

Perceived Image of Public Relations Job Advertisements by Employers and a Critical Approach

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Abstract

As a profession, public relations has a status and prestige, and the people working in this field must be qualified and well equipped; but this impression of public relations reveals that occupational status can be taken out and the quality of the people is ignored. Thus, employers' perceived images of job advertisements related to public relations in online job advertisements are evaluated in this research. According to the data obtained from job advertisements, public relations was associated with many related or unrelated jobs, and various unrelated job descriptions were used under this title. Moreover, such a situation causes public relations to be perceived as a profession that can be performed by both experienced and inexperienced people at every level of education and age. Employers have been trying to manage their public relations departments and practices in line with their own aims and business benefits.

Keywords: public relations, job ads, employers, image

Halkla İlişkiler İş İlanlarının İşverenler Tarafından Algılanan İmajı ve Eleştirel Bir Bakış

Özet

Halkla İlişkiler bütün iletişim çalışmalarını kapsayan kurumlar için önemli bir süreci içermektedir. Kurumların dışarıya açılan kapısı olarak görülen halkla ilişkiler birimleri aynı zamanda bir prestij aracı olarak da algılanmaktadır. Bir meslek olarak halkla ilişkilerin statüsü ve saygınlığı bulunmakta, bu alanda çalışan kişilerin de nitelikli ve donanımlı kişilerden olması gerekmektedir. Fakat halkla ilişkilerin üzerinde taşıdığı bu izlenim mesleki statünün alınıp, kişilerin niteliğinin göz ardı edilmesini ortaya çıkarmaktadır. Bu bağlamda bu araştırmada çevrimiçi iş ilanlarında halkla ilişkiler başlıklı iş ilanlarının işverenler açısından algılanan imajı değerlendirilmektedir. Araştırma kapsamında iş ilanlarından elde edilen verilere göre halkla

ilişkiler ilgili ya da ilgisiz birçok işle ilişkilendirilmiş, birçok iş bu başlık altına sokulmaya çalışılmıştır. Ayrıca böyle bir durumun halkla ilişkilerin her eğitim düzeyinde ve yaşta, tecrübeli ya da tecrübesiz kişiler tarafından yapılabilen bir meslek olarak algılanmasına sebep olmaktadır. Açıktır ki, işverenler halkla ilişkiler mesleğini ve uygulamalarını kendi amaçları ve iş çıkarları doğrultusunda yönetmeye çalışmakta olduğu görülmektedir.

Anahtar Kelimeler: Halkla ilişkiler, iş ilanları, işverenler, imaj.

Introduction

There is a lot of content in the literature about what public relations is and how it works. Explaining the various functions of public relations by referring to different definitions scientists are trying to determine its place in this direction. The rapid rise of public relations that we can date to a recent past is among the essential units of every institution today; even if not as an application, the mention of the name public relations is used as an image study. Public relations is often regarded as an important prestige element bearing a mission even as a name, and it is perceived as an outward opening door, although the functions are not used in the real sense by the institution. It may not be possible to come across with public relations, which plays a popular role in just this system, professionally at every institution. The reason for this can be said to be the fact that public relations is both harder and harder to understand than what it is, how it operates and how it is perceived via developing communication technologies. On the other side, it can be added that the boundaries of the field are indefinite, new concepts and practices begin to intertwine, and that different tasks are gathered under the name of public relations. It also leads to the introduction of new meanings and tasks in public relations , more precisely in the name of popularity, to be called as public relations by adding a privilege to the ordinary works which already have a name.

In this study, the job advertisements related to the public relations will be examined to determine how the institutions perceive the public relations practices and for which works they choose public relations practitioners to perform. In the theoretical part of the study, it is briefly mentioned what public relations is in the literature, what applications it has and the topics related to it. In the application part, the job descriptions in job advertisements containing the heading of the public relations in online career sites in Turkey have been examined. In the light of obtained qualitative data, it is tried to be evaluated in the job advertisements how the institutions determine the job descriptions public relations and the roles loaded on the units related to the public relations.

