

UTM CAREER CENTRE

INDUSTRY PROFILE:

COMMUNICATIONS & MEDIA



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What Do Communicators Do?

Successful communicators are **creative, organized, disciplined**, have excellent research skills and a passion for sharing the written word.

Overview

People in communications careers create messages that aim to inform, educate, persuade, entertain or sell. In today's digital, multi-platform universe, there is a plethora of job opportunities in every industry for those who write and communicate well.

All Businesses Need Communicators

They conduct market research, create and promote the brand image, design promotional materials, oversee and maintain websites and write content for a myriad of online platforms. Organizations hire communicators to plan and publicize events, manage online communities, develop advertising campaigns, create and deliver presentations, coordinate public relations, resolve and anticipate consumer complaints, inform staff of company policies, and recruit

Journalism

Journalists research and update us on local and international news through online channels as well as radio, television and print media. Visual communicators, like graphic designers, arrange eye-catching layouts for business, print and online media that make content easy to digest.

The community needs communicators to represent their views in political groups and to reach out to and advocate for the emotionally and physically distressed and the socially disadvantaged through social and public service organizations.

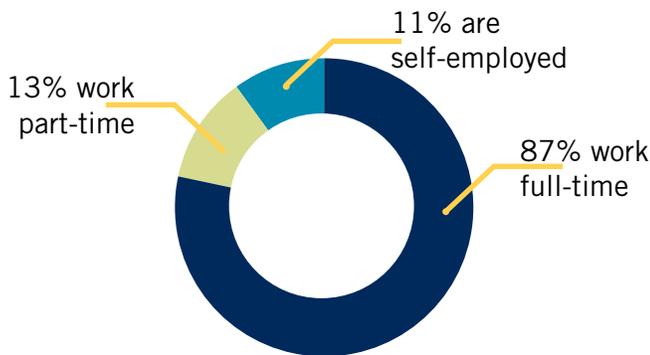


Communicators' Role

Communicators write grant proposals, plan and direct fundraising campaigns, write copy for information pamphlets and technical guides and edit publications. These are just a few of the diverse roles available in the field of communications. Because society has a need to communicate for many purposes, there will always be a demand for those who have a way with words.

Fast Facts

Approximately 52,100 people...
work in advertising, marketing and public relations occupations in Ontario.



Around 13,750 people...
work as authors and writers in Ontario, with about 50% self-employed.

About 7,000 people...
work as editors in Ontario and 20% are self-employed, with half working in information and cultural industries.

Approximately 4,600 people...
work as journalists in Ontario, with 18% self-employed.

By 2021...
Information and Communications Technology (ICT) employment in Ontario is expected to grow by more than 88%.

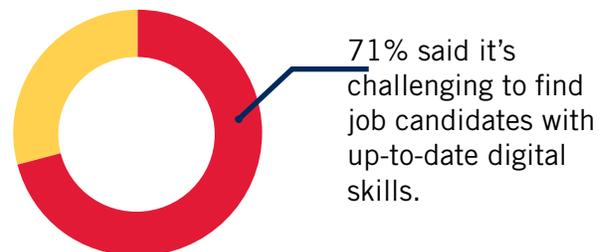
Between 2011-2016...
the Canadian digital economy experienced a steady labour growth of around 2.38% compared to 1.7% in the rest of the economy.

About 1,389,000 professionals...
are part of Canada's overall digital labour force, which reflects the health of this economy and the expanding range of occupations in this space.

216,000 new...
Information and Communications Technology (ICT) jobs will need to be filled by 2021, about 88,000 of them in Ontario.

In-demand ICT occupations...
include graphic arts technicians, graphic designers and illustrators and interactive media developers.

Among creative and marketing...
managers surveyed by The Creative Group



Industry Trends

Digital is transforming communications and media.

Overview

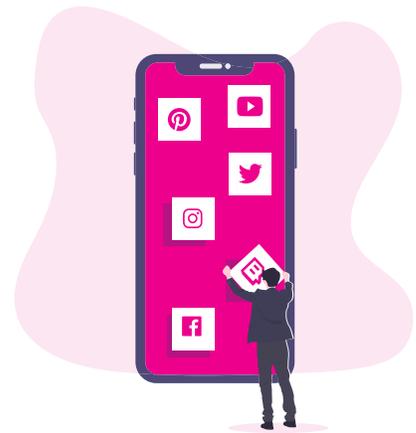
The media landscape has changed dramatically with the growth of digital platforms, a trend that is expected to continue through 2022, according to IBIS World. Social media, blogs, video-streaming sites, online-only publications, podcasts and other news alternatives are giving consumers a wider range of information sources than ever before.

A Shift to Online Publications

As readers have shifted to online publications from printed materials, advertisers have followed, drastically reducing the industry's main revenue source. This has meant major staff cuts in traditional media since 2011.

The Influence of Social Media

At the same time, social media platforms on mobile devices allow readers to share, respond and even contribute to various publications. As a result, publishers are changing how coverage is communicated, with a focus on the “shareability” of articles and news pieces. Newspaper publishers are encouraging online participation through open forums, opinion pieces and feedback. This new level of consumer involvement has brought readers and publishers closer than ever before and is creating new employment opportunities for communicators with digital



Public Relations

Over the years to 2023, the public relations firms industry in Canada is expected to grow as a result of rising corporate profit and greater budgets for PR and advertising. PR agencies will get better at using social media platforms, blogs and other forms of digital communication to shape client perceptions. Since these efforts are expected to be more successful than traditional PR methods, the industry should experience strong and sustained growth, which is good news for those interested in a public relations career.

