

# CAREERS IN WRITING AND COMMUNICATION



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**Brought to you by:  
The UTM Career Centre  
and Andrea Lopes, Career Assistant**



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## TODAY'S PANELISTS

**Astrid Poei** works as a freelance reporter for the Mississauga News and the Hamilton Spectator. She graduated from UTM with a degree in English and Professional Writing and now pursues a post-graduate Journalism degree at Ryerson University. Her writing experience includes work with the Toronto Sun, JobPostings Magazine, Biotechnology Focus Magazine, The Varsity, UT Pulse, and of course, The Medium.

**Paul Ferriss** is the News Editor for the industry publication *Marketing*. He assigns and edits stories for the news section of the magazine and the e-mail/on-line daily newsletter, and writes about automotive marketing. Paul also writes freelance stories for publications such as the National Post and Motion Magazine and recently published his first book: *Never Too Fast: The Paul Tracy Story*. Paul graduated from York University with a degree in English. His career path to *Marketing* included stops at community newspapers, a weekly paper in Hanover, a computer trade magazine, and e-Business Journal.

**Tracy Moniz** works in the Public Affairs department of U of T's Division of University Advancement as part of the Fellowship in Advancement. She writes articles for various publications, and other literature for on-line use and for various events. Tracy graduated from UTM with a degree in English, Professional Writing, and French Studies, and holds a Master of Arts degree in journalism from the University of Western Ontario. During her undergraduate years, Tracy wrote for the Medium starting as a volunteer news writer, then Assistant News Editor, to Features Editor. She has also worked as a freelance writer and editor.

**David Hunter** is a freelance writer/editor/communications consultant for a broad range of clients in the GTA, and associate creative director for Ramm Communications Inc., a full-service communications firm. David writes a wide variety of communications pieces including ads, brochures, magazine articles, newsletters and press releases/kits. David graduated from UTM with a degree in Sociology. He previously worked as a senior writer for CBC Television/NewsWorld's marketing and sales promotion department. He then moved to the Discovery Channel's marketing and communications department where he wrote four books on the network's programming, a weekly column for Discovery's website, feature articles, and ads, brochures, direct-mail pieces and press releases to promote programming.

## **CAREER PATHS IN WRITING AND COMMUNICATION\***

Magazines, press releases, books, ad slogans, e-zines, song lyrics, newspapers, business reports, instruction manuals, film reviews, websites, brochures, journal articles, speeches... Anywhere you find the written word, there had to be someone there to write it, edit it, publish it, and in some cases, sell it. These endless written materials mean endless career opportunities. Writing and communication skills are an asset regardless of career area, but listed below are a range of career areas where these skills are essential.

<p><b>WRITING</b>  <b>Possible Job Titles:</b>            Critic            Ghostwriter            Essayist            Lyricist            Novelist            Playwright            Poet            Science Writer            Scriptwriter/Screenwriter            Short-story Writer            Specifications Writer            Speech Writer            *Technical Writer            *Writer</p> <p><b>EDITING</b>  <b>Possible Job Titles:</b>            Advertising Editor            Associate Editor            Copy Editor            *Editor            Editorial Consultant            Manuscript Editor            News Editor            Production Editor            Proofreader            Prose Editor            Sports Editor            Technical Editor</p> <p><b>PUBLISHING</b>  <b>Possible Job Titles:</b>            *Publisher            *Desktop Publisher            New Business Development</p>	<p><b>JOURNALISM</b>  <b>Possible Job Titles:</b>            Book Reviewer            Columnist            Correspondent            Features Journalist            Film &amp; Video Reviewer            Investigative Reporter            News Analyst            News Commentator            Newspaper Critic            Network Reporter            *Print Journalist            *Radio Reporter            *Researcher/Fact Checker            *Television Reporter</p> <p><b>PUBLIC RELATIONS AND COMMUNICATIONS</b>  <b>Possible Job Titles:</b>            Communications Officer            *Communications Specialist            Crisis Manager            Director of Internal Comm.            Event Co-ordinator            *Fundraiser            Fundraising Consultant            Information Officer            Investor Relations Officer            *Lobbyist            Media Co-ordinator            Media Relations Officer            Public Affairs Officer            Public Relations Consultant            *Public Relations Specialist            Publicist            Publicity Director</p>	<p><b>MARKETING AND ADVERTISING</b>  <b>Possible Job Titles:</b>            *Advertising Copywriter            Advertising Director            Director Of Communications            E-Commerce Manager            E-Business Development            Promotions Manager            *Market Research Analyst            *Marketing Specialist            Web Communications Manager</p> <p><b>NEW MEDIA</b>  <b>Possible Job Titles:</b>            Content Designer            *Graphic Designer            Interactive Curriculum Manager            Interactive Media Writer            *MultiMedia Developer            Production Manager/Assistant            *Videogame Developer            *Webmaster            *Web Site Designer</p> <p><b>TRANSLATORS AND INTERPRETERS</b>  <b>Possible Job Titles:</b>            Court Interpreter            *Interpreter            Literary Translator            *Sign Language Interpreter            *Translator</p> <p><b>SPEECH-LANGUAGE PATHOLOGY &amp; AUDIOLOGY</b>  <b>Possible Job Titles:</b>            *Audiologist            Clinical Audiologist            *Speech-Language Pathologist            Speech Therapist</p>
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\*Career Profiles for job titles marked with an asterisk are available on Career Cruising, a web-based Career information resource available at the Career Centre.

NOTE: This chart is NOT comprehensive.

## A GLANCE AT A FEW OCCUPATIONS

When you look at the chart on the previous page, the career areas are organized categorically but try not to think of them that way. A *translator* may work for a *new media* company, a *technical writer* may do *website design*, a *publicity director* may work for a *publishing* firm, a *columnist* may be working on a *novel*, and a business publication *news editor* may write freelance *newspaper* articles. Professional writers and communicators develop skills that are applicable to many of these career areas. I'll now attempt to explain a few of these occupations.

