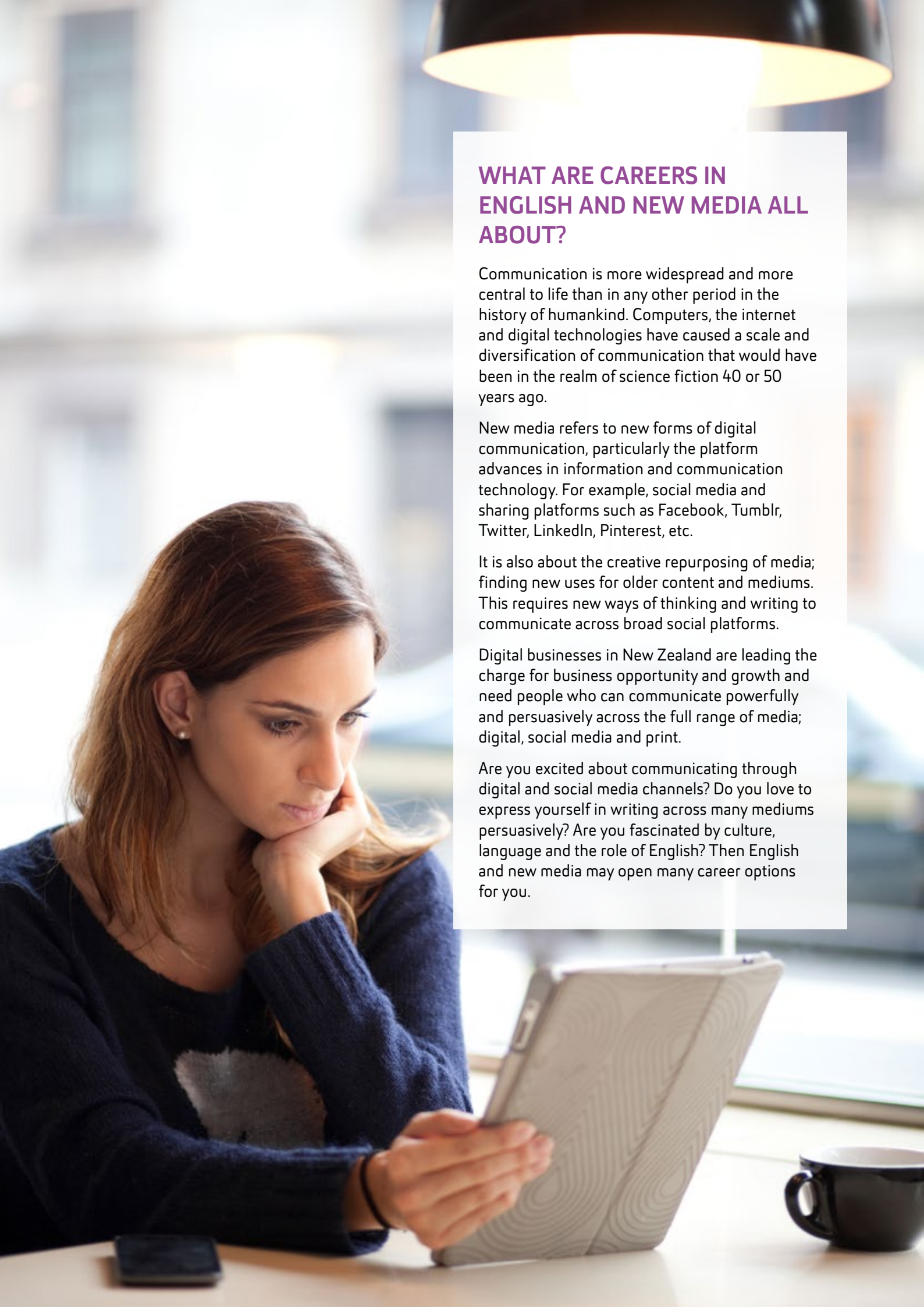


AUT

A FUTURE IN
**ENGLISH & NEW
MEDIA STUDIES**





WHAT ARE CAREERS IN ENGLISH AND NEW MEDIA ALL ABOUT?

Communication is more widespread and more central to life than in any other period in the history of humankind. Computers, the internet and digital technologies have caused a scale and diversification of communication that would have been in the realm of science fiction 40 or 50 years ago.

