



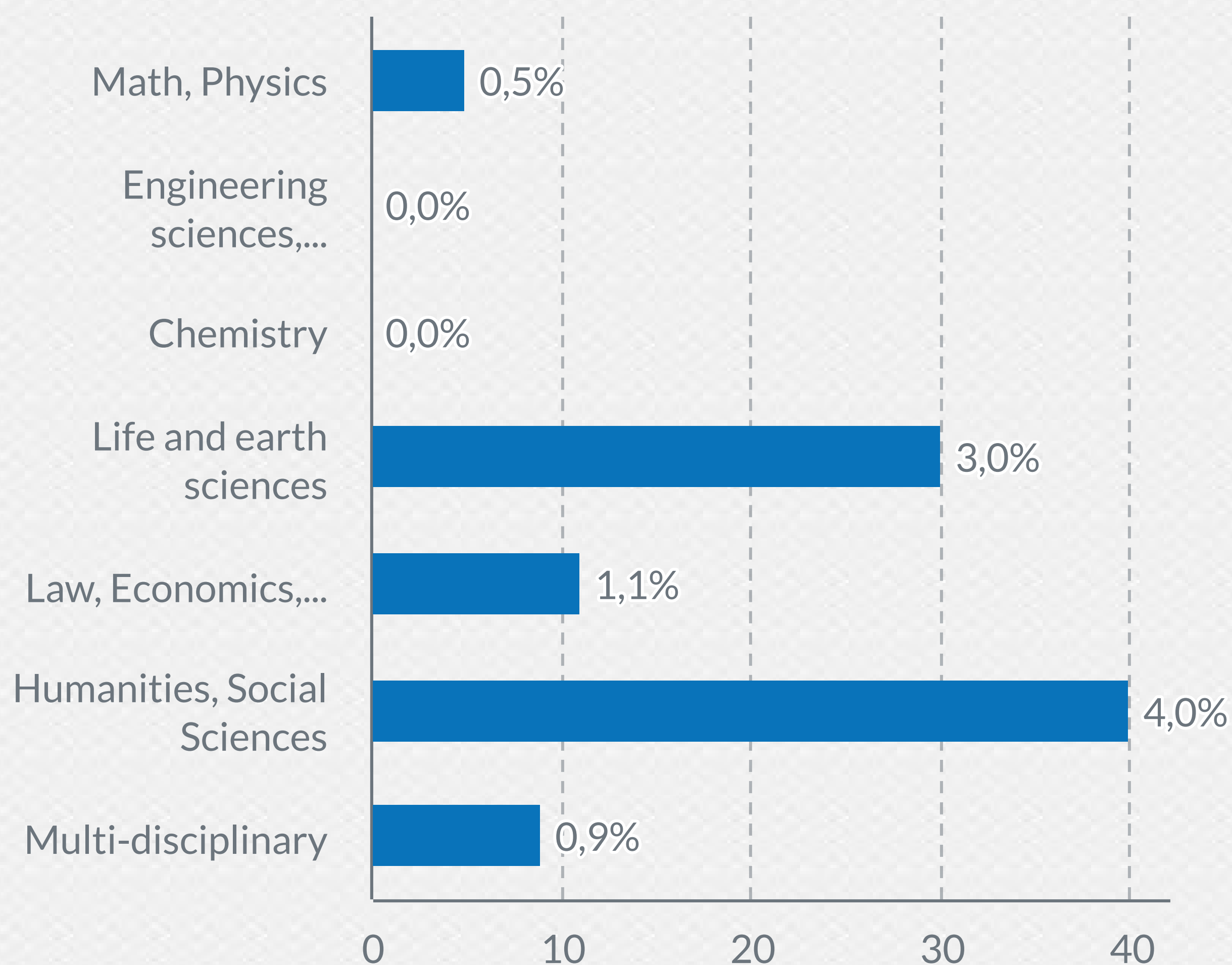
The CAREER project has highlighted the adequacy between the skills developed by PhDs and the skills needed by employers.

PhDs working in communication are attached to project management, pure communication or writing positions.

