



# CCIT FUTURES: Some Career Options

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## Special Thanks to:

The CCIT program - [www.utm.utoronto.ca/ccit/](http://www.utm.utoronto.ca/ccit/)

&

The CCIT club – [www.ccitclub.com](http://www.ccitclub.com)

## COMMUNICATIONS: AN OVERVIEW

About 75% of a person's day is spent communicating. According to America's National Communication Association, "We listen a book a day, we speak a book a week, read the equivalent of a book a month, and write the equivalent of a book a year" (Pathways to Careers in Communication, 2003). A 1995 U.S. Department of Labor Report on the fastest growing careers, states that communication skills will be in demand across occupations well into the next century (Pathways to Careers in Communication, 2003). An economics professor states that, ". . . we are living in a communications revolution comparable to the invention of printing . . . In an age of increasing talk, it's wiser talk we need most" (Pathways to Careers in Communication, 2003).

Individuals in communications careers create messages that aim to inform, to educate, to persuade, or entertain. New careers and specialty areas in communications have developed as newly trained professionals are required to both operate the new technologies and make them work with older technologies.

Communications majors have a plethora of job opportunities available to them, in businesses (both for profit and non-profit) and in the community. The business sector requires communications agents to conduct market research, promote the brand image, market the brand image to increase and maintain sales, or revamp the brand image to target a new consumer audience. Organizations also require communication agents to deliver presentations to share company ideas, draft press releases, and design promotional materials. Businesses need communication agents to build, oversee and maintain websites, resolve and anticipate consumer complaints, teach new employees company policies, settle employee disputes, and recruit employees. The community needs communication agents to represent their views in larger political groups, and reach out to the homeless, the unemployed, the emotionally and physically distressed, and the socially disadvantaged through social and public service organizations. The community also needs communication agents to plan and market massive public events like the Toronto Street festival, Caribana, the Toronto WinterCity Festival, Harbourfront's World Festival, Carrassauga, Taste of the Danforth, The Beaches International Jazz Festival, and Canada Day celebrations.

Communication agents update the community on the latest local and international news events through radio, television and print. In print media, communication agents design and arrange eye-catching information and illustration layouts that make print content easy to digest. In the area of health, communication agents write grant proposals, plan and direct fundraising campaigns for medical research, prepare medical information pamphlets for distribution to patients and visitors, teach the public how to care for their illnesses and prevent them, and train doctors on how best to communicate with patients. In short, society will always need those who specialize in communication. Skills acquired through a communication degree may apply to a wide array of fields. At the same time students must try to hone those skills with experience in the communication career branch of their interest.

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# SOME CAREER PATHS IN COMMUNICATIONS

## CAREERS IN NEW MEDIA

*\*Sources for this New Media section are listed at the end of the section*

### New Media Personality Checklist

#### Do You ??

- Think in pictures and images?
- Have an interest in computers and software programs?
- Surf the Web because you enjoy it?
- Like solving problems?
- Read computer or Internet magazines?
- Check out new CD-ROMs or use DVDs whenever you get the chance?
- Have graphic design skills and like using graphic design software?
- Know how to use “authoring” software programs?
- Have ideas for writing interactive products?
- Think you might like running your own business?
- Want to work at the leading edge of a new technology?
- Have a strong creative bent?
- Work well with other people?
- Have the ability to meet deadlines?
- Know that you can be flexible and handle change?
- Love being in a chat room?
- Enjoy communicating via Email?
- Want to create eye-popping 3-D digital effects for interactive games?
- Dabble in web page design?

*Did you check off 10 or more items? If so, you may be ready for a career in New Media!*

*Source: Human Resources Development Canada's Cultural Human Resources Council. [The Interactive Zone: Careers in New Media](#). Careers in Culture Series.*

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### New Media Demand

Companies use new media to...

- Design images and write text to attract customers
- Help build their physical and e-businesses
- Develop intranets – in-house networks – that connect employees with each other and their organization’s information: company policies and procedures, staff directories, learning/training programs, teleconference meetings, internal job openings, internal e-mail, project production of workers in different locations
- Apply computer-based training to help staff stay current and upgrade skills

- Set up online conferences
- Create high quality sales presentations
- Develop promotional CD ROMs to market products and services
- Advertise goods online & much more!

## **New Media Overview**

*"The New Media industry is on fire! It's expanding, it's exploding...everyday something new is happening. It's addictive! Internet...the new drug!" - Jennifer Hollett, Manager, Sony Music Canada, New Media*

*"The New Media industry is the fastest growing and the fastest changing industry probably in the history of the world. Because it's an industry with no set path and no precedent, it's pretty much up to the people involved in the industry to create their own opportunities and their own innovations." - Doug Sinclair, Director of Animation, Chilly Beach*

Canada is a world leader in developing digital technologies. Canadians have better access to computers and the Internet than many other people around the world. Canadians working in new media today rank among leaders of technology. Canadians create, innovate and re-design highly sought after new media products. Canada is just the place to start a career in New Media. The new media industry employs more people than the broadcast industry. New Media employs over 8,000 people in Ontario alone. Nationally, New Media contributes \$37.2 million to the Canadian economy annually.

