English, Creative and Professional Writing, Technical Writing, and Communications Majors

English, Creative and Professional Writing, Technical Writing & Communications majors prepare students for positions in a wide range of career fields. Students find employment in various non-profit organizations, such as educational foundations, advocacy groups and labor unions. They may become professional writers, working in various industries, such as publishing, or they may do freelance work.

Other potential career paths, which may require an advanced degree, are in the research and education field, such as teaching. Many find themselves interested in a career in mass communications, working for an advertising or public relations agency, or in broadcast or print journalism. More recent professions include writing and editing web content for social media and company websites. These majors can also provide preparation for law school and other graduate degree programs.

Selected Career Directions and Resources

Author/Writer and Copy Editing; Editors
American Copy Editors Society: www.copydesk.org
American Society of Journalists & Authors: www.asja.org
iFreelance: www.ifreelance.com
Poets & Writers Magazine: www.pw.org
Society for Technical Communication: www.stc.org

Education and Research
Education Sector: www.educationsector.org
National Council of Teachers of English (NCTE): www.ncte.org
TESOL International Association: www.tesol.org

Mass Communication: Publishing, Advertising and Public Relations, Broadcast and Print Journalism and Marketing
Advertising Educational Foundation: www.aef.com
Book Jobs: www.bookjobs.com
Journalism Jobs: www.journalismjobs.com
Public Relations Society of America: www.prsa.org

Web Development, Social Media, and Blogging
ProBlogger: www.problogger.net
Social Media Careers: www.journalismdegree.com/social-media-careers
Research, Think Tanks, Business/Marketing, Politics, and Public Administration:
International Monetary Fund (IMF): www.imf.org
RAND: www.rand.org
Policy Jobs: www.policyjobs.net
Foreign Policy Association Job Board: www.fpa.org/jobs
NIRA World Directory of Think Tanks: www.nira.or.jp/past/ice/nwdtt/2005/index.html
Education Sector: www.educationsector.org
Beyond Academe: www.beyondacademe.com
Society for Marketing Professional Services: www.smps.org
Marketing Hire: www.marketinghire.com

Examples of Employers and Job Titles (Actual)
Digitas, Junior Copywriter
NBC Universal, NBC Page
Information Networking Institute, Story Designer
The Advisory Board Company, Marketing Associate
City Year, Corps Member
Google Inc., Software Engineer Account Coordinator
Simon & Schuster’s Free Press Imprint, Editorial Assistant
Markham Media, Director of Social Media
Boeing, Information Systems, Career Foundations Program
Teach for America, Teacher
WTAE, Associate Producer
Marketbridge, Business Analyst

Skill Development
Possessing superior skills in oral and written communication, as well as being able to collect and analyze data, is helpful to have in fields commonly pursued by these majors. In addition, some occupations require a higher level of creative thinking ability and knowledge of grammar usage. Graduate school may be a requirement for some occupations.

Strategies
Going on informational interviews can be particularly helpful in understanding career options in various professions. Obtaining internships and pursuing volunteer experiences also help solidify certain areas of interest and career paths. Involvement in student activities, such as writers clubs, and volunteering in writing and tutoring centers can also be beneficial for these majors.

Salary and Employment Trends
Since wages change rapidly year after year, the following links will be helpful in identifying median wages and employment trends:

ONET Online: www.onetonline.org
Occupational Outlook Handbook: www.bls.gov/ooh