



## Public Affairs | Community Affairs

### Job Overview

Public affairs seeks to shape public opinion, and in the process influence peoples or government actions or decisions. Public Affairs professionals can work for government organizations that want to influence the public, or they can work nonprofit or for-profit organizations (or agencies they hire) to influence government decisions.

Sample responsibilities can include:

- Lead efforts to inform and advance key policy issues, enable securing entitlements, and spot issues in local communities.
- Manage organization's presence and community programming with policymakers, advocates, and key opinion-formers, and create toolkits, collateral, and other products that help scale reputation narratives.
- Promote positions and manage local messaging
- Work cross-functionally to provide public affairs guidance, assess risk, identify opportunities, and communicate to key constituencies.

Here's an article on the difference between Public Affairs and Public Relations:

<https://www.prdaily.com/public-affairs-vs-public-relations-what-is-the-difference/>

### Typical Annual Compensation Range

Wages for workers in the same occupation and position can vary drastically from one state to another. Salaries in large urban areas are often higher than shown below. Here is the typical compensation range for this role in the United States:

\$55,000 - \$175,000

[https://www.glassdoor.com/Salaries/us-public-affairs-salary-SRCH\\_IL.0,2\\_IN1\\_KO3,17.htm?clickSource=searchBtn](https://www.glassdoor.com/Salaries/us-public-affairs-salary-SRCH_IL.0,2_IN1_KO3,17.htm?clickSource=searchBtn)

[https://www.glassdoor.com/Salaries/us-community-affairs-salary-SRCH\\_IL.0,2\\_IN1\\_KO3,20.htm?clickSource=searchBtn](https://www.glassdoor.com/Salaries/us-community-affairs-salary-SRCH_IL.0,2_IN1_KO3,20.htm?clickSource=searchBtn)

## **Job Availability Score**

On a scale of 1 to 10 (with 1 indicating there are relatively few of these of jobs available, 5 indicating there is an average number of job openings, and 10 indicating there are far more job openings than typical): 7

## **Additional Information**

You can use this link to review sample job advertisements:

<https://newcareerbootcamp.com/job-posts/public-community-affairs-2/>

## **Primary Job Search Phrases**

See “How to Research Job Ideas” for detailed information on how to use the phrases below to learn this type of work and advancement opportunities, as well as modify the phrases to explore roles that leverage your skills/knowledge and align with areas of personal interest.

title:"public affairs"

title:"community affairs"

title:"external affairs"

## **Search Phrases to Find Roles with More & Less Experience**

For suggestions on how to explore job titles at your level, as well as more senior roles that you could grow into, see “How to Explore Job Ideas at Different Seniority Levels” in the “Explanation of Fields on Career Summary Profiles” chapter.

## **Potentially Helpful Education / Certifications**

Courses or a degree in journalism, communications, public relations, marketing, public policy, or a related degree would be an advantage. A professional qualification from the Chartered Institute of Public Relations or the Chartered Institute of Marketing can be helpful. See “How to investigate certificates, education and training options” for this role.