There are New Media jobs for you in Ontario! Recent surveys done by the Ontario Ministry of Education show that nearly 87% of graduates in digital media related fields get jobs in their chosen careers within the first six months after graduation.

New Media has no concrete definition; it's that new. Each person you ask will provide you a different definition. The term's flexibility allows it to keep up with a rapidly evolving field. The Cultural Careers Council of Ontario defines new media as a digital product that integrates three or more basic types of information like text, sound, photographs, images, animation or video. New Media products interact with their user. New Media people deliver and present information in new ways. Careers in new media often have a highly creative or artistic component.

Some New Media professionals receive full time work immediately, but most begin work as freelancers in short term projects. Most of the available work in New Media is contract based. Production companies try to reduce overhead by hiring people as they need them on a project-to-project basis. Freelancing allows you more choice and independence in the work you do, provides the potential to make more money, and presents you with the opportunity to start your own business. At times when you freelance, you may not find work and must fill the gaps in employment. The field experiences many boom-and-bust cycles. All individuals in this field need flexibility and commitment to constant learning. David Gilbert, owner of Duct Tape Omnimedia, says "the New Media industry changes 100% every year" (Human Resources Development Canada, 2002). Many New Media freelancers exist and compete with each other. This means that you must learn to sell yourself and your skills in a way that lets you stand

out. (Networking workshops and job coach appointments can help you develop these skills. Visit the Career Centre for more information.)

New Media professionals begin with modest incomes. Most entry level designers begin around \$30,000 per year. As they gain more experience, and improve their skills, they can make over \$85,000 per year.

Source: Human Resources Development Canada's Cultural Human Resources Council. "The Interactive Zone: Careers in New Media." Careers in Culture Series. Ottawa, 2002.

### **New Media Skills:**

*"We have to shape technology so that it is humane and socially acceptable. People need backgrounds in social sciences, education, humanities and arts to supplement their technical skills."*

Dr. Peter Holt, Associate Professor of Cognitive Science, Athabasca University

*"Software training isn't the key to long term work in new media. Software is a tool to which you have to bring your intellectual interests, passions and enthusiasm."*

Paul Swinwood, President, Software Human Resources Council

### **Skills Needed in New Media Careers**

Creativity	Innovation and concept presentation skills
Technical	Interpersonal
Teamwork	Graphic design
Entrepreneurial	Web "surfing"
Project management	Versatility
Networking	Quick learner
Communication	Understand how humans & computers interact
Understand what the client wants to say & to whom	Explain what can be done how it is implemented and who benefits
Fluency in web & Internet technology	Web design
Writing	HTML
Graphic design	Photography
Adaptability	Film
	Understand multimedia applications as they relate technically, theoretically & commercially

## NEW MEDIA CAREERS AT A GLANCE

### Video Game Designer

Videogame designers create games for people's amusement, education and excitement. A career as a videogame designer can get highly specialized. Many different components assemble to create games. Some videogame designers create the characters, levels, weapons, buildings, landscapes and textures of videogames, while others design how the players control the game and another group writes all the code. Often people get into videogame design after completing degrees in fine art, design or computer science. Video game specific education isn't essential for video game design. Understand how computers and videogames work, and play the videogames.

A good entry-level position is a **texture artist**. Texture artists create objects and textures – traffic lights, graffiti on a dilapidated building, the moon - that are inserted into the 3D environment. Another position is the **level designer**. The level designer must have extensive technical and artistic skills. Level designers place textures (created by the texture artists) and place them into the geometry of the game building the space in which real people will participate.

### Graphic Designer/Illustrator

Graphic designers and illustrators think visually. They create the visual identity of a company, brand or a specific piece of communication. An Art/Creative Director discusses an idea of the desired look with a graphic designer who attempts to bring this look to reality. **Graphic designers** may develop the aesthetics for an entire brand, a company logo, images on a website, medical drawings, or video game characters. Graphic designers have mastered programs like Dreamweaver, Shockwave, Director, Macromedia Flash, Quark XPress, and Adobe Photoshop, Illustrator and InDesign. Many possess drawing tablets (like WACOM is a popular brand) that allow you to use a pen and drawing pad instead of a mouse.

### New Media Developer

UTM Career Assistant Andrea Lopes wrote a great summary on this occupation in her panel package entitled "Careers In Writing and Communication", available online at <http://www.utm.utoronto.ca/careers/careersbymajor.html>

### Creative Director

A creative director builds a vision for a product and works with artists, programmers, and other team members to realize this vision. A creative director possesses the ability to generate lots of ideas and solutions, tell a story, deliver a message and think in different media. The creative director is often a member of the initial team that develops the overall concept. The creative director will take charge and guide the overall concept, themes, and ideas. The creative director will also develop the outline or flow of the project, including initial navigation and user interaction design, and assist the producer in writing the creative guidelines for the project. Creative directors are generalists who need to understand a variety of different technical and artistic software packages.

**International Adaptation Specialist** takes an existing program and changes it for use in another country where text may be read from right to left, icons have different meanings, and certain colours are considered lucky or unlucky.

