

HOW TO TRANSITION TO A CAREER IN
**CORPORATE
COMMUNICATIONS**
10 Steps to Get Started

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How To Transition To A Career In Corporate Communications



STEP 1 **Seek Advice**

Talk to professionals already in corporate communications. Ask about their journey, challenges, and what skills matter most.

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STEP 2

Learn the Spectrum of Corporate Communications

Understand internal and external communications, crisis management, public and media relations, social media management, stakeholder engagement, brand strategy, reputation management etc

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STEP 3

Take a Course on Strategic Communication

Invest in formal learning. Look for courses covering the fundamentals of Public Relations & Communications Strategy; Messaging Frameworks, and Media Planning.



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STEP 4

Join a Professional Network

Join and participate in as many national, community-based and international professional networks as possible.

Attend events, webinars, and conferences. Get involved and volunteer to support events, campaigns and other activities.

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STEP 5

Volunteer for Events & Campaigns

Offer to support internal communications or external campaigns under expert supervision to build real-life, practical experience that can go on your CV. (unpaid volunteering experience is as valid as paid)

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STEP 6

Update Your CV

Add volunteering experience. Highlight acquired transferable skills like writing, stakeholder management, campaign management and project coordination etc. Be transparent, authentic and truthful in your updates

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STEP 7

Update Your LinkedIn Profile

Showcase your interest in communications topics. Share articles, comment on related trends, and highlight relevant skills.

TELL and SHOW your passion, skills and competence in the field



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STEP 8

Get a Mentor Or Career Coach

Strive to earn the privilege and opportunity to attract the interest of someone who can guide your growth, potentially open doors, and hold you accountable on your career path.

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STEP 9

Seek Internships & Apprenticeships

Be on the look-out for available or advertised roles with Public Relations Agencies and communications consultancies - as a bridge towards transitioning fully into corporate communications



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STEP 10

Start Looking for Corporate Communications Roles

Focus on your strength areas. Apply for roles that match your skills in writing, communications strategy or PR program delivery; media relations or internal communications.



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