



The 10 Skills That Will Get You Hired

You are on your way to becoming a member of an exclusive and advantaged group—the college educated. According to a 2014 Harvard study, only 6.7% of the world's population possesses a college degree.¹

Becoming an educated person and a lifelong learner is the foundation of a liberal arts education, but you also want to get job after college, right? A degree in Communication Studies provides a foundation for a number of careers. In fact, it is foundational for most career paths.

The 10 Skills Employers Most Want In 20-Something Employees

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Are you able to work effectively in a team? That's the skill employers most want when they are recruiting new college grads. The next most important skill: ability to make decisions and solve problems.

The National Association of Colleges and Employers (NACE,) a Bethlehem, Pa. non-profit group that links college career placement offices with employers, ran a survey from early August to mid-September (2013) where it asked hiring managers what skills they prioritize when they hire college grads. Though the survey sample is small—NACE collected responses from just 200 employers—the wisdom is sound. New and recent grads should pay attention.

Despite all the emphasis in the news about the need for computer software and programming skills, the most important qualities employers seek are basic teamwork, problem-solving and the ability to plan and prioritize.

Here are the 10 skills employers say they seek, in order of importance:

- 1.** Ability to work in a team
- 2.** Ability to make decisions and solve problems
- 3.** Ability to plan, organize and prioritize work
- 4.** Ability to communicate verbally with people inside and outside an organization
- 5.** Ability to obtain and process information
- 6.** Ability to analyze quantitative data
- 7.** Technical knowledge related to the job
- 8.** Proficiency with computer software programs
- 9.** Ability to create and/or edit written reports
- 10.** Ability to sell and influence others

¹ Barro, R. J., & Lee, J. W. (2013). A new data set of educational attainment in the world, 1950–2010. *Journal of Development Economics*, 104, 184-198.



Communication Studies and Strategic and Corporate Communication Majors

Career Possibilities

Interpersonal/Family Communication

Social, Community & Human Services (e.g. victim services, case manager, community organizer);

Education (e.g. health educator, advocate, family resource coordinator, academic advising or counseling);

Business (e.g. administrator, event coordinator, manager, human resource specialist, consultant, real estate agent)

Mass Communication

Social, Community, and Human Services (e.g. social media administrator, media events coordinator, social media campaign manager, lobbyist);

Education (e.g. mass media health educator, media literacy specialist, mass media educator, professor);

Business (e.g. media manager, media market researcher, public relations);
Media (e.g. copy editor, advertising executive, news broadcaster, corporate communications coordinator, director of media operations)

Health Communication

Health/Medical/Pharmaceutical (e.g. director of communication, clinic public relations, health promotion campaign developer, health communication analyst, hospice manager, government health information specialist);

Education (e.g. school healthcare administrator, healthcare educator & trainer, medical grants writer, research analyst, intervention support specialist)

Emerging Technologies and Digital Media

ALL areas (e.g. social media managers, project managers for virtual projects, usability specialists, multimedia marketing, web publishing, game design, new media researchers)

Organizational Communication

Human Resources/Coordination Context (e.g. labor relations, interviewer, communication coordinator, ombudsman, company representative, media relations);

Instructional/Training Context (e.g. corporate trainer, instructional designer);
Persuasion Context (e.g. sales, communication campaign director, social media specialist, recruiter, fundraiser)

Intercultural Communication

Business & Communication (e.g. sales representative, executive manager, public information officer, mediator, customer service representative);
Media & Cultural/ Entertainment Industry (e.g. broadcasting station general manager, program director, community relations director, news editor, audience research associate, casting director, account executive);
Politics & Government- Related Sectors (e.g. administrative press secretary, speech writer, political campaign consultant, elected official, multicultural affairs officer, global public diplomacy agent)