

Guide on technical skills needed in the Media, Communication and Publishing Career



What are technical skills?

Technical skills are the specialized knowledge and expertise required to perform specific tasks and use specific tools and programs in real world situations. Diverse technical skills are required in just about every field and industry, from IT and business administration to health care and education.

In fact, many entry-level positions across industries require basic technical skills, such as cloud computing in Google Drive and navigating social media platforms. Examples of more advanced technical skills that a job might require include programming languages, technical writing, or data analysis.

Technical skills, sometimes referred to as hard skills, that your resume/cv should always show the practical knowledge you use in order to complete tasks.

This guide will help you with the technical skills companies are expecting to see listed on your resume/cv based on the career field you are applying for.



What is the Media, Communication and Publishing field?

Communication and media enables us to understand the world around us, from civic engagement to consumer behaviour – it prepares us to be future leaders and problem-solvers, and it challenges us to be curious and passionate critical thinkers. Communication is one of the fastest growing fields in today's labour market. Working in Media, Communications, & Publishing across the globe can require delivering fresh content across multiple outlets that meet the needs of a wide audience. Virtual interns supporting this career field can support the development of any type of medium including digital, print, video, photography and more, as well as supporting the editing and distribution of the content.

A career in communications and media involves utilizing various media platforms to help publicize news, events, people, products, or an artistic message. Public relations specialists focus on how to represent and gain awareness for an organization through press releases, media, drafting speeches and assessing advertising and promotion programs. Journalism and broadcasting jobs use television, newspapers, magazines, websites and radio to report news. Those in this field conduct interviews and research in order to prepare news articles. Marketing and advertising jobs are another option for those interested in a career in communications and media. Employees in marketing and advertising create marketing plans, negotiate contracts and choose advertising media to create interest in a product. For deeply creative individuals, jobs in writing, acting and producing also involve communication, though often on an artistic, personal level.

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Possible Careers

Public relations officer

A career in public relations (PR) involves using all forms of media and communication to build, maintain and manage the reputation of your clients. These range from public bodies or services, to businesses and voluntary organisations.

You'll communicate key messages, often using third-party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organisation and its public. This may be between organisations (business-to-business, or B2B) or individuals, and the general public.

As a PR officer or PR account executive, you'll monitor publicity and conduct research to find out the concerns and expectations of your client organisation's stakeholders. You'll then report and explain the findings to its management.

Advertising account executive

As an advertising account executive, you'll work within an advertising or multi-service agency, acting as a link between the agency and its clients. You'll be responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved. You may also be known as an account handler.

Understanding the needs of your clients is vital, which you'll learn through liaising closely with them throughout campaigns, often on a daily basis. You'll also manage administrative and campaign work to ensure that advertising projects are completed on time and on budget.

Web content manager

As a web content manager, you'll ensure all necessary content is included on a website and is laid out in a way that suits the user.

You'll sometimes produce copy and edit the site yourself, but on larger sites you'll normally act as a coordinator, commissioner and project manager, overseeing the work of other writers and editors. You'll produce content schedules and audits, which writers and editors use to keep copy up to date and to create new content at appropriate times.

You'll be an expert in your organisation's content management system (CMS) and will produce user guides and deliver training, as well as work with the CMS developers and internal IT staff to ensure the system has been configured to meet the needs of the organisation.

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General skills needed

General hard skills you may need

Hard skills are those that can be easily defined, taught, and measured. They are necessary to be able to perform your job

- General IT skills
- Specialist industry knowledge and experience
- Analytical skills
- Content Development
- Content Research
- Copywriting skills
- Creative Design – Photoshop, Illustrator, InDesign
- Editing
- Social Media Marketing
- Story/Blog Pitching

General soft skills

Soft skills are related to how you work and interact with your colleagues, clients, or partners. They are related to your personality and they are not necessarily tied to one specific job.

