

5 Qualities of a Great PR Pro

(according to PR pros)

We asked members of our Cision City community to tell us what makes a great PR pro.

Adaptable

The ability to adapt to change is key for almost any job, but especially public relations, where the necessary tools, technology and techniques are evolving faster than you can say "social listening."

Organized

Every great PR professional has a little bit of Marie Kondo in them. Between balancing multiple accounts or stakeholders, staying ahead of news and trending topics, and managing multiple communication channels, organizational skills are a must for the modern PR pro.

Agile

If the events of 2020 taught PR pros anything, it's that they need to expect the unexpected. So in addition to being adaptable, good PR pros need to be agile. Whether responding to a crisis, a new trend or breaking news, they need to be ready to act at a moment's notice (or less).



Analytical

With access to more audience data than ever, no PR pro will get very far without analytical skills. Data – and the ability to make sense of it – enables PR pros to understand their audience, brand reputation and the impact of their efforts (among other elements). That leads to smarter, more strategic decisions around how to run their campaigns.

Creative

At their core, PR professionals are storytellers. But in addition to telling their brand's story, they have the added challenge of bringing attention to that story. That means competing with an always-on news cycle and often chaotic social media landscape. Creativity is the key that unlocks the door to everything from generating more coverage for clients to scoring industry recognition.