### Technical Writer

From the user guide for your DVD player, to a magazine article on the latest cancer study, the job of a technical writer is to make complicated information easy to understand. As science and technology advances, so does the need for writers to communicate that information. In general, technical writers can write for two different audiences: they can simplify scientific or technical information for the average reader, or write literature for other industry professionals.

Technical writers write for various industries and produce materials such as directions, installation guides, books, training programs, contracts, policies, terminology explanations, procedural manuals, medical literature reviews, and scientific articles, in both print and web-based formats. Many work in computer, software, and electronics companies, but can also work for aerospace, automotive, manufacturing, and pharmaceutical industries, book, magazine, and newspaper publishers, or in government, financial services, and insurance companies. Technical writers often have an area of specialization but not always. They can be excellent writers with technical aptitude, or technicians with excellent writing skills.

### Public Relations

**Public Relations Specialists** and **Consultants** use the media to create and maintain a positive image for a company, product, or service in the eyes of the public. PR specialists can work in government, universities, PR agencies, for-profit, or non-profit organizations. Their work is often tied with marketing and advertising activities. They may write press releases, plan special events, organize publicity campaigns, inform company shareholders, hold press conferences, and raise funds. People working in public relations often specialize in a certain area such as **Community Relations**, **Media Relations**, **Investor Relations**, **Alumni Relations**, or **Crisis Management**. Crisis management is one of the most challenging Public Relations area because it involves mediating the public's perception through situations like SARS, the Tylenol capsule scare and Enron.

## **Corporate Communications**

Corporate communications can involve public relations, marketing, and advertising, but **Communications Specialists** are also needed for internal communications in large organizations. This can include writing a weekly company newsletter, preparing business reports or presentations, or maintaining an organization's Intranet. For example, during the SARS crisis in Toronto, **Media Relations Specialists** provided information to the public through the media, whereas **Internal Communications Specialists** provided information to staff and hospital patients.

## **Advertising Copywriter**

The line: "You've always got time for Tim Horton's" is the creation of an advertising copywriter. An ad copywriter discusses a product or service with a company to understand the message the company wants to send and the audience it wants to target. They may write jingles, slogans, scripts for commercials or radio spots, and often work closely with graphic designers, photographers, and directors. Advertising copywriters may work for advertising agencies, newspapers, television and radio stations, government agencies, or non-profit associations.

## **New Media Developer**

New Media Developers create new ways to deliver and present information, often as interactive blends of video, audio, text, animation, photography and graphics. The terms New Media, Digital Media, Interactive Media, and Multimedia are generally interchangeable, and are not to be confused with IT, the computer infrastructure in place to allow the digital delivery. New Media includes the creation of: CD-ROMs, DVDs, e-commerce, E-zines (online magazines), distance education, electronic publishing, video games, digital encyclopedias, Web casts, chat rooms, interactive kiosks, etc. Most New Media companies are very young entrepreneurial ventures developing new ideas and designing new products for entertainment and education.

## **Webmaster**

Any service, organization, or department with a website needs someone to design and maintain it. A **Web Designer** is responsible for creating the overall look of a website. They must have excellent graphic design skills to create the right mood to fit the website's purpose. After the designer creates the website, a **Webmaster** continuously manages its content, making sure that it maintains high quality and updated style. A Web Designer can also be a Webmaster, but often the person who designs the site is not the same person who writes and maintains the content.

### **Sources for pages 3-5:**

Ontario Job Futures <http://www1.on.hrdc-drhc.gc.ca/ojf/>

Career Cruising <http://www.careercruising.com> (available in the Career Centre)

NOC Binders and Books listed on page 6 and 7 of this package

## UTM CAREER CENTRE INFORMATION RESOURCES

Come in to the Career Centre to read about each career area in more detail. Ask our student Career Assistants for help with the following resources:

### ELECTRONIC RESOURCES

**Career Cruising:** An on-line career exploration tool with information on careers including: their job descriptions, working conditions, earnings, education, career path, related jobs, and interviews with professionals in the field. It also includes *MatchMaker*, a questionnaire that helps you match your interests with occupation possibilities.

**UTM Career Centre Website:** Visit [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) 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.

**Videos from Past Panels:** Come in to watch past Career Centre panels. Hear 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 Careers in Media and Communication -2001
- \*Focus on Publishing -1998
- \*Communications Careers -1989

\*see page 15-16 of this package for advice from these panelists.

### PRINT RESOURCES

**NOC Binders:** Career areas according to National Occupational Classification Codes with information including: job descriptions, education, professional associations, and sample job postings. Check the black bins for books, pamphlets from educational institutions, and other booklets.

CAREER AREA	NOC CODE
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

Check the NOC 512 and 513 black bins for the “Careers in Culture” series. These booklets were developed by the Cultural Human Resources Council (CHRC) and Human Resources Development Canada (HRDC). They contain information on these industries in Canada, possible career paths, profiles and advice from professionals:

The Interactive Zone: Careers in New Media

Words on the Move: Writing and Publishing

The Spotlight’s On: Careers in Film, Television, Radio and the Live Performing Arts

## Books:

Bly, Robert W. Careers for Writers and Others Who Have a Way with Words. VGM Career Horizons; Chicago, 1996.

Camenson, Blythe. Great Jobs for Communications Majors. VGM Career Horizons; Chicago, 1995.

Camenson, Blythe. Great Jobs for Liberal Arts Majors. VGM Career Horizons; Chicago, 1997.

DeGalan, Julie and Lambert, Stephen. Great Jobs for English Majors. VGM Career Horizons; Chicago, 1994.

