

Abstract

Title: Competency profile of PR professional in sport

Objective: The objective is to identify competencies required to a position of PR professional in sport. The aim of a survey is to verify the level of competencies which follows compiling competency profile and comparison with existing profile of PR specialist.

Methods: The objective is achieved using survey, interview and analysis of competency models database.

Results: The result of this paper is competency profile of PR professional in sport, which contains competencies divided into several sectors and their required level.

Key words: Public relations, PR professional, sport PR, competence