



CAREERS IN COMMUNICATIONS: TELL STORIES THAT MOVE THE WORLD

If you love telling stories through words, photos, or video, the communications field is wide open to you. From journalism and public relations to advertising and digital media, these careers all share one goal — connecting people through powerful messages.

Whether you're interested in reporting, marketing, content creation, or strategy, your communication skills can take you almost anywhere.

If you'd like help shaping your path or refining your materials, set up a meeting with your Career Development Coach through Handshake.

EXPLORE CAREER PATHS

- **Journalism & Broadcasting** – Reporting, producing, editing, and storytelling for print, TV, and digital outlets.
- **Public Relations** – Managing communication, reputation, and relationships for companies or organizations.
- **Advertising & Marketing** – Crafting campaigns that connect audiences with products and ideas.
- **Visual & Digital Media** – Photography, videography, design, and content creation across platforms.
- **Political & Corporate Communications** – Messaging, speechwriting, and public information for policy or business.

JOB SEARCH TOOLS

- [LinkedIn](#) – Network, follow agencies, and explore media company openings.
- [JournalismJobs.com](#) – Multimedia and broadcast positions nationwide.
- [PRSA Job Center](#) – Public relations jobs and internships.
- [IABC Job Centre](#) – Global marketing and corporate communication listings.
- [American Advertising Federation \(AAF\) Jobs](#) – Advertising and creative roles.
- [The Hill](#) – Political communications internships and jobs.
- [Daybook](#) – Political and public affairs roles.

- [TeamWork Online](#) – Sports media, marketing, and event communications roles.

You can also check the College of Information and Communications Internship Page for competitive internships with employers such as Gamecock Athletics Marketing, Chernoff Newman, The State Newspaper, and the New York Times Student Institute.

FIND EMPLOYERS THAT FIT YOU

Think about what matters most — location, culture, company size, and the kind of content you want to create. You might explore:

- **Media organizations:** ABC, CBS, NBC, ETV, The New York Times, Politico, NPR.
- **Advertising & PR firms:** Chernoff Newman, Edelman, 22squared, Ogilvy, Golin.
- **Sports communications:** Local and professional sports teams or athletic departments.
- **Nonprofits & government agencies:** Communications roles focused on advocacy or policy.

BUILD YOUR EXPERIENCE

- **Write and publish:** Contribute to campus publications, radio, or podcasts.
- **Intern early and often:** Experience in agencies, media outlets, or nonprofits builds credibility.
- **Create a portfolio:** Showcase your writing, video, or design work online.
- **Network:** Join groups like PRSSA, AdFed, or the Society of Professional Journalists.

QUICK TIP

Your communication skills are your passport — they're valuable in every industry. Keep creating, keep connecting, and let your work speak for itself.