1.LITERATURE REVIEW

The definitions of public relations are seen as useful in understanding the practices of public relations. In many sources, emphasis is placed on the definitions of pioneering names in the field of public relations. Some of these definitions are as follows: According to the public relations statement in the book "Effective Public Relation" of Cutlip, Center and Broom (1985, p. 4), "public relations is a management function that determines, establishes and sustains a mutually beneficial relationship between the institution and its various peoples"

Bernays (1961, p. 21) evaluates public relations definitions under three headings. They are (1) trying to convince the public to inform the public, (2) to persuade the public directly to change attitudes and behaviors, and (3) to integrate the attitudes and behaviors of the public and institutions with the institutions and public. Grunig (2005, p. 15) defines the concept of public relations as "the management of communication between peoples interested in that organization." Tortop (1975, p. 2) notes that any kind of work, such as visits, communication and giving information to the public, is a public relations activity.

Wilcox, Ault and Agee (1997, p. 7) described key concepts in the definition of public relations as follows:

- Purposeful; public relations practices have goals. These goals include making effective designs, earning, collecting information, and providing feedback
- Scheduled; public relations activities are planned actions. Producing solutions to problems, creating and organizing activity periods, conducting systematic researches and analyzes.
- Action / performance; effective public relations are based on activities and performances. If the institution can not meet the needs of the society, none of the public relations activities produces good intentions and support
- Public interest; public relations practices must provide mutual benefit between the public and the institution. Public relations are integration of interests and needs of society with the benefits of institution.
- Two-way communication; public relations are more than one-way information dissemination. It is important to get feedback for public relations.
- Management function; public relations are influential because they form part of the decision-making process by senior management. Public relations require high level of problem solving and counseling, not only information dissemination after decision making.

Many definitions of public relations have been made from the beginning to the present day and are still being continued to be made. It is evident that these definitions and activities of

public relations are influenced by the conditions of each period. Developments in communication technologies have expanded the scope of the definition and have incorporated new applications into it.

Thus, public relations became a field characterized by ‘what it does’ rather than ‘what it is’. This leads to a measure of public relations based on applications such as media relations, advertising, event management, message production and distribution (Köseoğlu, 2014, p. 11). For example, with the development of such an understanding emerging in the management, scope of public relations which has a function that reflects social changes to institution and realizes necessary institutional arrangements, with regard to management comes into prominence.

The management function of public relations involves providing consultancy service at all levels about the subjects such as determining, analyzing and interpreting the events that may affect peoples’ opinions and attitudes in addition to institution’s plans and actions, making decisions on management of events, action and communication, besides planning, performing and evaluating communication programmes that enables institution to reach its goals (Alemdar, 2014. P. 240).

It is difficult to compromise on a common definition as public relations operates in many fields such as crisis management, reputation management, problem management, event management, government relations, industrial relations, financial relations, employee relations, media relations, lobbying, image management, health communication, social responsibility applications, sponsorship (Kalender, 2008, p. 19).

Technological advances continue to provide new techniques and applications for communication and public relations practices. For this reason, each definition contains a different function within itself.

As a result of analyzing the 472 definitions made for public relations, the qualities of public relations are listed as follows (from Harlow (1976) Peltekoğlu, 2004, p. 2):

- Requires expertise.
- It is a management task and should be carried out by experts.
- Organizes communication among various groups being aware of influence of public opinion.
- Informs the management about the behavior of the target audience and makes suggestions by carrying out the researches required by the organization.
- Helps institution behave in a way that proves that there is social responsibility as well as profit.

- Utilizes various means of communication through public research and other research methods.
- Both the consulting firm and the internal public relations department act as part of the management.