Eberts, Marjorie and Gisler, Margaret. Careers for Bookworms & Other Literary Types. VGM Career Horizons; Chicago, 1990.

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

\*While these books describe the U. S., many of the ideas apply in the Canadian workplace.

**Alumni Profiles:** Read about career paths of U of T alumni in your field of interest, e.g:

Lynda Calvert -**Broadcast Journalist**, CBC, B.A. Russian and European Studies  
-advice on networking

Tatiana Policova -**Technical Communications Writer**  
-advice on skills developed during education, identifying work opportunities, and marketing yourself

Barbara Greenwood -**Freelance Writer**, B.A. English  
-her career path in fiction and non-fiction writing

## UTM CAREER CENTRE PROGRAMS

**Extern Program:** The opportunity to job shadow or interview someone in your career of interest for 1-5 days during Reading Week or the second week of May. Students participating in the program write a report with the profile of the individual they job shadowed. Reports available in the Career Centre include:

Wili Liberman, **Publisher**, Teach Magazine  
Sharon Aschaiek, **Editor/Writer**, Toronto Sun  
Anastasia Saradoc, **Manager, National Media and Artist Relations**, EMI Canada  
Doug Wallace, **Managing Editor**, Fashion Magazine  
Mr. Chen, **Translator**, Allspeed Translation & Consultants, Inc.  
Barry Waite, **Senior Vice President Public Relations**, Strategic-Objectives  
Lucy Proust, **Translator**, self-employed

Interested in participating? Apply in Jan/Feb (for May) or Sept/Oct (for Reading Week).

**UTM Alumni Mentorship Program:** In your 3<sup>rd</sup> or 4<sup>th</sup> year, get paired with a UTM alumnus in your chosen field to provide you with strong support, knowledgeable feedback, and valuable advice through meetings and phone calls. The deadline for applying to the program is typically the end of September. (Today's panelist David Hunter participates as a mentor in the program and both Tracy Moniz and Astrid Poei are past student participants).

Come into the Career Centre or go to [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) for details on Career Centre services. Some services include: Career Counseling, Resume and Cover Letter Critiques, Workshops (Resume & Cover Letter, Effective Interviews, Online Applications, Now That I'm Graduating What's Next?...), and more.

## EDUCATION

No specific accreditations exist for most writing and communications careers, but any programs that allow you to develop research, writing, editing, and oral communication skills are useful. Typical education backgrounds for these careers are liberal arts degrees (often in English), communications or journalism programs, or relevant post-graduate college programs or certificates. Speech Language Pathology and Audiology require Master’s Degrees, and university teaching requires a Doctoral Degree.

### Communications-Related Programs at UTM:

PROGRAM	CONTACT INFORMATION
<b>Professional Writing and Communication</b> --Major/Minor	Jessica Chlebowski Colman House (905) 569-4942 <a href="mailto:prowrite@utm.utoronto.ca">prowrite@utm.utoronto.ca</a>
<b>English</b> --Specialist/Major/Minor (or other writing-intensive programs)	Professor L. Thomson (905) 828-3737 290 <a href="mailto:lthomson@chass.utoronto.ca">lthomson@chass.utoronto.ca</a>
<b>Communication, Culture and Information Technology</b> --Major <b>Digital Enterprise Management</b> <b>Human Communication and Technology</b> <b>Visual Culture and Communication</b> --Specialists	Carmela Boscarino Communication, Culture and Information Technology Programs Undergraduate Student Counsellor <a href="mailto:cboscari@utm.utoronto.ca">cboscari@utm.utoronto.ca</a>
<b>CCT410/411 Communication Internship</b> –For students pursuing a CCIT Specialist. Through a placement, students will apply their communication, culture, and information technology expertise gained through previous courses.	Dr. Mark Lipton CCIT Internship Director (905) 828-3792 <a href="mailto:mlipton@sympatico.ca">mlipton@sympatico.ca</a>

### Further Education:

Further education can build on knowledge gained in previous post-secondary studies and can help you get your *foot in the door* in a specific communications field. Post-Graduate Programs in colleges are intensive, accelerated programs, typically 8-12 months duration, and sometimes include co-op placements (periods of employment in related industries). Admission requirements are generally a completed university degree, college diploma, or related work experience whereas many programs labeled as Continuing Studies Certificates can be taken concurrently with your university program.

Go to [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) and click on “Further Education” for links to Professional and Graduate Schools, university and college programs, and application services (OCAS for post-graduate college programs).

## FURTHER EDUCATION FOR CAREERS IN WRITING & COMMUNICATION

<b>P= Post-Graduate Program or Certificate</b> <b>C=Continuing Studies</b> <b>J= Joint Program w/ a University</b> <b>M= Master's Degree</b> <b>D= Doctoral Degree</b>	Algonquin	Cambrian	Carleton U	Canadore	Centennial	Conestoga	Confederation	Durham	Fanshawe	George Brown	Georgian	Humber	Loyalist	Mohawk	Niagara	Ryerson U	Sault	Seneca	Sheridan	U of Waterloo	U of Western	York U	
Book and Magazine Publishing					P											P						P	
Broadcasting -Radio												P											
Business Writing	P																					C	
Comedy Writing and Performance												P											
Communication			M,D																				
Communication and Culture																*M,D							*M,D
Copywriting and Advertising Concepts												P											
Corporate Communications					P		P		P										P	P			
Creative Writing												P											
Desktop Publishing										P	P												
Digital Publishing					P																		
Editing										P													
E-Journalism													P										
Fundraising	P								P		P	P											
Interactive Multimedia	P			P								P			P					P			
Journalism			M		J							P				P						M	
Journalism, Print/Broadcast/New Media					J				P			P	P							P			
Media Copywriting												P											
Media Studies	P									P		P				P						M	
Multimedia Design/Production	P			P	P				J			P			P		P		P				
Professional Writing														P	P						M		
Public Relations	P	P				P			P			P			P	P		P	P			C	
Screenwriting	P											P											M
Technical Writing	P							P	P	P		P						P					P
Television and Film -Advanced																				P			
Television Production and Writing												P											M
Web Designer/Developer	P				J					P	P	P	P		P		P	P					

\*The MA and PhD at Ryerson U are joint programs with York U

Sources: 2004-2005 Ontario College Guide [www.ocas.ca](http://www.ocas.ca)

Career Cruising [www.careercruising.com](http://www.careercruising.com) (available in the Career Centre)

## GAINING EXPERIENCE

Experience through freelancing, part-time work, and volunteering are important for developing your skills and for deciding whether a communications career is right for you.

