This profile is a starting point for your career exploration. It may help you identify options and guide you in conducting further research, reviewing occupations or connecting with people. It is not intended to list every possible career path, or to limit you to what you see here. This is a tool to guide discovery and uncover opportunities that fit you.

**Key Skills & Knowledge**

**Public Relations** - Knowledge of the role of public relations, its theory and practice, including how to develop a communications plan, write for various audiences and media; Mediation between specialized areas within institutions; Working under tight deadlines

**Bridging the disciplines of the humanities and the social sciences** - Knowledge of theoretical approaches to understanding the ways in which human beings interact with and influence each other through symbols; Integrate knowledge from a number of disciplines

**Comprehension of basic communication theory** - Understanding of changes in communications technology over the centuries; Awareness of communications media and their impact on society; Awareness of the development of mass media and their relevance to Canadian culture

**Communication** - Communicate clearly and persuasively in oral and written media; Explaining ideas, writing and presenting information succinctly and clearly; Public speaking; Compiling carefully reasoned reports and essays; Skills in debating and negotiating; Technical writing; Reporting and editing skills; Attention to detail

**Interpersonal** - Influencing and persuading people/groups; Aptitude for leadership; Cultural sensitivity; Relate to people from different backgrounds

**Computer** - Ability to use computers; Familiarity with design or contact management software; Computers and statistical analysis techniques

**Analytical/critical thinking** - Evaluate the messages of others critically; Ability to problem solve; Read accurately and analytically

**Research** - Qualitative and quantitative research; Capacity to write many reports and switch to reflective or persuasive style; Data collection; Process and synthesize vast amounts of data; Interpret research and data

**Sample Job Titles**

- Advertising Coordinator
- Announcer/Broadcaster
- Assistant Media Planner
- Campaign Manager
- Communications Consultant
- Consumer Advocate
- Copy Writer
- Development/Assistant/Coordinator
- Editor
- Editorial Assistant
- Educator
- Events Coordinator
- External Communications Officer
- Fundraiser
- Image Consultant
- Information Officer
- Journalist
- Market Research Analyst
- Marketing Consultant
- Media Analyst/Editor
- Media Buyer
- Multimedia Designer
- Playwright
- Policy Analyst/Researcher
- Presenter
- Public Relations Specialist
- Publisher
- Reporter
- Researcher/Research Assistant
- Science Journalist
- Social Media Strategist
- Teacher/Professor
- Technical Writer
- Volunteer Coordinator
- Webpage Developer
- Writer

Some of these roles may require further training, certification or education. Check out the Alberta Government’s occupational profiles for salary info and more detail: alis.alberta.ca/occinfo

**Need help deciding what to do?**

Formal Career Assessments like the Strong Interest Inventory and the Myers Briggs Type Indicator can be helpful tools for your career development. Request an assessment via CareerLink
Associations provide an opportunity for continued professional development. Many also offer networking opportunities and other events for their members.

- Canadian Association of Journalists: [http://www.caj.ca/](http://www.caj.ca/)
- Canadian Authors Association: [http://www.canauthors.org/](http://www.canauthors.org/)
- City and Regional Magazine Association: [http://www.citymag.org/](http://www.citymag.org/)
- Editors' Association of Canada: [http://www.editors.ca/](http://www.editors.ca/)
- International Association for Public Participation (IAP2): [http://www.iap2.org/](http://www.iap2.org/)
- Professional Writers Association of Canada: [http://www.pwac.ca/](http://www.pwac.ca/)
- The Association for Women in Communications: [http://www.womcom.org/](http://www.womcom.org/)

### Additional Resources

- Career Opportunities in Advertising and Public Relations, Shelly Field
- Great Jobs for Liberal Arts Majors by Camenson, Blythe
- How to Get a Job in Education, Joel Levin
- International Jobs, Eric Kocher
- Opportunities in State & Local Government, Neal Baxter
- Peterson's Job Opportunities in Business
- Peterson's Liberal Arts Jobs, Nadler
- Profitable Careers in Non-Profit, William Lewis and Carol Milano