Public relations is a clear management function that establishes and sustains mutual communication, understanding, acceptance and association between the public and the institutions and covers problems or management problems. It is sensitive to the public and helps inform the public. It defines and emphasizes management responsibilities to serve the public interest. It works as an early warning system to see the problems in advance, which can be an effective benefit. Helps to keep side by side with management and conducts researches, communicates effectively using its main tools.

In this context, the aims of public relations are listed as follows (Köker, 2014, p. 209):

- To enlighten the people and make them adopt studies.
- Creating positive attitudes towards management
- Facilitate the work of the people in relation to the administration
- To receive information from the public to increase the accuracy of the decisions
- To provide information to the public in order to ensure compliance with laws and regulations
- Ensuring services are seen more quickly and easily by providing cooperation with the public
- To work for the benefit of the private and the public and to create a feeling of social responsibility by serving everyone's personality.

Another point which is emphasized with public relations aims is that gainings of these activities are over the long run and public relations practices spread over time create an identity for institution. Organizations targeting this identity and service are trying to establish effective and efficient communication by establishing relations with different masses (Çamdeli, 2000, p. 19).

In his book "Your Future in Public Relations," Bernays (1961, p. 18) explains public relations as follows;

- To the right image in society and in the individual
- To improve the atmosphere of opinion between the institution and society
- Promote the products or services of the institution
- To organize events to expand the community of which it is a part

- To arrange relationships among all stakeholders

Cutlip et al. (1985, p. 64) group job descriptions of public relations into ten categories so that public relations can be successful in every field it is practiced. These practices, which vary according to institutions, departments and positions, can also change depending on their role. These; writing, printed media, media relations and placement, special events, speaking, production, research, programming and consulting and training. Kalender (2008, p. 30) discusses the application areas of public relations in a framework that encompasses a broader area including media relations, financial relations, public relations, issue / problem management, lobbying, crisis management, reputation management, marketing communication, sponsorship, corporate social responsibility, working / member relationships and community involvement.

The quality of public relations practitioners is another important consideration that must be taken into account in order for the practices in the area to be successful. Choosing the right people for the right job not only improves individual productivity but also leads to incompatibility, inefficiency, loss of work and time in terms of employer and employee (Sabuncuoğlu, 2013, p. 78). In Turkey, the characteristics of the candidates who will work as public relations practitioners are stated as follows (Ataol, 1991, p. 29):

- To have studied at least undergraduate level in business, social sciences and press-publications (explaining the power of using Turkish and basic concepts and principles in social sciences)
- To be experienced in management and public relations
- To have good command of English
- To have a journal or have worked in the field of journalism
- Meetings and protocol rules
- To host domestic and foreign delegations
- To organize conferences, seminars and meetings
- To communicate with written and oral press

The fact that success in public relations is mostly seen as human origin requires that these personal skills are necessary and that efforts are made to develop them (Peltekoğlu, 2004, p. 114). Because of the ability of public relations to function as a buffer zone between the organization and the target masses in order to create and maintain long-lasting relationships, interpersonal communication has become indispensable condition (Eğinli, 2014, p. 91). But public relations occupation is associated with the ability of establishing good interpersonal relationships, and in many cases having this skill can be seen as only condition to perform their

profession. The main cause of this misconception is that the concept is explained only depending on lexical meaning, the scope of the concept and its performance areas are either left behind or not recognized (Eğinli, 2014, p. 69).

Bernays notes that despite the emphasis on public relations, businessmen and the public are still insufficiently aware of the nature and function of the profession. According to Bernays most effort and money is wasted; since little emphasis is put on the function of counseling when much emphasis is placed on the quality of information (Bernays, 1961, p. 41). Designing and implementing campaigns for public relations and evaluating the results require expertise. Much more than just planning and implementing an event, it requires expertise and professional experience based on communication. There are many practice areas devoted to different stakeholders in the public relations profession. Therefore, limiting the profession to being a unit that only organizes events reflects a totally distant perspective from a professional perspective (Alemdar, 2014, p.243).