### A WORD ON PORTFOLIOS

Particularly for public relations, journalism and other writing careers, employers typically want to see samples of your writing. Start preparing a portfolio of samples now. Your portfolio can be a binder containing, for example, written coursework, published pieces, written materials from a part-time job, a pamphlet from an event you organized, a copy of promotional material you developed, etc., organized into relevant sections. Your portfolio's first page could include a resume of your communications-related experience. In addition, or as an alternative, you may have a digital portfolio on a CD or online to demonstrate skills such as web design.

### WAYS TO GAIN EXPERIENCE

**Academic Courses:** Take courses that develop your writing and communications-related skills. Complete projects with the intention of making them portfolio worthy. After the course is finished, edit the project until you believe it represents some of your best work and keep it as a sample of your abilities.

**Volunteering:** Unpaid experience is as valid as paid experience. Assist by developing communications materials, writing newsletters, producing web content, coordinating events, etc. in a volunteer position. Here are a few ideas for where to look for volunteer opportunities:

- **UTM Volunteer Fair:** Talk to representatives of organizations about their volunteer positions. This event takes place in the Student Centre in early Fall. Check the Career Centre website under "Services" for more details.
- **Volunteer Binder:** A collection of pamphlets and printouts of volunteer programs as well as organizations that have volunteer positions, available in the Career Centre.
- **Register with the Career Centre:** Create a password online to view volunteer postings. Register at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers)
- **Search Non-Profit Organizations on the Web:** The website [www.charityvillage.com](http://www.charityvillage.com) is one good source for organizations in the public sector. Go to "Finding Work" on [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) for more links for employer research.
- **On Campus:** Go to <http://www.utm.utoronto.ca/~w3sce/leadership.htm> and look through the UTM Involvement Handbook for every possible way to get involved on campus including student services, clubs, and committees with volunteer, hired, and elected positions. Some on-campus services and student organizations with volunteer positions include: Community on Campus, AccessAbility Resource Centre, The Academic Skills Centre, Blackwood Gallery, and ECSU. You can also become a volunteer (or staff) writer for The Medium. Non-staff students frequently contribute articles for publication in our campus newspaper. Also look for other U of T publications (The Varsity is a well recognized newspaper in the journalism world).

- **Other On-Campus Opportunities:** On campus work-study positions are posted in the beginning of September for students eligible for OSAP. See page 19 of this package for samples.
- **Publications:** Every newspaper and magazine has white space to fill on a regular basis. Go to local newspapers and make calls to different publications to find out about contributing articles. See page 13 of this package for just a few Employer and Publisher Directories from the Career Centre.

**Internships:** Sometimes paid, sometimes unpaid, always an opportunity for experience. Some internships are available for students in the summer, some are for graduates. Here are a few places to find out about internships:

- **Internship Fair:** Talk to representatives of organizations about their intern positions. This event takes place in the Student Centre in early Fall. Check the Career Centre website under “Services” for more details.
- **Internship Binder:** A collection of pamphlets and printouts of internship programs as well as organizations that have internship positions, available in the Career Centre.
- **Publications:** If you’re interested in Journalism, know that most newspapers have summer or post-graduate internship opportunities. If these opportunities are posted at all, they’re likely posted at Journalism schools. **Do not** let this discourage you from seeking them out and applying. See page 13 of this package for a few good Employer and Publisher Directories from the Career Centre.
- **Internship Directory:** Register online with the Career Centre and search this Directory for internships that are paid or unpaid, of varied lengths, and that take place in Canada or internationally. Some examples of relevant positions in the Directory:

**Canada’s Digital Collections Internship**

Produce websites about Canada for the Federal Government

<http://collections.ic.gc.ca/E/Participate.html>

**Flare Magazine**

Internships in Editorial, Marketing, and Web

[http://www.flare.com/aboutus/article.jsp?content=20020101\\_000000\\_company\\_jobs](http://www.flare.com/aboutus/article.jsp?content=20020101_000000_company_jobs)

**Canadian Film & TV Production Association’s National Mentorship Program**

Gain experience in the film, television, and interactive production industry by taking part in writing, editing, project development and production management.

<http://www.cftpa.ca/mentorship/index.html>

**U of T Fellowship in Advancement** \*see page 20 this package

Activities in fundraising, alumni, media, and public relations

[http://alumni.utoronto.ca/stayconnected/career\\_advancementfellowship.htm](http://alumni.utoronto.ca/stayconnected/career_advancementfellowship.htm)

**Ontario Internship Program**

Develop communications strategies and materials for the Ontario Government

<http://www.internship.gov.on.ca/>

**Register at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers):** In addition to Volunteer and Internship positions, other listings include: Part-time/Temporary, Summer, Work-study, GSES (Graduating Students Employment Service), full-time positions available to students in their graduating year, and RGES (Recent Graduates Employment Service), opportunities available for students for up to 2 years after convocation.

