

COMMUNICATION / ENGLISH- Career Resource Guide

Career Options

Actor/Actress	Interpret dramatic roles in plays and other theatrical productions.
Advertising Media Planning	Develop media plans for advertisements to fit specifications of client and account manager. Determine what medium and time will best serve the client.
Advertising Research	Investigate what consumers think about products, test advertising communication effectiveness, and track the effect of advertising on consumer purchasing.
Editor/Editing	Edit newsletters, brochures, reports, direct mail, marketing and advertising.
Instructional Technology	Develop written material, programs, or technical aids for use in training programs.
Journalism/News Broadcasting	Report, write or edit for newspapers, magazines, radio, trade publications, and other media.
Media Specialization	Assess and meet media needs of an organization. Acquire, maintain, and operate equipment. Advise other professionals on its use. May film or videotape events.
Production Assistant	Handle related secretarial duties (type production notes and casting lists; type and distribute script revisions). Involved in every aspect of the production from inception until opening.
Professional Writing	Write documents, speeches, press releases, and brochures.
Public Relations	Shape public image of an organization through press and community relations, publications, advertising, promotional events and materials, and other methods.
Radio Traffic	Prepare daily, minute-by-minute schedules of programming. Handle schedule changes and ensure that schedules are met.
Social Media	Manage the online reputation of an organization. Develop social media strategies. Establish social media profiles. Promote content on social news and bookmarking sites. Optimize social media linking strategies.
Stage Manager	Serve as a liaison between cast, crew and management. Act as the director's representative (schedule rehearsals, update scripts, block shows, call cues, handle paperwork, etc.).
Technical Writing	Write documents on technical products or services, such as user manuals, marketing brochures, and training materials.

Business & Industry Job Titles

Account Coordinator	Communications Coordinator	Fundraiser	Press Secretary
Account Executive	Community Manager (online)	Literary Agent	Producer
Account Manager	Content Writer	Marketing Assistant	Production Assistant
Actor/Actress	Copywriter	Media Buyer	Promotions Manager
Advertising Researcher	Corporate Development Assistant	Media Planner	Reporter
Blogger	Director	Media Relations Representative	Social Media Strategist
Casting Director	Editor	News Director	Stage Manager
Columnist	Event Planner	On-Air Personality/Disc Jockey	Technical Writer

Selected RMU Academic, Professional & Leadership Organizations

Colonial Theatre	Public Relations Society	RMU Radio	Student Program Board
Intensity (spoken word)	Radio Club	RMU-TV	The Patriot (yearbook)
Photography Club	RMU Ad Club	Rune (literary magazine)	The Sentry (newspaper)

Associations/Societies

AIGA – the professional association for design **	www.aiga.org
American Advertising Federation *	www.aaf.org
American Association of Advertising Agencies *	www.aaaa.org
American Marketing Association *	www.ama.org
BEA – Educating for Tomorrow's Media *	www.beaweb.org
Business Marketing Association *	www.marketing.org
In-Plant Printing and Mailing Association *	www.ipma.org
National Academy of Television Arts & Sciences *	www.emmyonline.org
National Association of Broadcasters	www.nab.org
Public Relations Society of America *	www.prsa.org
Society for Technical Communication ** (partial list)	www.stc.org
Society of Publication Designers *	www.spd.org

* Contains employment listings

** Contains employment listings for members

Career & Employment Websites

Bookjobs.com (Jobs in Publishing)	www.bookjobs.com
Broadcast Career Network (NAB Education Foundation)	www.broadcastcareerlink.com
Copyediting	www.copyediting.com
CubReporters.org – Journalism Jobs, Internships & More	www.cubreporters.org
Freelance Writing	www.freelancewriting.com
Freelance Writing Jobs	www.freelancewritinggigs.com
Investigative Reporters & Editors	www.ire.org
Jobs in Social Media	www.jobsinsocialmedia.com
JournalismJobs.com	www.journalismjobs.com
MarketingJobs.com	www.marketingjobs.com
Mediabistro	www.mediabistro.com
Occupational Outlook Handbook (search specific job titles)	www.bls.gov/oo
Portfolio Creative (staffing firm)	www.portfoliocreative.com
Public Relations Society of America – Job Center	www.prsa.org/jobcenter
Social Media Jobs Salary Guide	www.onwardsearch.com/careers/salary-guides
Talent Zoo (advertising, design & creative, marketing, web)	www.talentzoo.com
The Write Jobs – Journalism, Media, Publishing, Writing	www.writejobs.com
TV Jobs: Broadcast Employment Services (fee required)	www.tvjobs.com

Note: A helpful list of general job search websites is available on the Internet Tip Sheet at www.rmu.edu/careercenter.