## Additional New Media Careers

[Careers available on Career Cruising are marked with an asterisk (\*)]

Proposal Writer	*Camera Operator
*Project manager	*Video/Film editor
*Programmer/Developer	*Sound recorder
*Sound editor	Content researcher
Instructional designer	Voice-over artist
Intranet architect	*On-Screen performer/Actor
Interface designer	Authoring programmer
Games designer	Software engineer
Training specialist	Technical Support Person
Interactive scriptwriter	*Translator/Adapter
*Art director	Kiosk designer
Graphic artist	New media marketer
2-D or 3-D/ Computer animator	Web master
*Music composer	Quality assurance specialist
Photographer	Copyright lawyer
Video producer	International adaptation consultant/Localizer
Cyber-journalist	Production Manager
Production assistant	Creative director
Distance education Specialist	*Online professor/instructor
	On-line course moderator

*New Media Sources used to develop this section:*

- 1) Cultural Human Resources Council. The Interactive Zone: Careers in New Media. Careers in Culture Series. 2004.
- 2) GET IN New Media website: <http://ontarget.rcc.ryerson.ca/profile/getin/base.html>
- 3) Ontario Ministry's Energy, Science and Technology's OnTarget Website. "Frequently Asked Questions." [www.getontarget.ca/vault\\_faq.html](http://www.getontarget.ca/vault_faq.html)
- 4) National Communication Association. "Pathways to Careers in Communications." <http://www.natcom.org/Instruction/Pathways/5thEd.htm>. NCA Publications Center. 2003.
- 5) Cultural Careers Council of Ontario - Work in Culture website: <http://www.workinculture.on.ca/>

*Within the "Work in Culture" website, click on the "Learn" button on your left. Click the "Cultural Industries Primer link" and connect to a webpage with descriptions of the following industries: Broadcasting, Film and Television, Heritage Primer, Live Performing Arts, Music and Sound Recording, Visual Arts and Crafts, Writing and Publishing.*

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## CAREERS IN ECOMMERCE

Many people incorrectly use eBusiness as a synonym for eCommerce. This section on eBusiness and the following section on eCommerce will distinguish the meaning of the terms.

### **eBusiness Overview**

Statistics Canada defines eBusiness as “activities carried over computer-mediated channels” (Defining eCommerce, 1999). The Canadian Technology Network, under the National Research Council of Canada, defines eBusiness as “all types of business conducted on the Internet, not only buying and selling but also servicing of customers and collaborating or communicating with business partners and employees” (“Road Map to eBusiness,” 2004). eBusiness includes eCommerce and covers internal processes like production, inventory management, product development, risk management, finance, knowledge management and human resources. From a brand image perspective, eBusiness elevates a company’s market presence, and aims at cost savings, improvements in efficiency, and productivity.

### **eCommerce Overview**

The definition of eCommerce often changes depending on which industry professionals or organization you consult. According to Statistics Canada, if we take the “e” out of eCommerce, our understanding of the concept hurries along. Commerce is a transaction between a buyer and seller that includes the transfer of goods or services against a specific currency. Statistics Canada defines eCommerce as “Transactions carried over computer-mediated (carried through the use of computers) channels (i.e. Internet, ATMs, Interac, telephone, fax) that comprise the transfer of ownership or the entitlement to use tangible or intangible assets (goods or services)” (“Road Map to eBusiness,” 2004).

The Canadian Technology Network, under the National Research Council of Canada, defines eCommerce as the buying and selling of goods and services on the Internet, especially using the World Wide Web.

eCommerce is simply a way to do business, a subset of eBusiness. Business transactions occur in the following ways: business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). eCommerce aims to increase a company’s market penetration and market share. Business-to-Business transactions make up 75 to 90 percent of eCommerce transactions.

Canadian businesses posted e-commerce sales of \$7.2 billion in 2000, a 73% increase over 1999. Canadian retailers had e-commerce sales of \$890 million in 2000, a 46% increase over 1999. By 2003, the total eCommerce sales for Canadian private firms alone were 18.6 billion CDN. According to the Boston Consulting Group (BCG), Canada has the highest share of global e-commerce revenues after the U.S., with an Internet economy representing \$28 billion in revenues and 95,000 jobs. Many eCommerce professionals work as entrepreneurs. Others work for government, large corporations, and small businesses. In a 1999 study, *Retailing, the Internet and Employment: A Tangled Web*, Human Resources and Development Canada concluded that the growth of electronic commerce will result in increased demand for people with higher skills adding to the present shortage of skilled technology workers.

