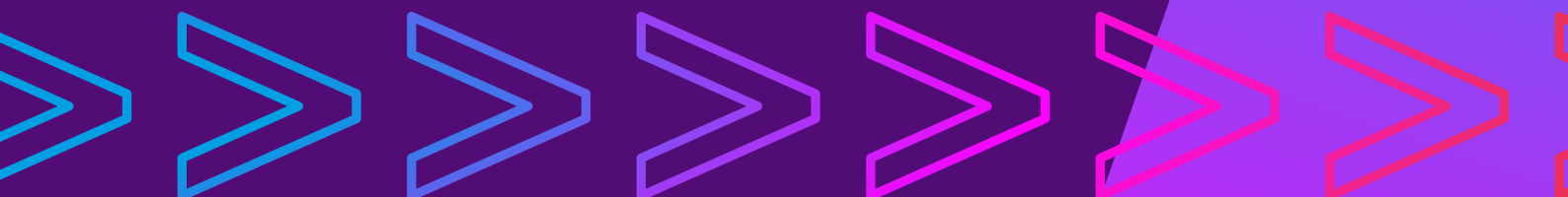


CIPR

SCOTLAND



CIPR Scotland Graduate Playbook





INTRODUCTION

Public relations (PR) is a broad term that encompasses a wide range of roles across almost every sector. From social media campaigns and political communications to crisis response and CEO interviews, PR professionals work behind the scenes to shape narratives, manage reputations and connect organisations to their audiences.

The Chartered Institute of Public Relations (CIPR) is the world's only Royal Chartered professional body for PR practitioners, representing nearly 11,000 members. Royal Charter status reflects a long-standing commitment to advancing professionalism, ethics and standards across the industry. The CIPR defines PR as "the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics."

CIPR Scotland is one of the devolved nations that make up CIPR, supporting over 900 professionals across the country and providing regular training, networking and industry events. As part of a chartered body, members are expected to uphold a professional Code of Conduct, reinforcing trust, accountability and ethical practice at every stage of their careers.

Scotland's PR industry is dynamic, fast-paced and constantly evolving. It needs fresh, ambitious talent to shape its future. The Future Leaders Forum was launched by CIPR Scotland in 2018 to nurture and inspire young talent in the communications industry.

The Forum brings together volunteers from across the industry to champion young voices, connect with universities and colleges, and organise events aimed at students and early-career professionals.

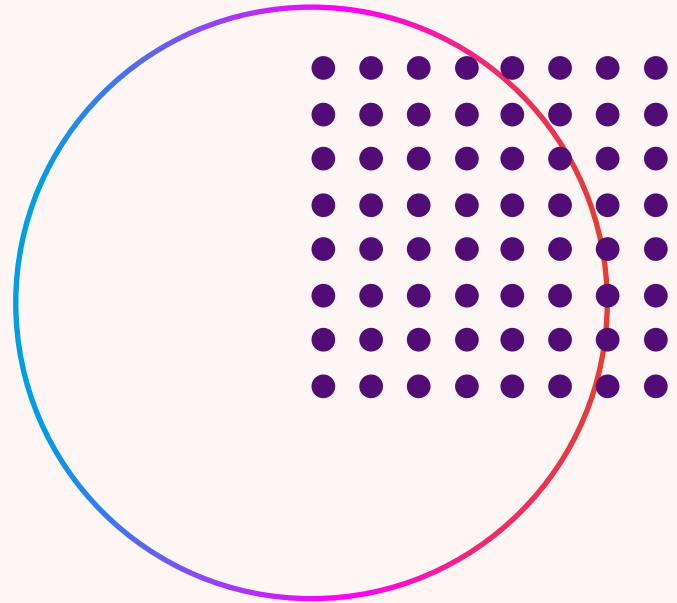
Whether you're studying communications or exploring a new career path, our Graduate Playbook will help you step confidently into your first role in Scotland's PR and communications industry.

In this guide, you'll find practical information on:

- › Industry terminology
- › Industry changes and challenges
- › Writing a strong CV and cover letter
- › Preparing for interviews
- › Key PR skills
- › Where to find job opportunities
- › Different career paths
- › Types of roles
- › Your career path
- › Real-life anecdotes from PR professionals
- › Joining CIPR Scotland
- › Next steps



NAVIGATING INDUSTRY TERMINOLOGY



PR VS MARKETING

In practice, PR and marketing often sit side by side, but they're not the same discipline. Marketing is primarily about promoting products and services to generate sales, whether through advertising, digital activity or customer campaigns.

PR, on the other hand, is about managing reputation, shaping stories and building trust with the audiences who matter. Where marketing is designed to persuade people to buy, PR is about creating credibility and long-term relationships.

The best results usually come when the two work hand in hand: PR provides the authenticity and reputation that underpin strong brands, while marketing brings the data and reach to amplify those messages.



B2B VS B2C

In PR, you'll often hear the terms B2B and B2C. Here's why the difference matters:

- › **B2B, or business-to-business**, is about helping organisations speak to other organisations. The tone here tends to be more formal, with a focus on expertise, trust and long-term partnerships.
- › **B2C, or business-to-consumer**, is all about connecting directly with the public. Campaigns are usually more creative and emotive, designed to grab attention quickly and encourage immediate action.

In the Scottish market, where networks are tight-knit and word of mouth is powerful, understanding whether you're communicating in a B2B or B2C context can make all the difference to how your story lands.