\*see page 17-21 of this package for samples of these online postings

### **Other Links for Volunteer/Internship/Work Opportunities...**

In the Canadian Magazine Industry	<a href="http://www.masthead.ca/job.htm">http://www.masthead.ca/job.htm</a>
In Media and Communications	<a href="http://www.jeffgaulin.com/">http://www.jeffgaulin.com/</a>
At the Canadian Broadcasting Corporation	<a href="http://www.cbc.ca/aboutcbc/discover/jobs.html">http://www.cbc.ca/aboutcbc/discover/jobs.html</a>
At Rogers Cable	<a href="http://www.rogers.com/english/careersatrogers/">http://www.rogers.com/english/careersatrogers/</a>
From The Canadian Newspaper Association	<a href="http://www.cna-acj.ca/">http://www.cna-acj.ca/</a>
In Journalism/Media/Publishing/Technical Writing	<a href="http://www.writejobs.com/">http://www.writejobs.com/</a>
From the Ryerson School of Journalism	<a href="http://www.ryerson.ca/journal/jobs.htm">http://www.ryerson.ca/journal/jobs.htm</a>
On the WorkopolisCampus Job Board	<a href="http://www.workopoliscampus.com">http://www.workopoliscampus.com</a>
With Internships from Career Edge	<a href="http://www.careeredge.ca">http://www.careeredge.ca</a>
In the Multimedia Industry	<a href="http://www.multimediator.com">http://www.multimediator.com</a>
In a New Media Company	<a href="http://www.getontarget.ca">http://www.getontarget.ca</a>

## **NETWORKING**

### **WHAT IS NETWORKING?**

“To interact or engage in informal communication with others for mutual assistance or support.”<sup>1</sup>  
 In other words, establishing and maintaining contact with people in your industry of interest may bring up opportunities that would not have been presented to you otherwise.

### **WHY NETWORK?**

Establishing a network of contacts can serve a few purposes:

- to understand what it’s like to work in an industry.
- to learn about career paths that have led others to where you want to be.
- to hear advice and information on how to find employment opportunities.
- to tap into the hidden job market---Only 20% of jobs are posted, the other 80% of the job market is filled by people who proactively search for opportunities.

### **WAYS TO NETWORK**

#### **Talk to Professors**

Professors are a great resource and are --often-- more than happy to help their students. If they can’t help you directly, they can likely refer you to someone who can, such as alumni working in the field.

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<sup>1</sup> [www.dictionary.com](http://www.dictionary.com)

## **Tell Everyone You Know**

Telling friends, family, classmates, past and present employers and fellow employees about your career interests often leads to a contact in the field.

## **Go to Career Centre Events**

- Volunteer Fair
- Professional Schools Fair
- Career Expo
- Internship Fair
- Summer Job Fair

The Career Centre holds these events each year in the Student Centre. Each event provides an opportunity to talk to professionals, learn about career opportunities in different fields, and discover ways to gain experience in different organizations. Go to [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) under “Services” for 2003/2004 participants.

*Remember:* many organizations whether for-profit or non-profit, have communications departments and need people with excellent writing and communication skills.

## **Use Career Centre Resources**

- **Networking File:** a file of professionals who have made themselves available for student inquiries, e.g. Graeme Harris: Senior Advisor, Corporate Communications, RBC Financial Group
- **Look through Employer Directories:** Instead of waiting for organizations to post jobs, decide where you want to work and tell them why they should hire you. The Career Centre has several directories with contact information for thousands of organizations. A few directories of interest include:

Bates, Jem. The Canadian Writer’s Market: A Comprehensive Guide for For Freelance Writers. McClelland & Stewart Inc; Toronto, 1998.

A comprehensive list of publications including consumer magazines, literary and scholarly journals, trade, business, and professional publications, daily newspapers, book publishers.

Big Book - Marketing, Advertising and Communications. Marketing Media Group; Toronto, 2002.

Names and contact information for thousands of organizations in marketing, advertising, communications, multimedia, and public relations. An updated listing is also available on-line at [www.marketingmag.ca](http://www.marketingmag.ca) under “Directories.”

Bowden’s Media Directory.

Contacts for Canadian newspapers, magazines, radio and tv stations.

Editor’s Association of Canada. Directory of Editors 2003-Editor’s Association of Canada. 2003.

Profiles and contact information for hundreds of writers and editors in Canada.

Quill & Quire Canadian Publishers Directory: Summer 2001 Edition.

A comprehensive guide of the Canadian publishing industry.

- **Join Professional Associations:** Associations organize events, conferences, and workshops for members. Your membership provides opportunities for networking, demonstrates your interest in the field and keeps you up-to-date on what's happening in the industry. You don't have to be a professional in the industry to join, just have the interest and enthusiasm to learn. Most associations also post **job boards** and provide mentorship and support for new writers. NOC Binders and Career Cruising are good resources for professional association contact information.

