

## Career in Focus: Internal Communications and Marketing

[Coon Rapids Alumna Video](#): Amy Sumontha



Quick Facts: Internal Communications and Marketing - Government Contracts / Industrial Industries	
Career Cluster	Communications/Marketing
Wages	\$54,000 - \$120,000, depending on experience, location, and contractor
Employment	Medium, competitive
10 Year Growth	High
Annual Openings	Moderate
Preparation	<ul style="list-style-type: none"> <li>- Strong writing and story-telling skills needed</li> <li>- Become familiar with AP-style writing</li> <li>- Must be creative</li> <li>- Must be personable</li> <li>- Data analytics a plus</li> </ul>
Working Conditions	<ul style="list-style-type: none"> <li>- Cross-collaboration is at the core of day-to-day work (teamwork heavy job)</li> <li>- Constantly learning and becoming a knowledgeable expert on complex subject matters</li> <li>- Must be willing to be a self-starter, chase leads, initiate conversations, and self-lead</li> </ul>
Source	Indeed, Glassdoor, personal experience

