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The growth of PR companies over the years has increased by a massive rate. PR stands for Public Relations. Any PR professional needs to possess certain abilities and skill to achieve success in this particular field. Most important skill, that any PR professional need to possess is strong hold in communication.

Not only verbally, but the ability to write in a proper and meaningful way is also required. A professional who is working in this particular sector needs to possess strong multitasking capability as well good time management skill. Most of the successful PRs have good background on media and marketing. This allows for better planning and organizational skills during projects.

Public Relations employees should have the ability to face challenging situations and perform under extreme work pressure. These professionals should have tremendous self-confidence as well as the ability to handle any set of questioners from public and media; else, the companyâ€™s reputation comes under stake. Verbal attacks from media or even customers need to be faced and handled by the PR professionals with utter confidence and expertise.

To join a PR company, a candidate need to possess at least a Bachelorâ€™s Degree in Journalism, marketing, or mass communication. Remember, the job market is tremendously competitive. However, growth in this profession is quick and stable. A junior executive can reach directorial position within five to six years from the year of joining. However, the job may well be quite stressful and will require long hours of busy work schedule. Nevertheless, pay package is quite handsome along with additional facilities.

There are several top PR companies available, but it may not be easy enough to join them. Apart from strong educational background, the candidate needs to have some suitable work experience and live project exposure.

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