<p><b>The Writers' Union of Canada</b>  40 Wellington Street East, Third Floor  Toronto, Ontario  M5E 1C7  Phone: 416-703-8982  Fax: 416-504-7656  E-mail: <a href="mailto:twuc@the-wire.com">twuc@the-wire.com</a>  <a href="http://www.writersunion.ca">http://www.writersunion.ca</a></p> <p><b>Association of Canadian Publishers</b>  110 Eglinton Avenue West; Suite 401  Toronto ON M4R 1A3  Tel: (416) 487-6116  Email: <a href="mailto:info@canbook.org">info@canbook.org</a>  Web: <a href="http://www.publishers.ca">www.publishers.ca</a></p> <p><b>Editors' Association of Canada (EAC)</b>  502 - 27 Carlton Street  Toronto ON M5B 1L2  (416) 975-1379  <a href="http://www.editors.ca">http:// www.editors.ca</a></p> <p><b>Canadian Newspaper Association</b>  890 Yonge St., Suite 200,  Toronto, Ontario M4W 3P4  Tel: 416-923-3567  <a href="http://www.cna-acj.ca">http://www.cna-acj.ca</a></p> <p><b>Canadian Association of Journalists</b>  Carleton University  St. Patrick's Boulevard  1125 Colonel By Drive  Ottawa ON K1S 5B6  (613) 526-8061  <a href="http://www.eagle.ca/caj">http://www.eagle.ca/caj</a></p> <p><b>Canadian Science Writer's Association</b>  <a href="http://www.sciencewriters.ca/">http://www.sciencewriters.ca/</a></p>	<p><b>Society for Technical Communication (STC)</b>  Toronto Chapter <a href="http://www.stctoronto.org/">http://www.stctoronto.org/</a></p> <p><b>International Association of Business Communicators</b>  <a href="http://www.iabc.com/">http://www.iabc.com/</a></p> <p><b>The Canadian Public Relations Society Inc.</b>  250 Consumers Road, Suite 301  Willowdale, Ontario M2J 4V6  Tel: (416) 496-2010  Email: <a href="mailto:cprs@netcom.ca">cprs@netcom.ca</a>  Web: <a href="http://www.cprs.ca">www.cprs.ca</a></p> <p><b>Institute of Communications and Advertising</b>  2300 Yonge Street  Suite 500, Box 2350  Toronto, ON M4P 1E4  (416) 482-1396  <a href="http://www.ica-ad.com">http://www.ica-ad.com</a></p> <p><b>Canadian Marketing Association</b>  1 Concorde Gate, Suite 607  Don Mills Ontario M3C 3N6  Telephone: 416-391-2362  Fax: 416-441-4062  Email: <a href="mailto:reception@the-cma.org">reception@the-cma.org</a>  Web: <a href="http://www.the-cma.org">www.the-cma.org</a></p> <p><b>Canadian Translators and Interpreters Council</b>  1, rue Nicholas Street, bureau 1202  Ottawa, Canada K1N 7B7  Phone: (613) 562-0379  <a href="http://www.synapse.net/~ctic/">http://www.synapse.net/~ctic/</a></p>
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# ADVICE FROM EXPERT WRITERS AND COMMUNICATORS

## CAREER CENTRE PANEL VIDEOS

### Focus on Careers in Media and Communication -2001

#### **Print Journalist**, The Globe and Mail

*“Having a book of clippings is worth as much, if not more, than a journalism degree. Volunteer at the Varsity and write as much as you can...writing freelance is a great way to develop your portfolio.”*

#### **Public Relations Consultant**, Self-Employed

*“(To prepare) become a member of the Canadian PR Society, get to know industry publications, and be up on current events.”*

*Skills: “...the ability to work under pressure, confident, outgoing, aggressive, and good writing and communication skills.”*

#### **Associate Producer**, The National, CBC Television

*On skills: “...how to find out information, separate fact from spin, and know how to tell a story in a compelling way.”*

### Focus on Publishing -1998

#### **Associate Manager of New Business Development**, Harlequin Enterprises

*“Find out as much as you can about the industry and figure out what specialized talent you can bring to the company, e.g. proofreading, finding new products...”*

#### **Film and Video Reviewer**, Now Magazine

*“Whatever your area of interest, know your subject, love your subject, and you’ve got to like to write.”*

*“...alternative media is a growing industry. ...except for New York City, no other city has this much publishing on the street.”*

#### **Editor**, Print Action Magazine

*“...a university degree in English, Communications or Journalism is an asset...any experience on your resume is important through freelance writing, volunteering.”*

## **Communications Careers -1989**

(I was learning long division when this panel was videotaped but it's still worth watching; the advice from these panelists is still relevant today)

### **Director of Program Services (PR, Fundraising), Canadian Cancer Society**

*"Preparation for non-profit varies with organization...experience with public relations, as a volunteer, or in supporting volunteer organizations is good."*

### **Information Development Officer (Technical Writing), IBM**

*"(Technical) writers come from all disciplines. The common thread is an aptitude for computers and things technical and the ability to express those concepts to the user."*

### **Queen's Park Bureau Chief (Journalist), The Globe and Mail**

*"Newspapers tend to look for some sort of Journalism degree or 2-3 years experience working on newspapers."*

*"If you want to go to a job where you do the same thing every day, newspaper reporting is not for you."*

### **Director of Corporate Communication, Manufacturer's Life**

*"Most companies have communications departments...communicating the company's goals to its constituents...annual reports for shareholders, newsletters for head office..."*

*"..(you) must be able to interview, research, write, edit, write creatively to inspire interest in readers, superior people skills, flexibility."*

### **Manager of Communication Department, Ministry of Tourism and Recreation**

*"I look for transferable skills...ability to communicate well, research, understand how politics work in Ontario, flexibility with your writing skills..."*

## SAMPLE JOB POSTINGS

Postings advertise job opportunities, but they're also an excellent way to identify the skills required for your career area of interest. You can also use these to plan for possible work experiences where you can develop these skills.

Register on-line at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) for access to all summer, part-time/temporary, work-study and volunteer listings. You can access postings from previous years on the computers in the Career Centre. In the beginning of your graduating year, ask about accessing full-time GSES (Graduating Students Employment Service), and RGES (Recent Graduates Employment Service) postings.

