

Public Relations Specialist

Shape how the public sees a company, a charity or a politician. Writing under pressure, every day.

TYPICAL PAY

\$74,000

a year, full time

PAY RANGE

\$43k to \$119k

starting to experienced

TIME TO QUALIFY

2 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

**Agencies, corporate offices,
government, charities**

How you get there

- 1 High school** Grades 11 and 12
 English marks matter most. Join the school paper, yearbook or student council.
- 2 Post-secondary** 2 to 4 years
 A 4-year degree in public relations, communications or journalism, or a 2-year college diploma. Many take any degree and then a 1-year graduate certificate in PR (public relations).
- 3 Internships and volunteering** During school
 Write for a charity, run social media for a club, help a campaign. Employers hire on writing samples.
- 4 Coordinator job** 1 to 3 years
 Drafting releases, building media lists, monitoring coverage. Expect 1 to 3 years here.
- 5 Specialist and beyond** Ongoing
 Own accounts or a company's messaging. Some later earn the APR (Accredited in Public Relations) mark from CPRS (Canadian Public Relations Society).

Pros and cons

- + Short, affordable education
- + Writing and people skills transfer anywhere
- + Remote and hybrid work is common
- Low starting pay and lots of competition for junior jobs
- Crises do not wait for business hours
- You take the blame when coverage goes badly

Optional boosts

Crisis communications. Investor relations. French. Data and analytics.

Good to know

Canada's professional body is older than television

The CPRS (Canadian Public Relations Society) was founded in 1948, before TV broadcasting started in Canada in 1952. It has local societies across the country and welcomes students as members.

Ottawa is a PR (public relations) town

The federal government is one of the largest employers of communications staff in the country. Every department, agency and minister's office has people writing and answering media questions.

Where these numbers come from

Job Bank: Public relations specialist, wages (updated Nov 2025)

Canadian Public Relations Society (CPRS)

Seneca Polytechnic: Public Relations, Corporate Communications graduate certificate

Mount Saint Vincent University (Bachelor of Public Relations)

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/public-relations-specialist>



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