

## Public Relations Specialists (27-3031)

**Occupation description:** Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

### Employment and Job Openings

	Employment			Average annual openings		
	2016 estimate	2026 projection	Percent change	Labor force exits	Occupation transfers	Total
Alaska	284	296	4.2	8	20	29
United States	259,600	282,600	8.8	7,600	18,300	28,190

#### Job outlook

Alaska: Alaska's employment growth is low with low employment opportunities. [Read more.](#)

### 2019 Wages

	Mean Wage	Wage by Percentile				
	Mean	10th	25th	Median	75th	90th
United States	33.75	16.63	21.87	29.40	39.98	55.50
Alaska	33.89	21.80	26.69	32.66	39.20	49.03
Anchorage/Mat-Su Area	33.26	21.32	25.92	32.08	38.67	50.20
Fairbanks North Star Borough	30.48	17.70	25.89	30.62	35.75	39.09
Balance of State	36.86	25.40	30.03	35.43	42.45	49.52

### Labor Force Indicators

#### 2016 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
272	28	10.3	36.2	27.6

#### 2016 Potential Supply

Qualified but working in another occupation	91
Currently employed in a lower paid occupation	40
UI claimants previously working in occupation	21

#### 2016 ALEXsys Employment Data

Number of registrants	216
Number of job position postings	23
Ratio of registrants to job position postings	9.4

## Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: None

On-the-job training: None

## Training Resources

	Degree
<b>Alaska Computer Business Solutions LLC (Anchorage)</b>	
PowerPoint Level 1	
PowerPoint Level 2	
<b>North Star Computing (Fairbanks)</b>	
PowerPoint Complete	
<b>University of Alaska Fairbanks (Fairbanks)</b>	
Communication	BA
<b>University of Alaska Southeast, Juneau (Juneau)</b>	
Communication	BLA
<b>Vocational Training and Resource Center (Juneau)</b>	
Microsoft PowerPoint Complete	