

Strategic Communications Career Guide

What is Strategic Communications?

- Strategic communications explores the process and techniques for how an organization communicates and builds relationships with its key publics. The organization may be corporate, nonprofit or governmental, and the disciplines of communication include public relations and advertising. - [Elon Comm](#)
- Strategic communications is a specialized approach to distributing and receiving information. It means communicating the best message, through the correct channels, to the right people, at the right time and using feedback from this process to stay focused on company goals. It is a method of delivering calculated, purposeful content intentionally.... It encompasses an integrated, multi-disciplinary field embracing all methods of communication regarding public relations, advertising, marketing and internal and external communications. - [SIMPPLR](#)

Classes and Curriculum Information

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

At Elon, our students develop the tools essential for public relations and advertising careers, learning to craft messages and campaigns across multiple media platforms. 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 the best media channel to reach their target audience. They monitor and create communication trends for their clients.
- **Corporate Communications:** Corporate communications assist 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.
- **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.

- **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.

If you're interested in this area, consider the [Health Communications minor](#)

- **Non-Profit/Government:** 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.

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
Prodigy PR	Publicity Manager	Los Angeles	California
United Talent Agency	Assistant Director of Learning and Development	Los Angeles	California
Violetta Group	Account Executive	Los Angeles	California
AlphaSights	Associate	San Francisco	California
DISH Wireless	Communications Specialist	Denver	Colorado
Melissa & Doug	Assistant Brand Manager	Wilton	Connecticut
Skyline Studios, LLC	Marketing Assistant	Wolcott	Connecticut
BGR Group	Public Relations Policy Analyst	Washington	District of Columbia
The Brand Guild	Public Relations Assistant	Washington	District of Columbia
Kivvit	Digital Strategy Trainee	Washington	District of Columbia
Ogilvy & Mather	Associate	Washington	District of Columbia
Porter Novelli	Assistant Account Executive	Washington	District of Columbia
Prosek Partners	PR Apprentice	Washington	District of Columbia
Highland Management Group	Account Manager	Tampa	Florida
Dunn Pellier Media	Junior Publicist	Atlanta	Georgia
Nexus Marketing	Copywriter	Atlanta	Georgia
APCO International	Communications and PR Intern	Chicago	Illinois
Corporate Ink	Account Coordinator	Boston	Massachusetts
Emerald Necklace Conservancy	Public Events and Partnerships Coordinator	Boston	Massachusetts
Wasserman Next Gen	Associate Manager Accounts	Boston	Massachusetts
Trip Advisor	Marketing Coordinator	Needham	Massachusetts
BBDO	Agency Marketing Associate	New York	New York
Edelman	Assistant Account Executive	New York	New York
Fox Corporation	Digital Account Coordinator (Fox Sports & Entertainment)	New York	New York
H.I.S. International	Assistant Merchandiser	New York	New York
Ketchum	Summer Fellowship Program	New York	New York
New York Moves Magazine	PR, Communications, and Marketing Assistant Intern	New York	New York
Paramount	Coordinator, Paramount Brand Studio	New York	New York
QNY Creative	Social Media Manager	New York	New York
KIDZ BOP	Brand Marketing Coordinator	New York	New York
Red Ventures	Copywriter	Charlotte	North Carolina
McKinney	Brand Coordinator	Durham	North Carolina
Yep Roc Records	Digital Marketing Coordinator	Hillsborough	North Carolina
TransPerfect	Account Manager	Raleigh	North Carolina
Shaw Real Estate	Relationship Manager	Wilmington	North Carolina
Crawford Agency	PR Account Coordinator	Greenville	South Carolina
Golin	PR Graduate Intern	Dallas	Texas
Tracy Morris Design	Design Associate	McLean	Virginia
Lands End	Public Relations Specialist	Dodgeville	Wisconsin

Communications Job and Internship Boards

- [PRSA Job Center](#) – Public Relations, Advertising, and Marketing Jobs and Internships
- [PR News](#) – Public Relations Jobs and Internships
- [4A's Agency Search Tool](#) – Searchable database of agencies by location, specialization, etc.
- [MEO Jobs](#) – Comprehensive list of newly available media jobs and internships, updated weekly
- [Public Affairs Council](#) – Jobs in public affairs, government relations, communications, and PR
- [OPA Jobs](#) – Jobs on Capitol Hill, DC
- [Daybook.com](#) – Listing of political and non-profit communications opportunities
- [Diversity Action Alliance](#) – List of communications jobs from organizations seeking diverse talent
- [The Media Job Board](#) – Jobs and internships in the media industry
- [MediaBistro](#) – Jobs and internships in the media industry
- [Jobs by ROSTR](#) – Job Board for the music industry
- [FlexJobs](#) – Job Board for remote and hybrid jobs, includes jobs in advertising, PR, and marketing
- [UpWork](#) – Freelance jobs in design, print, copywriting, illustration and more
- [Google Jobs](#) – Set up keyword alerts

Extracurriculars at Elon

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

Professional Associations/News Sources

- [PR Week](#)
- [Public Relations Society of America](#)
- [American Advertising Federation](#)
- [American Marketing Association](#)
- [International Communication Association](#)
- [National Communication Association](#)
- [4A's](#)

Diversity, Equity, and Inclusion

- [Hispanic Public Relations Association \(HPRA\)](#)
- [National Black Public Relations Society \(NBPRS\)](#)
- [National Association for Multi-ethnicity in Communications \(NAMIC\)](#)
- [Asian American Advertising Federation \(3AF\)](#)
- [Association for Women in Communications \(AWC\)](#)