### Sample Part-Time/Temporary De-Listed Postings

**Position Title: Freelance Article Writer**

**Organization:** Metropolitan Drug Awareness Guide

**Location:** Bloor & Spadina

**Date Listed:** November 11, 2003

**Skills:** Communication, Creative

**Position Description:** We are currently seeking several articles to be included in our upcoming edition of our drug awareness publication. The articles should be well researched, highly informative, thought provoking and most importantly, have a positive impact towards the combat of drug abuse. The articles are geared towards parents and kids in order to facilitate open discussions about illicit drug use. We are prepared to pay between \$100 and \$200 per article as well as including the writer on our mailing list to receive one copy of the publication upon print. We currently seek, by Nov. 30, 2003, approximately 10 different articles which should be roughly 1000 words long and consisting of one of these 4 topics:

- 1) Particular illicit drug. GHB, Ecstasy, Special K, Heroin, Crack, etc...(excluding marijuana)
- 2) Illicit drugs in general. (stats, fact-based, informative, new, etc...)
- 3) Abuse of pharmaceutical drugs. (one in particular or all in general)
- 4) Relevant and personal experiences. (anonymous if need be)

**Industry:** Publishing

**Degree:** Bachelors/Masters/Ph.D Level

**Discipline:** Journalism

**Applicants Submit:** Bio (keep it brief) and the article.

**Position Title: Research Assistant**

**Organization:** The Canadian Education Association

**Date Listed:** September 4, 2003

**Skills:** Analytical, Communication, Computer, Data Management, Organizational, Writing Skills

**Position Description:** Require graduate or undergraduate student with very strong WRITING and ANALYTICAL skills to help populate resource database. Subject matter is information and communication technology and education. You will be responsible for writing short annotations (evaluative in nature) and indexing resources into database, using software designed for the particular project (requires critical thinking, not technical know-how). Some additional research work may be required. It is well suited to someone in Education, Library Science, English, or any Social Science.

**Qualifications:** Excellent writing skills; Experience writing annotated bibliographies; Familiarity with the education sector and information technology (and public policy); Internet and computer skills.

**Industry:** Education

**Degree:** Bachelors/Masters/Ph.D. Level

**Discipline:** ANY Discipline

**Applicants Submit:** Resume and Covering Letter, Writing Sample, List of Related Courses

## **Sample Volunteer De-Listed Postings**

**Position Title: Communications Volunteer**

**Organization:** The Easter Seal Society, Ontario

**Date Listed:** December 11, 2003

**Skills:** Analytical, Communication, Computer, Creative, Interpersonal, Organizational, Strong writing and verbal skills

**Position Description:** looking for an enthusiastic, organized individual to provide support on a variety of tasks in the Communications Department (located in Toronto) including drafting media releases and feature stories for Easter Seals' events and programs, assembling media kits, providing on-site media relations at Easter Seals' events, pitching story ideas to the media, compiling media databases, filing media coverage, communications research and other communications tasks.

**Qualifications:** Best suited for individuals who have studied communications and have a keen interest and desire to learn. Must be inspired and motivated by challenge and change, have proficiency in Microsoft Word, PowerPoint and Excel, excellent written and verbal communication skills and strong customer service skills.

**Degree:** Bachelors Level

**Discipline:** English/Communications

**Applicants Submit:** Resume and covering letter

**Position Title: Volunteer/Interns**

**Organization:** SPOSA Magazine

**Date Listed:** December 12, 2003

**Skills:** Communication, Computer, Creative

**Position Description:** SPOSA Magazine is seeking interns to work directly with our editorial and production departments assisting with research, fact-checking, proofreading, data-entry, and more.

**Qualifications:** Computer skills a must. Quark, Photoshop an asset.

**Degree:** Bachelors Level

**Discipline:** English/Communications

**Applicants Submit:** Resume and covering letter

**Position Title: Fundraising Chair**

**Organization:** The Kidney Foundation of Canada

**Date Listed:** Dec 18, 2003

**Skills:** Strong leader, Good when working with people, Strong communicator, Good writing ability, Strong organizational skills and ability to prioritize.

**Position Description:** This position involves co-coordinating a special event that will raise funds to support the South Asian unit. You will work in collaboration with Kidney Foundation staff and a committee of fundraising/special events volunteers. Tasks: identify potential events that are culturally competent with the community and its values, work with Kidney Care manager to identify sponsors for the event, co-ordinate the logistics of the event (location, time, date, food, equipment), work with Kidney Foundation staff to determine a budget plan, act as the main contact person for event questions and ticket requests, delegate tasks to other volunteers, provide updates to committee.

**Applicants Submit:** Volunteer Form

## **Sample Summer De-Listed Postings**

**Position Title: Reporting Position**

**Organization:** The Ottawa Citizen

**Date Listed:** October 21, 2003

**Position Description:** The Citizen invites applications for reporting positions at the paper in the summer of 2004. These positions are open to students and recent graduates who are ambitious, have a strong work ethic and a passion for journalism. We hope to hire up to four full-time reporters for 14 weeks, starting in late May and finishing in early September. Those hired will be expected to do general assignment reporting. Night and weekend work is involved and a driver's license is required.

**Qualifications:** Previous newspaper experience and fluency in French are assets.

**Applicants Submit:** Resume and Covering Letter, References, Samples of published writing

**Position Title: Events Coordinator**

**Organization:** Toronto Bay Initiative

**Website:** www.torontobay.net

**Date Listed:** June 4, 2003

**Skills:** Communication, Computer, Data Management, Organizational

**Position Description:** 1) Coordinate the delivery of the Toronto Bay Initiative's spring and summer events, including guided hikes, educational talks, canoe and bike tours, and habitat restoration projects, 2) Advertise and promote events, including writing media releases, sending e-mail notices, and submitting electronic postings to listservs, 3) liaise with members of the community interested in event participation, 4) solicit volunteer involvement in the organization, 5) Customize and maintain electronic database of contacts, 6) Coordinate mailings of member and volunteer communication pieces, 7) design, compile and distribute packages for volunteer event leaders.

**Qualifications:** Excellent organizational and communication skills, outgoing and personable self-starter, computer proficiency including Word and Excel, assets: environmental or ecology background, database management experience, design and layout skills

**Industry:** Environmental Non-Profit

**Discipline:** ANY Discipline

**Applicants Submit:** Resume and Covering Letter

## **Sample Work-Study De-Listed Postings**

Funded by the Provincial Government, these on-campus opportunities are available for OSAP-eligible students only. Positions are listed early September and the deadline to be hired is late October.