New media refers to new forms of digital communication, particularly the platform advances in information and communication technology. For example, social media and sharing platforms such as Facebook, Tumblr, Twitter, LinkedIn, Pinterest, etc.

It is also about the creative repurposing of media; finding new uses for older content and mediums. This requires new ways of thinking and writing to communicate across broad social platforms.

Digital businesses in New Zealand are leading the charge for business opportunity and growth and need people who can communicate powerfully and persuasively across the full range of media; digital, social media and print.

Are you excited about communicating through digital and social media channels? Do you love to express yourself in writing across many mediums persuasively? Are you fascinated by culture, language and the role of English? Then English and new media may open many career options for you.

OUTLOOK AND TRENDS

The lines between channels is becoming increasingly blurry for the communications, marketing and media industries. The digital revolution and the internet have fostered a proliferation of new communication platforms, such as blogs, social media, Tumblr, YouTube clips, private messaging and interactive news sites. Facebook is the most dominant tool of social media and use of YouTube is rapidly increasing, according to Social Media Examiner's 2015 Social Media Marketing Industry Report (US). These platforms need people with strong, engaging writing skills who can communicate across a range of mediums in a variety of tones, styles and lengths.

Audio visual story telling (vlogging and podcasts) is another growth area in marketing and social media. There is a demand for people with the ability to write scripts and create compelling videos to suit a variety of audiences, both social and informative, specialised and general.

Organisations want staff who can create and communicate effectively across all mediums – face to face, by phone, on paper, in social media. If they can also use the essential tools of the modern marketer; writing, coding and design, they will be gold because they are not reliant on waiting for someone else to deliver. Change is rapid and constant up-skilling is required of professionals to stay relevant.

Source: nzgirl/flossie.com

Many companies are under resourced and under pressure as they scramble to reinvent their style of communication, making them dependent on people who inherently understand 'tech speak' and can help develop the company's voice in social media or create a consistency across their channels.

WORK OPTIONS AND SETTINGS

Media savvy graduates work for industries as diverse as advertising, diplomacy, education, journalism, media, public relations, the arts and cultural industries, trade, and travel and tourism.

Virtually any business or organisation with a website, social media presence or other public online platform is a potential work setting. These roles also open up opportunities for portfolio careers (working across a number of contracts) while based at home, or in cafes or other environments, doing flexible hours. This provides freedom and flexibility, but not always financial stability.

Their tools are often portable (smart phones, laptops, tablets), their reach global, their focus specialised and general.

CAREER ROLE EXAMPLES

Roles depend on the networks, experience and ability to move across a range of communication platforms.

Web content manager

Manages the maintenance and development of an organisation's website. Meets with editing, marketing and design teams to plan and develop site content, style and appearance. Analyses website usage statistics. Writes reports for senior managers, clients and allied organisations. Performs quality assurance checks on content. Deals with legal issues, such as copyright and data protection.

Social media manager

Plans campaigns and promotional material or initiatives to promote the organisation's message. Builds and leverages social networks on social platforms such as Twitter and Facebook to facilitate depth of communication. Connected to the marketing, PR and sales division of the organisation.

Blogger / Blog manager

(for an organisation or for own blog)
Researches and writes articles on selected topics in a style appropriate to intended readers. Provides feedback to other contributors and edits content. Optimises content for search engines and lead generation. Analyses usage metrics and feedback to improve blog strategies and tactics. Works to grow the number of blog subscribers and expand the overall reach of the blog.

SKILLS AND KNOWLEDGE

Writing skills

- High level English grammar, punctuation and spelling
- Proofreading and editing skills
- Able to create, compose, and edit written materials
- Ability to deliver to the target audience in an informative and engaging style



Transferable skills

- Effective multi-tasker
- Good organisational skills with ability to meet deadlines
- Ability to find interesting ways to present information and generate new ideas
- Can work independently and within a team

Strategic planning skills

- Able to give and receive constructive feedback on work
- Pays attention to detail, for example when proofreading
- Able to build relationships with clients and partners

Specialist knowledge

- Understanding of legal issues, such as online copyright
- Understanding of online writing issues, such as house style and content structure

PERSONAL QUALITIES

- Imaginative and creative
- Disciplined and motivated
- Inquisitive, with strengths in listening and observation
- Adaptable and resilient

SALARY GUIDE

	Salary (per year)
Social media manager	\$50,000 - \$80,000, depending on experience and organisation
Web content manager	\$41,000 - \$97,000, depending on experience and organisation
Blogger	\$0 - \$60k+ depending on number of blogs, whether full time or casual and payment type, eg flat rate per blog, view, word or a combination.
Marketing graduates	\$45,000 - \$50,000
Senior marketing and media roles	\$90,000 - \$500,000

Sources: Payscale.com, Hudson Salary Guide 2015, Robert Walters Global Salary Survey 2015.