## **eCommerce Jobs Listing**

- eCommerce Support Analyst
- eCommerce Project Manager
- eCommerce Process manager
- Ecommerce Sales Specialist
- Web Architect
- Business Online Analyst
- Business Consultant
- Internet Business Development Manager of online programs
- eCommerce software developer
- Chief Technology Officer

## **Skills Needed for eCommerce Careers**

- Deep knowledge of different aspects of business like marketing, production & logistics
- Interpersonal, Organizational, Project Management, Budgeting, Communication, Analytical, Web Development, Tech Support, Internet & Intranet skills, HTML and Visual Basic

## **Common Duties/ Responsibilities in eCommerce Careers**

- Developing custom programs to extend the function of the website
- Integrating internal business systems with a browser based interface for customers to interact directly with the company's systems.
- Designing the processes and architecture of the company's internet presence
- Designing, developing and maintaining the company's intranet business strategy by providing advice to business units co-ordinating related activities
- Administering the day to day operation of the server software, monitoring the logs and usage statistics, adjusting configuration settings as required, and backing up the system and handling system security
- Overseeing both technical and creative team from conception of an online project through to its delivery
- Co-ordination the on-time, on budget delivery of ecommerce solutions
- Aligning the client's web presence with its business strategy, analyzing and specifying ecommerce application system requirements through consultation with both the client and development team.

Source: eCommerce/eBusiness Career Profile Binder (NOC110)

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### *Sources for e-commerce section:*

1. Bates, Andrew. *Difference Between e-Business and e-Commerce*. October 30, 2000. (Article is in eCommerce Binder in UTM Career Centre)
  2. Industry Canada (2003). "The digital economy in Canada" <http://e-com.ic.gc.ca/epic/internet/inecic-ceac.nsf/en/home>.
  3. Library of Parliament (1999). *eCommerce: Towards New Markets*. <http://www.parl.gc.ca/information/library/PRBpubs/prb9929-e.htm>
  4. National Research Council of Canada's Canadian Technology Network (2004). *A Road Map to eBusiness*. Available: [http://ctn-rct.nrc-cnrc.gc.ca/reg\\_ON-ebus\\_e.shtml](http://ctn-rct.nrc-cnrc.gc.ca/reg_ON-ebus_e.shtml).
  5. Statistics Canada (2000). *E commerce Overview Series: Retail Trade in Canada*. <http://retailinteractive.ca/SSG/ri00910e.html>.
  6. Statistics Canada (1999). "A Reality Check to Defining eCommerce." [www.advancedmanufacturing.com/Internet\\_report\\_PDF%20files/e-comdefined.pdf](http://www.advancedmanufacturing.com/Internet_report_PDF%20files/e-comdefined.pdf)
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## CAREERS IN PUBLIC RELATIONS, ADVERTISING & MARKETING

UTM Career Assistant Lama Younes provides informative overviews of the following communication careers in pages 3 to 8 of her 2004 panel package “Careers in Marketing”:

- Advertising
- Marketing Research
- Sports Marketer
- Public Relations
- Product/Brand Management
- Media Buyer

Skills needed for successful careers in these fields are listed on page 2. The package is available online at: <http://www.utm.utoronto.ca/careers/panels/CareersInMarketing.pdf>

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## CAREERS IN WRITING AND COMMUNICATIONS

Andrea Lopes provides informative overviews of the following communication careers on page 6 of her 2004 panel package “Careers in Writing and Communications:”

- Corporate Communications
- New Media Developer
- Journalism
- Advertising Copywriter
- Webmaster

Andrea provides advice from the following expert writers and communicators on page 16 of her panel package:

- Print Journalist,  
*The Globe & Mail*
- Associate Producer,  
*The National, CBC  
Television*
- Director of Corporate  
Communication,  
*Manufacture’s Life*
- Director of Program  
Services (PR, Fundraising)  
*Canadian Cancer Society*
- Public Relations Consultant  
*Self Employed*
- Film and Video Reviewer,  
*Now Magazine*
- Queen’s Park Bureau Chief (Journalist),  
*The Globe & Mail*
- Manager of Communication,  
*Ministry of Tourism and Recreation*

Andrea’s package is available online at:

<http://www.utm.utoronto.ca/careers/panels/CareersInWritingAndCommunications.pdf>

A list of skills needed for a successful career in communications as well as a listing of additional careers in communications are provided on the Career Centre’s “**Careers in CCIT**” webpage located at: <http://www.utm.utoronto.ca/careers/careersbymajor/ccit.html>

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# GAINING CCIT CAREER INFORMATION FROM THE UTM CAREER CENTRE AND THE CCIT PROGRAM

## UTM Career Centre Electronic Resources

### UTM Career Centre Website

<http://www.utm.utoronto.ca/careers>

Visit the Career Centre website for career information links, news on upcoming Career Centre events and workshops, information about Career Centre services, help with finding work, and links for further education. Go to the Career Info link. Click on Careers by Major. On this page you'll find the panel package handout for the 2004 "**Careers in Writing and Communication**" Panel and the 2004 "**Careers in Marketing**" Panel. The CCIT link on this page will take you to tons of additional information on CCIT careers.

**Career Centre > Career Info > Careers by Major > CCIT**  
<http://www.utm.utoronto.ca/careers/careersbymajor/ccit.html>

**Career Cruising:** An online career exploration tool with information on careers including: job descriptions, working conditions, earnings, education, career path, related jobs and interviews with Canadian professionals in the field. It also includes *MatchMaker*, a questionnaire that helps you match your interests with occupational possibilities. The occupational titles used in this package that are also found on Career Cruising, have an asterisk next to them. Ask one of our Career Assistants for access.

