

What can I do with a degree in Journalism?

Journalism.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering groups, part-time work or volunteering.
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group – these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find out more subject details at

www.canterbury.ac.nz/study/subjects/journalism

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Journalism?

Journalists investigate and collect news and information about events, issues and matters of public interest to communicate to a targeted group of people or the public on mass.

Journalism can provide a key role in a democracy working to provide a check on governmental power as well as keeping the public informed.

Part of the job may include interviewing people and recording their stories, opinions and reactions. Journalists present stories across many media, including radio and television, but increasingly across social media platforms.

As te reo Māori is the indigenous language of Aotearoa New Zealand, Māori journalism plays an important part in the country's media landscape. The government report, Te Ao Pāpāho Māori, proposes that the sector should focus on ensuring New Zealanders have access to quality digital te reo Māori and tikanga Māori content.



AT A GLANCE

\$100K
per year

the amount senior investigative journalists working in broadcasting can earn.*

2.9%

the expected growth in the number of employment opportunities for media professionals by 2023.**

70%

the amount of te reo a Māori-language news journalism story must contain.***

* www.careers.govt.nz/jobs-database/arts-andmedia/writing-and-publishing/journalist

** www.occupationoutlook.mbie.govt.nz/service-industries/journalists-and-public-relations-professionals

*** www.news.aut.ac.nz/news/turning-the-lens-on-maorijournalism

What skills have UC graduates gained?

At UC, journalism can be studied as a major within the Bachelor of Communication. Graduates develop a wide range of skills that transfer across the communication industry.

Journalism graduates have had the opportunity to gain the necessary skills for a career in print, broadcasting and online journalism. These include:

- Research and investigative skills
- Writing and reporting skills
- Social media skills
- Awareness of media ethics and law
- Technical ability, such as filming and editing skills
- Information analysis

Transferable skills may include:

- Planning and managing complex tasks
- Critical thinking
- Problem solving
- Information presentation
- Communication

Graduates have built these skills inside the classroom and through an internship in the later years of their degree.

Where have UC graduates been employed?

Students of the communications degree have been employed across a range of companies both nationally and internationally:

- Media outlets eg, TVNZ, VICE, Newshub, RadioLIVE, RNZ, Newstalk ZB, Fairfax Media, CTV, Star Media, 39 Southern TV, WhitebaitMedia
- PR, media and strategic communications eg, Network Communication, 99 Ad Agency, JWT
- Creative and marketing agencies eg, Colenso BBDO, Traction Digital
- Web developers eg, NV Interactive, Hairy Lemon
- Government eg, ministries of Education, Business, Innovation and Employment; Land Information NZ; Broadcast Standards Authority
- Educational institutions eg, Ara Institute, universities, CORE Education
- Research eg, AgResearch, MPO Research Group
- Not-for-profits eg, Planet Ark Environmental Foundation, Amnesty International
- Regional councils and affiliates eg, Environment Canterbury, SCIRT
- Organisations abroad eg, Australia, UK, USA, Canada, Malaysia, Thailand
- Franchises eg, Hurricanes, Red Bull Motorsports
- Private companies in retail, banking, healthcare, legal, tourism, leisure and other sectors.

What jobs and activities Social media editor

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Journalist / reporter

- Researches and gathers information
- Interviews relevant people
- Writes reports/stories across media platforms

Social media editor

- Manages social media accounts
- Creates content and runs social campaigns
- Liaises with the public and digital groups

Broadcasting presenter

- Hosts radio, television or web programmes
- Speaks clearly and warmly, scripted or not
- Writes and edits material

Broadcasting researcher / producer, production assistant

- Prepares pitches and concepts for visual and audio media
- Organises interviews and liaises with funders
- Gathers and researches material

Public relations officer, media assistant

- Manages the reputations of clients
- Liaises with and provides information for media
- Organises and manages events

Policy analyst / advisor

- Identifies and investigates issues and opportunities eg, in society, law or governance

- Interprets and consults on existing policies
- Prepares reports and recommends changes

Communications advisor / executive

- Develops information, media and communication strategies
- Researches, writes, edits and produces content for various audiences and mediums

Digital marketing executive, digital content analyst / advisor

- Develops a brand's multi-channel communications strategy and online presence
- Increases web traffic and digital engagement
- Oversees digital marketing and online search

Publisher / editor

- Plans and commissions content for publication
- Edits and organises online and print materials
- Liaises with other staff to oversee production

Blogger

- Creates content for a website/blog
- Manages and maintains a website or social media account/s
- Creates a personal brand and tells that story

Entrepreneur & self employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury
www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can enable people to establish professional networks and learn more about different career options in their area of interest. Gaining valuable insight into a profession can assist in making an informed career decision.

- Journalism Education Association of New Zealand
www.jeanz.org.nz
- International Federation of Journalists – IFJ Asia and Pacific
www.ifj.org/regions/asia-pacific
- Te Pūtahi Whakakakau Tūmatanui o Aotearoa Public Relations Institute of New Zealand
www.prinz.org.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

Completing an honours or master's degree in a relevant field may help students gain advanced research, project delivery and writing skills.
www.canterbury.ac.nz/courses

Useful links

- Asia Pacific Report
www.asiapacificreport.nz
- Careers NZ
www.careers.govt.nz
- Te Rōpū Rapuara UC Careers
www.canterbury.ac.nz/careers



Katie



Bachelor of Arts in Media and
Communication and Political Science and
International Relations
Journalist for New Zealand Herald
2021 Junior Feature Writer of the Year Finalist

What has your career in journalism looked like?

Although I've only worked in journalism for a year, I've already had the opportunity to work across platforms and have had work published in outlets across the globe. While I was at UC I was awarded an Asia New Zealand scholarship which allowed me to travel to Indonesia and

intern at Agence France-Presse (AFP) in Jakarta. Working at AFP meant the stories I produced were picked up by news organisation across the world and I was able to get a better understanding of the country and its people. Bar that, I've been working for NZME since I finished university which has really pushed me journalistically and helped with my technical skills. I'm a Newstalk ZB reporter, so most of my work is on air but I also write for the Herald. My radio bosses have helped me hone my news writing and voice work, and I've also been able to develop longer stories for the Herald

What has been a highlight for you in your career?

A career highlight of mine was definitely reporting on a trial of two Papuan activists in Jakarta. Two men had been charged with treason and wore their native Koteka in the court room. The days hearing got called off because of their attire, but not before the men shared their story with a huge scrum of reporters from everywhere including Reuters and AP.

What have been some of the challenges or learning points for you in your career?

Learning how to slow down has been really hard. Sometimes you want to do everything all at once, I'm still working to set up limits and only take on what I have the capacity for.

Where do you see journalism/your career taking you in the future?

Eventually I would like to make documentaries and big features, so I can really sink my teeth into a big issue.

What do you enjoy most about journalism/your career?

The best part about being a journalist is when you share someone's story and it creates tangible change or helps them get some form of closure.

Do you have any tips for people wanting to find work in the journalism sector?

It's a difficult job, but if you're passionate about it and put in hard work it pays off.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Mātāpuna Tangata | School of Language, Social and Political Sciences

T: +64 3 369 3377

E: artsdegreeadvice@canterbury.ac.nz

www.canterbury.ac.nz/arts/schools-and-departments/journalism/contact-us

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

