

Strategic Communications Career Guide

What is Strategic Communications?

“Strategic Communications explores the process and techniques for how an organization communicates with its many publics. The organization may be corporate, nonprofit or governmental, and the forms of communication include public relations and advertising.”

- Elon COMM

Classes and Curriculum Information

View Classes and Curriculum info [here](#).

Majors will learn how to use appropriate research and critical thinking skills to develop strategic communications recommendations that help organizations achieve their desired outcomes.

Common Career Paths

- **Agency:** Communications agencies offer a full range of advertising, branding, marketing and public relations services to companies. A communications agency works to figure out what the clients need and has to know the best media channel to reach them. They monitor and create communication trends for their clients.
- **Education:** Strategic communications in Education could be for a public or private school, college, or university. Schools use strategic communication to achieve goals as well as to construct organizational branding messages. This includes the purposeful and timely release of information among members of an organization and the public.
- **Non-Profit:** Strategic communications at nonprofits and political organizations work to craft communications, often to engage local, state, and national community members and legislators or to garner support for legislation or policy changes. Some of their responsibilities might include creating comprehensive media campaigns or promotional materials, building relationships on social media, or generating awareness through local print publications.
- **Healthcare:** Health communication includes verbal and written strategies to influence and empower individuals, populations, and communities to make healthier choices. Health communication often promotes positive changes in attitudes and behaviors of a target community. Health communication is related to social marketing, which involves the development of activities and interventions designed to positively change behaviors.
- **Corporate Communications:** Corporate communications assists public and private companies in improving their internal communication practices and typically help with areas such as employee training, leadership development, human resources, and team-building. Working with senior leadership, corporate communication brings clarity to a company's long-term mission, along with creating clearer, more effective channels of communication between employer and employee.

Types of Roles/Job Titles

Brand Ambassador	Program Coordinator
Account Coordinator	Account Executive
Content Manager	Public Affairs Specialist
Assistant Account Executive	Public Information Specialist
Director of Public Relations	Public Relations Coordinator
Event Coordinator	Public Relations Specialist
Event Manager	Publicity Coordinator
Executive Assistant	Public Relations Manager
Manager, Digital and Social Media	Relationship Manager
Media Director	Social Media Analyst
New Media Coordinator	Social Media Manager
Technical Writer	Social Media Specialist
Content Strategist	Director of Digital and Influencer Marketing
Copywriter	Public Information Officer
Editor	Communications Manager

Employers and Titles of Recent Strategic Communications Alumni

COMPANY	TITLE	CITY	STATE
Blaze Public Relations	Media Relations Intern	Santa Monica	California
Lewis Global Communications	Account Coordinator	San Francisco	California
Prodigy PR	Publicity Manager	Los Angeles	California
Likemind	Associate Campaign Manager	Denver	Colorado
Green & Tonic	Social Media Content Writer	Cos Cob	Connecticut
NBC Sports	Product Marketing Coordinator	Stamford	Connecticut
Ogilvy & Mather	Graduate Intern	Washington, D.C.	District of Columbia
Armature Works	Guest Relations Manager	Tampa	Florida
8 Figure Firm Consulting, LLC	Digital Marketing Coordinator	Atlanta	Georgia
Dunn Pellier Media	Junior Publicist	Atlanta	Georgia
Lewis Global Communications	Public Relations Intern	Chicago	Illinois
Shift Communications	Account Coordinator	Boston	Massachusetts
Socialyse	Social Media Analyst	Boston	Massachusetts
Wayfair	E-Commerce Rotational Associate	Boston	Massachusetts
Accenture	Marketing Analyst	New York	New York
FCB Health	Assistant Media Planner	New York	New York
Golin	Graduate Intern, Corporate Practice	New York	New York
Golin	Associate	New York	New York
L'Oréal	Integrated Communications Coordinator	New York	New York
NBCUniversal	Public Relations Coordinator	New York City	New York
Omnicom	Project Coordinator	New York City	New York
Oribe Hair Care	Public Relations and Content Coordinator	New York City	New York
Pandora Media, Inc.	Ad Effectiveness Analyst	New York City	New York
WarnerMedia	Account Coordinator	New York	New York
Blue Corona	Content Marketing Specialist	Charlotte	North Carolina
Elon University	Coordinator of Advancement, Communications	Elon	North Carolina
Greensboro Grasshoppers	Community Relations and Promotions Intern	Greensboro	North Carolina
Red Ventures	Copywriter	Charlotte	North Carolina
RLF Communications	Communications Manager	Greensboro	North Carolina
Tesla	Customer Experience Specialist	Raleigh	North Carolina
Music City Media	Publicity Intern	Nashville	Tennessee

Communications Job and Internship Boards

- [Advertising Crossing](#) – Jobs and internships in advertising
- [Built in LA](#) – REMOTE and Los Angeles, CA based jobs
- [Creative Ham](#) – Advertising jobs
- [Diversity Action Alliance](#) - List of communications jobs from organizations seeking diverse talent
- [Mashable](#) – Digital and Social Media, Leading Digital Talent Jobs
- [Public Affairs Council](#) – Jobs in public affairs
- [OPA Jobs](#) – Jobs on Capitol Hill, DC
- [PRSA Job Center](#) - Public Relations and Advertising Jobs
- [PR News](#) - Public Relations Jobs
- [PR Week](#)

Extracurriculars at Elon

- [American Marketing Association](#)
- [Elon News Network](#)
- [Live Oak Communications](#)
- [Public Relations Student Society of America](#)

Professional Associations

- [American Advertising Federation](#)
- [Association for Women in Communications](#)
- [International Communication Association](#)
- [National Communication Association](#)
- [PR Council](#) – Free membership for Elon students; offers Agency Ready Certificate)
- [Public Relations Society of America](#)

Diversity, Equity, and Inclusion

- [Hispanic Public Relations Association \(HPRA\)](#)
- [National Black Public Relations Society \(NBPRS\)](#)
- [Association for Women in Communications \(AWC\)](#)
- [National Association for Multi-ethnicity in Communications \(NAMIC\)](#)
- [Asian American Advertising Federation](#)