### Videos from Past Panels

Come to check out videos on past Career Centre panels. Listen to what panelists have to say about the pros and cons of their job and the industry, their career paths, educational preparation, and gaining experience.

- Careers in Writing and Communication -2004
- Focus on Publishing - 2003
- Focus on Careers in Media and Communication -2001
- Communications Careers -1989

## PRINT RESOURCES

### NOC Binders

Communication careers areas are grouped according to **National Occupational Classification Codes** with information including: job descriptions, education, professional associations, and sample job postings

### Relevant Career Area NOC Codes

- Writing/Editing/Journalism/Translation and Related Areas **512**
- Marketing/Advertising/Public Relations and Related Areas **112**
- E-business/E-commerce **110**

- Film/Theatre/Visual Arts/New Media/Design **500** and **513**
- Speech-Language Pathology/Audiology **314**

### Books

Camenson, Blythe. **Great Jobs for Communications Majors**. VGM Career Horizons: Chicago, 1995. Check out these chapters...

- Chapter 9, p. 110 – Introduction to Communication Career Paths
- Chapter 10, p. 116 – Path 1: Corporate Communications
- Chapter 11, p. 143 – Path 2: Consumer Communication
- Chapter 12, p. 163 – Path 3: Media
- Chapter 13, p. 186 – Path 4: Communication Disorders

Camenson, Blythe. **Great Jobs for Liberal Arts Majors**. VGM Career Horizons: Chicago, 1997. Check out these chapters

- Chapter 11, p. 125- Corporate Communications
- Chapter 12, p. 147 – Media
- Chapter 13, p. 167 – Advertising, Marketing and Sales

Seguin, James. **Media Career Guide: Preparing for Jobs in the 21st century** Bedford/St. Martins: Boston, 2004

- P. 12- Where the Jobs Are
- P. 43 –Tips on networking, developing mentors, internships, volunteering
- P.64 – Advertising
- P. 65 – Institutional communications and training
- P. 66 – Magazine Publishing
- P. 67 – New Media/Multimedia & Radio Station
- P. 69 Television station
- P. 70- Video game/interactive & Video Production Company

Gurvis, Sandra. **Careers for Non Conformists**. Marlowe & Company: New York, 2000. Check out these Profiles

- P. 253, Virtual Assistant
- P. 285, Video Animation Specialist
- P. 283 , Electronic Media Designer

### Alumni Profiles

Motivate your career exploration and commitment by reading about the career paths of U of T alumni in fields of your interest. The profiles describe the academic and career background of alumni. Profiles also delve into skills possessed by Alumni, how they advanced in their careers and methods alumni use to manage their worklife and sell their assets to employers. You can pick up great tips from these profiles.

Take a look at the profile of .....

- Broadcast Journalist, Lynda Calvert. NOC: ART 512
- Market Research Analyst, Sophie Robov NOC: ART 111
- Director of Fundraising, Diana Reitberger NOC : ART 510
- Marketing & PR Officer, Brian Ma NOC: BFA112
- Communication Coordinator, Jeffrey Trapp NOC: SOC 410
- Community Coordinator, Jonathan Briet NOC: SOC 416
- UN Consultant, Natasha Mistry NOC: SOC 416

## **Career Centre Workshops**

Small group workshops help you begin your career planning and sharpen your work search skills. Workshops include: Online applications, Resume and Cover Letter, Networking, Explore Career Options In..., Finding Part Time Work, Effective Interviews, Summer Job Search, Now That I'm Graduating, What's Next? and more.

## **Individual Consultations**

You can book a consultation with the Career Centre's Job Coach or with a Career Counsellor to assist you with your career planning and job search. If you'd like to improve your resume or cover letter, sign up for a same day, first come first served, individual critique. Details and dates are listed on the website under News & Events.

## **UTM CAREER CENTRE PROGRAMS**

**Extern Program:** This program provides you the chance to interview or job shadow someone in a career that interests you for 1-5 days during Reading Week or after exams in May. You can gather information to help you determine whether the career is for you, gain leads on how to get involved in this career early, and possibly add a professional to your network. Today's panelist Justyna Leitgeber, participated in Extern and received a lead for a job opportunity that provided her the experience she needed to land her present job as a Project Manager. Apply by Feb 25 for the May 2005 program.

**UTM Alumni Mentorship Program:** In your 3rd or 4th year, you can get matched with a UTM alumnus in the career field you would like to pursue. This individual will help you better understand the careers and industries you have targeted and refer you to relevant information and associations. Learn from the experiences and struggles your mentor faced in reaching his or her present career. Apply in September for this program. More information at <http://www.utm.utoronto.ca/careers/mentor.html>

**Volunteer Fair:** A number of organizations visit the campus and offer you the opportunity to explore a career area, gain experience, develop job skills and participate in the community. The following organizations offer excellent volunteer opportunities for communications students: Living Arts Centre, Mentoring for Change, and Distress Centre Peel, among others. Most volunteer organizations need students with skills in web design and maintenance, writing and event coordination.

