



CAREER PROFILE

JOB OUTLOOK

Employment in Public Outreach/Communications is expected to grow by 9% by 2026. A Public Outreach/Communications worker can work in areas that are passions. They can find work in any industry and private company, including oil and gas, humanitarian issues, public works, and local improvement projects. The cutting edge of Public Outreach/Communications is social media and instant communication.

SALARY RANGE⁴

\$33,000-\$112,000

EDUCATION/TRAINING

In addition to a bachelor's degree, this position may require:

- Experience in public outreach or public relations
- Experience in a leadership position

Public Outreach/Communications

WHO ARE THEY?¹

Public Outreach/Communications workers find ways to create community support for projects, programs, and causes. They increase awareness about issues relating to the cause, program, or project. Public Outreach/Communications workers maintain lasting relationships with community leaders to increase involvement. They look for innovative solutions to outreach that match the needs of each community. In general, they are developers of comprehensive communication plans to inform the public. Public Outreach/Communications workers may find work in business, healthcare, government, and nonprofit organizations.

WHAT DO THEY DO?²

Public Outreach/Communications workers assess the needs of the communities they serve. They then develop programs, materials, and events to communicate information about a cause, program, or project. They evaluate the effectiveness of the outreach program by collecting data from the community and improve the plan as needed. They advocate for resources and promote policies that support the cause, program, or project. Public Outreach/Communications workers may find work in healthcare, government, nonprofit organizations, and business.

HOW DO I BECOME ONE?³

Entry-level Public Outreach/Communications workers typically have a bachelor's degree in Communications, Public Affairs, Journalism, Marketing, or Political Science. Employers desire work experience in social media planning, implementing communication campaigns, web design, and document formatting software to apply for many positions. Students with persuasive writing and communication ability can find success in this industry. An ability to work well on teams and value others' ideas while supporting the group's final decision is integral to the position.

¹ Katz and Associates, Key Steps to Effective Public Outreach, on the internet <https://katzandassociates.com/2012/04/126/> (August 20, 2019)

² Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Health Educators and Community Health Workers, on the Internet at <https://www.bls.gov/ooh/community-and-social-service/health-educators.htm> (visited August 20, 2019).

³ Indeed, Associate Professional - Outreach, International Renewable Energy Agency (IRENA) United States, on the internet <https://www.indeed.com/viewjob?jk=371fe536fc475c878&tk=1dio6bjri0m6u007&from=serp&vjs=3> (August 20, 2019)

⁴ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Public Relations Specialists, on the Internet at <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm> (visited July 25, 2019).