

# 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 Elon Alumni

COMPANY	TITLE	CITY	STATE
Adam Schiff for Senate	Press Assistant	Los Angeles	California
Xanterra Travel Collection	Talent Marketing Specialist	Denver	Colorado
The JLS Group	Social Media Marketing Manager	Greenwich	Connecticut
REQ, An Agital Company	Junior Copywriter	Washington	District of Columbia
Bloomberg Industry Group	B-Launch Corporate Sales Associate	Washington	District of Columbia
Arquitectonica	Communications Coordinator	Miami	Florida
Florida State Golf Association	Communications Intern	Tampa	Florida
Chicago Bulls	Rotational Development Associate	Chicago	Illinois
Warschawski	Digital Marketing Associate	Baltimore	Maryland
G&G Outfitters	Account Coordinator	Lanham	Maryland
Uwill Student Mental Health	Marketing Associate	Boston	Massachusetts
MetLife	Sales Trainee	Boston	Massachusetts
Wayfair	Commercial Strategy Associate	Boston	Massachusetts
INVNT	Production Assistant	Birmingham	Michigan
FleishmanHillard	Public Relations Intern	Kansas City	Missouri
Waivo	Account Executive	Bozeman	Montana
Sumitomo Mitsui Banking Corporation	Corporate Communications Analyst	Manhattan	New York
Finn Partners	Assistant Account Executive - Travel	New York	New York
Sound Beach Strategies	Communications Intern	New York	New York
MikeWorldWide	Account Coordinator	New York	New York
Michele Marie PR	Showroom Coordinator	New York	New York
Jennifer Bett Communications	Fashion PR Coordinator	New York	New York
Fortune	Sales Assistant	New York	New York
Edelman	Assistant Account Executive	New York	New York
ASTR Partners	Analyst	New York	New York
AlphaSights	Client Services Associate	New York	New York
H.I.S. International	Assistant Merchandiser	New York	New York
Giant Spoon	Social Content Creator Intern	New York	New York
Golin	Associate	New York City	New York
Red Ventures	Account Coordinator	Charlotte	North Carolina
McKinney	Marketing Coordinator	Durham	North Carolina

Go Fish Digital	Senior Account Coordinator	Raleigh	North Carolina
E&V Strategic Communications	Communications Fellow	Raleigh	North Carolina
Wake Forest University	WAKECommunities Coordinator	Winston-Salem	North Carolina
Golin	PR Graduate Intern	Dallas	Texas
Ketchum	Public Relations Intern	Arlington	Virginia
The University of Mary Washington	Admissions Counselor	Fredericksburg	Virginia
Homes.com	Sales Associate	Richmond	Virginia
Adam Schiff for Senate	Press Assistant	Los Angeles	California

### Communications Job and Internship Boards

- [PRSA Job Center](#) – Public Relations, Advertising, and Marketing Jobs and Internships
- [PR News](#) - Public Relations Jobs and Internships
- [Public Affairs Council](#) – Jobs in public affairs, government relations, communications, and PR
- [OPA Jobs](#) – Jobs on Capitol Hill, DC
- [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

### Extracurriculars at Elon

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

### Professional Associations/News Sources

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

### 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 \(3AF\)](#)