**Teaching & Education Fair and Professional Schools Fair:** held in early October

**Career Expo:** Held in late October, Career Expo is an excellent opportunity to network with representatives from a range of industries about career paths within their organizations and what type of skills, experience and education are required for these positions. Learn about the range of career choices available to you when you graduate. Past participants have included: CBC, The Weather Network, News Marketing Canada, The Ontario Internship Program and many others.

**Internship Fair:** This year's fair will be held on February 9, 2005. Speak to representatives of organizations offering internships which can help you acquire work experience and gain contacts in your field. The United Nations Association in Canada, Career Edge and UofT Fellowship in Advancement are examples of communications related internships that have been promoted at the fair.

## **CCIT Program**

**Internships:** Maximize the career knowledge you can gain from the CCIT program. The program offers internship opportunities. You can work in the communications field and receive a credit for it. Even though this internship would not be a paid one, the experience is still valued by employers. Experience is experience. Plus, an internship gives you the opportunity to network, learn about related job opportunities, and make job contacts for the future. This internship requires that you work approximately one day a week of the academic year to acquire 200 hours of work time. At present, an internship opportunity exists as a graphic designer with the graphic design company Ram Digital Imaging using Quark XPress. Marketing, A&R, Promotions, Sales, and Publicity internships exist at Sony Music Canada. Times Canada offers news reporter/researcher internships and Cosmos Sports offers a sports marketing internship. CCIT students have also completed internships with: Tech Data Canada; CBC; Mississauga News; nexinnovations; Spy Films; and other organizations. Visit the CCIT website at <http://www.utm.utoronto.ca/ccit/1281.0.html> to learn more about the internships. Also get in contact with the CCIT Internship Co-ordinator Tracey Bowen, [tbowen@utm.utoronto.ca](mailto:tbowen@utm.utoronto.ca) and Carmela Boscarino, Academic Advisor/Internship Assistant, at [cboscari@utm.utoronto.ca](mailto:cboscari@utm.utoronto.ca)

**TA Positions:** The CCIT program often hires 3<sup>rd</sup> or 4<sup>th</sup> year undergraduate students as T.A's for its 100 level and 200 level courses. Experience as a T.A demonstrates your academic skills as well as a broad range of communication skills that are relevant for jobs in the communications field. Go to the CCIT website at <http://www.utm.utoronto.ca/ccit/>, and click on "Employment" for listings of T.A. opportunities you could fill. Please be aware that they do place preference on hiring graduate students.

**Speaker Series: ALERT!** CCIT students: this is a networking opportunity! Do not miss out on these events. The CCIT program has a speaker series where influential industry individuals from the communications industry come in to speak to students about their careers and the organizations they work for or own. Usually one or more professionals speak for an hour and the speech is followed by a reception. The reception provides students an opportunity to meet these speakers, ask them questions one-on-one and get their contact information. You don't meet these professionals everyday. Many people that come to speak are CEOs, directors, managers, and entrepreneurs with hugely successful businesses. These are the people you want to meet and develop contacts with.

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## **GAINING EXPERIENCE**

To pursue a career in communications, it is important that you try to gain as much experience as you can while you are still in school. Freelance; network; join campus clubs or volunteer organizations and offer them the skills you've acquired as a communications student. Take initiative. Offer to tweak club websites; plan events; help club promotions. A group of CCIT students that freelance in graphic design and web development approached the CCIT program to revamp the CCIT website. At the CCIT Program Director's request, they drafted a proposal and have now put together an

impressive website that will be launched this year to represent the CCIT program. The CCIT program pays these students to work on the website. Your ideas and skills are highly valued and needed both on and off campus. Embrace Work-Study positions, part-time and summer work, as well as volunteering. See samples of relevant part-time and Work-Study positions later in this package.

Check out pages 11-15 of the 2004 panel package “Careers in Writing and Communication” for tips on networking, joining professional associations, using Career Centre resources, internships, volunteering and more. Check out pages 9 to 11 of the 2004 panel package “Careers in Marketing” for tips where to get jobs, courses to take, marketing yourself, searching the internet and more. Both packages are available online at the Career Centre’s website:

<http://www.utm.utoronto.ca/careers/careersbymajor.html>

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## EDUCATION

Nowadays more people than ever before hold bachelor degrees. To stand out from this group, many people in the field of communications pursue post-graduate studies. Many Masters Degree, diploma, and certificate programs exist with Canadian colleges and universities. Post-diploma programs in colleges are intensive, fast-paced programs that run for 8-12 months, and sometimes include co-op placements (periods of employment in related industries). Visit the Career Centre website ([www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers)) and click on “Further Education” for links to Professional and Graduate Schools and University and College programs, including a link to a directory of post-diploma programs available at Ontario Colleges. Come into the Career Centre and ask us to log you onto Career Cruising database. Career Cruising allows you to search for programs in Communications studies offered throughout Canada and the United States. You can also visit the CCIT office and ask to sign out the binder on post-graduate programs compiled for CCIT students.

