

# 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.

The median annual wage of writers and authors was \$55,420 in May 2010. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. The lowest 10 percent earned less than \$28,610, and the top 10 percent earned more than \$109,440.

Median annual wages in the industries employing the largest numbers of writers and authors in May 2010 were:

Advertising, public relations, and related services \$62,260

Motion picture and video industries \$62,000

Radio and television broadcasting \$53,400

Religious, grant making, civic, professional, and similar organizations \$52,750

Newspaper, periodical, book, and directory publishers \$47,230

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

**Sources:** Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition  
National Association of Colleges and Employers Salary Survey: Winter 2011



Office of Career Management Services  
150 W. University Blvd.  
Florida Tech Commons, Room 307  
Melbourne, FL 32901 Phone: (321) 674-8102 Fax: (321) 674-8065  
Website: [fit.edu/career](http://fit.edu/career) Email: [career@fit.edu](mailto:career@fit.edu)

