



This document serves as a starting point for your career research. Each Careers by Major page provides lots of ideas on various career areas, as well as how to gain related skills and experience. Useful resources and job samples are also provided. Visit us in the Career Centre to find out more about career areas that interest you.

Last updated: June 2018.

## Sample Occupations and Jobs

Below is a sample of the many types of occupations and jobs pursued by graduates of this program.

### Sample Occupations

This is not an exhaustive list. Detailed profiles are available in the Career Centre. Some occupations require further education or experience.

Print Journalist*	Copywriter
Productions Assistant	Indexer
Editor*	Promotion Manager
Advertising Account Executive*	Proofreader
Advertising Copywriter*	Writer-Producer
Account Manager	Announcer*
Art Director*	Music Director
Copywriter	Production Manager
Marketing Specialist*	Audiologist*
Editorial Assistant	Blogger
Researcher	Sign Language Interpreter*
Copy Editor	Speech-Language Pathologist*
Layout Coordinator	Speech Researcher
Production Assistant	AV Director
Promotions Specialist	Producer*
Community Relations Coordin.	AV Technician
Communications Specialist*	AV Writer
Corporate Trainer*	Audio-Visual Technician*
Fundraiser*	Sound Technician*
Media Relations Officer	Broadcasting Technician*
Project Manager*	Film and TV Crew*
Director of Photography*	Operations Manager
News Photographer	Sales Manager
Computer Trainer*	Scriptwriter
Graphic Designer*	Set Designer*
Multimedia Developer*	Art/ Music Therapist*
Web Developer*	Arts Administrator*
Website Designer*	Human Resources Specialist*
Computer Animator*	Interpreter*
Desktop Publisher*	Lawyer*
Agent*	Lobbyist*
Cinematographer	Technical Writer*
Director*: Film, Video, Theatre	Translator*
Film Editor*	Researcher
Producer*	Teacher/Professor*
Special Effects Technician*	Art Director*
Animator*	Recording Engineer*

\* View these titles at Career Cruising, available on CLN ([cln.utoronto.ca](http://cln.utoronto.ca)) under the Resources tab.

### Sample Job Listings

Below is a sample of positions that have been promoted within the Career Centre. To access current postings, login to CLN at [www.cln.utoronto.ca](http://www.cln.utoronto.ca) and click on Jobs.

- Marketing Copywriter, Questtrade
- PR and Communication Manager, Textile Museum of Canada
- Grant Writer, Habitat For Humanity GTA
- Web Page Designer, Department of Sociology, UTM
- Media Analyst, The Cabinet Office
- Electronic Research Assistant, Library, UTM
- Writer/Journalist, Arosa Media
- News Editor, Ottawa Gaming
- Communications & Copywriting Support, Bell Canada
- Marketing and Events Assistant, Career Centre, UTM
- Project Coordinator, KIK Custom Products
- Script Writer, Ipsos
- Graphic Designer, First Media Group
- Advertising Manager, Planet Publications Inc.
- Program Coordinator, Living Arts Centre

### Sample Areas of Employment

- Advertising/marketing agencies
- Consulting firms
- Corporations
- Educational institutions
- Entertainment Industry
- Government
- Newspapers and magazines
- Nonprofit associations
- Graphic design firms
- Health/medical institutions, hospitals
- Labour unions
- Multimedia firms
- Private sector (e.g. public relations)
- Self-employed/freelance

## Program-Related Skills

Academic courses in this program provide opportunities to develop the following types of skills. Make a career counselling or an employment strategy appointment to discuss how you can demonstrate these skills to employers.

- **Communication & interpersonal:** create entertaining and persuasive messages with sight, sound, motion and words; editing skills; inter-cultural communication skills; and demonstrate creativity and artistic expression.
- **Research:** gather information and data; evaluate ideas and research; and conduct research on IT.
- **Problem-solving & critical thinking:** critical analysis of media; evaluate information and sources; and application of theoretical knowledge in practical settings.
- **Technical:** create multimedia documents; compare works of Media Art; create powerful images with sight, sound, motion & words; graphic prototyping; production skills for photography; and design websites and other media forms.

## Explore Careers & Build Networks

### Career Exploration 101

Take our 15 minute online module available at [utm.utoronto.ca/careers/career-planning/career-exploration](http://utm.utoronto.ca/careers/career-planning/career-exploration) and attend the Career Exploration Part 2 in-person workshop read about how you can gain access to UTM's career exploration programs:

- Extern Job Shadowing
- In The Field

### Informational Interviews

Informational interviews are a great way to connect with professionals in a career area of interest and gain valuable insights about a career, company, or industry that would otherwise be difficult to find in books or online. Check out our tip sheet to learn more.

### Alumni Profiles

Check out our Alumni Profiles page with submissions from UTM grads to find out how their experiences have affected their career direction.

### Events

Attending networking events, employer info sessions, and career fairs is a great way to meet professionals and learn more about careers, companies, and industries. Login to CLN and click on Events & Workshops to see what's coming up.

