

Writing & Journalism Networking Night:

Coordinated by the Career Centre in partnership with the
Institute of Communication, Culture and Information
Technology

Guest Speakers:

- Astrid Poes – Media and Issues Officer, Communications, Ministry of Energy, Ministry of Infrastructure, Ontario Government
- Erik Buchanan – Author & Communications Consultant, Trillium Health Centre
- Gina Makkar - Gina Makkar Communications
- Jeremy McDonald – Associate Producer, CBC
- Julie Tyios – CEO, Red Juice Media
- Kathy English – Public Editor, Toronto Star
- L.M. Falcone - Television Writer
- Louise Martin – News Reporter/Anchor, CBC News Network
- Morgan Campbell – Sportswriter, Toronto Star
- Pacinthe Mattar – Associate Producer, CBC News Network
- Rick Drennan - Mississauga Business Times
- Sean Fitzgerald – National Layout Editor, Sun Media
- Shannon Boodram – Freelance Writer, Photographer & Published Author

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Sample Career Options for Students interested in Writing and Journalism

There are many different career options available for students interested in Writing and Journalism. Your degree provides you with a variety of intellectual and applied skills that are valuable in a range of careers. The wide variety of careers that graduates have moved on to is a reflection of the diversity of skills gained through an undergraduate program. Involvement in extracurricular, volunteer and work experiences will also supplement your skills and focus them to a particular industry. Below is a sample of the types of positions graduates have gone on to.

Note: This is not an exhaustive list as there are many other careers available. Many positions require additional education or experience.

- Communications Specialist*
- Marketing Manager*
- Print Journalist*
- Editor*
- Technical Writer*
- Advertising Copywriter*
- Public Relations Specialist*
- Webmaster/Content Developer*
- Publisher*
- Researcher*
- Public Affairs Officer
- Editorial Assistant
- Public Opinion Researcher
- Customer Service Coordinator
- Community Relations Coordinator
- Fundraiser
- Librarian
- Copy Editor
- News Editor
- Science Writer
- Internal/ External Publications
- Editor
- Public Information Officer
- Professor
- Speech Writer
- Script Writer
- Foreign Service Worker
- Secondary School Teacher
- Sports Editor
- Publicity Manager
- Promotion Specialist
- Screenwriter
- Productions Assistant
- Corporate Trainer
- Reporter
- Program Coordinator
- Reviewer (e.g., Book Reviewer)
- Media Relations Officer
- Freelance Writer

Note: career profiles for many of the above jobs are available in the Career Centre. Those marked with an asterisk(*) can be viewed using Career Cruising, a Canadian electronic career guide available in the Centre.

Alumni Career Profiles

The following is an excerpt from alumni career profiles listed on the UT Mississauga Career Centre web site. To read the complete profiles of these and other alum, visit www.utm.utoronto.ca/careers/alumni_profiles.html
More career profiles of UT Mississauga alum: www.utm.utoronto.ca/careers/alumni_profiles.html

Astrid Poes Profile

Degree: BA

Minors: Professional Writing, English

Since graduating from UTM, Astrid Poes has interned with The Standard, the local newspaper in St. Catharines, Ontario, and with Reuters, a global information company and newswire service. With The Standard, she reported and took photographs as needed. With Reuters, her reporting focused on stories based in Toronto.

As a UTM student, she reported for the Mississauga News, the Toronto Sun, and the Hamilton Spectator, while working for the campus newspaper, The Medium.

"The Medium definitely had the most influence over my choice to become a journalist. I originally attended UTM for the computer science program, but quickly found that it was not the program for me. I remember questioning, 'what do I do now?' I found that it was the campus paper that quickly steered me in that direction," says Astrid, who is set to earn a post-graduate degree in Journalism from Ryerson University in December 2005. She says that to be a successful journalist you have some basic writing skills, but excellent reporting skills are a must. "You have to meet deadlines and you have to keep up with current events and sometimes maintain a beat, which involves keeping in touch with key sources. You have to be persistent and have an ability to think outside the box," she says. "This isn't a career for students who want to be writers. This is a career for students who want to be reporters. If you want to be a writer, talk to the writer in residency at St. George. If you can't tell the difference, I'd say you'd have to do a little more research into your career."

Astrid is a firm believer that everything happens for a reason and she is glad she ended up at UTM. "I think the Professional Writing program here is first class and had I not entered UTM for Computer Science, I would have never considered the PWC program since I don't think it is widely known yet," she says. "In terms of the mistakes I've made, and there have been many, I would not do anything differently, because I have learned from those mistakes." Astrid's advice to students is to find out what you want, trust yourself, and go out there and get it. "But know this," she says. "Just before you succeed, everything in the world will go wrong. That's when you have to trust yourself and it is at that time that most people give up. I consider myself lucky, however, I know that luck didn't get me this far. I got this far because I was good at something."

