

Qualities of PRO

A career in PR takes more than a good degree. To be successful you need to be an all-rounder with skills in everything from research and communication to writing and creativity. Following is a list of the important qualities/attributes which must be the hallmark of a Public Relations Officer to work in a diverse multi-cultural environment.

1. Competence
2. Confidence
3. Intelligence
4. Politeness
5. Empathy
6. Persuasive prowess
7. Willingness to learn
8. Good Dress Sense
9. Eloquent Communication
10. Punctuality
11. Honesty
12. Investigative spirit
13. Connection cultivating spirit
14. Thoroughness
15. Creativity
16. Awareness
17. Diplomatic skills
18. Adventurous attitude
19. Always ready
20. Detail oriented
21. Business minded
22. Tech savvy
23. News junkie