2.METHODOLOGY

In this research, job advertisements under the heading of public relations in Turkey were examined. In this context, job advertisements containing the words of the public relations were screened and the status of the applications given in the job descriptions was determined. In this way, it is aimed to determine the way in which the public relations occupation in Turkey is included in job advertisements and the image perceived by the employers. In the study, the applications given in the job descriptions were evaluated from the point of view of the employers and the comparison between the past and present applications was made. In the research, the presentation of the public relations profession on job advertisements is analyzed by content analysis method. Content analysis is the measurement of the frequency of use of the elements in the text by categorizing them according to the specific subject headings (Oktay, 1995, p. 189). The aim of content analysis is "to obtain a number of findings for some dimension and cross-sections of the unknown social reality which is not present by moving from the apparent dimensions of existing texts" (Türkdoğan and Gökçe, 2012, p. 320). In this context, in this study, job advertisements containing the heading "public relations" in online human resource sites in Turkey (yenibiris.com, kariyer.com, element.net, secretcv.com, element.net) were examined. 225 job announcements titled public relations collected from selected online human resource sites between 1-31 May 2017 were analyzed by content analysis method. For

the purpose of research, suitable content analysis categories have been created and the job advertisements selected accordingly have been examined primarily according to the following categories: a. Announcement title, b. Sector, c. Job description. As a result of the analysis, it is evaluated within the context of how the applications of public relations in job advertisements are realized and how they are perceived by employers.

3.FINDINGS

In the survey, it is seen that the number of job advertisements titled "Public Relations" is considerably high in a month's time. A total of 225 job advertisements were identified in Turkey between the dates of the research. Table 1 shows the outcomes on the human resources sites, which are scanned under the title of public relations. According to this, the most frequently used announcement headings are in order of "public relations employee" (97), "public relations officer" (22) and "public relations personnel" (20).

Table 1: Distribution of job advertisements according to advertisement title

Advertisement Title	f	Advertisement Title	f
Public relations employee	97	Public Relations Assistant	4
Public relations officer	22	Public Relations Manager	4
Public relations personnel	20	Press and public relations officer	4
Public Relations	18	Public relations and advertising	3
Public relations specialist	9	Public Relations Attendant	2
Public Relations customer representative	9	Public Relations Authority	2
Public Relations Director	8	Public Relations Coordinator	2
Public Relations Advisor	7	Public relations and marketing manager	2
Public relations and marketing staff	7		
Advertising and public relations director	5	TOTAL	2
			2
			5

Table 2 shows the distribution of ads looking for public relations staff classified ads by sector. Within the period of the research, 26 different sectors have advertised. The education sector (108) is the first among the sectors that seek public relations staff. The sectors that have the highest number of advertisements are the business establishment (17), holding (11), beauty center (11) and health (11) sectors respectively.

Table 2: Distribution of job advertisements by sector

Sector	f	Sector	f
Education	108	Publishing	3
Business firm	17	Foundation	2
Holding	11	Real Estate	2
Health	11	Entertainment	2
Beauty center	11	Manufacturing	2
Tourism	9	Driving School	2
Advertising agency	8	Foreign Trade	2
Marketing	6	Call Center	1
Restaurant	5	Attaché's office	1
Construction sector	5	Engineering	1
Technology-IT	4	Finance	1
Sport Center	4	Consultancy	1
Food	3		
Media	3	TOTAL	225

There are only 56 job descriptions in the classified ads. Job descriptions are given mostly in the education sector (23). (24% of the total number of advertisements, n=56). In 17 of the advertisements with job descriptions, the requirement of graduating from the "public relations, communication, and related departments" is preferred. In all ads, personal characteristics of the candidates (innovative, career-oriented, focused on goal-result, motivated, ambitious, quick learners, disciplined, responsible person, researcher,), Socio-demographic characteristics (age, gender, education, graduation etc.), working conditions (flexible working hours, travel disability, adaptation to intensive work, close to work, time management skills, dynamic, sales skills, etc.), human relationships (communication and persuasion, teamwork, (computer, office tools, social media, driver's license, foreign language, business), physical characteristics (diction, external representation, corporate representation, non-use etc.) experience, written and oral skills, etc.) are requested in detail.