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## SAMPLE JOB POSTINGS

Check out the postings that follow to learn about the types of employers and types of jobs that are of interest to you. These same organizations or on-campus departments may hire again for similar positions (this can be possible leads for your networking and for pro-active job search). Also look at the job postings to identify skills needed for the career you want to pursue. Plan how to develop these skills and to gain experience. Visit the Career Centre website at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) to access all summer, part-time/temporary, work study and volunteer listings. In your graduating year, you can also get access to the Graduating Students Employment Service to help you search for full-time positions following graduation. Recent graduates can also access full-time listings for up to two years following graduation via the Recent Graduates Employment Service. Students are also able to look at postings from the previous years in the Career Centre. All the postings below were advertised for real jobs and filled by people who met the qualifications.

## **SAMPLE POSTINGS FROM CAREER CENTRE WEBSITE**

### **SUMMER JOB POSTING**

#### **Events Coordinator, Toronto Bay Initiative**

- coordinate the delivery of the Toronto Bay Initiative's spring and summer events
- advertise and promote the events
- possible web site design and desktop publishing tasks

**Qualifications:** excellent organizational and communication skills-high proficiency in using computers, including Word and Excel

- environmental or ecology background an asset
- experience with Web site design and familiarity with a selection of PhotoShop, Illustrator, Quark, PageMaker, or Microsoft Publisher, an asset

**Web Site:** [www.torontobay.net](http://www.torontobay.net)

### **PART-TIME JOB POSTING**

#### **Marketing Assistant, UTM Career Centre**

- increase participation in Career Centre services and events by developing and maintaining effective print, in person and electronic marketing
- Assist with special event special events e.g. Professional Schools Fair, Career Expo, career panels, etc.

**Qualifications:** above average written skills

- Detail oriented and very accurate
- Excellent time and project management skills
- Computer literate (Word, Publisher, PowerPoint)
- Creative, innovative, reliable

### **SAMPLE WORK STUDY POSITIONS**

#### **Communications Assistant, Dept. CCIT, UTM**

**Skills:** Analytical, artistic, communication, computer, creative, interpersonal, organizational

**Duties:** assisting with writing, screening, proofing, editing of web-based and other informational/promotional materials; coordination of outreach initiatives; ensuring web information is current and updated as required

#### **Web Designer, Centre for Visual and Media Culture, UTM**

**Skills:** artistic, communication, computer savvy, creative, ability to write code, dynamic interface design and familiarity with webcams and programs like Director, Flash

#### **UTM Student Centre Multimedia Representative**

**Focus:** Leadership Curriculum

**Skills:** Communication, computer, creative, interpersonal, management & Leadership

**Duties:** Develop and use information technology to help promote events, updates and maintains PerCal, e-bulletin boards, e-newsletter, SCEvents network and website, listserv, improve UTM Web Calendar, Co-ordinate marketing activities

#### **UTM Student Centre Community Coordinator**

**Focus:** Leadership through Communication & Community

**Skills:** Analytical, Communication, Computer, creative, interpersonal, Management and Leadership, Organizational

**Duties:** Liaise with elected student leadership communities and service organizations, Compile community events calendar, compile reports

**UTM GLBTQ Outreach Coordinator, UTM Student Affairs**

**Skills:** Analytical, communication, computer, creative, interpersonal, organizational, Experience with GLBTQ issues, Writing and web editing abilities

**Duties:** Strengthen communication with and between GLBTQ community and straight allies; gather, organize and share resources, services, and contacts through meetings, campus website; encourage positive physical space and community

**Student Health Promotion Coordinator, UTM Student Affairs**

**Skills:** Analytical, communication, creative, interpersonal, organizational, persuasive writing and presentation

**Duties:** develop and deliver targeted, student focused educational programs and materials to promote good mental and physical health

## MORE WORK STUDY, VOLUNTEER AND SUMMER CAREER CENTRE JOB LISTINGS

[www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers)

All of the listings below can be accessed through the “de-listed” postings on the Career Centre computers. They will give you an idea of how many types of jobs needs the skills of CCIT students. Use them to network and to locate possible job openings.

Position	Organization	Compensation	Area
Summer Employer Relations Assistant F/T	U of T – Career Centre	\$7.15/hr	Toronto
Summer Community Outreach Coordinator P/T	Ontario Public Interest Research Group	\$3432.00	Toronto
Summer Concert Coordinator & Visitor Guide F/T	Church of the Holy Trinity	\$7.15/hr	Toronto
Summer Analyst F/T	Royal Bank of Canada	\$13.50-14.00/hr	Toronto
Summer HR Assistant F/T	U of T – Faculty of Medicine	\$15.00-19.00/hr	Toronto
Summer Event Coordinator P/T	Toronto Central Sport and Social Club	\$10.00/hr	Toronto
Summer Media Consultant F/T	Profiles of Success	TBD-Commission	Toronto
Summer Education Assistants P/T	City of Toronto	\$11.72	Toronto
Summer Coordinator F/T	Summer Work Student Exchange (SWSE)	\$400 – \$500/week	Toronto
Summer Website Designer/Consultant P/T	H. Graham	TBD	Toronto
Summer Marketing/Advertising Coordinator F/T	Buffett Taylor & Associates Ltd.	\$12.00-15.00/hr	Suburban West
Summer Photographer Assistant P/T	Chappell Studio	\$50.00/ceremony	Toronto

