

# Career Options for Communication Majors

Review some of the best job opportunities for communication majors, along with the skills you will need to get hired.

## 1. Public Relations Specialists

Organizations of all types are concerned about how they are perceived by the public. Communications majors are well positioned to think strategically about how to influence public perceptions through the media. PR professionals write press releases, organize press conferences and other events, and convince the media that stories about the organization have journalistic merit.

Some [public relations](#) representatives work for public relations, marketing, and advertising agencies, which service a roster of different clients. Others work directly for corporations, government agencies, and non-profit organizations in communications departments to get the right messages out about their employer.

**Salary and Job Outlook:** [The Bureau of Labor Statistics \(BLS\) estimates](#) that public relations specialists earned an average of \$60,000 as of May 2018. The lowest 10 percent earned less than \$33,690, and the highest 10 percent earned more than \$112,310. According to the BLS, employment of public relations specialist will expand by 9% through 2026, about as fast as average for all occupations.

## 2. Meeting/Event Planner

Successful events require a compelling theme and effective promotion in order to attract a viable group of attendees. Communications majors are favorably positioned to assess the interests of consumer groups, members of professional organizations and interest groups, and to package events in an appealing way. They have the detail orientation and organizational skills to think through the process and to consider all the needs of presenters and attendees.

[Event planners](#) can tap the public speaking skills developed in their communication studies to make announcements and introduce speakers at programs. Their writing skills help them to compose press releases, write descriptions and biographies for event literature, and create online content about meetings.

**Salary and Job Outlook:** Meeting and event planners earned an average of \$49,370 as of May 2018, [according to the BLS](#). The lowest 10 percent earned less than \$27,560, and the highest 10 percent earned more than \$84,900. The

BLS projects growth of 11% through 2026 for employment of meeting and event planners, a faster-than-average rate for all occupations.

### 3. College Alumni and Development Officers

Alumni officers evaluate the needs of various alumni groups and plan events such as reunions, networking receptions, and social events to maintain alumni connections to their alma mater.

Development officers study prospective donors and present the aspects of the college that correspond to the interests of particular individuals.

The ability of communications majors to create carefully-worded and concise written communications helps the development officer to make their pitches effectively. Development and alumni officers both need to exercise a great deal of social finesse in their interactions with alumni, parents, and other potential donors.

**Salary:** [Salary.com estimates](#) that alumni relations officers earn an average of \$53,439, and [college development officers](#) earn an average of \$151,800.

### 4. Media Planner

[Media planners](#) need to understand the web surfing, viewing, reading, and listening inclinations of consumers in order to select the best mix of media outlets for an advertising campaign.

Communications majors are uniquely qualified to examine the way demographic groups consume media so they can anticipate the optimal placement of advertisements within television/radio programs, websites, and magazine and newspaper articles.

Media planners also tap the presentation and writing skills developed through communication studies as they pitch their plans to advertising colleagues and executives.

**Salary:** [Payscale](#) estimates that media planners earn an average of \$49,345, with the top 10% earning 63,000 or more and the bottom 10% earning \$37,000 or less.

### 5. Social Media Manager

The [social media](#) are all about communicating with people of interest. It is no surprise that communications majors, who are trained to analyze patterns of

communication, are well qualified to help organizations leverage their brands within social media.

Social media managers must be good writers in order to compose messages about their organization that will appeal to visitors within media outlets like Facebook, LinkedIn, and Twitter. They must also have the persuasive abilities and presentation skills to pitch their plans to staff and to convince colleagues and customers to contribute testimonials and other content online.

**Salary and Job Outlook:** [Payscale estimates](#) that the average salary for social media managers is \$49,481 with the top 10% earning \$76,000 or more and the bottom 10% earning \$34,000 or less.

## 6. Human Resources Specialist

[Human resources](#) professionals are responsible for communication-intensive functions within organizations including recruiting staff, orienting new employees, developing training programs, conveying policies to staff, educating employees about benefits, and creating employee newsletters.

[HR staff](#) use public speaking skills to deliver presentations to current/prospective staff, and writing skills to create employee manuals, compose web content, and produce recruitment literature. They use verbal communication skills cultivated by the communications major to counsel/advise employees and to interview candidates for jobs.

**Salary and Job Outlook:** The [BLS estimated](#) that the average salary of a human resources specialist as of May 2018 was \$60,880. The lowest 10% earned less than \$36,270, and the highest 10% earned more than \$104,390. The BLS expected that jobs in the field would grow by 7% through 2026, about as fast as average for all occupations.

## 7. Business Reporter

The proliferation of financial and business media has opened up opportunities for communications majors with an interest in business and finance. Business reporters tap journalistic writing skills to cover developments within businesses, industry, and the economy in general for websites, television stations, newspapers, and magazines. They must be able to convey business information in language understandable by the general public.

In order to cover stories, business [reporters](#) use the interpersonal skills developed by the communications major to cultivate relationships with

business insiders. They must have the persuasive ability to convince editors about the viability of their ideas for articles.

**Salary:** [Glassdoor estimates](#) that business reporters earn an average of \$58,489.

## 8. Health Educator

[Health educators](#) assess the health-related problems and needs of a target population and formulate programs to address those issues. A key component of their work is understanding the attitudes and perceptions of their constituents regarding health concerns. They must develop and present workshops and seminars geared toward their audience. Health educators produce web content and literature that will appeal to their constituents.

Organizational and event planning skills are essential when orchestrating and promoting health fairs and other programs. Verbal communication skills are critical when advising students, employees, or the general public in one-on-one sessions.

**Salary and Job Outlook:** [The BLS estimated](#) that health educators earned an average of \$54,220 as of May 2018. The lowest 10% earned less than \$32,030, and the highest 10% earned more than \$98,530. Jobs for health educators and community health workers were projected to grow by 16% through 2026, much faster than average for all occupations.

## 9. Brand Manager

[Brand managers](#) oversee the positioning of products and services within the public's consciousness. They analyze consumer reactions to their products based on factors such as price, consumer experience, packaging, and accessibility. Brand managers supervise the development of communication-intensive campaigns including advertising, promotion, and public relations to enhance sales.

Brand managers must have the interpersonal and communication skills to engender the cooperation of other sales, marketing, and advertising partners. The critical eye of the communications major is needed to evaluate ads, commercials, and other marketing copy.

**Salary:** [According to Payscale](#), brand managers earn an average of \$70,336 with the top 10% earning \$114,000 or more and the bottom 10% earning \$42,000 or less.

## 10. Sales Representative

Most communications majors won't be thinking of [sales](#) as an eventual career when they enter college. However, they will learn many skills while studying communications that can lead to a successful and lucrative career in sales.

Communications majors learn to assess the preferences of an audience just as a salesperson must be able to anticipate the needs of her customers. The verbal, written and wider communication skills mastered through the major will equip the [salesperson](#) to devise and deliver the right pitch to various types of consumers or businesses.

**Salary and Job Outlook:** Compensation in the field varies greatly by the area of sales focus. For example, [the BLS estimated](#) that wholesale/manufacturing salespersons earned an average of \$58,510 as of May 2018. Representatives selling scientific and technical products earned over \$20,000 more than that average, \$79,690. Securities salespersons earned \$64,120, while retail salespersons earned only \$24,340. [The BLS estimated](#) that employment opportunities for wholesale sales and securities salespersons would experience average growth through 2026 of 5-6%.