

COMMUNICATIONS CONSULTANT What They Do

Get the most out of Zippia

Filling out your profile will help us find the right recommendations for you. Tell us what you like and we'll give you information on jobs, salaries, and companies that fit you.

[Add My Preferences](#)

WHAT DOES A COMMUNICATIONS CONSULTANT DO?

Communications consultants are responsible for preparing media releases, whether through print, video, or email. They perform varied tasks that may include working on complete projects such as media analysis and branding, creating strategies to reinforced communication among clients and employees, and providing guidance and recommendations to a company's public relations team. Communications consultants may also conduct training on best practices for other employees. Some employers prefer someone with a bachelor's degree in communications, public relations or journalism, previous work experience in a related field, and excellent written and verbal [communication skills](#).

Here are examples of responsibilities from real communications consultant resumes representing typical tasks they are likely to perform in their roles.

- Plan and manage and produce online marketing activities and campaigns (B2B and B2C).
- Manage content, database selection, HTML presentation and quality assurance of all outbound email campaigns.
- Advise and/or manage on content, navigation architecture, SEO, social media, YouTube, email campaigns.
- Gather requirements, provide justification and value-ad capabilities for SharePoint implementation, and lead the change management team.
- Execute detail marketing strategies align with corporate marketing goals including online marketing campaigns and optimization approaches to achieve revenue goals.
- Utilize extensive mapping programs, manage multiple phone lines, and quickly evaluate necessary information to provide customer with emergency support.
- Design weekly news entertainment calendar, using such programs as InDesign and Photoshop.

Communications Consultant Traits



Organizational Skills

Organizational skills are essential to working as efficiently as possible through being able to focus on projects at hand while also keeping a clean workspace.



Problem-Solving Skills

Problem-solving skills is the way that one is able to effectively solve a problem in a timely manner.



Speaking Skills

Speaking skills is important to being able to communicate efficiently with multiple people regarding your thoughts, ideas and feedback.

- Initiate and serve as lead in the building and continue organic growth of the company's Facebook and LinkedIn pages.
- Proofread all external communications before publication and distribution.
- Create PowerPoint decks, organization charts, Vision/Strategy/Execution slides, updates to intranet websites and collaboration sites.

[Show More](#)

COMMUNICATIONS CONSULTANT OVERVIEW

When it comes to understanding what a communications consultant does, you may be wondering, "should I become a communications consultant?" The data included in this section may help you decide. Compared to other jobs, communications consultants have a growth rate described as "as fast as average" at 6% between the years 2018 - 2028, according to the Bureau of Labor Statistics. In fact, the number of communications consultant opportunities that are predicted to open up by 2028 is 17,300.

On average, the communications consultant annual salary is \$64,966 per year, which translates to \$31.23 an hour. Generally speaking, communications consultants earn anywhere from \$43,000 to \$97,000 a year, which means that the top-earning communications consultants make \$53,000 more than the ones at the lower end of the spectrum.

As is the case with most jobs, it takes work to become a communications consultant. Sometimes people change their minds about their career after working in the profession. That's why we looked into some other professions that might help you find your next opportunity. These professions include a [public affairs specialist](#), [media relations specialist](#), [public relations](#), and [public relations specialist](#).

Communications Consultant Jobs You Might Like

[Consultant, Communications Operations & Analytics](#)

Lincoln Financial Group Fort Wayne, IN

[Consultant, Innovation Communications](#)

Nationwide Columbus, OH

[Communications Consultant](#)

Dean Health Saint Louis, MO

[Communications Consultant](#)

SSM Health Saint Louis, MO

[Communications Consultant/Digital Editor](#)

California Teachers Association
Burlingame, CA

Consultant, Internal Communications

Liberty Mutual | Boston, MA

[View All Jobs](#)

COMMUNICATIONS CONSULTANT RESUME EXAMPLES

GLORIA HAYES

ghayes@example.com | (400) 555-5809 | 59944 E. Main St., Tampa, FL 31032

EXPERIENCE

- Jul 2019 - Jul 2020 Communications Consultant, *Verizon, Tampa, FL*

 - Measured and evaluated ROI for marketing programs.
 - Developed a proactive change management communications plan to educate and inform employees about the company's transformation initiatives.
 - Created the first informational bi-annual animated PowerPoint video for the organization.
 - Created and executed corporate analytics strategy to achieve annual revenue goals for senior management teams.
 - Developed and executed marketing programs/campaigns including internet strategy for mass consumer, youth, and multicultural segments.
- Dec 2018 - Jan 2019 Communications Editor, *CTB/McGraw Hill, Indianapolis, IN*