P/T Summer Marketing Associate/Trader in Training	Barret Capital Management	Negotiable-Commission	Toronto
Special Event Volunteer P/T	Harbourfront Centre	Volunteer	Toronto
Volunteer Marketing & Graphic Design P/T	VENGEO INC	Volunteer	Work from Home
Apache Web Server Consultant Volunteer P/T	St. Christopher House	Volunteer	Toronto
Volunteer Life Enhancement Assistant P/T	Kensington Gardens	Volunteer	Toronto
P/T Marketing Assistant	Canadian Institute for Health Care Professionals	Volunteer	Home
Volunteer Writer P/T	Toronto Somali Television & Radio	Volunteer	Toronto
Vice President Corporate Development	AIIESEC Toronto	Volunteer	Toronto
Marketing and Advertising Department	St. George College of Language and Business	Volunteer	Toronto
Graphic Designer (Web design) P/T	Brosmedia Entertainment	TBD	Toronto
Actor for Commercial (P/T)	Galleria Supermarket	TBD	Toronto
Publicity/Promotions Intern	Allied Advertising , PR Canada INC.	\$200/month (7-8hrs)	Toronto
Web Designer P/T	Mount Sinai Hospital	TBD	Toronto
Customer Service Consultant P/T	Rogers Communications	14.48	Suburban East
Info Tech Assistant P/T	Zoology Dept.	\$11.00 – Negotiable	St. George
Reporter P/T	Community Bulletin Newspaper Group	Paid per story	Toronto
Ad Consultant P/T	Adbarter Group	TBD	Toronto
Events Leadership Representative	Student Centre	Work Study	UTM
Volunteer Coordinator	Student Centre	Work Study	UTM
Communications Assistant	Office of the Registrar	Work Study	UTM
Communication Co-ordinator	Office of the Registrar	Work Study	UTM
Financial Aid Promotions Assistant	Office of Registrar	Work Study	UTM
Student Liaison	UTM Library	Work Study	UTM
Library Ambassador	UTM Library	Work Study	UTM
Webmaster	Dept. of French German & Italian	Work Study	UTM
Webpage Designer	Dept. of Sociology	Work Study	UTM
Promotions Assistant	Dept. English & Drama	Work Study	UTM

**For more detailed examples of current or recent job postings, register online and check the Career Centre website at <http://www.utm.utoronto.ca/careers>**

## SAMPLES OF OTHER JOB POSTINGS (OUTSIDE OF THE CAREER CENTRE'S LISTINGS)

Many of the job postings below require some previous years of experience. Don't feel discouraged. You can gain experience during school through the kinds of jobs posted above.

### **Jr. Web Artist (Full Time Contract), The Creative Group, Toronto**

[www.creativegroup.com](http://www.creativegroup.com)

#### **Responsibilities:**

- Producing/designing online advertising & emails.

#### **Qualifications:**

- A solid knowledge in using Photoshop, ImageReady and Illustrator with layout & typography skills is required; solid understanding of HTML.
- Minimum of 2+ years experience is required .
- very strong in communication, and team oriented
- strong Flash and Actionscripting

**Pay:** \$19.00-22.00/hr

### **eCommerce Specialist (Full Time), AOL Canada, Toronto**

#### **Responsibilities:**

- daily programming and maintenance of the AOL Shopping areas and supporting tools features to provide an engaging online experience that will increase retention, time online and optimize revenue for both AOL and its partners.
- establishing flawless technical links with AOL US infrastructure allowing for cross border transactions in both directions.
- to be the technical point of contact with shopping and advertising partners for administering the feeds and other needs of AOL Partners.
- solid background in web design will be a plus.
- sensitivity to retail and merchandising demands is key.
- to monitor progress of newly developed tools and create product requirements documents for tools as they are required.

#### **Skills Required:**

- understanding of internet advertising technologies
- good design skills and Knowledge of HTML, DHTML, XML, Jscript and TCL
- has participated in the development of e-Commerce sites and a solid understanding of online merchandising and retailing.

#### **Additional sources of job listings include:**

- Jeff Gaulin's Job Board - [www.jeffgaulin.com](http://www.jeffgaulin.com) (media and communications jobs)
- Multimediator - [www.multimediator.com](http://www.multimediator.com) (check out the "Betaville Forum")
- CharityVillage - [www.charityvillage.com](http://www.charityvillage.com) (PR, events, web jobs in the non-profit sector)
- Cultural Careers Council Ontario - [www.workinculture.on.ca](http://www.workinculture.on.ca) (related jobs including communications, marketing, advertising, etc., in the cultural industry)

Additional sample postings for Marketing, Advertising, Public Relations, Web Development and Writing can be found in the panel packages called "Careers in Writing and Communications" and "Careers in Marketing" available online at <http://www.utm.utoronto.ca/careers/careerinfo.html>