Communication Arts

Possible Communication Arts Career Options:
(some career options could Require advanced study)

Advertising Manager
Advertising Sales Representative
Anchorperson
Announcer/Commentator
Arbitrator
Arbitrator
Art Director
Art Director (Movies, Radio, TV)
Artist
Audio/Video Control Technician
Audiovisual Production Specialist
Broadcaster
Cable Programmer
Cinematographer
Clergy
Columnist
Communications Equipment Operator
Communications Operations Manager
Compensation and Benefits Mgr
Copywriter
Corporate Communications Specialist
Corporate Trainer
Correspondent
Critic
Desktop Publisher
Director of Community Relations
Director of Photography
Director, Research & Development
Editor
Employment Interviewer
Film Editor
Fundraising Director
Graphic Art Sales Representative
Graphic Artist/Designer
Human Resources Director/Manager
Job Analyst
Journalist
Lawyer
Lobbyist
Management Consultant
Market Research Analyst
Marketing Director/Manager
Media Analyst
Media Buyer
Media Market Researcher
Media Planner/Director
Media Specialist, School Library
Media Supervisor/Technician
Motion Picture Director
Music Director
Music Librarian
News Analyst/Director
News General Mgr/Station Mgr
News Producer/Editor/Writer
Newscaster
Operations Director
Print Production Manager
Printing Sales Representative
Production Department Assistant
Production Manager/Planner
Program Director
Promotions Manager
Public Relations Director
Public Relations Specialist
Public Relations Specialist
Publicist
Publicity Director
Publisher
Radio Disc Jockey
Recording Engineer/Technician
Recruiter
Reporter
Sales Manager/Representative
Sales-Service Promoter
Scriptwriter
Sound Effects Technician
Speechwriter
Sports Announcer
Sportscaster
Technical Director/Illustrator/Writer
Telecommunications Technician
Training & Development Instructor
Training and Development Specialist
Translator/Interpreter
TV, Radio, Film Director/Producer
Video Journalist
Videographer
Web Designer
Web Editor
Web Technical Designer
Writer

Transferable Skills:
• Ability to write clearly
• Attention to details
• Compare and contrast evidence
• Create entertaining and persuasive messages
• Create powerful images with sight, sound, motion & words
• Critical thinking skills
• Define hypotheses
• Demonstrate creativity and artistic expression
• Develop market research
• Effective speaking
• Evaluate ideas and presentation
• Evaluate information and sources
• Gather information and data
• Identify and manage different needs of individuals, groups, etc.
• Influential/persuasion skills
• Interpretation skills
• Measure media effects
• Planning and managing skills
• Present specific viewpoints
• Reporting and editing skills
• Synthesizing information
• Understand institutional and cultural values
• Work in teams / small groups
• Work independently
• Work with deadlines
• Write press releases, scripts, or other promotional materials

Occupation Information:
Please visit the Occupational Outlook Handbook Web site:
(does not have information on every occupation)
http://www.bls.gov/oco/home.htm