

Beat: News

Women's Prospering in Public Relations

it's Professional Indications

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USPA NEWS - International Women's Day is celebrated on the 8th of March every year. The day aimed to help nations worldwide eliminate discrimination against women. It also focused on helping women gain full and equal participation in global development.

One of the positive trends that should be highlighted on this day is the presence of women in public relations and corporate communications sector. New data shows that the percentage of women in the PR industry in the Middle East has steadily increased reaching nearly 71% of the overall workforce in 2019, making it one of the few female-dominated professions.

Many experts studying the trend point out that women-owned PR firms continue to experience greater success than those owned by men. However, given the percentage of women working in PR, the number of men with the highest-paying and most powerful roles in the industry is deeply uneven.

W7Worldwide Marketing Communications Consultancy Agency, on their part, stated that women became a major player across public relations agencies in Saudi Arabia, especially in a number of precise career paths related to client servicing, events planning, and media monitoring for local news and trends.

Nevertheless, experts identified 7 factors that sets women apart in the public relations industry:

- 01: PR industry is uniquely female-friendly.
- 02: More opportunities to progress professionally
- 03: Distinctive abilities in events planning and crisis management.
- 04: Earn more compared to other jobs.
- 05: Professional in two-way communications.
- 06: Detail oriented skills
- 07: Ability to understand clients' requirements better

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