VETASSESS

Information sheet

Public Relations Professional

ANZSCO: 225311 **Group B**

About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Job description

Public Relations Professionals plan, develop, implement and evaluate information and communication strategies that create an understanding and a favourable view of an organisation, its goods and services, and its role in the community. They also promote good information flow within the organisation.

Occupations considered suitable under this ANZSCO code:

- Media Liaison Officer
- Press Officer
- Promotions Officer
- Public Affairs Officer
- Public Relations Consultant
- Public Relations Officer

Occupations not considered under this ANZSCO code:

- Advertising Specialist
- Marketing Specialist
- Market Research Analyst
- Copywriter
- Liaison Officer

Public Relations Officer is a VETASSESS Group B occupation

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree, in a field highly relevant to the nominated occupation. In addition to this, applicants must have undertaken at least one year of post-qualification employment at an appropriate skill level in the last five years which is highly relevant to the nominated occupation. If employment is not post-qualification, then five additional years of highly relevant employment are required.

If the degree is not in a highly relevant field, three years of employment at an appropriate skill level completed in the last five years in a field which is highly relevant to the nominated occupation is required. This is reduced to two years if there is an additional qualification at least at AQF Diploma level in a highly relevant field. If employment is not post-qualification, then five additional years of relevant employment are required. This is in addition to one year of highly relevant employment within the past five years.

A positive assessment of both qualifications and employment is required for a positive Skills Assessment Outcome.

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
Pre-qualification methodology can apply to Group B occupations				
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum (Within last 5 years) +	N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitable Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

Highly relevant major fields of study include:

- Public Relations (the study of creating and maintaining an understanding and a favourable view of an organisation and its products, services and role)
- Communication and Media Studies
- Journalism

Other qualifications may be accepted on a case-by-case basis if the subsequent employment is highly relevant, and the program of study contains sufficient units related to Public Relations. For example;

- Communication
- Public Communication
- Public Relations
- Communication Management
- Communication skills for Media
- Publication Formats and Technology
- Marketing
- Advertising
- Multimedia
- Event Management
- Writing and Editing for Business.

*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

Employment Criteria

Highly relevant tasks include, but are not limited to:

- planning and organising publicity campaigns and communication strategies
- advising executives on the public relations implications of their policies, programs and practices
- preparing and controlling the issue of news and press releases
- undertaking and commissioning public opinion research, analysing the findings and planning public relations and promotional campaigns
- organising special events, seminars, entertainment, competitions and social functions to promote goodwill and favourable publicity
- representing organisations and arranging executive interview with publicity media
- attending business, social and other functions to promote the organisation
- commissioning and obtaining photographs and other illustrative material
- selecting, appraising and revising material submitted by publicity writers, photographers, illustrators and others to create favourable publicity

Employment Context

Public Relations Professionals may work in the following businesses/organisations:

- Public relations consultancies
- Government organisations
- Tertiary institutions
- Industry associations
- Financial institutions
- Contract freelancers
- NGOs
- Businesses which require an in-house public-relations or media and comms team (eg. large industrial or commercial firms)

Common roles held by Public Relations Professionals (within a PR working context) include:

- Public Relations Officer / Manager / Director
- Account Executive / Supervisor / Manager / Director
- Communications Officer / Manager / Director
- Public Affairs Officer / Manager / Director
- Investor Relations Officer / Manager / Director

Supporting Material for Assessment

Applicants nominating this occupation are advised to provide a copy or link to their media release