### Talk to Professors

Connecting with your professors can be a great way to explore the different paths a major can lead you to, as well as learn about possible opportunities for research, volunteering, or becoming a TA. Drop by during their office hours or request an appointment.

### Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and gain valuable skills. To view a list of current clubs and societies, visit the Centre for Student Engagement online. Some organizations you may consider are:

- ICCIT Council
- DEM Society
- Women in Tech
- UTM Art Club
- Department of Visual Studies Student Society

### LinkedIn

Create a LinkedIn profile to connect with professionals in various fields, explore the career paths of UTM alumni, research employers, apply for specific positions, and more. Need help? Come into the Career Centre to book a LinkedIn profile critique.

### Professional Associations

There are many benefits of becoming a member of association(s), such as developing a network of contacts, learning about industry trends, accessing industry-related job postings, and stating your affiliation on your resume. Some associations related to this major are:

- Canadian Communications Association (CCA)
- Canada's Association of IT Professionals (CIPS)
- Popular Culture Association (PCA/ACA)

## Get Experience

Get some experience and exposure to the industry while being a student. This will increase your chances of finding a job after graduation, while helping you decide what area might be most suitable for you.

## Crack the Hidden Job Market

Networking is an essential element of job search today, as most jobs are not advertised. While you should still apply for positions you find online, building relationships with professionals is a proven way to access the "hidden job market" with some of the most desirable opportunities.

Attend the "Learn to Network" workshop to discover proven techniques to effectively introduce yourself and make contacts.

## On-Campus

### On-Campus Opportunities Booklet

Check out the On-Campus Opportunities booklet on [www.utm.utoronto.ca/careers/on-campus-opportunities](http://www.utm.utoronto.ca/careers/on-campus-opportunities) to view a list of some of the ways you can get valuable experience on campus.

### Work Study Positions

The work study program provides eligible students with an opportunity to work on campus during the academic year and gain experience. Many departments use this program to hire UTM students during the Fall/Winter and Summer terms.

### Part Time and Volunteer Positions

- Attend the annual Get Experience Fair
- Check out our binder with detailed information on volunteer opportunities; available in the Career Centre
- Learn about the Co-Curricular Record (CCR), which can help you find opportunities beyond the classroom and have your skills and experiences captured on an official document; go to [www.ccr.utoronto.ca](http://www.ccr.utoronto.ca) to find out how you can get involved

### Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and gain valuable skills. To view a list of current clubs and societies, visit the Centre for Student Engagement at [www.utm.utoronto.ca/student-life/student-organizations](http://www.utm.utoronto.ca/student-life/student-organizations).

## Off-Campus

### Internships, Summer, Part Time and Volunteer Positions

- Check out our binders with detailed information on internships and volunteer opportunities; available in the Career Centre
- Login to Career Learning Network (CLN) and click on Jobs to access current postings advertised to UofT students
- Attend the annual Get Hired: Summer and Full-Time Jobs Fair
- Consider taking an academic internship course through your department
- Check out Government of Ontario - Job Programs for Youth Summer Employment Programs' web page
- Review our Internships, Summer Employment Programs, and Summer Job Search tip sheets at [utm.utoronto.ca/careers/tip-sheets](http://utm.utoronto.ca/careers/tip-sheets)

### Full Time Positions

- Login to CLN and click on Jobs to access current postings advertised to graduating students and recent UofT grads. Note: You must attend the "Now That I'm Graduating, What's Next?" workshop to gain access to these postings.
- Attend the annual Get Hired: Summer and Full-Time Jobs Fair
- Check out our list of industry-specific job boards on [www.utm.utoronto.ca/careers/jobs/jobs-resources-links](http://www.utm.utoronto.ca/careers/jobs/jobs-resources-links)

## Useful Resources & Next Steps

### Appointments

- Attend a one-on-one appointment with a career counsellor or an employment strategist to discuss what career options might work for you and determine a job search plan. Contact the Career Centre for more information.
- Meet with an academic or departmental advisor, who can guide you in achieving academic success. Contact the Office of the Registrar or your department for more information.

### Additional Web Resources

- Cultural Human Resources Council - Careers in Culture
- Work In Culture
- Top Universities - What Can You Do With a Communications Degree
- TalentEgg - Technology Career Guide
- Jobpostings.ca - Career Guide in Computers and Technology
- Robert Half - 2017 Creative Industry Salary Guide
- Robert Half - 2017 Salary Guide for Technology Professionals
- Canada's Top 100 Employers for Young People

### Career Resource Library

The Career Resource Library contains information about a wide range of occupations in all industries, resume and cover letter resources, effective work search methods, graduate/professional school preparation guides, and more. Located in DV 3094.

### Career Planning by Year

Look for our Career Planning by Year web page on [www.utoronto.ca/careers/career-planning](http://www.utoronto.ca/careers/career-planning) for ideas of important career related activities for each year.

### Questions?

Visit the UTM Career Centre located in DV 3094, call 905-828-5451, or visit [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers).

## Notes

---

---

---

---

---

---