 - Curated relationships and personal growth section of wellness publication online.
 - Edited articles for the Toledo City Paper Used Adobe InDesign CS3 and Adobe PhotoShop CS3 to create graphics for the website.
 - Edited and proofread copy for style, grammar and content as well as wrote headlines.
 - Promoted to HLN Network in 2 years for delivering remarkable writing and analytics results.
 - Managed a Facebook Page as Ida Chatter.
- Sep 2016 - Apr 2018 Communications Officer, *ADT, Indianapolis, IN*

 - Solved problems with limited supervision and maintained confidentiality concerning all work related information.
 - Verified communication equipment, including radio consoles, telephones and computer systems.
 - Provided technical support for commercial and residential security systems.

EDUCATION

DePaul University, Chicago, IL
2013 - 2016: Bachelor's Degree in Marketing

KEY SKILLS

- Web Content
- Non-Emergency Calls
- Facebook
- LinkedIn
- Press Releases
- External Communications
- Internal Communications
- Phone Calls
- Public Safety
- CAD



Create My Free Resume

Build a professional resume in minutes.

[Create My Resume Now](#)



COMMUNICATIONS CONSULTANT SKILLS AND PERSONALITY TRAITS

We calculated that 8% of Communications Consultants are proficient in Communication, Powerpoint, and Web Content. They're also known for soft skills such as Organizational skills, Problem-solving skills, and Speaking skills.

We break down the percentage of Communications Consultants that have these skills listed on their resume here:

- **Communication, 8%**
Wrote/edited senior communication materials Press releases Senior communication documents for C-level executives Wrote/edited internal communication materials Corporate announcements Statewide newsletters
- **Powerpoint, 8%**
Created sophisticated PowerPoint presentations for affected taxpayers that clearly explains what the provision contains and the implications once enacted.
- **Web Content, 7%**
Maintained a customer-service priority in leading strategic communications, Web content production, and media relations for the Public Transportation Division.
- **Project Management, 7%**
Conducted marketing project management, ultimately resulting in an increased public awareness of individualized nutrition field and new donor relationships.
- **Internal Communications, 5%**
Developed and executed internal communications plans; prepares business correspondences, including employee messages, talking points and presentations for executives.
- **Press Releases, 5%**
Developed promotional literature and messages, maintained website content, wrote press releases and created procedures manual information.

Some of the skills we found on communications consultant resumes included "communication," "powerpoint," and "web content." We have detailed the most important communications consultant responsibilities below.

- Arguably the most important personality trait for a communications consultant to have happens to be organizational skills. An example from a resume said this about the skill, "public relations specialists are often in charge of managing several events at the same time, requiring superior organizational skills." Additionally, other resumes have pointed out that communications consultants can use organizational skills to "planned, prepared and

implemented strategic communication vehicles for specific business units and organizational leaders. "

- Another trait important for fulfilling communications consultant duties is problem-solving skills. According to a communications consultant resume, "public relations specialists sometimes must explain how a company or client is handling sensitive issues." Here's an example of how communications consultants are able to utilize problem-solving skills: "provided short-term oversight of operational performance and effectiveness solutions, driving proactive instead of reactive decision-making for content development and publication. "
- Another skill that is quite popular among communications consultants is speaking skills. This skill is very critical to fulfilling every day responsibilities as is shown in this example from a communications consultant resume: "public relations specialists regularly speak on behalf of their organization" This example from a resume shows how this skill is used: "manage press releases, pitch client stories to press outlets; identify client speaking opportunities; draft speeches/remarks/op-eds. "
- A communications consultant responsibilities sometimes require "interpersonal skills." The responsibilities that rely on this skills are shown by this resume excerpt: "public relations specialists deal with the public and the media regularly; therefore, they must be open and friendly in order to maintain a favorable image for their organization." This [resume example](#) shows how this skill is used by communications consultants: "utilized strong organizational and interpersonal skills to communicate with upper management and new customers. "
- Yet another important skill that a communications consultant must demonstrate is "writing skills." Public relations specialists must be able to write well-organized and clear press releases and speeches This is clearly demonstrated in this example from a communications consultant who stated: "exhibited excellent writing and editing ability, content development skills and superior editorial calendar development aptitude. "

[See the full list of communications consultant skills.](#)

Before becoming a communications consultant, 46.7% earned their bachelor's degree. When it comes down to graduating with a master's degree, 30.0% communications consultants went for the extra education. If you're wanting to pursue this career, it may be possible to be successful with a high school degree. In fact, most communications consultants have a college degree. But about one out of every eight communications consultants didn't attend college at all.

