Communication as an academic field relates to all the ways we communicate and therefore it can lead to a variety of career paths – all embracing knowledge and information dissemination across industry. The field of communication focuses on how people use messages/information to generate meanings within and across various contexts, cultures, channels, and media. It therefore embraces traditional media (print and electronic) and new media (social media, digital, TV, digital radio or mobile applications).

You need to be an ideas person with a flair for writing together with the drive to go for diversity and creative stimulation. All businesses need communication specialists – whether they recruit in-house or utilise external agencies such as media and communication consultancies, public relations companies, advertising agencies and freelance writers.

We live in an increasingly connected world and therefore good communicators are valued in industry. Be sure to build a portfolio of your work as you progress through your studies and beyond.

Engage in your career before you graduate

Communication and Media Studies is one of the best areas of study where you can swiftly apply your skills well before you graduate (think first year) to a worthy cause that will greatly benefit from your communication savvy.

Writing content for websites of not-for-profits, contributing articles to student newsletters and publications, writing minutes and promotional blurbs, blogs and posters for yourself and/or community groups...think about what communication strategy appeals to you the most and where you show greatest skill (verbal and/or written) and then go about meeting those that need you.

Employers expect you to have these kinds of experiences to complement your degree so practical engagement will give you the confidence, skills and industry contacts to make an effective transition to employment upon completion of your degree.

Consider :
- Writing articles for Metior or your student association online newsletter/social media platform
- Becoming the secretary of your student group or a community association
- Applying for work as a Student Ambassador at Murdoch; volunteering at public events
- Contributing articles/letters to Community Newspapers and other publications of interest
- Creating and maintaining your own blog – use interactive media where possible
- Volunteering as a tutor at A Maze Of Story, a not-for-profit creative writing organisation where children at schools who are not seen or regarded as capable of writing well can explore, imagine and write in a 5-week program with a published piece of writing. Training for volunteers provided.
- Joining PURE (Public Relations student group) at Murdoch
- Applying for competitions (many advertised through Schools and CareerConnect),
- Engaging in curricular opportunities through University (eg Peer Tutoring, Mentoring or Leadership Programmes)

The Murdoch Volunteering Hub (situated next to the Guild Shop on Bush Court) is a useful resource for ideas to gain relevant experience. Students can also graduate with a “Community and Career Development Transcript” through volunteering.

Email volunteering@the-guild.com.au or telephone (08) 9360 6307

Careers in Communication and Media Studies: Pathways, Challenges and Success
Careers in Communication and Media Studies: Pathways, Challenges and Success

Careers in Communication and Media Studies

Communication and Media Studies graduates work for universities, across industries in the private sector such as law, resources, hospitality, unions, logistics, print media and travel et al, local, state and federal government agencies and can work as as Information, Media and Communications Officers, in Communication Policy and Strategy roles, as Journalists and Stakeholder Liaison Personnel to name a few. They can also work as Consultants for communication consultancies, as Creatives for advertising agencies, as Campaign Specialists for marketing groups, and even hold roles in marketing and promotions for not-for-profit groups.

Some typical job titles including those that Murdoch graduates have secured are as follows:
- Technical Writer
- Communications Officer
- Marketing Communications Consultant
- PR Advisor
- Communications and Events Coordinator
- Engagement Manager
- Social Media Marketing Specialist
- Media and Communications Advisor
- Media Coordinator; Media Liaison Officer
- Digital Marketing and Communications Officer
- National Campaigns Officer
- Information Officer
- Research Officer
- Diplomat (Foreign Affairs)

Adaptability of your Communication and Media Studies degree and alternative careers

Careers are varied and there are no limits to future opportunities because the skills developed from this degree program can be utilised in a range of professional roles. Combining this degree with a second major or minor in Public Relations or Events Management could further diversify your career in Communications if you wish to specialise in your studies.

Communication and Media Studies graduates have also been selected for multi-discipline Graduate Program roles. Graduate Programs are structured professional development programs specifically designed for new graduates. Final year students apply for these positions from March for the following year. Government departments such as Housing, Community Services, Premier and Cabinet as well as Health are just some of the general agencies that have recruited graduates in Communication and Media Studies. Other career roles include Fund Raising Consultants, Business Development Managers, Project Coordinators, Administrative Officers, International Student Advisors, Training and Development roles, Mediation and Web Content Writing. Just about every profession recognises the value of excellent written and spoken communication skills and the practical skills obtained from this degree can be utilised most effectively in building the profile and operational functions of a number of industries, large and small.

Extend your network, get advice, join the Murdoch e-Mentoring Network on LinkedIn