

## Public Affairs | Community Affairs

### Job Overview

Public affairs and community affairs are two related fields that involve managing an organization's relationships with the public, including government officials, community leaders, and other stakeholders.

Responsibilities of public affairs and community affairs professionals may include:

- **Developing and Implementing Public Affairs Strategies:** Public affairs and community affairs professionals must develop and implement strategies to enhance an organization's reputation and build positive relationships with stakeholders.
- **Building Relationships with Key Stakeholders:** They must build and maintain relationships with key stakeholders, including government officials, community leaders, and other influential figures.
- **Managing Community Outreach Programs:** Public affairs and community affairs professionals must manage community outreach programs, including coordinating events and sponsorships that support the organization's goals.
- **Advocating for the Organization:** They must advocate for the organization's interests and positions on key issues, both within the community and with government officials.
- **Monitoring Public Opinion:** Public affairs and community affairs professionals must monitor public opinion and trends, including social media and other online platforms, to identify potential issues and opportunities.
- **Developing and Managing Public Relations Materials:** They must develop and manage public relations materials, such as press releases, speeches, and presentations, that effectively communicate the organization's message.
- **Managing Crisis Communications:** Public affairs and community affairs professionals must manage crisis communications, including developing response plans and messaging that address potential reputational risks.

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 jobs available, 5 indicating there is an average number of job openings, and 10 indicating there are far more job openings than the typical job): 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

Below are some degrees, courses, and certifications that could be useful for a career in public affairs and community affairs:

- Bachelor's or Master's Degree in Public Affairs, Public Policy, Political Science, or a related field can provide you with a broad understanding of government, politics, and policy-making, as well as practical skills such as research, analysis, and communication.
- Courses in Government and Politics can provide you with a deeper understanding of the political landscape, public policy, and the role of government in society. Relevant courses may include American government, comparative politics, international relations, and political theory.
- Courses, certification or a degree in Communications, Journalism or Public Relations: Effective communication is crucial in public affairs, and courses in communication can help you develop the skills you need to communicate effectively with different audiences. Relevant courses may include public speaking, media relations, and interpersonal communication.
- Some professional organizations offer certifications in public affairs, such as the Certified Public Affairs Specialist (CPAS) offered by the Public Affairs Council or another certificate Chartered Institute of Public Relations. These certifications can demonstrate your expertise and commitment to the field.

See “How to investigate certificates, education, and training options” for this role.