



Communications Officer

Median Yearly Income (2010): \$52,789

This unit group includes specialists in public relations and communications who develop and implement communication and promotion strategies and information programs, and maintain media relations on behalf of businesses, governments and other organizations.

WHAT YOU DO

Communications officers develop, implement and evaluate communications strategies and programs designed to inform clients, employees and the general public of initiatives and policies of businesses, governments and other organizations.

In the oceans technology sector, communications officers may work within companies or with the industry to design communications strategies and campaigns aimed at the local, national and international markets.

WHAT YOU NEED

- ❖ Strong organizational skills;
- ❖ Able to be resourceful;
- ❖ You must have excellent oral and written communication skills;
- ❖ Excellent interpersonal skills are essential;
- ❖ Able to work as part of a team;
- ❖ Able to meet deadlines and work under pressure is essential; and
- ❖ Computer skills, word processing skills, and knowledge of French are strongly recommended.



Communications officers perform some or all of the following duties:

- ❖ Gather, research and prepare communications material for internal and external audiences;
- ❖ Prepare or oversee preparation of reports, briefs, bibliographies, speeches, presentations, Web sites and press releases;
- ❖ Develop and organize workshops, meetings, ceremonies and other events for publicity, fundraising and information purposes;
- ❖ Initiate and maintain contact with the media;
- ❖ Act as spokesperson for an organization and answer written and oral inquiries; and
- ❖ Co-ordinate special publicity events and promotions for internal and external audiences.

Communications Officer

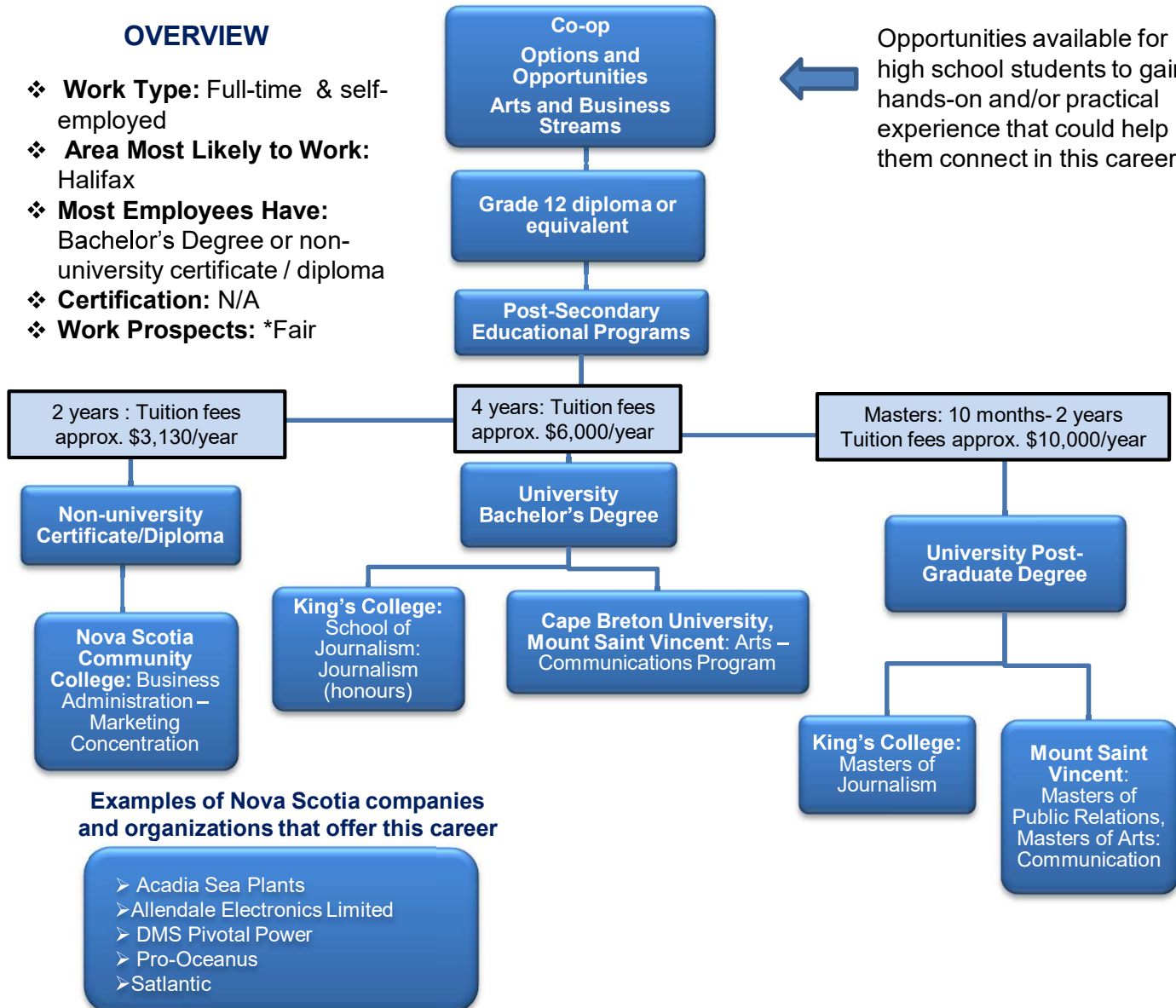


CAREER PATHWAY

OVERVIEW

- ❖ **Work Type:** Full-time & self-employed
- ❖ **Area Most Likely to Work:** Halifax
- ❖ **Most Employees Have:** Bachelor's Degree or non-university certificate / diploma
- ❖ **Certification:** N/A
- ❖ **Work Prospects:** *Fair

← Opportunities available for high school students to gain hands-on and/or practical experience that could help them connect in this career.



References and Resource Links

- *The employment outlook over the next few years for this occupational group is “fair”, which indicates the chances of a qualified individual finding work is around average
- Canadian Public Relations Society (<http://www.cprs.ca>)
- Careers Nova Scotia (<http://careers.novascotia.ca/>)
- Create your career plan (careeringear.nsc.ca)
- International Association of Business Communicators (<http://atlanticcanada.iabc.com>)
- 5124 national occupation classification (<http://www30.rhdcc.gc.ca/CNP/English/NOC/2006/QuickSearch.aspx?val65=5124>)