**Position Title: Campus Visit Coordinator**

**U of T Campus:** UT Mississauga

**Date Listed:** September 3, 2002

**Skills:** Analytical, Communication, Creative, Interpersonal, Organizational

**Position Description:** Books and plans campus visits for prospective students and their families. Develops tour guide training materials and schedules.

**Industry:** Education

**Discipline:** ANY Discipline

**Applicants Submit:** Resume and Covering Letter

**Position Title: Web Designer/Editorial Assistant**

**U of T Campus:** St. George

**Date Listed:** September 3, 2002

**Position Description:** To develop and maintain web sites for several programs in European Studies, assist with preparation of newsletters, compile and update mailing lists for these publications.

**Qualifications:** Familiarity with Web page construction and maintenance; interest in retrieving and presenting information effectively.

**Industry:** Education

**Applicants Submit:** Resume and Covering Letter

**Sample GSES (Graduating Students Employment Service) De-Listed Postings**

Sign up to access this service in your graduating year (the earlier the better). These full-time positions begin after graduation.

**Position Title: Technical Writer**

**Organization:** Entrust Technologies

**Date Listed:** October 10, 2000

**Skills:** Communications, Organizational

**Position Description:** You will work alongside our world-renowned security experts to produce bulletproof software for Internet and enterprise transactions. You will learn to use the latest software technologies and your applications will be deployed to some of the world's largest corporations. Entrust is looking for technical writers to be part of one of our development teams – the Public-Key Infrastructure team, the Authorization team, the Internet Appliance Team, the Toolkit Team and the Application Team.

**Qualifications:** Skills we are looking for include: Internet technology (Web browsers and servers, https), software technologies, experience writing clear, concise, task-oriented documentation, ability to write for technical and non-technical audiences, enthusiasm for new technologies and new tools, knowledge of online document design principles.

**Industry:** Computer Industry (includes software & hardware mfg.)

**Discipline:**

Computer Science

Engineering – Computer/Electrical

English

**Applicants Submit:** Resume and Covering Letter, Unofficial Transcripts

**\*CURRENT POSTING**

**Position Title: Fellowship in Advancement**

**U of T Campus:** St. George

**Date Listed:** December 17, 2003

**Position Duration:** Contract: 12 months

**Skills:** Analytical, Communication, Creative, Interpersonal, Management & Leadership, Organization

**Position Description:**

Are you interested in a career that involves the following? Marketing, Public Relations, Special Event and Volunteer Management, Communications, Philanthropy? Are you interested in helping the University of Toronto rank among the leading international public research and teaching universities?

**If so, consider the field of Advancement.** Advancement is an umbrella term used to describe the activities of fundraising, alumni, media and public relations, and others, which help to harness the financial and human resources required to advance the goals of the university. It's a rapidly growing field filled with exciting opportunities.

During a 12-month paid internship, one successful candidate will receive exposure to all aspects of university advancement functions through specific program assignments, job shadowing and mentoring, extensive professional development opportunities, on-campus work placements, and visits to other Canadian universities. This unique combination of hands-on experience and formal instruction will provide the successful candidate with a sound understanding of the field and, based on successful performance, the possibility of longer-term employment.

**Qualifications:** 1. Canadian citizens or landed immigrants, 2. Recent graduates from U of T, having completed all requirements for a degree within 3 years of applying, 3. Have not held a full-time, permanent position in institutional Advancement prior to applying, 4. Strong leaders who have demonstrated an extracurricular interest in life of their university and community, 5. Committed to voluntarism, philanthropy, and community involvement, 6. Effective communicators, superior interpersonal skills, 7. Interested in a long-term commitment to working in Advancement at U of T.

**Industry:** Education

**Degree:** Bachelors Level

**Discipline:** ANY Discipline

### **Sample RGES (Recent Graduates Employment Service) De-Listed Postings**

Sign up for this service for up to two years following graduation.

**Position Title: Web Developer**

**Organization:** The Hospital for Sick Children –Centre for Computational Biology Research Institute

**Website:** www.sickkids.ca

**Date Listed:** November 24, 2003

**Position Description:** This position is part of the team responsible for the design, organization, and maintenance of the Research Institute's Internet and Intranet sites. The person will add new content sections to both the Intranet and Internet, participate in keeping the sites up-to-date and maintain the information ensuring it is current and consistent with HSC web policies.

**Qualifications:** Minimum 1 year experience in web development. Good communication skills, including strong writing and editing; good knowledge of English (oral and written); customer service oriented; project management experience; graphic design experience; knowledge of Mac and Windows platforms, including Windows NT server; HTML knowledge; team player. University or college diploma in a related field such as New Media Studies, Computer Science or Journalism.

**Industry:** Health

**Degree:** Bachelors Level

**Discipline:** Computer Science

**Position Title: Editorial Coordinator**

**Organization:** CTC Communications

**Website:** www.ctccomm.com

**Date Listed:** November 4, 2003

**Skills:** Communication, Computer, Interpersonal, Organizational

**Position Description:** CTC Communications is a leading Medical Publisher and Consultant to the worldwide Pharmaceutical Industry developing medical education conferences and publications; special events and scientific promotional material. Duties: Proofread document layouts, incorporate revisions to copy in both Word and PowerPoint formats, reference retrieval and management of reference library, work in teams to develop and coordinate materials for projects and meetings, work with project managers and graphic artists to ensure accurate and timely completion of projects, ensure consistency between publications.

**Qualifications:** Proofreading experience, excellent computer skills (MS Office), excellent communication (verbal and written) and organizational skills, interest in the pharmaceutical industry, comfortable working independently and as part of a team.

**Degree:** Bachelors Level **Discipline:** Arts/Science/English