

Achieving an excellent education is about many things: becoming a well-educated citizen, gaining knowledge for thoughtful and well-considered decisions, engaging your curiosity, and developing skills that will contribute to the greater good, to name a few. In addition, your education also prepares you to pursue a ***wide variety of career paths.***

Depth of knowledge generally refers to the information and ways of thinking that are directly related to your academic major. In addition, you have developed an ***incredibly versatile set of more general skills:*** to think analytically and critically; to view issues in context and from multiple perspectives; to ask and address questions about ethical and societal implications; to pursue research; to engage your creativity; and to communicate complex issues clearly. Thus, ***Communication majors*** offer an array of skills which are ***highly valued by employers*** from all sectors.

Many Possibilities. Because your major is not narrowly focused on specific career paths, you have a wide array of professional options. While this kind of career flexibility is definitely good news, it requires you to be more ***proactive*** in identifying and articulating your skills to potential employers.

Ready for the Work World. The top critical skills identified by employers in a recent national survey included:

- Ability to communicate clearly
- Interpersonal / Teamwork skills
- Ability to plan, organize, and prioritize
- Problem-solving / Decision-making abilities
- Ability to find and process information

You have undoubtedly developed these skills while studying at UW.

JOB SKILLS RELATED TO MAJORING IN COMMUNICATION

Here are even more career-related skills and strengths that employers value:

Create effective, strategic communications
Read/interpret/synthesize complex material
See situations from multiple perspectives
Produce well-balanced, persuasive writing
Design and implement engaging presentations
Work strategically with social and other media
Understand nuance and subtlety
Comprehend long-term trajectories
Conduct qualitative & quantitative research
Understand intersection of culture, politics, media
Apply mental agility to creative problem-solving
Access vast range of informational resources
Evaluate the validity of information sources
Gather, analyze, organize, interpret data

Link abstract concepts to practical applications
Understand effects of people functioning in groups
Comprehend ethical issues and implications
Identify issues and target them for improvement
Propose and support recommendations
Analyze influences of culture on communication
Simultaneously see big picture and details
Engage intellectual curiosity
Bring motivation, imagination, enthusiasm, initiative
Work well individually and on teams
Understand & appreciate cultural diversity
Explore social, cultural, scientific implications
And many more

EXAMPLES OF JOBS FOR COMMUNICATION MAJORS (5 Categories):

1. Communication is required/preferred & job duties are directly related to COMM (Entry-level)
2. COMM/Social Science is required/preferred but some job duties aren't directly related (Entry-level)
3. COMM isn't required or preferred but your transferable skills make you highly qualified (Entry-level)
4. Examples of job titles that real UW Communication graduates have secured
5. "Career Trajectory" positions (COMM jobs you might apply for one to several years after you graduate)

1. COMMUNICATION is *required or preferred* & primary duties directly relate to your major (Entry Level)

Communications Specialist (Seattle BioMed)
Full Time Writer/Reporter (ASC Communications)
Jr Publicist (CBS Television Network)
Program Manager (Cisco Systems, Inc.)
Marketing & Wellness Specialist (Airrosti)
Entry Level Marketing & Events Specialist (Workbridge Associates)
Public Affairs Coordinator (NYS Assembly Republican Conference)
Voting Rights Communications Fellow (Fuse Washington)
News Assignment Editor (Sinclair Broadcast Group)
Communications Specialist (ALTIG)
Online Marketing Manager (Mockingbird Marketing)
Communications Coordinator (Ardent Mills)
Correspondence and Special Projects Coordinator (Free the Children)
Project Manager (Panasonic)
Marketing & Communications Associate (Washington Wildlife and Recreation Coalition)
Social Media and Digital Media Intern (Oxbow Animal Health)
Web Marketing Specialist (Texas Children's Hospital)
Communications Specialist (Boca Raton Regional Hospital)
Summer Internship Medical Writing (Takeda Pharmaceuticals)
Web Content Manager (Montclair State University)
Information & Communications Spec II (State of North Carolina)
Senior Writer/Publicist (University of California)
Correspondence and Special Projects Coordinator (Free the Children)
Staff Reporter (Real Change Homeless Empowerment Project)
Marketing & Communications Associate (Washington Wildlife and Recreation Coalition)
Corporate Communications Intern (A. O. Smith Corporation)

