

Possible Careers in Organizational Communication

Below are examples of organizational communication careers and a few job descriptions. These are just examples and by no means constitute an exhausted list. Organizational Communication can be grouped into internal and external forms of communication.



You can wear many hats!

Internal Communication -- **Job Description** Provide consultation, assistance, and guidance to management on the matters relating to employee communication; coordinates employee communication programs and activities; Coordinates publishing of regular employee media. Coordinates and conducts attitudinal and other polls among employees; provides editorial and publishing services; produces, edits, and distributes special publications. Develops and maintains informational unit to serve the needs of the senior management and the communication department. Develops, coordinates, and implements small group, face-to-face communication programs to facilitate team building, problem identification, and problem solving.

Job Titles Director, Manager or Coordinator of: --Internal Communication -- Employee Communication --Employee Communication and Training -- Employee Information --Upward Communication --Management-Employee Communication --Communication Services --Marketing Communication -- Labor Relations Specialist --Communication Analyst --Staff Consultant

External Communication -- **Job Description** Responsible for a full range of external public relations activities, from corporate advertising through community, shareholder, financial, and government relations; produces corporate literature, sales promotions, and special publications. Directs and coordinates all activity in the development, implementation, and administration of a corporate identification system covering all aspects of visual communication, material, and media. Have administrative responsibilities for public relations and development departments. Is responsible for internal communication, communication with employees' families, and community relations. Plans and directs public information and community relations programs. Assists executive officers in the public aspects of his/her post.

Job Titles Vice-President, Director, or Manager of: --External Communications --Information Department --Public Information --Public Affairs --Public Communications --Corporate Relations --Special Projects Also: -- Community Relations Officer --Director, Government Affairs --Government Relations Counselor --Manager, Press Relations --Press Relations Consultant --Press Information Officer --Media Relations Manager --Public Relations Supervisor --Public Affairs Representative --Public Information Director -- Public Information Manager --Public Information Specialist --Manager, Investor Relations --Field Publicity Consultant

Other Fields of Organizational Communication

Events Coordinator- internal or external. Help support strategic planning initiatives for all external events on the conferences and seminars, client

appreciation events Event budget and event calendar management for assigned projects. Oversees event production and logistics from development of content, promotions, presentations, graphics/multimedia and other event-related marketing materials, to technical projects, such as audio/video production, lighting, and staging. Analyze programs for effectiveness; conduct post-event reporting and analysis.

Events and Fundraising- interacts with vendors, partners, company executives and a wide range of functional activities.

Plans, organizes and oversees all fundraising events and activities; including appeals, membership campaign, events, grant proposals, donor identification and solicitation, and donor relations.

Assists in the development of the annual fundraising goals and objectives. Develops and carries out solicitation plans. Identifies funding trends; develops and cultivates new funding sources.

Ensures that the organization operates in compliance with all foundation and government and grant requirements.

Recruits and trains volunteers to participate in the organization's fundraising programs and activities. Maintains development database and monitors the flow of income, including membership renewals and the acknowledgment and receipt of gifts.

Monitors and prepares reports of fundraising progress. Provides financial progress reports. Writes grant proposals to solicit funding from private, government, and public foundations.

Publications -- Job Description Supervises writers responsible for writing and publishing in-house publications. Is responsible for acquisition, development, and production of books in the communication fields; also responsible for presenting books to sales staff and working with the advertising staff on promotional materials. Writes and edits news releases, publications, special projects, recruiting brochures; maintain archives, mailing lists, and biographical files. Prepares brochures for physicians and materials for the Food and Drug Administration. Produce monthly employee newsletter gathers news, coordinates news staff, takes pictures, edits, prepares layout, writes, proofreads.

Job Titles Manager or Supervisor of Employee Publications; Corporate Information; or Supervisor, Staff Publications and Services Specialist, Corporate Information -- Publications Advisor -- General News Manager -- News Manager -- News Supervisor -- Supervisory Editor -- Publications Editor; --Associate Publisher -- Employee Publications Editor -- Editorial Director -- Editor -- Senior Editor --Associate Editor -- Production Editor -- Assistant Editor -- Copy Editor -- Editorial Assistant --Medical Editor --Industrial Editor -- Writer-Editor -- Writer -- Product Promotion Writer

Sales Promotion Writer --Specifications Writer --Technical Writer --Audiovisual Writer --Advertising Copywriter -- Reporter --Sports Information Director -- Book Designer

Training -- **Job Description** Includes programs in training, conference planning, information services, and associated evaluation activities for research and training organizations. Plans, organizes, and coordinates training and development activities; conducts management development programs; determines training and developmental needs; consults with management. **Job**

Titles --Group Supervisor --Training and Development Leader --Training and Communication Administrator --Training and Development Specialist --Training Materials

Media -- **Job Description** Responsible for the development for coordinated programs in the photo-audio-visual arts areas.

Job Titles Supervisor, Coordinator, Director, or Project Manager: --Photo-Audio-Visual Services --Graphic and Audiovisual Also: --Art Director --Assistant Art Director --Photo Services Manager --Photographer --Motion Picture Manager --Film Producer --Coordinator, Corporate Internal Television --Television Specialist -- Radio and Television Publicity -- Director, Cable Television Project

Research -- **Job Description** Is responsible for the development of research program to support policy and programs activities of the branch; organizes conferences, symposia, and meetings. Directs research projects. Assists in the technical administration of the department and undertakes special assignments in relation to planning and coordinating education, extension, and research services, communications, staff development and training.

Job Titles --Assistant Director of Research --Research Coordinator --Research Scientist --Research Specialist --Social Scientist --Research and Editorial Associate --Corporate Communications Research Analyst --Senior Scientific Services Officer