Careers in these industries cover a wide variety of professions, including advertising, marketing, public relations, publishing, journalism, social media, and broadcast media. Their work involves writing and creating content, researching and reporting, and building relationships to drive the message of their organization or client. Marketing and communications positions can exist in-house, meaning that the functions are not outsourced to a third party, or they can be at an agency, where employees work on projects for clients.

RESOURCES AT BOSTON COLLEGE
- BC Marketing Academy
- BC Television
- Stylus - Arts and Literary Magazine
- The Heights
- The Gavel
- WZBC
- CSOM Marketing Department
- BC English Now

SKILLS REQUIRED
- Creativity
- Written and verbal communication skills
- Ability to thrive in deadline-driven and fast-paced environments
- Interpersonal skills
- Analytical and quantitative skills

PROFESSIONAL ASSOCIATIONS & JOB SEARCH SITES
- American Marketing Association: ama.org
- American Advertising Federation: aaf.org
- Media Bistro: mediabistro.com
- National Association of Broadcasters: nab.org
- PRWeek Job Board: careers.prweekus.com
- Association of American Publishers: publishers.org
- Public Relations Society of America, Boston Chapter: prsaboston.org
- Association for Women in Communications: womcom.org
- Society of Professional Journalists (SPJ): spj.org

JOB SEARCH & INTERVIEW PROCESS
The hiring process for many positions in these fields occurs on an “as needed” basis when employers are looking to fill a position immediately, this is often referred to as “just in time” hiring. Therefore, much of the job search process will take place in the spring for students graduating in May. It is also crucial to maintain connections from internships or other contacts, as many positions will be filled through referrals and networking.

Some larger media organizations and agencies have more formal programs that they may recruit for in the fall or winter. Depending on the type of position, you may be asked to submit a writing sample or a portfolio of your work. Some organizations may also administer a writing test as part of the interview process.
JOB DESCRIPTIONS WITHIN COMMUNICATIONS, MEDIA, AND MARKETING

Public Relations – Monitor news events, research and communicate with media contacts, and prepare written reports and summaries. Entry-level titles may include: Media relations specialist, community relations professional, or account coordinator.

Account Management – Work with clients to develop a marketing or public relations strategy, manage the associated project/campaign schedule, and ensure deliverables are met. Entry-level titles are often assistant or account coordinator positions.

Editorial/Writing – Responsible for developing appropriate and engaging content in designated publications for print material and/or on-line. Job opportunities may exist at a specific organization or in a freelance context. Entry-level titles may include: editorial assistant, researcher, reporter, copy editor, copywriter, and proofreader.

Production/Creative – Work alongside editorial staff to develop content across different forms: Print, video, digital, etc. Titles may include: Photo editor, photographer, art director, production assistant, graphic artist, and video producer.

Marketing Analytics – Increasingly, marketing is becoming a very data-driven field and involves qualitative and quantitative research and analysis. Titles may include: Digital marketing analyst, market research analyst and marketing developer.

Please Note: This handout is intended to be a sampling of resources. For additional information, please schedule an appointment through EagleLink.