2. COMMUNICATION / SOCIAL SCIENCE degree is required/preferred but some job responsibilities may not be directly related to COMM: Entry-Level

Research Analyst (Crime Lab and Urban Education Lab, University of Chicago)
Research Assistant (Action Research Partners, American Institutes for Research, many others)
Research Associate (Virginia Criminal Sentencing Commission)
Graduate Recruitment Specialist - Arts, Humanities & Social Science (University of Denver)
Interviewers (Research Institute on Addictions, Ewald & Wasserman Research Consultants, others)
Digital Media Buyer—Bilingual, Spanish/English (Nobox Marketing)
Legal Advocate (YWCA)
Events Coordinator (California Institute of Integral Studies)
Corporate HR Recruiter (Madiba, Inc)
Editorial Assistant (Libraries Unlimited)
Client Operations Coordinator (Lightspeed Research)
Outdoor Program Specialist (Girl Scouts of Oregon & SW Washington)
DWS Workforce Specialist (Department of Workforce Services)
Human Resources Generalist I (Presbyterian Healthcare Services)
Payroll and Benefits Processor (Whole Foods Market)
Entry Level Recruiter (AdamsGabbert)

3. COMM isn't required or preferred but your other transferable skills make you highly qualified:

Research Associate (Environmental Law Institute)	Associate Account Strategist, SMB SalesFinancial
Advisor (ING Financial Partners)	University Graduate (Google)
Service Coordinator (Choice Program)	Knowledge Assistant (Children's Law Center) Partner
Support Coordinator (Kiva Microfunds)	Outreach Coordinator (MedBridge Education)
Marketing Coordinator (Yext)	Account Coordinator, Employee Benefits (MCM)
Asst Organizing Director (Work for Progress)	Junior Project Manager (HealthPath Education)
Immigration Assistant/Receptionist (Law Firm)	Executive Team Leader (Target)
Internet Marketing Specialist (Chair 10 Marketing)	Investigative Advocate (Disability Rights WA)
Grassroots Advocacy Coordinator (EveryLife Foundation for Rare Diseases)	
City Year - Corps Member (City Year Seattle/King County)	
Patient Services Representative (Seattle Reproductive Medicine)	
Assistant Community Outreach Coordinator (Next Step Living)	
More: Project Manager, Social Media Campaign Developer, Policy and Advocacy Specialist, FBI/CIA Agent	

4. Actual job titles that real UW Communication graduates have secured (Examples)

Management Consultant	Vice President, MarComm
Social Media Manager	Online Marketing Manager
Senior Project Manager	Director of Customer Service
Marketing Manager	Senior Trainer
Human Resources Generalist	Content Strategist
Recruiter/Senior Recruiter/Recruiting Manager	Digital Marketing Manager
Senior Staffing Manager	Operations Manager
Director of Community Affairs	Global Brand Manager
Communications Specialist	Senior Trainer
Contract Specialist	Media Supervisor
Communications Consultant	Community Engagement Specialist

5. Trajectory" positions (COMM jobs you might apply for one to several years after you graduate)

Social Media and Public Relations Manager (AAA Washington)
Ethnic Media & Communications Specialist (Seattle Office of Immigrant & Refugee Affairs)
Strategic Communications Coordinator (Cambia Health Solutions)
Reporter (KING 5 TV / Gannett)
U.S. General News Overnight Reporter (Reuters)
Public Information Officer (City of Federal Way)
Web Marketing Specialist (Texas Children's Pediatrics)
Communications Manager (Asian Counseling and Referral Service)
Communications and Public Affairs Manager (Friends of Youth)
HR Communications and Employee Engagement Manager (Morgan Stanley)
Marketing Manager - Content & Social Media (Cyveillance)
Senior Social Media Communications Manager (Deep Focus)
Media Relations Manager, Office of Communications & Public Affairs (Rockefeller University)
Public Relations Specialist (Alzheimer's Drug Discovery Foundation)
Social Media Specialist (Society for Science & the Public)
Research Analyst - Digital Marketing & Content (Deloitte)
Analyst (GfK Retail & Technology)
Associate Analyst – Analytics (Gallup)
Human Resources Coordinator, News Group (NBC Universal)
Social Network Analysis Programmer/Analyst (RAND Corporation)

These represent just a few examples. The Career Center can help you find positions that meet your goals!