



"WHAT CAN I DO WITH A DEGREE IN COMMUNICATION?"

- ✓ Career Skills
- ✓ Compensation & Outlook
- ✓ 100+ Jobs & Careers

Sources gathered by the students from the Fall 2022 Organizational Communication class from SUNY Brockport's Department of Communication.

Designed by Shay Ely & Hazel Conti.

Sponsored by Dr. Alex Lyon's Communication Coach.



COMMUNICATION

SKILLS, SALARIES, & OUTLOOK

Top Communication Skills Employers Want

#1 VERBAL COMMUNICATION

Ranks as the most important across types of skills and industries.

#2 Listening Skills

#3 Written Communication

#4 Presentation Skills

#5 Negotiation Skills

Source: <https://www.mba.com/-/media/files/gmac/research/employment-outlook/2017-gmac-corporate-recruiters-web-release.pdf?la=en#page48>

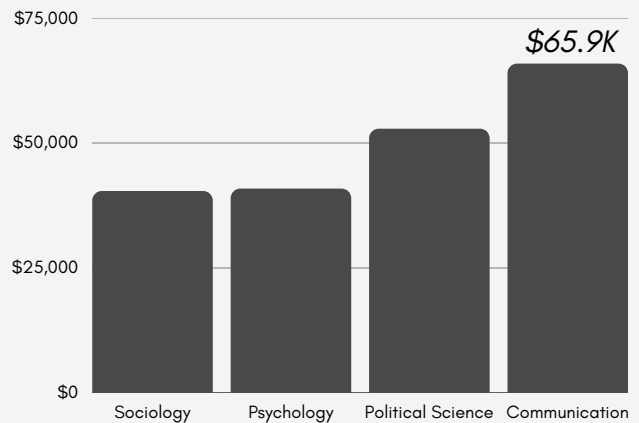
"Employers consistently included communication skills as one of the most commonly requested skills." -Indeed.com

Source: <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>

Other Skills from a Communication Degree

- Leadership
- Management
- Teamwork
- Collaboration
- Conflict Resolution
- Critical Analysis

AVERAGE SALARIES ACROSS MAJORS



Sources:

<https://www.zippia.com/psychology-major/salary/>
<https://www.zippia.com/sociology-major/salary/>

<https://www.zippia.com/political-science-major/salary/>
<https://www.ziprecruiter.com/Salaries/Communications-Major-Salary>



"SOFT SKILLS—LIKE COMMUNICATION AND PEOPLE SKILLS—TEND TO MAKE THE DIFFERENCE."

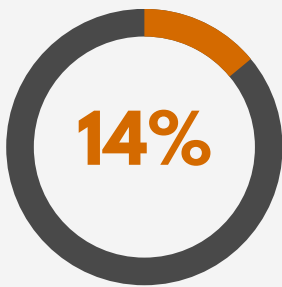
Source: <https://www.mba.com/information-and-news/research-and-data/employers-see-communications-skills>

COMMUNICATION

SKILLS, SALARIES, & OUTLOOK

“Communication in the workplace is important because it boosts employee morale, engagement, productivity, and satisfaction. . . . Ultimately, effective workplace communication helps drive better results for individuals, teams, and organizations.”

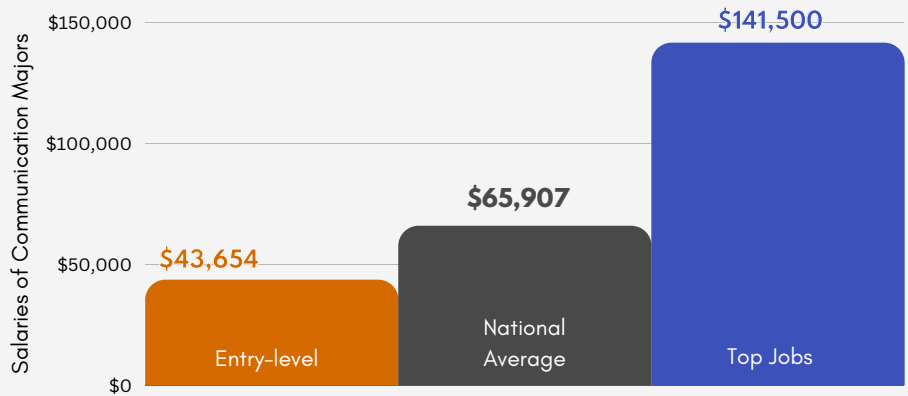
Source: <https://www.betterup.com/blog/why-communication-is-key-to-workplace-and-how-to-improve-skills>



Projected increase in employment opportunities in communication occupations from 2020 to 2030.

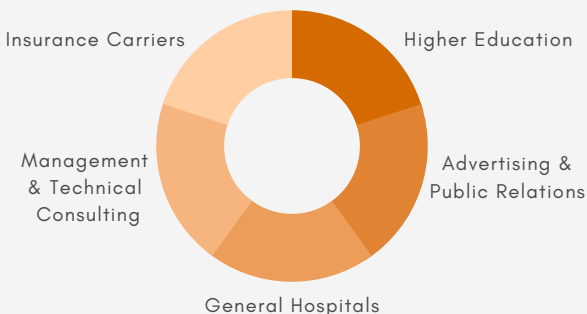
Note: Faster than the average for all occupations.