Almost all of the advertisements have a job description; but the features of the candidates demanded in this section are explained or institutional promotion is being made. On the other hand, the number of jobs with job descriptions is low, but the job details given are very general. These include, for example, lean expressions such as "execution of public relations activities, management of customer relations, organization and planning, sales and marketing, fieldwork".

Table 3 shows the job descriptions for public relations job advertisements. Many of the job descriptions seen in the table include a secretary's job role. Activities such as managing telephone traffic, registering students, organizing documents are applications that can be managed by people who are not public relations experts. Among the job descriptions, jobs such

as conducting accounting, tea and coffee service, cargo tracking, cleaning office, and translating are among the jobs that should be carried out by a staff member other than a public relations practitioner. Under the heading of Public Relations, the fact that people graduated from child development, accounting, computer department were preferred and graduation from university and job experience weren't required in ads shows that institutions need people just for secretarial jobs. Nonexistence of job descriptions, the lack of job descriptions, the lack of clarity, the use of general expressions, the choice of showy statements to increase job quality are the most common and unclear points in job advertisements.

Table 3: Job descriptions in public relations job advertisements

Job Descriptions	Job Descriptions
Corporate promotion	Telemarketing
Corporate marketing	Social Media Management
Secretariat	Accounting
Corporate and individual organization	Gaining potential customer
Editing websites	Field surveys
Meeting and organization	Carrying out public relations activities
Telephone, e-mail, paper transfer	Patient communication in the health sector
Internal and external corporate correspondence	Customer relations management
Internal corporate communication	Dealing with patient problems
Translation	Customer facing
Online marketing	Continuity of information flow
Content management, promotion, control	Regular reporting
Customer order taking and follow-up	Developing sales projects
Customer record	Coordination of students
Reception services	School events
Office services	Sales & Marketing
Receiving student registrations	Outdoor activities
Interviewing with student parents	Student follow-up
Job reporting and tracking	Organizing seminars, stands, fairs
Customer satisfaction and follow-up	Customer communication, complaint, demand concluding
Sales and marketing	Planning and executing promotional activities
Strategic communication focused on corporate marketing	Creating a customer portfolio
Providing and directing internal communication	Creating action plans
Doing research and presenting an active report	Developing sales projects
Managing phone traffic	Managing public relations
Office cleaning	Tracking innovations
Tea and coffee services	Cargo tracking, file and document editing

There are job descriptions in 56 of the advertised ads and only 9 of them have detailed job description. (the number of detailed advertisements among job advertisements is 16% (n=9)). Table 4 shows the detailed job descriptions. Job descriptions in the table are included in the advertisements issued by large companies. It is seen that the job descriptions in this table cover more public relations applications according to Table 3, the more professional contents are covered and the tasks are explained in more detail. It is another noteworthy point that in the detailed job descriptions, the use of concepts reflecting professionalism in a right way and existence of public relations practices such as social responsibility, sponsorship, corporate communication, press communication, news studies etc. In this framework, personnel who will perform these duties are required to graduate from public relations, journalism and communication departments.

