



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

स्कूल जनसंपर्क विशेषज्ञ

A School Public Relations Specialist is a professional who manages the image, communication and relationships of a school or educational institution. They build positive, trustworthy communication among parents, students,...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/school-pr-specialist

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A School Public Relations Specialist is a professional who manages the image, communication and relationships of a school or educational institution. They build positive, trustworthy communication among parents, students, teachers and the local community, showcase the school's achievements through newspapers, the website and social media, run admissions outreach campaigns, and plan and execute events such as annual days, sports days and parent-teacher meetings. During any controversy or crisis they issue balanced, clear information on the school's behalf to protect its reputation. It is a creative, people-facing career with strong opportunities in the fast-growing education industry.

2 At a glance

Minimum qualification	Bachelor's in mass comm/PR/marketing after Class 12 (BA/BJMC)
Duration	3-year degree + optional 1-2-year PG/diploma
Starting salary	₹18,000–28,000/month
Work field	Communications, PR and admissions outreach in schools/education groups

3 What you need

INTERESTS

- Enjoy talking to people and building relationships
- Keen to organise events and shape an institution's image
- Interest in writing, storytelling and social media

ABILITIES

- Clear and effective communication skills (Hindi and English)
- Creative thinking and problem-solving ability

- Calm, balanced conduct under pressure and in a crisis

KEY SKILLS

- Verbal and written communication and media relations
- Social media management and digital marketing
- Relationship-building with parents, community and media
- Crisis communication and reputation management
- Writing press releases, newsletters and website content
- Event planning and event management
- Admissions outreach and brand promotion

4 How to get there

- 1 Complete Class 12 in any stream (arts/commerce/science); build a strong grip on language and writing.
- 2 Pursue a bachelor's degree (BA/BBA) in mass communication & journalism (BJMC), public relations or marketing.
- 3 Optionally add a diploma or PG in PR/corporate communication from institutes like IIMC, Symbiosis or University of Rajasthan (helpful).
- 4 Do internships at a school, PR agency or EdTech company to gain hands-on experience and a portfolio.
- 5 Practise Hindi-English writing along with social media, Canva, design and content tools.
- 6 Start as a PR assistant/communications executive and grow to PR officer and manager.

MAIN EXAMS

- IIMC Entrance Examination (for PG diploma in mass communication)
- CUET-UG (for mass communication bachelor's at central/state universities)

5 Where to study

GOVERNMENT INSTITUTES

- हरिदेव जोशी पत्रकारिता एवं जनसंचार विश्वविद्यालय (HJU) — Jaipur, Rajasthan (https://hju.ac.in/index_en.html)

- जनसंचार केंद्र, राजस्थान विश्वविद्यालय — Jaipur, Rajasthan (<https://masscom.uniraj.ac.in/>)
- भारतीय जनसंचार संस्थान (IIMC) — New Delhi (and other centres) (<https://iimc.gov.in/>)

PRIVATE INSTITUTES

- IIS (डीम्ड-टू-बी यूनिवर्सिटी) – पत्रकारिता व जनसंचार — Jaipur, Rajasthan (<https://journalism.iisuniv.ac.in/>)
- सिम्बायोसिस इंस्टिट्यूट ऑफ मीडिया एंड कम्युनिकेशन (SIMC) — Pune, Maharashtra (<https://www.simc.edu/>)
- जेवियर इंस्टिट्यूट ऑफ कम्युनिकेशंस (XIC) — Mumbai, Maharashtra (<https://xaviercomm.org/>)

ONLINE

- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)
- एमिटी ऑनलाइन – मास कम्युनिकेशन — Online (<https://amityonline.com/>)

FEEES

At government universities (Haridev Joshi University, University of Rajasthan) a mass communication bachelor's costs roughly ₹10,000–30,000 per year, and IIMC's PG diploma is around ₹1 lakh. Private universities (IIS, Symbiosis) can cost roughly ₹80,000–2,50,000 per year.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/>)
- राजस्थान सामाजिक न्याय एवं अधिकारिता विभाग (SJE) छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)
- Buddy4Study – पत्रकारिता व जनसंचार छात्रवृत्ति (<https://www.buddy4study.com/scholarships>)

6 What the work is like

WHERE YOU WORK

Private schools, CBSE/IB school chains, education groups, universities and colleges, EdTech companies, PR agencies and coaching institutes.