Source: <https://www.axios.com/2022/07/28/communications-media-jobs-employment-growth>



Source: https://www.glassdoor.com/Salaries/communications-entry-level-salary-SRCH_KO0,26.htm

Industries with the most communication-related positions from 2020-2022



Source: <https://online.utsa.edu/blog-content/jobs-communications-degree/#:~:text=Job%20Opportunities%20for%20Communication%20Graduates&text=Some%20of%20the%20industries%20that,General%20Hospitals%2C%20and%20Insurance%20Carriers>

HIGHEST PAYING COMMUNICATION JOBS



Source: <https://www.ziprecruiter.com/g/Highest-Paying-Communications-Jobs>

JOBS YOU CAN GET WITH A

COMMUNICATION DEGREE

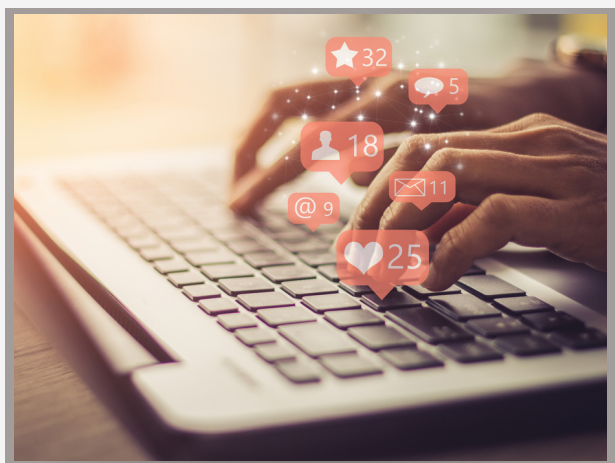
BY INDUSTRY & CAREER TYPE

COMMUNICATION

Chief Communications Officer
Vice President of Communication
Communications Center Operation
Corporate Communications Manager/Specialist
Communication Designer
Communications Strategist
Corporate Recruiter
Director of Communication
Director of Digital Communication
Director of Internal Communication
Director of Strategic Communication
Document Control Specialist
Executive Communications Manager
Medical Communication Specialist



MARKETING & ADVERTISING



Account Coordinator
Advertising Account Executive
Booking Agent
Health Marketing Specialist
Market Research Analyst
Marketing Communications Manager/Specialist
Marketing Coordinator
Marketing Director
Marketing Specialist
Online Marketing Content Writer
Social Media Marketing/Analytics

JOBS YOU CAN GET WITH A

COMMUNICATION DEGREE

BY INDUSTRY & CAREER TYPE

BUSINESS, CORPORATE, & SALES

Account Management
Advertising Sales Agents
Assistant Buyer
Client Services Representative
Consultant
Corporate training
Customer Service Representative
Entrepreneur
Insurance Sales Agent
Medical Sales Rep
Pharmaceutical Sales Rep
Opinion Researcher

Real Estate Agent
Sales Representative/Associate
Travel agent



HEALTHCARE



Healthcare Public Relations Professional
Project Manager Medical Communications
Emergency Communications Operator
Freelance Medical Writer
Healthcare Group Director
Health Communication Specialist
Healthcare Recruiter
Human Services Professional
Medical Editor
Medical Transcriptionist
Education Content Manager

JOBS YOU CAN GET WITH A

COMMUNICATION DEGREE

BY INDUSTRY & CAREER TYPE

GOVERNMENT, POLITICS & PUBLIC RELATIONS

Campaign Manager/Director
Communication Representatives in Government
Community Relations
Community Relations Coordinator
Crisis Negotiator
Debate Moderator
Director of Public Relations
Government Social Media Specialist
Intelligence Agent
Legislative Assistant
Lobbyist/Political Advocate
Political Campaign management
Political Speech Writer
Politician
Press Secretary
Public Information Officer



Public Relations Account Coordinator
Public Relations Assistant
Public Relations Practitioner

EDUCATION



Academic Advisor
College Alumni & Development Officer
Engagement Coordinator
Health Educator
Regional Schools Coordinator
Student Success Professional
Study Abroad Coordinator
Teacher
Tutor

JOBS YOU CAN GET WITH A

COMMUNICATION DEGREE

BY INDUSTRY & CAREER TYPE

MANAGEMENT

Administrative Services & Facilities Managers
Advertising, Promotions, & Marketing Managers
Brand Manager/Strategist
Celebrity Manager
Communication Relations Manager
Compensation and Benefits Managers
Customer Service Management
Digital Communication Manager
Donor Relations Specialist
Emergency Management Director
Food Service Managers
Human Resources Manager
Labor Relations Manager
Marketing Manager
People & Culture Manager
Product Manager
Product Marketing Manager
Project Manager



Public Relations and Fundraising Managers
Social and Community Service Manager
Social Media Manager
Sports Information Director
Store/Company Manager (multiple levels)
Training & Development Director
Training & Development Manager
Training & Development Specialist

WRITING & PUBLISHING



Copyeditor	Author/writer
Copywriter	Grant Writer
Publisher	Proposal Writer
Managing Editor	Speech Writer
Editors	Technical Editor
Editorial Assistant	Transcriber

JOBS YOU CAN GET WITH A

COMMUNICATION DEGREE

BY INDUSTRY & CAREER TYPE

TECH, MEDIA & BROADCASTING

Audio/visual content expert
Print Content Creator
Brand Ambassador
On-Air Talent
Community Manager
Content Marketing Manager
Digital Content Specialist/Creator
Digital Marketer
Digital Strategist
Music Promoter
News Analyst
Production Assistant
Social Media Executive
Social Media Account Manager
Social Media Analyst
Social Media Consultant

Social Media Planner
Social Media Specialist
Sports Commentator
Sports Media Relations
Streamer
Technical Communicator
Video Content Specialist
Website Manager
Web Producer
Vlogger



MISCELLANEOUS

Announcers
Auctioneer
Corporate Training
Voice Over Work

Dispatcher
Event Planner/Coordinator
Flight Attendants
Freelance/Consultant
Fundraising/Advancement
Human Services
Librarian
Nonprofit Professional
Philanthropy Assistant
Social Work Professional
Researcher