Table 4: Detailed job descriptions in public relations job advertisements

Job descriptions
Contributing to the sharing of corporate values with stakeholders within the vision and mission of the company
Conducting relationship management with public institutions, local people and all stakeholders in accordance with the Holding Corporate Social Responsibility principles, EBRD and IFC performance standards
Being responsible for timely resolution of requests communicated by stakeholders in accordance with procedures and giving feedback on the process
Being experienced in developing Corporate Social Responsibility Projects that can meet the common needs of local communities
Carrying out the necessary reporting process regarding the activities foreseen
To organize customer loyalty enhancement activities and to determine customer preferences by analyzing customer portfolio, to develop customer relations
In the company's organizations, invitations, as requested; to make all kinds of arrangements, to pass on innovations, to plan all kinds of details from the invitations to the participation list, to prepare content and visuals
To fulfill jobs that manager wants; inside and outside the company; as requested, to coordinate and follow them in detail
Assisting the manager's whole business and meeting plan, actively participating in the meeting, making the desired research and reports
To plan corporate and marketing oriented strategic communication activities, to change and enrich with new ideas
To coordinate with related agencies, to carry out sponsorship and campaign organizations
Providing effective communication within the company, ensuring that all desired information is shared in a healthy way and ensuring integrity
To follow domestic and foreign fairs, seminars, and dealer organizations, conduct desired researches and actively present reports
Identification and commissioning of the printed materials necessary for the marketing of the company. (Printed materials such as brochures, catalogs, files, business cards, pamphlets etc.)
Preparation of the presentations to be used in the company, updating, delivery to the persons in charge of marketing
Identification, preparation, procurement of promotional products to be used in the market
Making of exhibition organizations, follow-up, making stand, making necessary presses

Ensuring that all kinds of printed paper documents, labels, signboard, on-vehicle advertising used in the company are prepared in accordance with corporate identity, and following of all these activities
Bringing into connection with press, preparation of press bulletins
Procurement of content for publishing corporate newspapers in the country, graphic design of the newspaper and delivery to the customers by mail
Delivery of the newspaper to the customers via mail
Preparing domestic product, launch and campaign videos, and transmitting by mailing
Controlling of social media accounts and keep up to date
Providing customer satisfaction surveys, reporting
Follow-up of customer complaints, provision and reporting of complaints
Planning and execution of social responsibility campaigns
Ensuring that the web page is tailored to the needs of the customer, content follow up
Compilation, sharing, archive of introduction film and field pictures
Training, montage, shooting, sharing of photos or videos
Developing new ideas for marketing by making analyzes
Planning work to ensure employee satisfaction
Coordination of competition organizations
Photographing
Management of internal communication broadcasting and coordination of news work processes
To establish and implement the annual communication plan of units that he / she is responsible for
Providing information flow between related units and Marketing and Corporate Communication; process control and follow-up
To develop a marketing communications plan including strategy, objectives, budget and tactics
To develop media relations strategy to find place in media, press media and online media
To create press releases, articles, essays and to develop content for opening notes
To monitor, analyze and hand in public relations results quarterly
To build brand awareness, develop marketing strategy and to lead awareness-focused marketing initiatives
Web Site Management, updating and managing all content of corporate websites
Managing marketing budget
To carry out media plans and advertising activities
To analyze, interpret and propose actions in marketing trends
Preparing brochures, catalogs and presentations
To maintain relations in a healthy way between the institutions in local and national dimensions
Arranging relationships with the target audience that the organization is and will be addressing
To work coordinately with Human Resources in institutional activities
Execution of the relationship with the media channels such as advertising, publicity
To carry authority as an approval authority for activities such as interview with local and national publications etc. and to follow the application
Institutional publications (3-month periodical)
Preparation and realization of the organizations to be realized on behalf of the holding within or outside the Holding
The establishment and preparation of the archive system within the department; follow-up of related processes
Monitoring and controlling of student scholarships distributed by the holding
Control and follow-up of the press bulletin, publications and brochures printed by the holding
Making periodic visits to firms that are targeted in long walks and getting new customers as a result of these visits
Management and administration of all reservations including online reservations
Establishment, budgeting and monthly follow-up of annual marketing communication plans

Execution of in-house advertising activities, providing communication between the Agency (PR, Creative and Media Planning and Purchasing) and the institution
Management and coordination of all the operations of digital media activities
Ensuring that all processes related to brand campaigns (photo shoot, organization, etc.) are prepared during the new season
Designing projects and events for brands, organizing processes and coordinating related units
Execution of effective media relations
Preparing and monitoring discount plans related to sales campaigns and corporate collaboration, pop and board designs for special occasions in coordination with relevant departments
Control of invoices of all approved and actual marketing activities, follow-up
Planning and actualization of the activities of the company to increase brand awareness
Realization of customer satisfaction activities
To optimize and manage processes for press conferences and press invitations
Building of corporate image

