

512 Writing, Translating and Public Relations Professionals

At a Glance

Number of Employees in the NWT: 237

Gender:

Male 28%
Female 72%

Age:

15-24 years 0%
25-44 years 87%
45+ years 13%

Ethnicity:

Aboriginal 27%
Non-Aboriginal 73%

Hours of Work:

Full-time 79%
Part-time 21%

Typical Occupations

Speech Writer

Editor

News Reporter

Columnist

Radio Commentator

Media Relations Officer

Press Secretary

Publicity Agent

Communications Officer

Communications Planning Specialist

Public and Corporate Affairs Manager

Author

At Work

Journalists, writers, public relations professionals and interpreters/translators are all concerned with presenting information to a variety of audiences in an accurate and timely manner, to the specifications of employers or clients.

Writers and authors research and write books, scripts, plays, essays, speeches, manuals and articles.

People in these occupations may:

- Conceive and write novels, plays, scripts, poetry and other material for publication or presentation;
- Conduct research to establish facts and obtain other necessary information;
- Write manuals and user guides; and
- Write text for advertisement and commercials.

Editors review, evaluate and edit manuscripts, articles, news reports and other material for publication, broadcast or web sites and coordinate the activities of staff.

People in these occupations may:

- Verify and edit copy and news reports for accuracy;
- Evaluate written material proposed for publication and broadcast; and
- Plan and coordinate activities of staff to meet production deadlines.

Journalists research, investigate, interpret and communicate news events and public affairs through newspapers, television, radio, internet and other media.

People in these occupations may:

- Collect local, national and international news through interviews, investigation and observation;
- Write news stories for publication and broadcast;
- Write editorials and commentaries on topics of current interest to stimulate public discussion; and
- Review literary, musical and other artistic works.

Media relations and communications specialists develop and implement strategies for companies and government departments to relay their news and corporate message to a variety of audiences. They develop and coordinate information programs, events and media coverage and maintain media relations with businesses, governments and other organizations.

People in these occupations may:

- Develop, implement and evaluate communication strategies and programs;
- Gather, research and prepare communications material for internal and external audiences;
- Develop and oversee web sites; and
- Develop and organize workshops, meetings, ceremonies and other public events for fund raising and information purposes.

Translators and interpreters adapt and translate written and oral material from one language to another during speeches, meetings, conferences,

debates, court proceedings, administrative tribunals and in the NWT Legislative Assembly. Sign language interpreters translate spoken language during meetings, conversations, television programs and court proceedings.

People in these occupations may:

- Translate correspondence, reports, legal documents, technical specifications and textbooks maintaining content, context and style; and
- Interpret oral communication using electronic equipment.

Requirements

- High school diploma.
- University degree or college diploma.
- A graduate degree may be required.
- Certification is required for translators or interpreters, who will have already achieved a high degree of fluency in the languages which they are translating.

Your Skills and Aptitudes

You are organized, resourceful and independent. You are creative and have good critical thinking skills. Your writing and oral communication skills are excellent. Writers require patience and self-discipline, while editors require tact and the ability to mentor others. Translators are quick thinkers who are good with languages. All occupations in this category require you to be able to manage several projects at varying stages.

How To Get There

There is no specific educational pathway for writers, but most have some university education. Journalists often study at journalism schools, but other education, usually in the liberal arts, plus work experience is acceptable. Editors usually have extensive writing experience.

Of those employed in positions in this occupational grouping in the NWT, 9% have not obtained a high school diploma, 21% have a high school diploma, 11% have a certificate or diploma and 59% have a university degree.

Where The Jobs Are

About 81% of employees working in these occupations live in Yellowknife, 12% live in the regional centres of Inuvik, Hay River and Fort Smith and 7% live in the other communities.

People in these occupations work for printers and publishers, newspapers and radio and television broadcasters. Others work in the communications departments of companies and government departments.

Resources

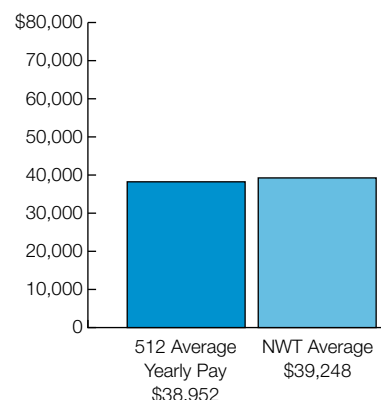
Aurora College, Native Communications Society of the NWT, Canadian Editors' Association, Canadian Translators, Terminologists and Interpreters Council, The Canadian Association of Journalists, Algonquin College.

Projected Demand to 2014

Peak Demand	Duration of Demand	Job Opportunities
Low	Short-term	Low
Medium	Medium-term	Medium
High	Long-term	High

These occupations will continue to be impacted by natural resource development in the NWT. As a result there will be moderate employment levels during these projects, the duration of these jobs will be medium-term with new employment opportunities continuing in to the future, as new prospects come on line.

Average Employment Income



Additional Resources

First Nation's Technical Institute

Carleton University

Ryerson School of Journalism

Faculty of Information and Media Studies, University of Western Ontario

Southern Alberta Institute of Technology (SAIT)

Department of Writing, University of Victoria