Corporate Sector

In the corporate sector, as companies aim to get the most out of a growing number of marketing channels, they are investing more in branding and marketing, requiring full-time and contract communicators. Because of this hiring upswing, highly-skilled professionals are in short supply. Unemployment rates in the creative field remain below the national average, and job opportunities outnumber qualified candidates.

Employment Outlook for Communicators

The employment outlook will be good for professional occupations in advertising, marketing and public relations (National Occupation Code (NOC) 1123) in Ontario for the 2018-2020 period, according to the Government of Canada's most recent Outlook Report.

Overview

In a more globalized and competitive business environment, companies are spending more on effective marketing strategies to reach customers. As most employers adopt digital marketing techniques to expand their market reach, spending on newspaper and television advertising has been shifting to digital media. This transformation means a demand for communicators with digital skills. Although there will be fewer employment opportunities with traditional publishers of newspapers, periodicals, books and directories, job prospects for advertising, marketing and public relations specialists with knowledge of internet and mobile technologies and with at least five years' industry experience will continue to improve. Understanding the differences in consumer behaviours of various cultures will also be an asset.

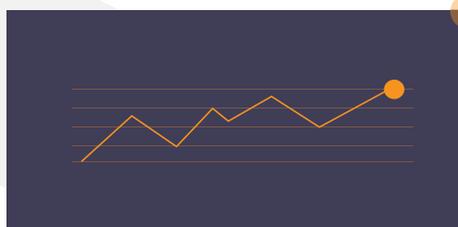
Writers

For authors and writers (NOC 5121) in Ontario for the 2018-2020 period, the employment outlook will be fair. Employment for authors and writers has been relatively stable in Ontario over the last decade with nearly 50% self-employed. However, the field is competitive and attracts a large number of candidates. Building a portfolio of your work will demonstrate creative ability and talent to prospective employers. Also, being a subject matter expert may give you an edge.

Publishing Industry

The publishing industry in Ontario continues to restructure due to advances in technology. Employment opportunities in this sector will most likely stem from the growth of specialized publications and e-publishing.

Continued on page 7.



Employment Outlook for Communicators (cont.)

Editors

The employment outlook will be fair for editors (NOC 5122) in Ontario for the 2018-2020 period. While employment for editors has been stable, the shift from print to digital, along with the loss of advertising revenue, has seen jobs rapidly disappear for those working in traditional print media. Similarly, employment in the radio and television broadcasting industry has dropped because of the multiple ways users can now access audio-visual material. Job prospects will be better for those with experience in a digital editorial environment and who have skills in publishing applications such as WordPress and graphic design software such as Adobe Photoshop and InDesign.

Journalists

For journalists (NOC 5123) in Ontario for the 2018-2020 period, the employment outlook will be fair. The same factors affecting employment for writers and editors are also having a major impact on journalists. Competition from news aggregators and other free online sources have negatively affected paid circulation and advertising revenue for many magazines and newspapers, leading to mass layoffs and closures. While the consolidation of media outlets will limit opportunities for journalists, the Canadian Government has recently announced an investment of \$600 million to support the news media, which could generate positions for journalists.



Since journalism is a highly competitive field, having experience will give you an advantage over recent graduates. Unpaid work in the form of blogging is increasingly common for journalists in the early stages of their career. Freelance and contract work is also common. In the long term, journalists with experience in digital, mobile and social media should have greater chances of finding employment.

What You Need To Succeed

Hybrid professionals are in demand. Communicators with skills outside their specialty are highly marketable, for example, writers with excellent research and data analysis abilities who can provide insight into customer preferences. Digital proficiency is becoming a prerequisite for many traditional roles. For example, graphic designers now need to be familiar with web layouts or social media, and copywriters must have knowledge of search engine optimization.



In-Demand Jobs and Salary Ranges

Job Title	Salary Range
Content Strategist	\$ 77,250 – \$ 99,250
Copy Editor (1 to 3 years)	\$ 50,750 – \$ 62,000
Copywriter (1 to 3 years)	\$ 52,000 – \$ 64,750
Digital/Interactive Marketing Manager	\$ 87,250 – \$ 135,250
Email Marketing Specialist	\$ 65,000 – \$ 80,000
Interactive/Web Copywriter (1 to 5 years)	\$ 56,750 – \$ 88,250
Marketing Communications Coordinator (1 to 3 years)	\$ 44,250 – \$ 63,750
Public Relations Specialist	\$ 48,000 – \$ 75,250
Search Engine Optimization/Search Engine Marketing Specialist	\$ 89,500 – \$ 100,000
Social Media Specialist	\$ 54,000 – \$ 79,750
User Experience (UX) Researcher (1 to 3 years)	\$ 60,250 – \$ 87,500
Web Designer (1 to 5 years)	\$ 64,000 – \$ 92,000

Where the Jobs Are

These industries show the strongest demand for communications for professionals:

- High-tech
- Healthcare/pharmaceutical
- Financial
- Retail



Industry Associations

Industry Associations	Website Link
Canadian Association of Journalists	www.caj.ca
Canadian Media Producers Association	www.cmpa.ca
Canadian Public Relations Society (CPRS)	www.cprs.ca
International Association of Business Communicators (IABC)	toronto.iabc.com
Professional Writers Association of Canada (PWAC)	pwac.ca



Where to Find More Information

Stay connected with the UTM Career Centre:

- DV3094
- (905) 828-5451
- careers.utm@utoronto.ca
- @UTMCareerCentre

Find more career-related resources at:

- utm.utoronto.ca/careers
- clnx.utoronto.ca