According to research findings, there are job descriptions in 24% (N = 56) of the total number of advertisements (N = 225). Among the advertisements with job descriptions, number of detailed advertisements is 16% (N = 9). Table 1 shows the number of job advertisements that include headings of public relations in different forms. According to this, the greatest number of titles are given under the name of " public relations employee". The job descriptions given under this heading are numerous and include tasks that cannot be associated with public relations. When we look at the distribution of job advertisements considering the sectors in Table 2, it is seen that the sector having the most advertisement is education. The job descriptions of the ads given under the name of "public relations staff" in the education sector consist of works such as secretariat, student registration, follow-up of students, follow-up of files and documents and office services. Table 4 lists the detailed job descriptions in job advertisements. Accordingly, it is seen that they are of the same nature related to the embodiments described above definition and function of PR.

Conclusion

The fact that the boundaries of public relations have begun to become subtle has led to some confusion as both defining and framing their practices. Especially the activities that small institutions expect from the public relations staff include the work to be done in a short time. While there are more urgent actions such as solving paper-document relations problems that will disrupt the financial affairs of institutions which are in this expectation based on profit and material return; long-term public relations actions to gain image and reputation are pushed back into plan. While there are more urgent actions such as solving paper-document relations problems that will disrupt the financial affairs of institutions which are in this expectation based on profit and material return; long-term public relations actions to gain image and reputation

are pushed back into plan. There are serious differences between positions and job descriptions and there are no job descriptions in most of the announcements examined. The personal characteristics that are highly demanded from job descriptions come to the forefront. According to the results obtained from the job announcements within the scope of the research, public relations has been related to many related or unrelated jobs and many works have been tried to be put under this title. In addition to these, such a situation causes public relations to be perceived as a profession that can be carried out by experienced or inexperienced people at every level of education and age. It is clear that employers are trying to manage public relations profession and practices for their own purposes and business interests

It would not be wrong to claim that the use of public relations as a prestige element for institutions has made them more inclined to use this concept. In other words, institutions continue to benefit from popular names of public relations. But, as it can be understood from the research, many institutions are lacking in understanding what public relations practices are. For the institutions, public relations are an important image provider; but when choosing practitioners, the physical features are more preliminary and they are looking for people who are related to more simple and ordinary things like secretarial work, and they collect these kinds of activities under the name of public relations.

Public Relations is a dynamic and changing process. Actively pursuing this process together with existing information is vital for the development of qualifications. Positions appropriate to job descriptions are important for the coordination of the institution. It is possible for successful institutions to achieve successful results with talented and skilled people who are fit for the job. For this reason, the requirements of the job should be well defined. There is a need for job analysis and human resources management with a good planning. Institutions in Turkey demand people as public relations practitioners in job announcements. However, it is seen that the job descriptions appropriate for these positions are not made properly and public relations practices are not fully understood. Institutions have a positive perception of public relations and consider it to be a prestige element. This ambiguity causes each undefined job to be regarded as public relations in order to make it more attractive. The proposal for the case study on the image perception of job announcements entitled "public relations" by employers in Turkey can be summarized as follows:

- Making accurate job analyzes by the human resources of the institutions
- Creating clear, detailed and detailed task descriptions
- Making tasks more specific by avoiding common expressions

- Choosing qualified personnel in accordance with job descriptions; that is, public relations associates must be less qualitative than public relations experts, managers or administrators.

- Making a job announcement using titles appropriate for job descriptions

It will lead to a better understanding of public relations practices that institutions must interact with the relevant departments of universities in order to keep up with the dynamic process of public relations practices, even help university students to gain sectorial experience and must benefit from the current research of the academy.

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