

What is Communication?

Communication is the process of planning and sharing information, ideas, and messages among individuals or groups. It encompasses verbal, non-verbal, written, and visual communication. Communication professionals are responsible for the shaping and promotion of an organisation's image to the public, shareholders and employees through planning and implementing communication strategies.

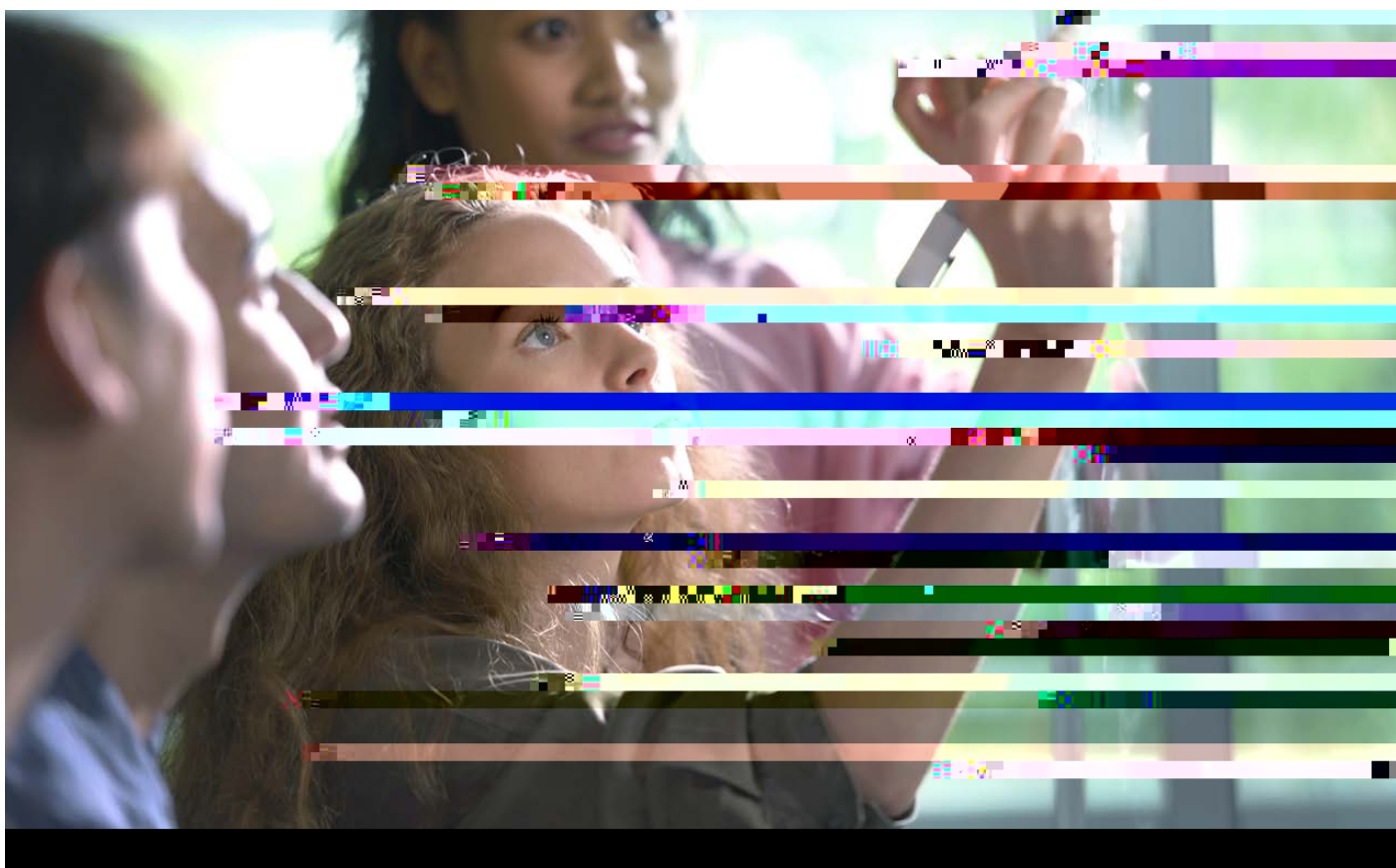
Working in a communication role requires a broad understanding of contemporary media culture and practice. In the Bachelor of Communication this includes studying digital production, risk and crisis communication, media audiences, advertising, and inclusive communication. Students can major in a specific area of communication practice.

Communication professionals from a diverse range of genders, ethnicities, ages, and cultures can help create content that resonates with a broader audience and connects better with the public they serve. This is particularly important in Aotearoa New Zealand where our cultural make-up is becoming increasingly more diverse.

www.careers.govt.nz

- Job adverts/vacancy descriptions
- Industry professional bodies.

This resource is part of a set of brochures focused on subject majors; many can also be studied as minors.



What skills can graduates gain

Communication graduates develop a broad range of globally transferable skills necessary for success in the communication industry. Graduate skills and competencies can include:

- Strategic communication planning and confidence in media outreach
- Content creation in a variety of formats for a variety of audiences
- Able to analyse audience activity, data, and the impact of communication
- Problem solving, attention to detail and meticulous proofreading skills
- Digital literacy, project management, planning and organisation
- Organisation and time management; able to manage multiple tasks
- Awareness of bi-culturalism and the use of Te Reo Māori
- Able to relate to and communicate with a wide range of people
- Analytical and critical thinking
- Able to work independently and collaboratively with others.

Applied learning

Communication courses include creating content and developing campaigns for community and industry groups. Students may also have opportunities to participate in an internship where they apply their learning to a professional situation and gain experience in industry.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability are important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking, technological literacy, AI and big data.*

*World Economic Forum: www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can these skills be developed?

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities, whether it is undertaking work experience, overseas exchange, skills seminar, or joining an industry group.

Where have graduates been employed

Graduates of a communication degree will be suitable for work in:

- Media and news outlets e.g. TVNZ, RNZ, Newstalk ZB, 39 Southern TV, Whitebait Media, Stuff, NZME
- PR, media and strategic communications e.g. Network Communication, Agency
- Creative and marketing agencies
- Web developers
- Government e.g. ministries of Education, Business, Innovation and Employment; Land Information NZ; Broadcast Standards Authority
- Educational institutions e.g. Universities
- Research centres
- Not-for-profits e.g. Planet Ark Environmental Foundation, Amnesty International
- Regional councils and affiliates e.g. Environment Canterbury
- Franchises e.g. Hurricanes, Red Bull Motorsports
- Private companies in retail, banking, healthcare, legal, tourism, leisure and other sectors
- Organisations abroad e.g. Australia, UK, USA, Canada, Malaysia, Thailand.

What are your plans for the future?

When I finished uni I knew that I really wanted to work for a charity or community group. I would love to work on some big campaigns for fundraising and awareness of issues. I really enjoyed the experience of uni and I want to continue the experience in my future.

Work out what you want to do and work for everyone. You need to go with the flow and be adaptable. Writing and enjoy talking with people then communication is a great way to do both those things.

Laura

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