

Interested in a career in communications?



What is communications as a profession?

Communication professionals represent an organisation's voice as it interacts with customers, clients, employees, partners, shareholders, competitors, and the community. A communication professional brings the organisation to life with a voice that aligns its verbal, visual, and digital messages and activities with its mission and vision.

Communication professionals build a strategic communication plan based on thorough research. They communicate with a variety of audiences in a range of styles, develop and edit content, assess where and how to communicate and evaluate the results of their work. They act as advisors to the organisations leaders helping them to effectively communicate and engage.

Who should work in communications?

A career in communications is great for people who:

- Are good at problem-solving - putting together pieces of a puzzle to find a solution.
- Inquisitive - like to learn new things, ask questions, research to find an answer.
- Love content - interested in how information is presented in the world, whether it is written, visual or audio.
- Interested in people - how people think, act and how to talk to them.

If you prefer English, history, and business over maths and science, this might be the right career path for you.

What do you do?

Consistency	Develop a single, consistent story for audiences inside and outside the organisation. This narrative is clear and compelling, it reflects ideas and viewpoints from different people.
Context	Understand the organisation's culture and the world around it. Deeply understand what the organisation does and how it helps its audiences.
Analysis	Develop and implement communication plans that help to promote the organisation. Give advice based on evidence and research.
Strategy	Identify opportunities and challenges both inside and outside of the organisation and address them by creating a plan aligned to the organisations mission and goals.
Engagement	Identify and communicate with employees, customers, shareholders, regulators, government agencies and other groups with an interest in the organisation's activities. All these groups have the potential to affect the organisation's success.

What does a career in communications look like?

A career in communications can be very broad. You can be a generalist who doesn't focus on one area or a specialist in one particular discipline, such as media, digital, internal communications, or social media.



Early career	Mid-career	Strategic Advisor	Business Leader
<ul style="list-style-type: none"> • When launching their professional career, communication professionals develop initial knowledge, skills, and behaviours. • Works under close supervision and direction from a senior person, exercising initiative and creativity. • Learns a lot about different areas of communications. • It is a time to master basic tasks and learn skills. 	<ul style="list-style-type: none"> • Moves into a role with a specific focus (Specialist) or a broad multi-disciplinary focus (Generalist). • Applies a deeper understanding of communication purpose and principles. • Leads projects or client engagements independently. • Develop credibility with stakeholders and builds own relationships. 	<ul style="list-style-type: none"> • Increased responsibilities and project roles. • Provides strategic communication advice to the organisation's leadership. • Operates interdependently, taking responsibility for assignments other than their own. • Develop communications skills across the organisation. • Strong leadership skills, broad business perspective, and diverse expertise, and communication techniques. 	<ul style="list-style-type: none"> • Plays a crucial role in shaping the organisation's future direction. • Lead best practice communications and hold the organisation to account. • Competence in several areas and are well-regarded in the profession. • They represent the organisation on critical strategic issues and contribute counsel, coaching and advice to executives. • Identify new opportunities, motivate buy-in, and gain resources through a well-articulated and clear strategy.