



WILL AI REPLACE ME?

Public Relations Manager

Media and Digital

While AI is dramatically shifting the landscape for Public Relations Managers, especially in automating propositions and document creation, a substantial human touch still remains pivotal. Monitoring tools can sift through data and draft reports, but the human eye is crucial to decipher nuanced meanings and guide strategic interpretations in a world deluged with information.

AI technologies can alert to potential crisis by analyzing data trends, yet the delicate handling of crisis management, shaped by adept communication, quick adaptation, and deep understanding of unfolding situations, is inherently human and irreplaceable.

Furthermore, the strategic advising layer of communication – understanding, influencing, and strategizing across various company levels and external entities – stands resilient against automation, safeguarding the indispensability of human intuition and expertise in PR roles. Within this context, PR Managers' future-proof skills also envelop building trust and cultivating robust relationships with Key Opinion Leaders (KOLs), which is paramount in amplifying brand messages and navigating through the complexities of public perception and stakeholder relationships, thus adding an essential human dimension that cannot be replicated by technology

Automation degree: 13.33%

Limited Impact of AI on the Job



13.33%

Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Design and implement communication strategies to improve the company or brand's image and reputation.	Very High
Organize events, press conferences, and manage media relations.	Moderate
Handle crisis situations and ensure consistent and positive communication to the public.	Very High

Impact on skills

At-risk Skills ↓

Drafting Press Releases.	Automated platforms are standardizing and simplifying these propositions, making this skill less central.
Managing crisis situations.	In a world where information spreads at lightning speed, especially via social networks, the ability to manage crisis situations is paramount. This skill requires not only excellent mastery of communication but also a great capacity for adaptation and responsiveness to often unpredictable situations.

Future-proof Skills ↑

Ability to highlight a brand or personality in a sea of information	In an era of information overload and constant communication, the ability to effectively distinguish and elevate a brand or individual's presence is becoming increasingly valuable for Public Relations Managers. With the digital landscape continuously evolving and the proliferation of content, mastering the art of standing out amidst the noise is a skill that will remain in high demand. PR professionals who excel in strategically positioning their clients or organizations to shine in the midst of vast information flows will play a pivotal role in shaping successful communication strategies for the future
Advising various levels of command on communication matters.	Communication is not limited to the dissemination of information. It also involves strategy, understanding of issues and audiences, as well as the ability to influence decisions at different levels of the company or institution. The advisory role, where the public relations manager can provide insights based on their deep understanding of media, audiences, and trends, is essential and cannot be easily automated or replaced.

[Visit our website](#)