager
- Fund / sponsorship raising
- Promotions Officer
- Crisis Management
- Speech writer
- Policy Adviser

For more occupational information see:

[www.gradireland.com](http://www.gradireland.com)

[www.careersportal.ie](http://www.careersportal.ie)

[www.prospects.ac.uk](http://www.prospects.ac.uk)

[www.targetjobs.co.uk](http://www.targetjobs.co.uk)

## Employers who have recruited in your area

Companies who have recruited Public Relations graduates:

- Alice P.R. and Events
- Conway Communications
- Drury Poerter Novelli
- Emergent Events
- Federation of Irish Sports
- N.C.B.I.
- U.C.D.
- Chinkhouse
- Conway Communications
- Ebay
- Hopscotch Europe
- Irish Stock Exchange
- The Law Society
- Wilson Hartnell
- Vital Communications

## Job Hunting

It is important that you access both the advertised and hidden jobs market and use any and every means available to you to job hunt effectively.

### Advertised Jobs

Most University and IT Careers Services have jobs listings on their websites:

[www.tudublin.ie/jobscene](http://www.tudublin.ie/jobscene)

Graduate programmes and immediate vacancies

[www.prospects.ac.uk](http://www.prospects.ac.uk) & [www.targetjobs.co.uk](http://www.targetjobs.co.uk)

Graduate jobs UK

[www.gradireland.com](http://www.gradireland.com)

Immediate jobs/Summer/Graduate programmes

[www.mondotimes.com](http://www.mondotimes.com)

Local and national press

[www.publicjobs.ie](http://www.publicjobs.ie)

[www.localgovernmentjobs.ie](http://www.localgovernmentjobs.ie)

Public service

[www.irishjobs.ie/agencies](http://www.irishjobs.ie/agencies)

Complete list of recruitment agencies/online recruitment sites

[www.mandy.com](http://www.mandy.com)

Media jobs worldwide

[www.tudublin.ie/careers](http://www.tudublin.ie/careers)

Company websites – advertised vacancies, internships

Internet sites:

[www.jobs.ie](http://www.jobs.ie)

[www.glassdoor.ie](http://www.glassdoor.ie)

[www.jobsireland.ie](http://www.jobsireland.ie)

[www.monster.ie](http://www.monster.ie)

[www.recruitireland.com](http://www.recruitireland.com)

[www.indeed.ie](http://www.indeed.ie)

[Publicrelationslinks.co.uk](http://Publicrelationslinks.co.uk) – jobs UK

## Other

- Careers fairs – Gradireland Fair – Autumn and Summer Fair, plus many others
- Specialist Magazines & Publications - e.g. PR week (UK) magazine
- Notice boards/Student email account/Lecturers
- Company Presentations

## Voluntary Sector/Charities

[www.activelink.ie](http://www.activelink.ie)

Voluntary Sector/Charity/NGO vacancies in voluntary sector

[www.volunteeringireland.com](http://www.volunteeringireland.com)

[www.dochas.ie](http://www.dochas.ie)

Association of non-governmental development organisations

[www.comhlahm.org](http://www.comhlahm.org)

Volunteering opportunities

[www.wheel.ie/directory](http://www.wheel.ie/directory)

Directory of voluntary and community organisations

## Unadvertised Jobs

### Networking

- Job Shadow/Informational Interviewing/work experience
- Use help from anyone in your Network – friends, family, neighbours, colleagues, friends from clubs & societies...
- Attend events, conferences, short courses, trade shows
- Get in touch with past guest speakers
- Utilise First Destination Reports – shows where past graduates have secured work
- Professional Bodies
- Join Alumni Association/Linked-in TU Dublin Alumni group
- Find a mentor/keep a job hunting record
- Utilise contacts gained from Thesis / College work
- Utilise contacts made through Societies – e.g. PR/PA Society, Fashion Society, Event Society – guest speakers

### Contact companies directly

- Speculative applications + cold calling. Think about your offering.
- Utilise directories – Kompass.com, IDA, professional bodies, Golden Pages, Public Affairs Ireland, PRIL, Kompass.com, Irish Media Contacts Directory, Hotpress Directory, Marketing Services Directory, Directory of Development Organisations ([www.devdir.org](http://www.devdir.org)), EPAD (European Union and Public Affairs Directory – key European Public Affairs Professionals and Organisations), IDA Ireland/Enterprise Ireland, etc.
- Contact companies before holiday times – Christmas and Summer
- Get a foot in the door
- Contact companies with ideas of your own to assist their business / save them money

### Entrepreneurship

- Freelancing/Work experience/Self-employment/Start-Up
- <http://www.dit.ie/careers/studentsgraduates/interestedinselfemployment/>
- TU Dublin Hothouse - [www.dit.ie/hothouse/](http://www.dit.ie/hothouse/)
- Local Enterprise Office - [www.localenterprise.ie](http://www.localenterprise.ie)
- The Digital Hub - [www.thedigitalhub.com](http://www.thedigitalhub.com)

