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## MARKETING AND PR JOBS

They usually work by shaping the public message for the better functioning in communications, employee relations, crisis management, industry relations, government affairs, speech writing, media relations and many more. It has got to do with analyzing the pattern and trends and understanding their consequences which can help in the service of any organization and address the greater public interests. On the other hand marketing jobs are concerned with the handling and management of data and at the same time making analysis using the tools of statistics. In a marketing job the professionals are expected to coordinate activities between vendors and customers properly to achieve their targets. The professionals should be well equipped with the knowledge of handling routine correspondence in a very independent and confidential way. This is required for the running of the company properly. Confidential is the word when dealing in such matters. Both of these above professions demand a good amount of skills in the field of communication. The professionals should be very fluent in the way he or she should approach a client or any kind of problem for that matter. Not only verbal communication but also the power to communicate thoughts and ideas in a written form should be achieved. The most important part of the communication skill is the power to communicate with your self. These jobs demand clarity of thoughts which can render these professionals in a position to communicate with him self. He should be clear as to what he aims and what his targets for that matter are. Presentation skills are some thing that most employers would look before offering a PR or marketing job to any individual. Extra skills like MIS knowledge in case of marketing professionals are more than welcomed and encouraged. He or she should understand TAM reports very well. The person should be in a position to understand the methods of analyzing connectivity. In PR jobs communication becomes important as they have to effectively explain the problems to their clients that they are likely to face and come up with innovative solutions. For this an analytical mind is of utmost importance. Both professions demand that the professionals are well informed. They should be updated about current scenario and reports so that they are always in a position to help their clients with the most updated versions and data. Marketing jobs or PR jobs both require good amount of dedication and hard work. But once a person gets to deliver his or her best in these fields, the sky can be his only limit.

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