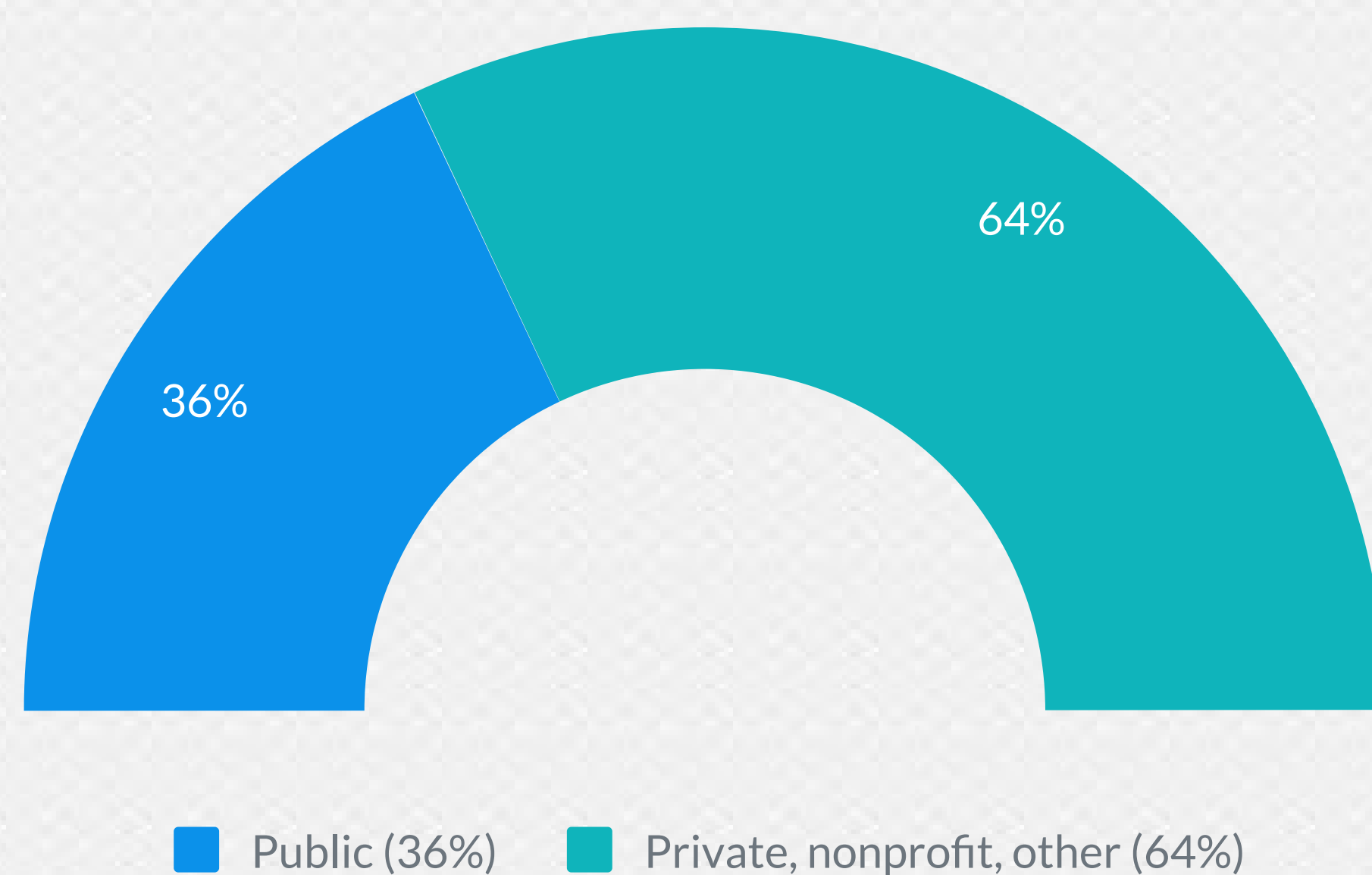
Positions mentioned by respondents:

- Communications officer
- Project manager
- Communications manager
- Copywriter
- Linguist
- Editor in chief

