

Training and development (communications and corporate affairs management)

Press cameraman and interviewee

Training

Although not compulsory, there are a range of qualifications available in communications and public relations. These range from diplomas, degrees and masters in public relations or communications.

Qualifications offered include those from:

- [Chartered Institute of Public Relations \(CIPR\)](#)

Chartered Institute of Public Relations (CIPR)

CIPR qualifications are offered at foundation, advanced certificate and diploma level. The CIPR also runs short courses for practitioners and approves a number of other courses.

The advanced certificate is aimed at graduates interested in pursuing a career in public relations or those who have been working in the business, at fairly junior levels for a period of time. Those achieving success on the advanced certificate course will qualify for entry to the CIPR diploma.

The diploma provides public relations practitioners with the knowledge and understanding of theory and practice to develop as effective and efficient professionals. It is for more experienced professionals or those without an industry specific qualification and provides advanced capability in management and practice.

Public relations professionals with experience and appropriate qualifications/CIPR membership can become Accredited Practitioners

Senior professionals can apply for CIPR Chartered Practitioner status.

- **Continuing professional development**

Depending on your background and role, you may be required to maintain your professional registration, through continuing professional development (CPD).

For example, the CIPR provides opportunities to enable you to maintain your registration.

Find out more about CPD with the CIPR ^[1].

The Government Communication Service ^[2] is the professional body for government communicators and has a range of courses and events.

Other organisations that offer relevant training include the Public Relations and Communications Association (PRCA) ^[3] and the Chartered Institute of Marketing (CIM) ^[4].

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Links

[1] <http://www.cipr.co.uk> [2] <https://gcs.civilservice.gov.uk/> [3] <https://www.prca.org.uk/> [4] <https://www.cim.co.uk/>