Salary range is indicative of the New Zealand job market at the time of publication and should only be used as a guideline.

PROFESSIONAL REGISTRATION

Depending on the role and organisation, graduates would find professional and development support with industry associations such as the Marketing Association, Public Relations Institute of New Zealand (PRiNZ), New Zealand Freelance Writers' Association etc.

THE AUT ADVANTAGE

Students of AUT's English and new media studies analyse and interact with new media as well as more conventional literacies. Students deliver assignments through new media, including podcasts, blogs, wikis, web pages and e-portfolios.

Students can pick up electives such as Chinese, Japanese, Spanish, NZ sign language, language teaching, creative writing (taken by some of NZ's top creative writers), and translation/interpreting. This diversity widens career options.

In their final year, students complete a co-operative work placement of a minimum of 150 hours, putting their skills and theoretical knowledge into practice in the workplace.

FURTHER STUDY OPTIONS

English & New Media graduates can enter further study at postgraduate certificate or diploma level, then continue into a Masters of Arts, Masters of Creative Writing, Masters of English and New Media Studies, Masters of Language and Culture, Masters of Philosophy and Doctor of Philosophy.

Research areas include creative writing, intercultural communication, language teaching and learning, discourse analysis, intercultural studies, digital literacies and transmedia storytelling.



ZANE SMALL

Content Writer and Editor (sub)

ZIWIRA, online search engine portal and series of magazines on sustainability in Dubai
<http://issuu.com/search?q=ziwira>

Bachelor of Arts in English and New Media

"I moved from Auckland to Dubai (UAE) in March (2015) to take up a job as content writer and sub editor for ZIWIRA, a new series of magazines dedicated to driving sustainability mainstream. It is a great role because I am able to cover issues that I'm passionate about.

Because it was new, I was given freedom to create my own role. I took the initiative to get out and meet and talk to people, and I now have multiple published interviews, reviews, and features in a range of ZIWIRA magazines, including food, fashion, real estate, wildlife, war against climate, travel and kids. In June, I planned and fully wrote the inaugural issue of ZIWIRA's finance publication. I couldn't have done any of this without the skills I developed through my English and New Media major. I also don't think this kind of work would have been open to me in Auckland at my age and with my lack of experience.

I am also writing a regular blog for people who are curious about how I got to where I am and what it is like living in Dubai."

EMPLOYER COMMENT

"There are specific qualities I look for in a content writer. They need to be a diligent researcher on the subject and story assigned. They need to be well versed in writing and editing news stories and features in the publication's house style and ensuring their work is accurate and submitted to deadline.

Content writers must be capable of generating catchy ideas and up to date with trends and developments relating to the magazine's subject matter. They need to take initiative in planning sessions for content.

Also, a professional content writer should spend time networking and building up relationships with publications and their staff. They must pitch ideas to interested publications and constantly secure new work."

Imran Khan

Editor and Media Communications for Ziwire's magazines on sustainability in Dubai.

USEFUL WEBSITES

Marketing Association (NZ)

www.marketing.org.nz

The Big Idea/Te Aria Nui

www.thebigidea.co.nz

Writing forward (creative writing blog)


www.writingforward.com

FURTHER INFORMATION

For the most up-to-date information on English & New Media studies and the BA, please visit our website: www.aut.ac.nz/english-newmedia

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire
futurestudents@aut.ac.nz

 @AUTFutureStudents


CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information:

0800 AUT UNI (0800 288 864)

www.aut.ac.nz/enquire

studenthub@aut.ac.nz

 @AUTEmployabilityandCareers

EMPLOYABILITY & CAREERS

For other Future Career Sheets visit:


www.aut.ac.nz/careersheets

For employability and career support, AUT students can book an appointment through <https://elab.aut.ac.nz/>

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The information contained in this career sheet is correct at time of printing, August 2019.