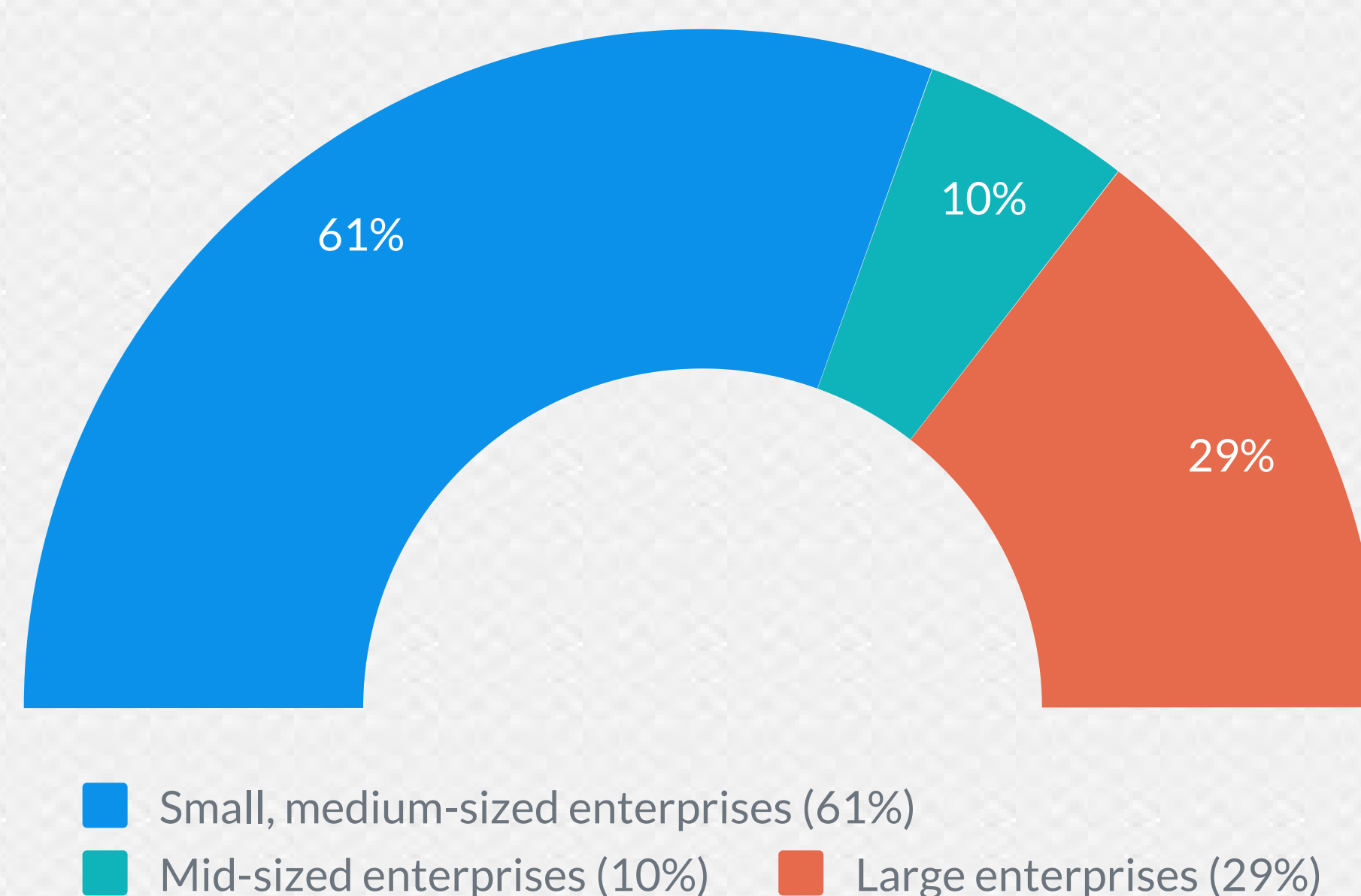
PhD distribution in communication by research discipline



