



The PRII/Open Doors Scholarship 2021-22

The Public Relations Institute of Ireland (PRII) is dedicated to promoting the professional practice of public relations and communications in Ireland.

Set up almost 70 years ago, the PRII represents the interests over almost 1,000 professionals working in public relations, public affairs, media relations and internal communications. PRII members work in consultancies/agencies and in-house in the civil service, local authorities, semi-state bodies, and across the private sector in manufacturing and service industries as well as the not-for-profit, culture, and charity sector. See www.prii.ie for further information.

The Public Relations Institute of Ireland (PRII) is partnering with the Open Doors Initiative to create a pathway for people from marginalised backgrounds to train in public relations/communications.

The PRII is offering a scholarship place on its Diploma in Public Relations course, student membership of the PRII, a mentor from the profession to offer guidance to the recipient, and a six-month paid internship with a reputable organisation. The value of the Diploma course fees alone is €2,400.

The PRII Diploma in Public Relations

The PRII Diploma in Public Relations is the most recognised public relations qualification in Ireland, held by one in four senior communications professionals and providing a detailed understanding of the theory and practice of professional communications.

The Diploma students:

- develop in-depth knowledge of the role and practice of external and internal communication in an organisation
- learn how to devise, develop and implement comprehensive public relations strategies
- understand how the media works and how to develop effective relationships with journalists
- see how business, politics and society interact and understand the role of public relations in that process
- appreciate the ethical and legal issues around public relations
- gain insight into the other professions central to the work of PR practitioners

The PRII Diploma will be delivered part-time using a blended approach in 2021/22. This will incorporate a number of delivery methods: live in-person introductory and revision lectures; video lectures; live online tutorials and self-directed learning.

The course starts on Monday 20 September 2021 and runs until May 2022 and is assessed by way of examination, projects and campaign assignment.

The PRII Diploma is delivered by industry experts, PR professionals and academics, and guest lecturers ensuring that course content is up to date and relevant to this dynamic and ever-changing profession.

What does the course cover?

The Professional Environment & Strategic Value of Public Relations

Communication Theory & Practice

Media Theory & Practice

Complementary Professions

Law, Regulations, Ethics & Political Environment

PR Campaigns & Presentation Skills

Full details of the course are available here:

<https://www.prii.ie/about/prii-professional-development/about-prii-diploma-in-public-relations.html>

How do I qualify and apply for the PRII/Open Doors Scholarship?

You must be aged over 18 and have passed a minimum of five subjects in the Leaving/Senior Certificate (or equivalent) or hold a qualification at Level 7 of the National Framework of Qualifications. These requirements can be waived if you have two years or more professional experience in a public relations or communications role.

Proficiency in English (written and verbal) is a requirement and shortlisted applicants may be asked to undertake a writing task at interview.

Interested applicants should provide the following, by email, to info@opendoorsinitiative.ie

Career resume/CV

One-page letter explaining your suitability and motivation for taking the course

Your application will be assessed by the PRII and the Open Doors Initiative and, if shortlisted, an interview scheduled.

We are inclusive organisations and welcome applications from people from a marginalised background, including but not exclusive to, refugees, asylum seekers and migrants, people with disabilities, people from disadvantaged backgrounds, ex-offenders, members of the Travelling Community, etc.

We welcome your questions on this process. Please contact info@opendoorsinitiative.ie