Salary Information

RMU Salary Survey	Range:	Mean:
Communication (2015)	\$25,000 - \$80,000	\$39,459

Bachelor-Level Internship Organizations

Allegheny Health Network	Disney	Moon Area School District	Steeltown Entertainment Project
American Junior Golf Association	Eat'n Park	Moon Community Access TV	The Salvation Army
Animal Friends	Elias/Savion Advertising, Inc.	Mr. Smalls Theatre	The Talent Group
Bayer	ESPN Radio	National Kidney Foundation	The Washington Center
Beaver County Times	Fox News	Pittsburgh Airport Area Chamber of Commerce	Three Rivers Community Foundation
Bender Consulting	GlaxoSmithKline	Pittsburgh Cultural Trust	Trib Total Media
Beyond Spots & Dots	Greater Pittsburgh Community Food Bank	Pittsburgh Magazine	VisitPittsburgh
Career Athletes	Highmark	Pittsburgh Penguins	Washington Wild Things
CBS Pittsburgh (KDKA)	IN Community Magazines	Pittsburgh Pirates	Whirl Magazine
CBS Radio	Industry Weapon	Pittsburgh Quarterly	WPXI
Chemistry Communications	Innovations	Pittsburgh Riverhounds	WQED
Clear Channel Communications	K&L Gates	Pittsburgh Sports Report	WTAE
Commonwealth Media Services	Make-A-Wish	Pittsburgh Steelers	WTOV-9
Cystic Fibrosis Foundation	MARC USA	PPG Industries	
Detroit Lions	MLB Advanced Media	Steel City Media	
Dick's Sporting Goods			

Bachelor-Level Hiring Organizations

AccuWeather - Staff Writer/Customer Service Specialist	Marcellus Shale Coalition - Events Coordinator
Ariba - Account Manager	MarketSpace Communications - PR & Social Media Specialist
Big South Conference - Public Relations Assistant	McKesson Patient Care Solutions - Marketing Specialist
Buchanan Ingersoll & Rooney, P.C. - Communication Assistant	NOVA Chemicals - Marketing Communications Specialist
CBS Radio - Promotions Assistant	Oxford Health Center - Public Relations Coordinator
Chamber of Commerce - Events Coordinator/PR Coordinator	PIHL Network - Announcer/Host
Chemistry Communications - Public Relations Account Executive	Pittsburgh Post-Gazette - Digital Sales Specialist
CLG - Marketing Coordinator/E-Marketing Specialist	Red House Communications - Assistant Account Executive
Dick's Sporting Goods - Corporate Recruiting Assistant	ROOT SPORTS - Social Media/Production
EdgeMarc Energy Holdings, LLC - PR & Community Outreach	Sewickley Valley YMCA - Comm. & Development Coordinator
Education Management Corp. - Admissions Representative	Spindle Publishing Company, Inc. - Publication Manager
Elisco Advertising - Junior Account Executive	Stillwater Communications - National Account Manager
Fairfield Inn & Suites - Director of Sales	The Salvation Army - Project Bundle Up Assistant
FedEx Corporation - Account Executive	The Walt Disney Company - Main Street Operations
GSK (GlaxoSmithKline) - Communication Associate Manager	Thermo Fisher Scientific - Sales Representative
Havas Worldwide (formerly Euro RSCG) - Asst. Account Exec.	Thought Process Enterprises - Online Journalist
J&L Marketing, Inc. - Promotion Coordinator	Tribune-Review - Sports Writer
KDKA-TV - News Producer	Universal Stainless & Alloy Products - Inside Sales Rep.
Ketchum, Inc. - Account Coordinator	WCMH-TV - General Assignment Reporter
Knepper Press - Sales Representative	WJAC-TV - On-Air Weatherman
KOIN 6 News - Web Producer	WPXI-TV - Assignment Editor
Lowe's Companies, Inc. - Human Resources Manager	