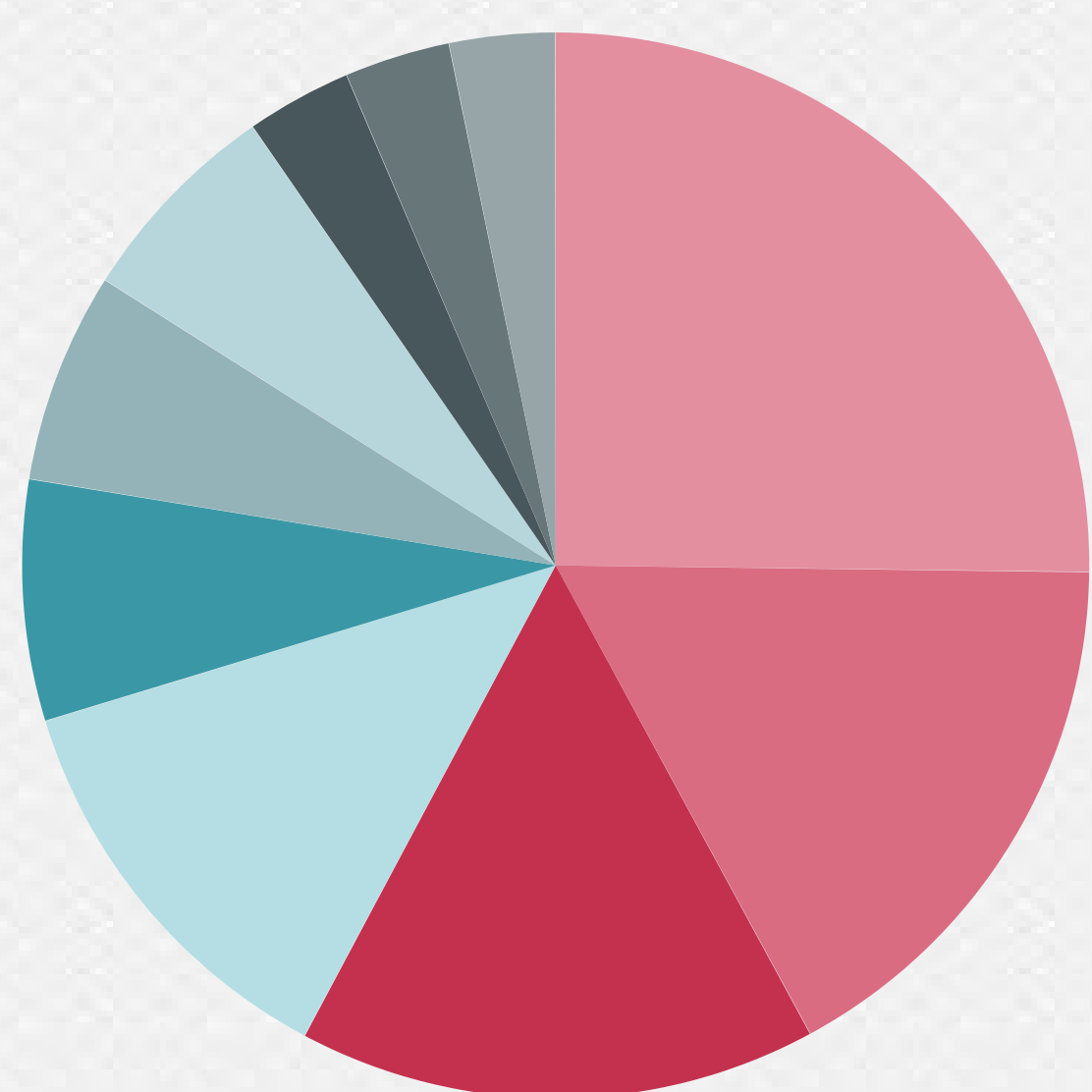
Organization type



Organization size (number of employees)

