

## What can I do with a degree in Communication?

# Communication.



### Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

#### What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

#### How can I develop these skills?

- Some skills are developed through your degree
- Extra-curricular activities can help, for example

getting involved in clubs, mentoring, cultural groups, part-time work or volunteering

- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group – these activities will enhance your employability.

#### What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find out more subject details at [www.canterbury.ac.nz/study/qualifications-and-courses/bachelors-degrees/bachelor-of-communication](http://www.canterbury.ac.nz/study/qualifications-and-courses/bachelors-degrees/bachelor-of-communication)

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey. [www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

### What is Communication?

Working within the communication sector requires a broad understanding of contemporary media culture. Communication professionals are responsible for the shaping and promotion of an organisations image to the public, shareholders and employees through planning and implementing communication strategies.

Risk and crisis communication is an important part of public relations as it can help shape a community's response to a disaster or crisis, as well as communicate safety procedures.

The communication industry has a strong focus on diversity and ensuring that the future staff and management represent a range of genders, ethnicities, age and cultures so the public are able to connect with the information they are presenting. This is particularly important in Aotearoa New Zealand where our cultural make-up is becoming increasingly more diverse. particularly important in New Zealand where our cultural make-up is becoming increasingly more diverse.\*



## AT A GLANCE

1<sup>st</sup>

is the world rank Aotearoa New Zealand received for most impressive government communications during the Covid19 pandemic.\*

\$290 million

the amount society saved through positive social change created by the “legend” drink drive advertising campaign.\*\*

90%

the amount of New Zealanders who consume television on a daily basis\*\*\*

\* Stickybeak survey for Provoke Media

\*\* Advertising Pays – Deloitte Access Economics Report 2017

\*\*\* Where are the audiences? –Colman Brunton and NZ On Air report 2014

## What skills have UC graduates gained?

Bachelor of Communication graduates develop a broad range of skills necessary for success in the communication industry.

There are four options to major in within the Bachelor:

- Communication Strategy and Practice
- Political Communication
- Tauwhitinga Maori: Maori Communication Strategy and Practice
- Strategy and Practice
- Journalism.

While each major has its own unique specialties, there is a common focus on social media and digital communications.

Graduates may have developed skills such as:

- Critical thinking
- Adaptability and responsiveness
- Making data-driven decisions
- Bicultural awareness.

The skills developed in the Bachelor of Communication are globally transferable. Graduates may also have chosen to participate in an internship or industry project so they were to apply their learning to a professional situation and gain experience the industry.

## Where have UC graduates been employed?

Graduates of a communication degree will be suitable for work in the media industry, business, the government sector and iwi organisations. The types of roles graduates may take up in these organisations include data analytics, public relations, marketing, journalism, internal communication, corporate communications, government communication, advocacy, community relations, event management and content writing.



## What jobs and activities do UC graduates do?

### Social media editor

- Manages social media accounts
- Creates content and runs social campaigns
- Liaises with the public and digital groups

### Public relations officer, media assistant

- Manages the reputation of clients
- Liaises with and provides information to the media
- Organises and manages events

### Data analyst

- Identifies trends and patterns within data
- Uses data to inform potential business decisions
- Gathers and chooses types of data to analyse

### Copywriter

- Develops and pitches creative ideas that meet the clients brief
- Researches products and their relevant markets
- Writes and edits advertising material across a range of medium

### Communication advisor / executive

- Develops information, media and communication strategies
- Researches, writes, edits and produces content for various audiences and mediums

### Digital marketing executive, digital content analyst / advisor

- Develops a brands multichannel communications strategy and online presence

- Increases web traffic and digital engagement
- Oversees digital marketing and online search

### Iwi communications

- Many iwi organisations have specific communication roles such as the ones listed in this study guide. The major in Tauwhitinga Maori: Maori Communication Strategy and Practice is targeted towards these positions.

### Publisher / editor

- Plans and commissions content for publication
- Edits and organises online and print materials
- Liaises with other staff to oversee production

### Event manager

- Turns event concepts into reality
- Promotes, markets and sources
- Evaluates events and provides accountability reports

### Entrepreneur

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury [www.canterbury.ac.nz/uce](http://www.canterbury.ac.nz/uce)

## What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest.

Gaining valuable insight into a profession can assist in making informed career decisions.

