

# This Is The Job: PR & Earned Media Specialist

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is a PR & Earned Media Specialist?

We manage public relations campaigns, secure valuable media coverage, and craft narratives. By building relationships with the media, we shape public perception and create buzz.

## This is what they do most days

### I strategize...

I analyze target audiences, identify key messages, and plan effective communication tactics that maximize impact.

### I pitch...

I craft persuasive press releases to generate media interest and secure coverage.

### I network...

I build relationships with journalists and influencers to develop a reliable circle of media contacts.

## In their own words:

“ I feel incredibly fortunate to learn and grow in such a dynamic environment. We are moving at the speed of culture, and finding creative ways to elevate our storytelling, making every day feel different and exciting!” - Sarah H.

## Explore some of the skills you'll need.

- ✓ Excellent communication skills
- ✓ Relationship building skills
- ✓ Ability to find unique angles and craft narratives
- ✓ Ability to keep up with social media trends
- ✓ Adaptability and quick-thinking

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit [thisisthejob.org](https://thisisthejob.org)