

# CAREER ROADMAP: Telecommunications

## Description of Field:

This field encompasses a multiplicity of communication and critical thinking skills in news reporting, production, media, leadership and management across digital (film, radio, podcasts) and print media platforms.

[Learn more about the history, issues/trends, and career outlook](#)

(Must be logged into UF George Smather's Library to Access)

## General Skills:

Verbal, Written and interpersonal communication skills, Writing, Storytelling, Social media management, Technical skills, Creativity, Strategic thinking, Leadership, Conflict management, Research, Teamwork, Good judgement, Ability to work well under pressure and deadlines

## Insider Advice:

Communications spans all sectors and industries. The rise of social media and digital content has expanded the scope of all geographic markets, but it is important to identify the major markets that house the sectors you are interested in. Take full advantage of immersive opportunities in the College of Journalism and Communications to align your interests and skills with industry.

## Industries:

Government, Food & Hospitality, Sports & Entertainment, Non-profit and Non-governmental Organizations, Insurance, Finance, Healthcare and Pharma, Education, Technology, Public Policy

## Learn about Yourself & Career Options

### Examples of Careers:

Editors, Writers & Authors, Production, Reporters, Newsroom Managers, Media Strategists, Communications Manager, Communications Consultant

### Sample UF Majors:

[Advertising](#), [English](#), [Political Science](#), [Psychology](#), [Public Relations](#), [Telecommunications](#)

### Career Planning:

Our [Career Planning](#) staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

## Build Experience

### UF Organizations:

[Gator National Broadcast Society](#), [Hispanic Communicators Association](#), [National Association of Black Journalists](#), [Association for Women in Sports Media](#), [DreamWave Productions](#)  
Visit [Student Activities & Involvement](#) for Additional Opportunities

### Professional Organizations:

[The Association of Magazine Media](#), [National Association of Broadcasters](#), [Region 3: The Society of Professional Journalists](#), [Florida Public Relations Society—Gainesville](#)

### Sample Local Opportunities:

[David Greenberg Communications](#), [Naylor, LLC](#)

## Prepare for Your Next Step

### Sample Job Titles:

Production Assistant, Test Broadcaster, On-air Host, Media Coordinator, Account Executive, Junior Account Executive, Digital Marketing Assistant, Assignment Editor, Digital Content Specialist, Community Relations Manager, Writer/Researcher, Project Coordinator, Copywriter, Content Coordinator, Creative Services Coordinator, Digital Information Specialist, Visual Content Manager

### Sample Employers Recruiting at UF:

[ADX Communications](#), [CBS Interactive](#), [ESPN](#), [HSN](#)

### Search for Jobs and Internships:

[Ad Age](#), [LinkedIn Jobs](#), [Media Bistro](#), [MEO JOBS](#), [Talent Zoo](#)