Those communications consultants who do attend college, typically earn either communication degrees or business degrees. Less commonly earned degrees for communications consultants include journalism degrees or marketing degrees.

Once you've obtained the level of education you're comfortable with, you might start applying to companies to become a communications consultant. We've found that most communications consultant resumes include experience from Aetna, Booz Allen Hamilton, and State of Washington. Of recent, Aetna had 8 positions open for communications consultants. Meanwhile, there are 4 job openings at Booz Allen Hamilton and 4 at State of Washington.

Since salary is important to some communications consultants, it's good to note that they are figured to earn the highest salaries at Accenture, Randstad USA, and Roche Diagnostics. If you were to take a closer look at Accenture, you'd find that the average communications consultant salary is \$90,721. Then at Randstad USA, communications consultants receive an average salary of \$79,537, while the salary at Roche Diagnostics is \$75,655.

View more details on communications consultant salaries across the United States.

Some other companies you might be interested in as a communications consultant include United States Army, Sprint, and IBM. These three companies were found to hire the most communications consultants from the top 100 U.S. educational institutions.

For the most part, communications consultants make their living in the finance and health care industries. Communications consultants tend to make the most in the manufacturing industry with an average salary of \$86,204. The communications consultant annual salary in the telecommunication and insurance industries generally make \$83,448 and \$77,618 respectively. Additionally, communications consultants who work in the manufacturing industry make 39.7% more than communications consultants in the non profits Industry.

The three companies that hire the most prestigious communications consultants are:



Aetna [8 Communications Consultants Jobs](#)



Booz Allen Hamilton [4 Communications Consultants Jobs](#)



State of Washington [4 Communications Consultants Jobs](#)

WHAT PUBLIC AFFAIRS SPECIALISTS DO

Psychology research assistants take charge of the operational and administrative tasks like mailing surveys, summarizing results, and managing correspondence. The research assistants identify the areas in need of improvement and score psychological tests. They prepare the [interview questions](#) and summarize test results. Their job involves responding to research-related emails and take part in project meetings. Also, they update the content of websites and prepare reports of their progress. The skills they need in carrying out this job include communication, critical thinking, [attention to detail](#), and [technical skills](#).

In this section, we compare the average communications consultant annual salary with that of a public affairs specialist. Typically, public affairs specialists earn a \$1,449 lower salary than communications consultants earn annually.

While the salaries between these two careers can be different, they do share some of the same responsibilities. Employees in both communications consultants and public affairs specialists positions are skilled in powerpoint, web content, and internal communications.

As far as similarities go, this is where it ends because a communications consultant responsibility requires skills such as "communication," "project management,"

"strategic communications plan," and "corporate communications." Whereas a public affairs specialist is skilled in "news stories," "emergency," "accurate information," and "veterans." So if you're looking for what truly separates the two careers, you've found it.

Public affairs specialists receive the highest salaries in the government industry coming in with an average yearly salary of \$56,523. But communications consultants are paid more in the manufacturing industry with an [average salary](#) of \$86,204.

Public affairs specialists tend to reach similar levels of education than communications consultants. In fact, public affairs specialists are 4.3% less likely to graduate with a Master's Degree and 0.5% less likely to have a Doctoral Degree.

WHAT ARE THE DUTIES OF A MEDIA RELATIONS SPECIALIST?

Overview Jobs Salary Resume Skills **What They Do** Education Certifications More ▾

A media relations specialist's role is to help a company [maintain good](#) public relations through various forms of media, ensuring to convey their brand's purpose and message. Their responsibilities typically revolve around developing strategies and opportunities, producing newsletters and press releases, remaining updated with the latest trends, and even managing the company's social media platforms. A media relations specialist may also delegate tasks to writers and graphic designers, arrange schedules, and ensure that all goals are met within the expected deadline and budget.

Next up, we have the media relations specialist profession to look over. This career brings along a lower average salary when compared to a communications consultant annual salary. In fact, media relations specialists salary difference is \$22,281 lower than the salary of communications consultants per year.

