

## **Civic Communications and Media**

### **Transferable Skills**

A liberal arts degree in general, reflects a comprehensive education emphasizing analytical skills, critical thinking and communication skills; abilities in high demand for all employers. Concentrating your studies in a major allows you to also gain specific transferable skills of interest to particular employers and industries.

Graduates with a major in Civic Communications and Media are attractive to employers due to their abilities in the following areas:

- Ability to work in multiple forms of communication
- Active Listening
- Apply insights to contemporary problems
- Assess and present differing viewpoints
- Attending to details
- Attention to detail
- Collaborating with others
- Communicate efficiently and effectively
- Complex Problem Solving
- Coordination, organizational skills
- Create effective presentations and messages
- Creative decision making
- Critical Thinking
- Critically assess evidence
- Design market and media research
- Dialogue with others
- Effectively organize and present information
- Engagement in public life
- Explain complex ideas and processes
- Formulate and systematically investigate hypotheses
- Identifying different needs of individuals, organizational members, and audiences
- Implement research outcomes
- Independently work to create projects
- Interviewing people
- Judgment & Decision Making
- Knowledge of design and composition
- Organizing teams and small groups
- Social Perceptiveness
- Speak to individuals, groups, or rooms full of people
- Strong writing skills
- Systematically gather sources of information
- Time Management
- Understand dynamics of communication and media change
- Understanding organizational and cultural values

### **Range of example positions held by Civic Communication and Media Majors**

Please note that some of these positions require an advanced degree. For more information and descriptions of these careers, visit [O\\*NET On-line](#).

- Architect
- Attorney
- Author
- Brand Director
- Business Owner and Entrepreneur
- Campaign Director
- Chief Information Officer
- Chief of Staff
- College Professor
- Communication Director
- Community Organizer
- Content Strategist
- Copywriter
- Digital Producer
- Director, Fan and Brand Strategy
- Elected Official
- Global Communications Specialist
- Graphic Designer
- Instructional Media Specialist
- Journalist
- Legislative Director
- Marketing Communications Director
- Marketing Executive
- Nonprofit Executive Director
- Outreach and Strategy Specialist
- Principal

- Public Relations Consultant
- Publicist
- Researcher
- Screenwriter
- Social Media Director
- Speechwriter
- Spokesperson
- Strategic Communication Consultant
- Supervisory Archivist
- Teacher
- User Experience Designer
- User Experience Researcher
- Writer

### **Professional Associations**

Professional associations or organizations can be a great way to meet, learn from and network with professionals in your field of interest. Inexpensive student memberships are often available. These are only a sampling of professional associations. Be sure to search for others that may be applicable or helpful.

- [National Communication Association](#)
- [Rhetoric Society of America](#)
- [International Communication Association](#)
- [Alliance of Digital Humanities](#)
- [HASTAC](#)