WORK CULTURE

Work is usually office-based 5–6 days a week, but evening and weekend duty rises during admission seasons and annual events. The job involves meeting people, talking to parents and media, and producing content to deadlines. The field also offers suitable opportunities for women and persons with disabilities.

WHO HIRES

- Private schools and CBSE/ICSE/IB school chains
- Large education groups and universities/colleges

- EdTech companies (e.g. BYJU'S, PhysicsWallah, Vedantu)
- Coaching institutes and skill-training companies
- Public relations and corporate communication agencies
- Education NGOs and communication units of government education departments

DEMAND (2026)

Competition among private schools, EdTech firms and education groups in India is rising fast, so every institution needs skilled PR and communication professionals to protect its image, admission numbers and parent trust. The growth of social media and digital marketing has made this role even more important, so demand is steadily increasing across the country, including large cities like Jaipur.

7 Career growth

- 1 Communications/PR Executive (entry level)
- 2 School Public Relations Specialist / PR Officer
- 3 Communications & Marketing Manager
- 4 Head of Communications / PR Director

EARNINGS

Starting	₹18,000–28,000/माह
Mid level	₹35,000–60,000/माह
Senior level	₹80,000–1,50,000+/माह

Per PayScale, a PR Specialist in India earns an average of about ₹5.5 lakh per year (roughly ₹46,000/month). Starting pay at a school/agency is around ₹18,000–28,000/month, and with experience — becoming a communications manager or head of communications — it rises considerably.

8 The good parts · The challenges

The good parts

- Creative, people-facing and varied work
- Good opportunities in the fast-growing education and EdTech sector
- A clear path to grow into head of communications with experience

The challenges

- Long hours and stress during admission seasons and events
- Pressure and accountability during a crisis or negative news
- Pay can be limited at the entry level

9 Real-life journeys

Dilip Cherian

Co-founder, Perfect Relations; India's 'Image Guru'

After studying at Presidency College and the Delhi School of Economics, Dilip Cherian co-founded 'Perfect Relations' in the early 1990s — among the first agencies to introduce the concept of Image Management in India, which grew into one of South Asia's largest public relations firms. Known as India's 'Image Guru', he has advised companies and leaders on communication and reputation management. His story shows that strong communication skills and the art of building relationships can take you to the top of public relations — whether the image being shaped belongs to a company or a school.

Wikipedia · https://en.wikipedia.org/wiki/Dilip_Cherian

Prema Sagar

Founder, Genesis BCW; a pioneer of Indian public relations

Prema Sagar launched 'Genesis PR' in 1992 with just three employees and three clients, at a time when public relations was barely understood in India. After specialised training in London, she used creative campaigns to lift one hotel's occupancy from 3% to 75%, then grew her firm nationwide — merging with Burson-Marsteller in 2005 to become Genesis BCW. She also helped build industry bodies like PRCAI and PAFI. Her story inspires every girl who wants a strong career in public relations — school or corporate — built on communication, brand and relationships.

YourStory · <https://yourstory.com/2017/11/redefining-art-communication-genesis-founder-prema-sagars-perfect-pitch>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Public Relations Manager

11 Sources & further reading

1. Rajasthan Career Guidance – School Public Relations Specialist — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%8d%e0%a4%95%e0%a5%82%e0%a4%b2-%e0%a4%9c%e0%a4%a8%e0%a4%b8%e0%a4%82%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%95-%e0%a4%b5%e0%a4%bf%e0%a4%b6%e0%a5%87%e0%a4%b7%e0%a4%9c%e0%a5%8d%e0%a4%9e-sch ool/>
2. PayScale – PR Specialist Salary (India) — [https://www.payscale.com/research/IN/Job=Public_Relations_\(PR\)_Specialist/Salary](https://www.payscale.com/research/IN/Job=Public_Relations_(PR)_Specialist/Salary)
3. Indian Institute of Mass Communication (IIMC) — <https://iimc.gov.in/>
4. Shiksha.com – Public Relations Career — <https://www.shiksha.com/mass-communication-media/public-relations-career-chp>
5. National Scholarship Portal — <https://scholarships.gov.in/>



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