While the salary may be different for these job positions, there is one similarity and that's a few of the skills needed to perform certain duties. We used info from lots of resumes to find that both communications consultants and media relations specialists are known to have skills such as "communication," "powerpoint," and "internal communications. "

But both careers also use different skills, according to real communications consultant resumes. While communications consultant responsibilities can utilize skills like "web content," "project management," "strategic communications plan," and "external audiences," some media relations specialists use skills like "patient care," "clinical staff," "office staff," and "emergency."

It's been discovered that media relations specialists earn lower salaries compared to communications consultants, but we wanted to find out where media relations specialists earned the most pay. The answer? The government industry. The average salary in the industry is \$61,477. Additionally, communications consultants earn the highest paychecks in the manufacturing with an average salary of \$86,204.

On the topic of education, media relations specialists earn lower levels of education than communications consultants. In general, they're 13.5% less likely to graduate with a Master's Degree and 0.5% less likely to earn a Doctoral Degree.

What technology do you think will become more important and prevalent in the field in the next 3-5 years?



Christine Carmichael Ph.D.

Professor, Our Lady of the Lake University

Fueled by the pandemic, telepractice using digital platforms for service delivery is likely to become a mainstay for speech pathology, or at least a woven component into ev: [Show more](#)

What technology do you think will become more important and prevalent in the field in the next 3-5 years?



Mike Bromberg

Assistant Professor, East-West University

Digital media (and new media) are classes where students can learn cutting-edge techniques for how we view and manage media. Recently, I led a class that analyzed "fake n [Show more](#)

HOW A PUBLIC RELATIONS COMPARES

Public relations is a strategic way of developing and maintaining a client's or company's public image through media coverage, appearances, and press releases by designing and developing events to raise funds or to spread awareness to the public regarding products, brands, or individuals. It involves research and evaluation of programs including financial, marketing, employee, or government relations using topics of public interest and news items. Due to our present technological innovations, public relations now use webinars, blogs, and downloadable resources under one convenient website.

Let's now take a look at the public relations profession. On average, these workers make lower salaries than communications consultants with a \$22,978 difference per year.

Using communications consultants and public relations resumes, we found that both professions have similar skills such as "communication," "powerpoint," and "web content," but the other skills required are very different.

There are many key differences between these two careers as shown by resumes from each profession. Some of those differences include the skills required to complete responsibilities within each role. As an example of this, a communications consultant is likely to be skilled in "project management," "strategic communications plan," "external audiences," and "corporate communications," while a typical public relations is skilled in "photography," "public speaking," "photo shoots," and "community relations."

Additionally, public relations earn a higher salary in the internet industry compared to other industries. In this industry, they receive an average salary of \$60,648. Additionally, communications consultants earn an average salary of \$86,204 in the manufacturing industry.

Public relations typically study at lower levels compared with communications consultants. For example, they're 16.9% less likely to graduate with a Master's Degree, and 1.8% less likely to earn a Doctoral Degree.

DESCRIPTION OF A PUBLIC RELATIONS SPECIALIST

A public relations specialist is a professional who creates and maintains a favorable public image of an organization by crafting media releases and developing social media programs. Public relations specialists must help their clients communicate effectively with the public as well as evaluate the public opinion of their clients through social media. They need to draft their press releases and contact people in the media who might want to broadcast their materials. Public relations specialists are also required to draft speeches and arrange interviews for the top executives of their organization.

Now, we'll look at public relations specialists, who generally average a lower pay when compared to communications consultants annual salary. In fact, the difference is about \$23,169 per year.

According to resumes from both communications consultants and public relations specialists, some of the skills necessary to complete the responsibilities of each role are similar. These skills include "powerpoint," "web content," and "project management."

While some skills are shared by these professions, there are some differences to note. "communication," "strategic communications plan," "communications materials," and "hr" are skills that have shown up on communications