- Self-management, including planning and meeting deadlines
- Good instinct for a captivating story, image or headline
- Ability to anticipate future trends and keep pace with new technologies
- Professional communication, spoken and written
- Creativity
- Flexibility
- Ability to identify essential issues/facts
- Awareness of different cultural contexts
- General research skills
- Facilitation and Presentation Delivery Skills

CV and Interview preparation

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CV examples

PROFESSIONAL SUMMARY

Passionate multilingual translator with six years experience providing accurate translations. Consistently rewarded for success in planning and operational improvements. Great ability to transfer the exact meaning of the source language, taking into consideration the culture of the reader.

RELEVANT SKILLS

- Solid experience translating in all areas: business, legal, commercial and cultural.
- Able to fluently speak and write English, Spanish and French.
- Upheld strict confidentiality policy when translating personal and diplomatic materials.

WORK HISTORY

United Nations Foundation - Translator
DC, Washington DC • 11/2017 - Current

- Manage to translate around 2500 words/day with average speed of 30 words/minute.
- Use online translation tools to edit and proofread process and draft documentation.
- Create semantic text from the original script into a different language, taking care to maintain context and meaning.

Mission Essential - French Translator

DC, Washington DC • 10/2015 - 10/2017

- Translated online videos and television media by providing subtitles.
- Worked with an average of eight of limited English speaking callers, accurately interpreting and conveying information back to clients.
- Attended conferences and meetings, and acted as official translator to mediate discussion.

Children's National Health System - Medical Interpreter

DC, Washington DC • 06/2014 - 09/2015

- Facilitated communication among patients, families and staff.
- Conducted paperless conversions to electronic file format.
- Worked with management and other organizational officials through data analysis to establish and implement policies and goals that are also efficient and cost effective.

SKILLS

- Translation software
- Strong oral and written communication skills
- Fast type writer
- Client confidentiality
- Attention to detail
- Interpersonal communication
- Copywriting and copyediting

EDUCATION

American University

Washington DC • 06/2014

Bachelor of Arts: Language Interpretation And Translation

Summary Statement

Gifted translator with an aptitude for conveying emotion, style and content of Spanish speakers. Bringing in-depth knowledge of cultural context and idiosyncrasies. Proven ability to provide translations quickly and accurately.

Summary of Qualifications

- Successful at maintaining meaning, flow and specific characteristics of original words when translating documents or spoken words
- Excellent listening and communication skills with an organized and systematic approach.
- Extensive vocabulary with an ability to translate medical and legal terms.

Relevant Skills

Communication

- Provided cultural input to speakers who did not speak similar languages communicate with and understand one another.
- Maintained message content, tone and emotion as closely as possible.
- Answered 30+ each day assisting customers in both English and Spanish.

Writing

- Translated up to 20 professional business documents each week.
- Drafted letters and marketing copy to support business objectives and growth.
- Consulted specialized dictionaries, thesauruses and reference books to identify closest equivalents for nuanced terminology, words and phrases.

Editing

- Provided verbal summaries of Spanish documents for immediate use.
- Determined readiness of written pieces, made changes and approved final versions for publication.
- Reviewed reports and recommended changes to improve copy flow.

Education

Bachelor of Arts: Spanish Language And Literature
Florida Gulf Coast University - Fort Myers, FL

05/2018

Work History

Translator

07/2019 to Current

Lee Health - Fort Myers, FL

Staff Interpreter

05/2018 to 06/2019

AKORBI Interpretations - Fort Myers, FL

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Questions which are helpful to prepare

There would be a mix of standard behavioral questions and technical questions to assess your skills and where you would be most utilized within the company during your internship.

1. How did you get into communications?
2. What does it mean to be an effective communicator?
3. What is your favorite method of marketing?
4. Which skills help you be an effective communications specialist?
5. Why are you the right candidate for this role?
6. What does a good press release include?
7. How do you effectively collaborate with others?
8. Tell me about a time you used teamwork to solve a problem.
9. Share about any event planning experience you have.
10. How do you tailor a message to a target audience?
11. What's a really good publicity campaign you've seen recently?
12. How would you handle a PR crisis, such as a controversial tweet from one of our affiliates?
13. What sort of analytical tools do you use to see a campaign's online impact?

Remember, that this is an internship, and if there are things you are unsure of – that is completely okay! This is a learning experience and your supervisor is there to support you. Be sure to be honest and transparent regarding your skills and capabilities.