

**Bournemouth
University**

Careers in Journalism and Communication

- BA (Hons) Multimedia Journalism ●
- BA (Hons) Communication & Media ●
- BA (Hons) Multimedia Sports Journalism ●



Public
Relations &
Communications

Public Relations Assistant

Supports PR teams in managing communications, media relations, and event planning.

Corporate Communications Manager

Manages internal and external communications, including newsletters, press releases, and corporate messaging.

Correspondent

Reports from specific locations or covers certain topics, often representing news organisations in the field.



Advertising,
Marketing
& Brand
Management

Account Executive

Manages specific accounts on behalf of an agency across the communication field.

Marketing Coordinator

Helps execute marketing strategies by organising campaigns, managing social media, and analysing results.

Advertising Account Executive

Acts as the liaison between clients and the agency, managing projects and client relationships.

Campaign Manager

Directs marketing campaigns, managing budgets, timelines, and team efforts to ensure successful execution.



Digital & Social
Media Marketing

Social Media Manager

Develops and implements social media strategies to enhance brand presence and engage with audiences.

Community Manager

Engages with online communities to build relationships and foster brand loyalty through conversations and content.

Influencer Marketing Coordinator

Manages relationships with influencers and coordinates campaigns to promote products or services through social media.

Web Content Manager

Oversees the creation, management, and strategy of online content to ensure alignment with brand messaging.



Content Creation
& Editorial

Content Writer

Creates engaging articles, website content, and promotional materials for various platforms.

Copywriter

Writes persuasive and compelling copy for advertisements, marketing brochures, and digital content.

Editorial Assistant

Assists editorial teams by researching topics, proofreading, and contributing to content development for publications.

Content Editor

Edits articles for clarity, accuracy, and coherence, ensuring they meet publication standards.

Feature Writer

Focuses on writing in-depth articles that explore specific topics, trends, or personal stories.

Travel Writer

Reports on travel-related topics, producing content that highlights destinations, experiences, and cultures.

Digital Creator

Produces and shares online content, influencing audiences across various new media platforms.

Script Writer

Crafts performative narratives for various media, developing characters, dialogue, and plot to bring stories to life.

Speech Writer

Crafts compelling orations, tailoring words to specific audiences and occasions to inform, persuade, or inspire.



Media &
Journalism

Event Coordinator

Plans and manages events, including promotions, logistics, and coordination with vendors and clients.

Journalist

Researches and writes news articles, features, or investigative reports for publications or digital platforms.

News Reporter

Investigates and reports on news events, conducting interviews and gathering information for articles.

Broadcast Journalist

Reports news stories on television or radio, presenting information live or pre-recorded.

Online Journalist

Creates and publishes news content for digital platforms, often engaging with audiences through social media.

Investigative Reporter

Conducts in-depth research and reporting on complicated issues, often uncovering hidden information or scandals.

Podcast Journalist

Produces and hosts audio content that explores newsworthy topics and engages listeners through storytelling.

Podcast Producer

Plans and produces podcast content, overseeing recording, editing, and distribution to engage listeners effectively.

NOTE: Some roles may require additional postgraduate study or professional qualifications. This list is not exhaustive, and many employers are flexible about degree backgrounds, so consider exploring opportunities beyond those listed here.

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Journalism, English and Communication

Careers in Marketing Communications

BA (Hons) Marketing
Communications for Social Change

BA (Hons) Marketing Communications
with Advertising

BA (Hons) Marketing Communications
with Digital Strategy

BA (Hons) Marketing Communications with PR



Public
Relations &
Communications

Public Relations Assistant

Supports PR teams in managing communications, media relations, and event planning.

Corporate Communications Manager

Manages internal and external communications, including newsletters, press releases, and corporate messaging.

Public Affairs Executive

Focuses on managing relationships with the media and public to promote a positive image for organisations or issues.

Crisis Communications Executive

Manages and strategises communications during crises to protect an organisation's reputation and provide accurate information.



Advertising,
Marketing
& Brand
Management

Marketing Coordinator

Helps execute marketing strategies by organising campaigns, managing social media, and analysing results.

Brand Strategist

Works on developing and executing brand strategies to effectively position products or services in the market.

Media Planner

Analyses audience data to determine the best media channels for advertising campaigns.

Advertising Account Executive

Acts as the liaison between clients and the agency, managing projects and client relationships.

Campaign Manager

Directs marketing campaigns, managing budgets, timelines, and team efforts to ensure successful execution.

Cause Marketing Coordinator

Works with brand teams to create campaigns that align commercial efforts with social causes.

Strategy Planner

Develops innovative strategies for advertising and marketing campaigns that resonate with target audiences.



Digital & Social
Media Marketing

Social Media Manager

Develops and implements social media strategies to enhance brand presence and engage with audiences.

Digital Marketing Analyst

Analyses data from digital marketing campaigns to optimise strategies and improve performance.

SEO Specialist

Optimises website content for search engines to increase visibility and traffic.

Community Manager

Engages with online communities to build relationships and foster brand loyalty through conversations and content.

Influencer Marketing Coordinator

Manages relationships with influencers and coordinates campaigns to promote products or services through social media.

Market Researcher

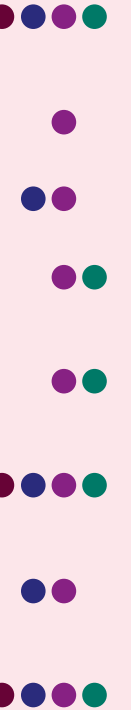
Gathers and analyses data on consumers and competitors to inform marketing strategies and business decisions.

Graphic Designer

Designs visual content for advertising campaigns, social media, and corporate branding to attract attention and communicate messages.

Web Content Manager

Oversees the creation, management, and strategy of online content to ensure alignment with brand messaging.



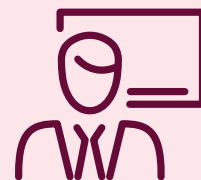
Content Creation
& Editorial

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Copywriter

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Media &
Journalism

Event Coordinator

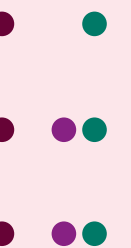
Plans and manages events, including promotions, logistics, and coordination with vendors and clients.

Online Journalist

Creates and publishes news content for digital platforms, often engaging with audiences through social media.

Podcast Producer

Plans and produces podcast content, overseeing recording, editing, and distribution to engage listeners effectively.



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