

# Public Management & Policy Careers

<b>Media relations manager</b>	A media relations manager acts as the liaison between a company, institution, public official, or celebrity and the media to promote good news about the organization or client and maintain their reputation.
<b>Nonprofit program coordinator</b>	A nonprofit program coordinator is responsible for organizing and conducting fundraising activities, including phone calls, letters and emails.
<b>Legislative assistant/aide</b>	Legislative assistants have a wide range of responsibilities, which can include: 1. Providing advice to legislators on issues related to their work, including drafting correspondence, speeches, bills, and other documents 2. Reviewing bills introduced in the legislature for procedural correctness and drafting, etc.
<b>Social media manager</b>	A social media manager is a professional who manages content on various social media channels. They may work for organizations, companies, businesses or individuals. Their role is to create content, communicate with an audience and implement digital marketing strategies over the social media profiles they run
<b>Campaign manager</b>	A campaign manager, campaign chairman, or campaign director is a paid or volunteer individual whose role is to coordinate a political campaign's operations such as fundraising, advertising, polling, getting out the vote (with direct contact to the public), and other activities supporting the effort, directly.
<b>Research analyst</b>	A research analyst is a data-savvy professional who helps businesses or organizations make informed decisions based on market trends, customer behavior, and financial performance.
<b>Community Liaison</b>	A Community Liaison is a professional who facilitates the process of developing communities by managing communication between local institutions and their citizens.
<b>Development coordinator</b>	A development coordinator is a professional who works to secure funding and opportunities for an organization. The job description for a development coordinator may vary depending on the field and the organization, but some common tasks are: -Identifying, developing, and securing new business or community opportunities. Maintaining and developing relationships with donors, sponsors, and partners. Coordinating and planning fundraising events and campaigns. Conducting research and providing recommendations for development strategies. Planning and implementing orientations and training sessions for staff

<b>Park manager</b>	Oversees the operations of parks. Maintains safe environment for all visitors, short and long-term planning and use of resources, managing staff and volunteers, and preparing administration budgets for capital improvements.
<b>Case Manager</b>	A case manager is a specialized social worker who oversees and coordinates continued care for patients with long-term or chronic illnesses. They will inform medical staff of the patient's plan of care.
<b>Healthcare program specialist</b>	A healthcare program specialist will assist in planning, conducting, and evaluation of field projects. They will recommend and take actions on a variety of health programs, projects activities, and staffing and budgetary processes.
<b>Economic development specialist</b>	Economic development specialists will devise and implement strategies to build economic growth. They will build relationships with potential clients as well as analyze information. They may work alongside community organizations, businesses, or institutions in the area.
<b>Environmental planner</b>	An environmental planner will analyze and minimize the environmental impact of proposed construction projects to ensure they meet environmental regulations and are in compliance. It has a focus on sustainability, with both urban and regional planning.
<b>Data &amp; Policy Program Manager</b>	A Program Manager will apply data management tools, technologies, and processes to improve the usefulness of the data an organization has gathered, as well as developing and implementing effective data collection strategies.
<b>Program coordinator</b>	A program coordinator will plan, coordinate, and oversee employees for various programs or projects for their employer. They will help their organization run smoothly and ensure deadlines are met, as well as plan events and ensure they are accomplished within the correct timeframe.
<b>Diversity strategist</b>	A diversity strategist will work on new processes and procedures within a workplace to increase the diversity and inclusion within that institution.
<b>Communications consultant</b>	A communications consultant will prepare internal and external media releases for a company. They will consult on marketing strategies, communication protocols, and other aspects of the institution's public image.
<b>HR specialist</b>	A HR specialist will be responsible for monitoring all HR functions. They will prepare compensation and benefits packages, as well as setting up company policies and maintaining employee records. The primary goal is to ensure a healthy workplace by providing HR procedures.
<b>Recruiter</b>	A recruiter will work to match qualified individuals with specific open positions at an organization. They will review a candidate's experiences and assign them to the best fitting position.
<b>Risk Manager/analyst</b>	A risk analyst will determine how much or how little risk there is for an insurance company to offer a policy to an individual, family, or business.