

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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A Day in the Life of a Communications Analyst

We had a conversation with Bushra Mohamud, who is in the Marketing Management Co-op Program at the Ted Rogers School of Management.

Bushra's worked as a *Communications Analyst* at the **Royal Bank of Canada (RBC)** for her Winter 2023 Work Term.

The [Royal Bank of Canada](#), commonly known as RBC, is a Canadian multinational financial services company and one of the largest banks in Canada. RBC provides financial products and services to individuals, businesses, and institutions, including personal and commercial banking, wealth management, insurance, investment banking, and capital markets services.

In this report, Bushra shares the type of work she did, the software platforms used, and what it is like being a Ted Rogers Co-op student.



[Bushra Mohamud](#)



RBC
Royal Bank

Q: What did you do on a "day-to-day" basis in your role as a Communications Analyst?

A: Each morning, I kickstarted my workday by checking emails and calendar bookings on Outlook. This helped me get a clear picture of what my day ahead looked like. Usually, my schedule included at least one meeting, ranging from a 1:1 with my manager to team meetings or planning sessions for upcoming events that we have planned for.

My team organized large-scale events every month, requiring a lot of planning and coordination. Thus, depending on the day or time, we may have held several meetings to ensure everything is on track.

After checking my calendar, I focused on my communications plan using Excel. It helped me stay up to date with relevant information that needed to be shared with my team or I posted on our student slack channel. I typically had to post something on our channel every day, so it was crucial for me to check my communications plan regularly and stay on top of it.

A: Lastly, I worked on designing assets for my team using Canva, which required approvals from my Manager before being finalized.
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As you can tell, my job did not have a fixed routine, and my work varied depending on the day. Nonetheless, I always focused on ensuring the smooth running of our events and keeping everyone informed and updated.

Q: What technology platforms did you use?

A: I utilized several different software platforms in my communication and data management efforts.

I used **Slack** to communicate with my team members, share files, and discuss project updates. I also used Slack to share information about our student-wide programs, which helped educate and generate excitement for upcoming events.

I relied on **Excel** to manage and analyze data related to my communication efforts. This platform enabled me to create communications plans for the term and to analyze data from our pulse surveys.

When it came to designing visual content, **Canva** was my go-to platform. I used Canva to create a range of assets, including infographics, social media graphics, and modern and exciting decks for my communication campaigns.

To host virtual meetings with my team members and message other employees throughout the company, I used **Webex**. This platform is streamlined and efficient, making it easy to get in touch with anyone, no matter where they were in the enterprise.

Finally, I used **TemboSocial** to gather student feedback through surveys, register students for events, and keep track of attendance. It was also the platform we used for conducting pulse surveys and performance reviews.



Q: How does your industry impact the world?

A: The marketing/communications industry is a powerful force that impacts the world in many ways. Its ability to shape consumer behaviour through advertising, branding and other tactics has a ripple effect on the economy and society as a whole. They also play a critical role in building brand identity, which can have a lasting impact on how people perceive a company.

The industry's focus on creativity and innovation can inspire people to think outside the box and come up with new ideas, which can drive progress and change. In addition, marketing and communications activities can drive economic growth by creating demand for products and services, creating jobs and driving business expansion. Its ability to create demand, promote economic expansion, and inspire creativity makes it an important force for positive change.

Q: Which industry trends should TRSM students be aware of?

A: Aspiring students can position themselves for success in the marketing/communications industry and stay ahead of the curve by staying current on these trends.

Digital marketing: As businesses increasingly rely on social media, search engine marketing, and other digital channels to reach customers, the shift to digital marketing is accelerating. As a result, students should have a solid understanding of digital marketing strategies and tactics.

Sustainability: As consumers' environmental concerns and sustainability grow, businesses respond by incorporating sustainability into their marketing and branding. Aspiring students should understand the importance of sustainability and how to incorporate it into marketing campaigns.

Artificial intelligence (AI) is becoming increasingly important in the marketing industry, with businesses using AI to automate tasks, personalize messaging, and improve customer experiences. Aspiring students should have a fundamental understanding.

Q: What advice would you provide a Ted Rogers student who aspires to work in your industry?

A: If a Ted Rogers student aspires to work in the marketing/communications industry upon graduation, here is some advice:

Gain practical experience: Internships and Co-op placements can provide valuable hands-on experience and help build your network. Seek opportunities to work with marketing and communications professionals to gain practical experience and learn from their expertise. Additionally, get involved in student groups as many of the experiences that helped me were derived from student groups. For example, the *Black Business Students' Association (BBSA)* gave me a lot of foresight in executing tasks at work. BBSA allowed me to create meaningful connections and networks, as well as develop a portfolio of projects I've worked on and aided me in gaining practical experience.

Stay current: The marketing/communications industry is constantly evolving, so it's important to stay up-to-date on the latest trends and technologies. Follow industry news and blogs, attend conferences and networking events, and seek out opportunities to learn from industry leaders.

Build your network: Networking is a key part of any industry, and the marketing/communications industry is no exception. Attend industry events, connect with professionals on LinkedIn, and seek out mentors who can provide guidance and advice.

By building a strong foundation, gaining practical experience through internships, Co-op placements, and student groups, developing a portfolio, staying up-to-date, and building a network, any TRSM student can position themselves for success in the marketing/communications industry.

Q: Being a Co-op student, how did you find the transition to 1st Work Term?

A: As a Ted Rogers Co-op student, I found the transition into my 1st Work Term to be seamless, thanks to the supportive network of Career Consultants and Co-op Coordinators. They helped me tailor my resume and cover letter and provided mock interviews to help me prepare for upcoming interviews. The Business Career Hub (BCH) was a tremendous help in helping me secure my 1st Co-op Work Term. They have resources that I believe would benefit every single student looking for a Work Term or summer internship.

In addition to the support provided by Career Consultants and Co-op Coordinators, the [Hub Insights](#) unit was also a valuable resource. The platform allowed me to read and look up roles I might be interested in. The insights provided on the platform are well-researched and thorough, which helped me better understand the roles I was applying for and what I might have in store for the future.

My 1st Work Term allowed me to transfer many of my skills and experiences from my past jobs, which equipped me to take on the role.

Q: How did your Co-op experience help you with where you are today?

A: My Co-op role and experience were crucial in getting me to where I am today. For starters, my Co-op role gave me hands-on experience and industry exposure, which helped me build a solid foundation of skills and knowledge. I had the opportunity to learn from industry professionals, work on real-world projects, and gain a better understanding of the inner workings of the industry.

Furthermore, my Co-op experience assisted me in developing important soft skills such as communication, teamwork, and time management. These abilities have proven to be valuable in my career and have assisted me in becoming a better professional, overall.

Finally, my Co-op experience allowed me to make meaningful connections and expand my professional network. I met many industry professionals and classmates who have become valuable contacts and friends. These connections have aided my professional development by providing me with job opportunities, career advice, and mentorship.



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Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Eman Ahmed

Eman is a Marketing Management student at the Ted Rogers School of Management and is currently building and further refining her own professional skills through various leadership positions and exclusive programs.