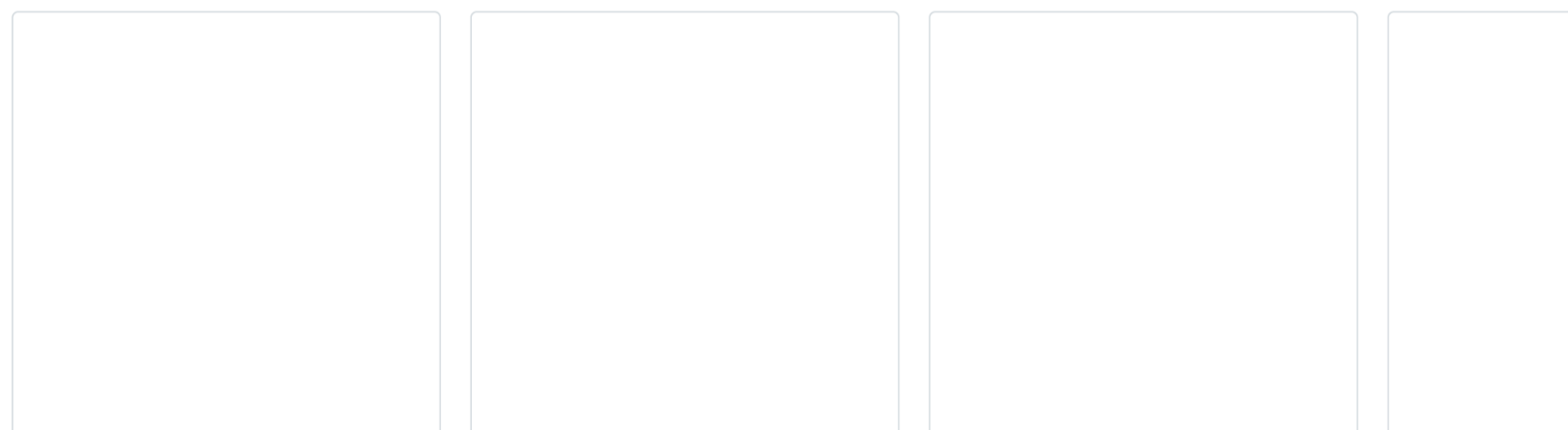
consultants resumes. Additionally, public relations specialist uses skills like google+, communications strategies, news stories, and communication plans on their resumes.

In general, public relations specialists make a higher salary in the technology industry with an average of \$56,229. The highest communications consultant annual salary stems from the manufacturing industry.

In general, public relations specialists reach lower levels of education when compared to communications consultants resumes. Public relations specialists are 7.3% less likely to earn their Master's Degree and 2.2% less likely to graduate with a Doctoral Degree.

COMMUNICATIONS CONSULTANT JOBS

[Location](#) ▾ [Distance](#) ▾ [Salary](#) ▾ [Job Type](#) ▾ [Job Level](#) ▾ [Education](#) ▾ [Date Posted](#) ▾



What Similar Roles Do

[What A Communications Specialist Does](#)

[What A Senior Communications Specialist Does](#)

[What A Public Relations Consultant Does](#)

[What A Marketing And Communication Consultant Does](#)

[What A Marketing Communications Specialist Does](#)

[What A Communications Coordinator Does](#)

Related Jobs

[Communications Specialist](#)

[Senior Communications Specialist](#)

[Public Relations Consultant](#)

[Marketing And Communication Consultant](#)

[Marketing Communications Specialist](#)

[Communications Coordinator](#)

[Communications Lead](#)

[Communications Associate](#)

[What A Communications Lead Does](#)

[Marketing Consultant](#)

[What A Communications Associate Does](#)

[Consultant](#)

[Show More](#)

[What A Marketing Consultant Does](#)

[What A Consultant Does](#)

[Show More](#)

[← Previous: Skills](#)

[Next: Education →](#)

Updated October 2, 2020

[ZIPPIA CAREERS](#) » [ARTS, ENTERTAINMENT, SPORTS, AND MEDIA INDUSTRY](#) » [COMMUNICATIONS CONSULTANT](#)
» [WHAT DOES A COMMUNICATIONS CONSULTANT DO](#)

ZIPPIA

[About Us](#)
[Employer Services](#)
[Terms of Use](#)
[Privacy Policy](#)
[Contact Us](#)

CAREERS & JOBS

[Careers Advice](#)
[Careers by Categories](#)
[Jobs by Location](#)
[College Grad Careers](#)

JOB CATEGORIES

[Architecture and Engineering](#)
[Arts, Entertainment, Sports, and Media](#)
[Building and Grounds Maintenance](#)
[Business and Financial](#)
[Community and Social Services](#)
[Computer and Mathematical](#)
[More](#)

BEST COMPANIES IN

[Alabama](#)
[Alaska](#)
[Arizona](#)
[Arkansas](#)
[California](#)
[Colorado](#)
[More](#)

Email: support@zippia.com

Copyright © 2021 Zippia, Inc.