

NPSIA Works: Career Futures

COMMUNICATIONS AND GOVERNMENT RELATIONS

Description of the Field

The broad field of communications and government relations include publicity and lobbying activities that are designed to promote the interests of the firm, NGO, association or other body. Communication - or public relations - work may include examining the media for issues affecting the organization, writing, organizing and implementing communication plans, identifying and targeting important audiences, and representing the interests of the employers.

Lobbyists try to get legislators to support certain measures. Activities can include writing letters and meeting with politicians and government representatives in order to sway them to make decisions that favour the interests they represent, promoting views by talking to the press, and enlisting assistance of the community to influence politicians.

Most jobs in the field are fast-paced and involve a lot of interaction with other organizations, the public, and government. Most of the time is spent in the office, although there may be travel involved in order to meet with media and other relevant organizations.

Successful people in this field must be well-informed, persuasive and self-confident.

Selected Alumni Job Titles

Chairman and Executive Producer, Chocolate Moose Media Inc.
Communications Advisor, Fisheries and Oceans Canada
Communications Advisor, Environment Canada
Communication / Cooperation Delegate, International Committee of the Red Cross
Communications Coordinator, Canadian Council for International Co-operation
Communications Strategist, International Trade Canada
Corporate Policy Officer, Government and International Relations, Export Development Corporation
Director, Strategic Communications Services Division, Global Affairs Canada
Economics Editor for the publication Asian Business, Hong Kong
Editor/reporter, Canadian Press Broadcasting News
Government Relations, Alcan
Group Communications Advisor, Corporate Communications, Strategic Communications and Ministerial Affairs, Treasury Board of Canada Secretariat
Manager, Communications and Media Relations, Indian and Northern Affairs Canada (Ontario Region)
Manager, Policy and Liaison, International Relations and Programs, Association of Universities and Colleges of Canada
National Bureau Reporter, Sun Media Corporate
Policy and Government Relations, Export Development Corporation
Public Affairs Officer, Marketing and Communications, Canadian Institutes of Health Research
Reporter, Kitchener-Waterloo Record
Reporter-editor, The Canadian Press
Social Media Manager and Administration, Waterbridge Creative Media
TV Reporter, CBC-French, Saskatchewan

Last Revised: Summer 2016