### Track companies

- Check out Labour Market trends, [www.careersportal.ie](http://www.careersportal.ie), IDA, IBEC, [www.tudublin.ie/careers](http://www.tudublin.ie/careers) (labour market news) New legislation / new roles.
- Search newspaper business pages on-line to get success stories on businesses as they are growing – TU Dublin Careers website (labour market news) e.g. politics and public affairs in Ireland and the UK
- Check out industry award recipients
- Check who has received funding
- Follow target companies on facebook, linked-in, twitter, linked-in discussion groups, e.g. politics and public affairs in Ireland and the UK

### Other proactive ideas

- Enter competitions / scholarships
- Get Work Experience / internship
- Social networking sites (facebook, twitter, LinkedIn, Facebook, Blog, Discussion Groups)
- Linked-In (set up a profile, link to others, search for companies - employees who have
- Linked-in profiles, advertised jobs)
- Follow target companies on facebook, linked-in, twitter

For more information on how to go about finding a job and job-hunting sites, see [www.tudublin.ie/careers](http://www.tudublin.ie/careers)

## Interviews

For more information on how to perform in interviews, see [www.tudublin.ie/careers](http://www.tudublin.ie/careers)

## CVs/Cover letters and applications

For information on how to put together a great CV/Cover Letter or Application, see [www.tudublin.ie/careers](http://www.tudublin.ie/careers)

## Useful links (e.g. Company Databases, Professional Bodies, LinkedIn Groups)

This list contains links to some of the most useful websites for your course including professional bodies and associations, employer directories, information sources and LinkedIn groups.

### General websites — useful links

- [www.prii.ie](http://www.prii.ie) – Public Relations Institute of Ireland
- [www.prca.ie](http://www.prca.ie) – PR Consultants Association
- [www.publicaffairsireland.com](http://www.publicaffairsireland.com)
- [www.cipr.co.uk](http://www.cipr.co.uk) – Chartered Institute of PR UK
- [www.mii.ie](http://www.mii.ie) – Marketing Institute of Ireland
- [www.iapi.ie](http://www.iapi.ie) – Inst. of Advertising Practitioners in Ireland
- [www.aai.ie](http://www.aai.ie) – Association of Advertisers in Ireland
- [www.publicaffairslinks.co.uk](http://www.publicaffairslinks.co.uk)
- [www.publicrelationslinks.co.uk](http://www.publicrelationslinks.co.uk)
- [www.prsa.org](http://www.prsa.org) (PR Association of America)
- [www.publishingireland.com](http://www.publishingireland.com) -- Publishing Ireland

#### EVENT MANAGEMENT

- [www.aoifeonline.com](http://www.aoifeonline.com) Association of Irish Festival Events
- [www.artscouncil.ie](http://www.artscouncil.ie) Arts Council (Ire)
- [www.failteireland.ie](http://www.failteireland.ie) National Tourism Development Authority
- [www.aipco.ie](http://www.aipco.ie) Association of Irish Professional Conference Organisers
- [www.ifacca.org](http://www.ifacca.org) International Federation of Arts Councils and Culture Agencies
- [www.irelandinspires.com](http://www.irelandinspires.com) Failte Ireland Incentive/Meeting/Conference Info.

### Careers open to all disciplines (Including 'Paths Into...' Series)

Many graduate vacancies don't require specific degree subjects as possession of a degree is taken as evidence of intellectual ability. What is more important to the potential employer is the range of transferable skills and experience you can demonstrate.

Many graduate training programmes take final year students from a wide range of disciplines, register with the [Career Development Centre's Jobsence](#) for a full list of programmes. Here is a range of career areas that are potentially open to graduates of all disciplines. It's important to note that some of these options may require further study either on the job or beforehand.

If you are considering diversifying or changing career direction a postgraduate conversion course may be a viable option.

Some examples of career areas open to students of all disciplines:

Teaching & Education  
 Financial Services & Accounting  
 Marketing, Advertising and PR  
 Retail, Sales and Customer Service  
 Banking, insurance and financial services  
 Charities and voluntary sector  
 Fund management/administration and investment banking  
 Human resources, recruitment and training  
 Management consulting  
 Management, business and administration  
 Media and publishing  
 Public sector and civil service  
 Social, community and youth

See: [www.gradireland.com/career-sectors](http://www.gradireland.com/career-sectors) for further information

### Self-Employment

Ever thought of being your own boss? Think you have an innovative product or service idea that could have commercial value? Want to commercialise your research? See [www.tudublin.ie/careers](http://www.tudublin.ie/careers).

### Other options (e.g. Time out, travel etc.)

Volunteering and working with communities with is a great way to gain valuable real world experience, to develop new skills, to meet new people, to do something worthwhile and to improve your employability. See [www.tudublin.ie/careers](http://www.tudublin.ie/careers).

### Labour Market Information

For information on the latest labour market trends See [www.tudublin.ie/careers](http://www.tudublin.ie/careers)

### Additional Information/Advice

For any query you might have, please do not hesitate to get in touch with us.