- Public Relations Institute of New Zealand  
[www.prinz.org.nz](http://www.prinz.org.nz)
- International Association of Business Communicators  
[www.iabc.com](http://www.iabc.com)
- Network of Public Service Communicators  
[www.psnetwork.org.nz](http://www.psnetwork.org.nz)
- Screen Production and Development Association of New Zealand  
[www.spada.co.nz](http://www.spada.co.nz)
- Marketing Association  
[www.marketing.org.nz](http://www.marketing.org.nz)

Having a professional presence on social media networks such as [www.linkedin.com](http://www.linkedin.com) and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

## Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

Completing a master's degree in a communication field can help to students to gain advanced skills in communication writing and editorial knowledge. This can help to prepare students for leading professional and business communication that may go out to large audience's or communities. [www.canterbury.ac.nz/courses](http://www.canterbury.ac.nz/courses)



### Useful links

Te Rōpū Rapuara UC Careers

[www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

Commercial Communications Council

[www.commscouncil.nz](http://www.commscouncil.nz)

Advertising Pays Report

[www2.deloitte.com/nz/advertising-pays.html](http://www2.deloitte.com/nz/advertising-pays.html)

## Laura



Bachelor of Arts majoring in Media and Communications with a minor in Marketing

### How did you end up studying Communication?

When I started uni I wasn't really sure what I wanted to do. At high school I had enjoyed being creative and was good at English. I took a mixture of subjects starting out but settled on communication because it was creative and there was freedom within the degree. After my bachelors I did the Master of Strategic Communication which cemented what I wanted to do!

### What are you doing now?

I am a communication advisor for Lyttelton Port Company. It's a new role and I communicate with a lot of different groups. I work on our newsletter which goes out to over 500 staff. I also work on our social media and internal communication such as dispersing health and safety information. An important part of my job is communicating with Banks Peninsula about what's happening at the port.

### What do you enjoy most about your job?

I enjoy that it's so varied and challenging. I have to work out what the best channels are to communicate effectively with different audiences. I talk to lots of different people every day and have some really interesting conversations. Communication is all about people!

### What are your plans for the future?

When I finished uni I knew that I really wanted to work for a charity or community group. I would love to work on some of the big campaigns for fundraising or building awareness of issues. Right now I'm getting the experience and skills that I'll need for the future.

### What would you say to anyone interested in a career in Communication?

Communication is a growing field and there's lots of different roles! It's fun, creative and so essential for companies. Keep an open mind as there's always going to be multiple ways to approach a task and you need to work out the best way to communicate that works for everyone. You need to be able to go with the flow and be adaptable! If you like writing and enjoy talking with people then communication is a great way to do both those things.

### Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit [www.canterbury.ac.nz/getstarted/whyuc/student-profiles](http://www.canterbury.ac.nz/getstarted/whyuc/student-profiles)

*The information in this brochure was correct at the time of print but is subject to change.*

## More information

### UC students seeking study advice.

Te Tari Mātai Pāpāho | Department of Media and Communication

Our courses regularly score highly among students. They value in particular the contemporary issues discussed, multimedia examples used in lectures, approachability of lectures and the relevance of what they learn. Come and discuss your study options with us.

T: +64 3 364 2176

E: [artsdegreeadvice@canterbury.ac.nz](mailto:artsdegreeadvice@canterbury.ac.nz)

[www.canterbury.ac.nz/arts/media](http://www.canterbury.ac.nz/arts/media)

### Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: [careers@canterbury.ac.nz](mailto:careers@canterbury.ac.nz)

[www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

### Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: [liaison@canterbury.ac.nz](mailto:liaison@canterbury.ac.nz)

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: [auckland@canterbury.ac.nz](mailto:auckland@canterbury.ac.nz)

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: [wellington@canterbury.ac.nz](mailto:wellington@canterbury.ac.nz)

[www.canterbury.ac.nz/liaison](http://www.canterbury.ac.nz/liaison)

