

COMMUNICATION / ENGLISH- Career Resource Guide

Sample 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 materials, programs, or technical aids for use in training programs.
Journalism	Report, write, or edit for newspapers, magazines, radio, trade publications, and other media.
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.

Career Information Resources

Vault is a comprehensive career resource that includes industry and profession overviews; rankings and profiles for employers and internship programs; a job and internship database; career articles, blogs and videos; sample resumes, cover letters and interview questions; and over 100 career guides. A selection of the Vault Guides is listed below.

Career Launcher:	Vault Career Guide to...	Vault Guide to...	Social Media Jobs
Advertising and Public Relations	Advertising	Event Planning Jobs	The Top Advertising and PR Employers
Professional Sports Organizations	Media and Entertainment	Journalism Jobs	The Top Media and Entertainment Employers
Recording Industry	Public Relations	Media and Entertainment Jobs	Theater Jobs
Television	Social Media	Newspaper and Magazine Jobs	Writing and Editing Jobs
		Publishing Jobs	
		Radio Jobs	

Note: Refer to the CPDC website for a link to Vault as well as the CPDC Tip Sheets and ColonialTRAK job postings.

Associations/Societies

4A's – American Association of Advertising Agencies	www.aaaa.org
AIGA – the professional association for design **	www.aiga.org
American Advertising Federation *	www.aaf.org
American Marketing Association *	www.ama.org
BEA – Educating for Tomorrow's Media *	www.beaweb.org
Business Marketing Association *	www.marketing.org
National Academy of Television Arts & Sciences *	www.emmyonline.org
National Association of Broadcasters	www.nab.org
National Communication Association *	www.natcom.org
Pennsylvania Association of Broadcasters *	www.pab.org
Pittsburgh Advertising Federation *	www.pghadfed.org
Public Relations Society of America *	www.prsa.org
Society for Technical Communication *	www.stc.org
Society of Publication Designers *	www.spd.org

* Contains employment listings; ** Contains employment listings for members

Selected RMU Activities & Organizations

Colonial Theatre	Radio Club	RMU Sentry Media	Society of Collegiate Journalists
Photography Club	RMU Ad Club	RMU-TV	Student Program Board
Public Relations Society	RMU Radio	Rune (literary journal)	The Patriot (yearbook)

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 Jobs	www.freelancewritinggigs.com
Investigative Reporters & Editors	www.ire.org
Jobs in Social Media	www.jobsinsocialmedia.com
JournalismJobs.com	www.journalismjobs.com
Mediabistro	www.mediabistro.com
Occupational Outlook Handbook (search specific job titles)	www.bls.gov/ooh
Playbill	www.playbill.com
Public Relations Society of America – Job Center	www.prsa.org/jobcenter
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 (2016)	\$14,000 - \$36,000	\$25,833
Communication (2015)	\$25,000 - \$80,000	\$39,459
Communication (2014)	\$28,000 - \$46,000	\$37,500

Bachelor-Level Internship Organizations

Allegheny Health Network	Disney	MARC USA	Pittsburgh Steelers
Animal Friends	Eat'n Park	MLB Advanced Media	PPG Industries
Bayer	Elias/Savion Advertising, Inc.	Moon Area School District	Renda Broadcasting
Beaver County Times	ESPN Radio	Moon Community Access TV	Ronin Advertising Group
Bender Consulting	Farmers Insurance	National Kidney Foundation	Smith Micro Software
Beyond Spots & Dots	Fox News	Off the Wall Productions	Steel City Media
Brunner	Good Taste! Pittsburgh	Ohio Valley Hospital	The Salvation Army
Butler County Symphony	Greater Pittsburgh	Pittsburgh Airport Area Chamber	The Talent Group
Orchestra	Community Food Bank	of Commerce	The Washington Center
Career Athletes	Highmark	Pittsburgh Cultural Trust	Trib Total Media
CBS Pittsburgh (KDKA)	Hope Grows	Pittsburgh Magazine	VisitPittsburgh
CBS Radio	IN Community Magazines	Pittsburgh Penguins	Washington Wild Things
Chemistry Communications	Industry Weapon	Pittsburgh Penguins Foundation	Whirl Magazine
Clear Channel Communications	Innovations	Pittsburgh Pirates	WPXI
Commonwealth Media Services	K&L Gates	Pittsburgh Quarterly	WQED
Cystic Fibrosis Foundation	Landmark Event Staffing	Pittsburgh Riverhounds	WTAE
Dick's Sporting Goods	Make-A-Wish	Pittsburgh Sports Report	WTOV-9

Bachelor-Level Hiring Organizations

321 Blink - Agency Coordinator	Merkle, Inc. - Specialist, Media Platforms and Operations
AccuWeather - Staff Writer/Customer Service Specialist	Milwaukee Bucks - Inside Sales Representative
Ariba - Account Manager	NOVA Chemicals - Marketing Communications Specialist
Beaver County Times - Correspondent	Oxford Health Center - Public Relations Coordinator
Big South Conference - Public Relations Assistant	PIHL Network - Announcer/Host
Buchanan Ingersoll & Rooney, P.C. - Communication Assistant	Pittsburgh Pirates - Social Media Coordinator
CBS Radio - Promotions Assistant	Pittsburgh Post-Gazette - Digital Sales Specialist
Chamber of Commerce - Events Coordinator/PR Coordinator	Pittsburgh Tribune Review - Sports Stringer
Chemistry Communications - Public Relations Account Executive	Pocket Nurse - Marketing Coordinator
Dick's Sporting Goods - Corporate Recruiting Assistant	Record-Argus - Sports Writer
EdgeMarc Energy Holdings, LLC - PR & Community Outreach	Red House Communications - Assistant Account Executive
Elisco Advertising - Junior Account Executive	ROOT SPORTS - Social Media/Production
FedEx Corporation - Account Executive	Sewickley Valley YMCA - Comm. & Development Coordinator
Havas Worldwide - Assistant Account Executive	Spindle Publishing Company, Inc. - Publication Manager
KDKA-TV - News Producer	The Children's Community on Chadwick Street - Teacher
Ketchum, Inc. - Account Coordinator	The Salvation Army - Project Bundle Up Assistant
Knepper Press - Sales Representative	The Walt Disney Company - Main Street Operations
KOIN 6 News - Web Producer	Thermo Fisher Scientific - Sales Representative
KTA-Tator, Inc. - Human Resource Administrator	Thought Process Enterprises - Online Journalist
Main Event Entertainment - Event Coordinator	Total Learning Centers - Education Coordinator
Make-A-Wish Greater PA and WV - Program Services Assistant	WCMH-TV - General Assignment Reporter
Marcellus Shale Coalition - Events Coordinator	WebpageFX - Social Media Specialist
MarketSpace Communications - PR & Social Media Specialist	WJAC-TV - On-Air Weatherman
McKesson Patient Care Solutions - Marketing Specialist	WPXI-TV - Assignment Editor

Revised: 10/10/17