

Florida Institute of Technology– Career Management Services

Career Profile: Communications

Graduates with a degree in communications use oral, written and visual communications to provide information to a variety of groups including corporations, the community, and the public at large. Some popular occupations are writer, editor, technical writer, reporter, public relations manager, and public information officer. Communications professionals work in a variety of industries.



Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. **Technical writers** put technical information into easily understandable language. They prepare product documentation, such as operating and maintenance manuals, catalogs, assembly instructions, and project proposals. **Editors** review, rewrite, and edit the work of writers. Editorial duties may include planning the content of publications. Editors also review story ideas proposed by staff then decide what material will appeal to readers.

Employment of public relations specialists is expected to grow 24 percent from 2008 to 2018, much faster than the average for all occupations. The need for good public relations in an increasingly competitive and global business environment should spur demand for these workers, especially those with specialized knowledge or international experience. Employees who possess additional language capabilities also are in great demand.

Median annual wages for salaried writers and authors were \$53,070 in May 2008. The middle 50 percent earned between \$38,150 and \$75,060. The lowest 10 percent earned less than \$28,020, and the highest 10 percent earned more than \$106,630. Median annual wages were \$58,740 for those working in advertising, public relations, and related services and \$43,450 for those working for in newspaper, periodical, book and directory publishers. The average annual starting salary for graduates with bachelor's degrees in communications is \$34,129. The average annual starting salary for master's candidates is \$45,000.

For more information on a career in Communications contact the Career Management Services Office or your academic advisor.

Sources: Occupational Outlook Handbook, Bureau of Labor Statistics www.bls.gov/oco
National Association of Colleges and Employers Salary Survey: Winter 2011



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