Exploring Career Options in Writing and Journalism

In addition to finding information online or in print, it is important to explore career options by talking with people in the field. The UT Mississauga Career Centre offers a number of programs, services and events to help you do this, including:

Extern Program

The Extern Job Shadowing Program provides students with the opportunity to explore a career area by visiting with professionals in the workplace. Extern Job Shadowing Program participants shadow their host, observing daily work activities, touring a number of departments, and meeting with staff to discuss the industry. <http://www.utm.utoronto.ca/careers/extern.html>

Career Connections Program

A partnership of the Career Centre and Office of Advancement, this program allows current students to make connections with UT Mississauga alumni working in the field of their choice to arrange an information interview. Information interviewing is not interviewing for a job, but rather a way for you to gain valuable insights into your career area of interest, that would otherwise be difficult to find in books or on the internet. The insights you gain will allow you to make more informed decisions, whether you are planning your career or looking for a job. For example, request to speak with:

- Reporter/Photographer, 24 hours - Sun Media
- Communications Coordinator, Cancer Care Ontario
- Account Executive, Salesforce.com

For complete information, visit <http://www.utm.utoronto.ca/careers/connect.html>

Networking Events

Congratulations – by receiving this package, you have already attended one Alumni Career Night. Keep an eye out for more events in the future, including additional networking events and career fairs.

Career Counselling

Make an appointment to speak one-to-one with one of our professional Career Counsellors. Appointments may be booked by visiting us in SE3094 or by calling 905-828-5451.

Gaining Relevant Experience

Start early by seeking relevant opportunities that will help you gain experience and develop the skills that employers want. Some possible ways to gain relevant experience include:

Part-time, summer and volunteer work in positions that allow you to develop and demonstrate marketable skills. These might include both technical skills and “soft” skills like teamwork, project management, leadership, report writing, and presentation skills. The Career Centre web site offers listings of part-time, summer and volunteer opportunities throughout the year at www.utm.utoronto.ca/careers.

Samples of previous listings on the Career Centre Online include:

- Media Analyst - Ministry of the Cabinet Office
- Research Assistant - Canadian Education Association
- Copy Editor - UTM - The Medium
- Corporate Communications - Town of Oakville
- Reporter - The Ottawa Citizen
- Technical Writer - PREP101
- Writer - Sieoma Communications
- Editorial Assistant - Hospital for Sick Children
- Directory Assistant - Canwest Global Communications
- Freelance Writer - Metropolitan Drug Awareness

Get involved in on-campus extra-curricular activities: Join on-campus clubs and community associations that demonstrate your commitment and enthusiasm for particular industries. On-campus clubs include: CCIT Council, English and Drama Student’s Society and the University of Toronto Mississauga Student’s Union (UTMSU). You can also use these opportunities to network with people in your career field. For example, as a club executive, you might organize a career event in partnership with the Career Centre and take on some of the responsibilities of contacting professionals to take part in such an event.

Attend relevant conferences that are being held in southern Ontario. Use these opportunities to increase your knowledge of the field, network with people working in the field and with potential employers. Volunteer to work at these conferences—it is a great (and cheap) way to meet a lot of people.

Consider the Research Opportunity Program (ROP). UTM's ROP allows students in their second, third and fourth year to earn one full course credit by participating in a faculty member's research project. Deadline for applications is usually mid-March.

Apply for a Work-Study opportunity on campus. This program provides eligible University of Toronto students with an opportunity to work on campus and gain valuable career and/or academic related experience. Positions are posted with the Career Centre every September. Past postings that might be of particular interest to Geography and Environmental students have included:

- Communications Coordinator - Office of the Registrar
- Assistant Editor - Aboriginal Student Services
- Communications Writer - Faculty of Music
- Preparing Web Pages - UTM Dept. of Italian Studies
- Newsletter Editor - UofT Health Service
- Communications Assistant - CCIT
- Researcher/Editorial Assistant - Centre for Russian Studies

For more information, including eligibility requirements, visit www.utm.utoronto.ca/careers/work_study.html

Internships are offered by a number of organizations including:

- The Canadian Press: Reporter/editors, online producers, studio editors or editorial assistants on an assortment of news desks. ***Deadline for Summer 2011 opportunities is November 17, 2010.*** More info: www.thecanadianpress.com/careers.aspx?id=108
- Toronto Star: Year long and summer programs. ***Deadline for Summer 2011 opportunities is November 19, 2010.*** More info: <http://www.thestar.com/aboutus/internships>

Finding Work

Small Group Workshops

We offer a variety of workshops covering different phases in the career planning and work search process, including Now That I'm Graduating What Next, Learn to Network, Effective Interviews, and others. Check the Career Centre events calendar for upcoming workshops. We also offer sessions with information about applying for graduate and professional school, including Road to Grad School.

Employment Advisors

Our professional staff are available to assist you, whether in pre-booked one-to-one resume critiques or practice interviews. Drop by SE3094 or call 905-828-5451 for more information and to learn how we can help you get started.

Employment Services

The Career Centre offers online job postings for current students and for up to two years after graduation. Programs include: full-time work following graduation (Recent Graduates Employment Service); graduating year recruitment (Graduating Students Employment Service); Summer Employment; Part-time/Temporary; On-Campus; Ontario Work Study Program on-campus jobs; and Volunteer Listings.

For access to postings for current students, simply visit www.utm.utoronto.ca/careers and register online. Those seeking access to full-time listings (graduating year or recent graduates) must attend an orientation session prior to accessing listings. Please ask the Career Centre for details.

The following are samples of opportunities that have previously been listed on the Career Centre Online (samples have been edited for length):

Position Title: Publicity Intern

Position Description:

DW Communications is a boutique PR agency that specializes in Toronto entertainment: Primarily theatre, dance and music, as well as arts festivals. An intern would receive hands-on experience in a busy publicity and marketing office and gain valuable networking opportunities.

Responsibilities include: media monitoring, database management, web marketing, research, writing, information distribution, office administration and more.

Exceptional interpersonal skills and the ability to work well under pressure! Must be accustomed to working with time-sensitive material and able to prioritize tasks.

An ideal intern would have excellent written and speaking skills, be computer savvy, detail oriented, accustomed to multi-tasking and passionate about the performing arts.

This position is full-time, Monday - Friday from 10am to 6pm, with occasional evenings and weekends to attend events.

Candidates must commit to a 3-4 month internship.

Position Title: Communications Projects Coordinator

Position Description:

BASF Canada, a leader in the global markets of chemical manufacturing and distribution has an immediate opportunity for a contributing team player in Mississauga, Ontario for a

Bilingual Communications Projects Coordinator (temporary)

Reporting to the Communications Manager, the incumbent will preferably be bilingual with excellent communications skills in French and English, both oral and written. The individual will have knowledge in public, media, and internal communications and must have experience in the production of communications materials such as brochures, news releases, slide presentations and speeches. The ability to interface with employees at all levels globally is important.

Must be able to work with minimum supervision and must have high organizational skills. Must have advanced knowledge of MS office programs (Excel, Word, Powerpoint), photoshop technologies and other related computer technologies. Must understand and be able to assist with web-based communications activities.

The incumbent will be accountable to:

- Assist the communications manager to coordinate, administer, and organize employee and public events, projects, and activities such as, but not limited to, the development of 2011 employee calendar, internet and intranet content development, write articles for the eNewsletter, BASF Today, and other communication tools.
- Write and coordinate press releases, conduct interviews, develop content for printed materials.
- Develop attractive, highly visual PPT presentations for internal and external audiences

Position Title: Creative/Medical Writer

Position Description:

Expanding Oakville healthcare agency is seeking a medical/scientific writer with creative sensibilities. This position demands great versatility, enthusiasm and tenacity. We're looking for analytical, detail-oriented self-starters who possess and understanding of the natural sciences and the human body.

Responsibilities:

- To research, understand and extract relevant data from scientific journals and other health-related resources
- To simplify scientific information into short and concise messages
- To copy-edit, proofread, and produce fully referenced packages for internal and external client regulatory review

Requirements:

- BSc/MSc degree preferred with a strong academic record
- Previous agency experience desirable
- Excellent business writing, training, communication, organizational and presentation skills
- Superior analytical skills and problem-solving abilities
- Strong organizational, project, and time management skills
- Self-starter capable of thriving in a fast-paced, constantly evolving startup environment

Additional Info/Special Instructions:

About The AdPharm:

The AdPharm is a full-service marketing communications agency fuelled by an in-house studio, edit suite and production facility located in downtown Oakville. Our focus is to provide best-in-class communication solutions for our top-tier pharmaceutical and health-related clients. Privately owned and operated, the partners of the AdPharm have extensive client and agency experience with major international companies.

For the past 3 years, our employees have been working hard and playing hard and delivering exponential year over year growth. We've created great working environments for our most highly valued assets. We value creativity, leadership, innovation, collaboration, initiative, caring, and customer service. Our employees drive the success of our company.

Other Relevant Resources

Selected Web Sites:

- Canadian Media Producers Association - <http://www.cmpa.ca/>
- Canadian Film and Television Production Association <http://www.cftpa.ca/>
- Canadian Association of Journalists - <http://www.caj.ca/>
- Canadian Authors Association - <http://www.canauthors.org/>
- Professional Writers Association of Canada - <http://www.pwac.ca/>
- Jeff Gaulin's Journalism Job Board - <http://www.jeffgaulin.com/>

Sample of Career Centre Library Resources:

- Canada's Top 100 Employers
- Career Cruising (electronic career guide)
- Career Information Binders
- Careers for Writers...
- Careers for Bookworms...
- Great Jobs for Communications Majors
- Great Jobs for English Majors
- Careers in Culture Series
- Opportunities in Television and Video
- Career Information Binders: Desktop Publisher, Editor, Marketing, New Media, Writing, and many more



Keep up-to-date with all the latest information about career fairs, industry panels, networking events and more.

Sign-up for the Career Centre's e-mail newsletter via our home page, add 'Jimmi C' as a friend on Facebook or follow 'jimmiutm' on Twitter!

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