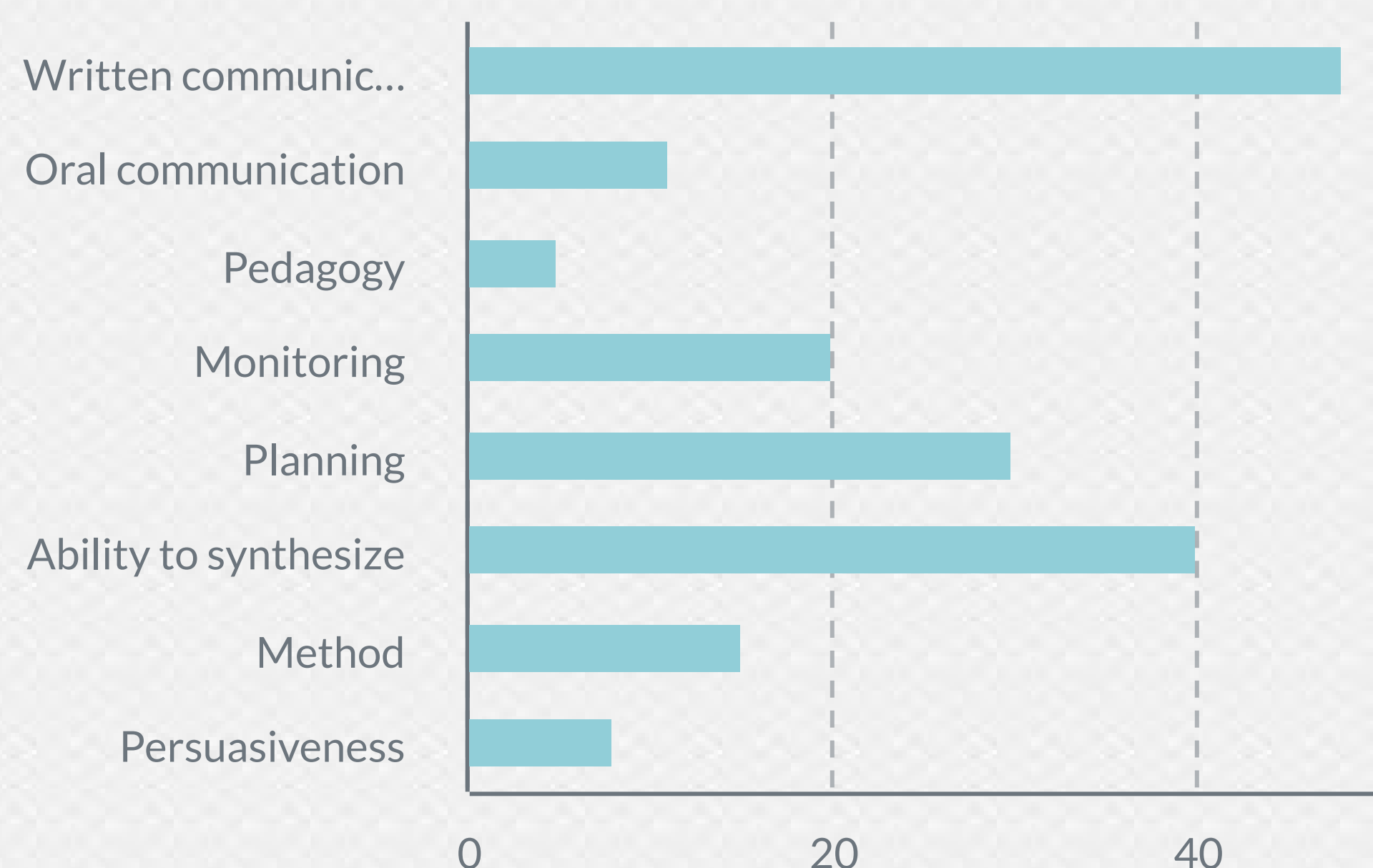


Sector of activity



- Activities for human health (25.2%)
- Scientific research and development (16.9%)
- Telecommunications (15.7%)
- Head office activities; board of directors (12.5%)
- Computer and optical product manufacturing (7.3%)
- Pharmaceutical industry (6.4%)
- Advertising, market research (6.4%)
- Public administration and defense; compulsory social security (3.2%)
- Education (3.2%)
- Repair and installation of machinery and equipment (3.2%)

Key competencies



COMMUNICATION JOBS**Dr Beth E. Dawson
COMMUNICATIONS DIRECTOR, SMEs
at ORANGE****1/ Role and responsibilities**

I am currently Director of Internal Communications for the SME sector for the Orange Group. After having worked for several years abroad, I now hold a French position for this large company. My job consists in communicating different messages mainly internally to the 1000 sales people of the SME sector. As an expert, I accompany large horizontal projects and manage smaller ones from A to Z. To do this, I manage a small team and I also rely on a network of people who act as liaisons in the field when my schedule does not allow me to travel.

In concrete terms, I manage the communication for the SME sector at Orange and therefore I am responsible for managing the communication budget and measuring its impact.

I regularly visit various sites to conduct communication audits; I analyze, propose actions and measure the results.

I also organize seminars and conferences for our employees and service providers. It is important to systematically measure and evaluate the effects of my communication actions and to communicate on the results.

2/ Competencies used

A PhD is an unusual degree and I am proud of this difference! It's not a classic journey, but the fact of going to the end of a doctoral program shows a great deal of perseverance and an unfailing motivation. My current position requires a lot of autonomy, creativity, and leadership, just like a PhD. Then, to succeed in this position, you also need to understand the strategy and the company, to know how to manage in an intercultural environment and be able to react very quickly.

Information gathering is important: it is also a key skill for a PhD student, knowing how to look for the right information in the right place. Concerning management, I would say that it is a rather innate skill and not always easy to learn: it requires empathy and listening. I pay a lot of attention to the people who work with me so that they feel motivated and appreciated. There are also technical skills such as mastering certain communication software, which I believe can be learned without too much hassle.

On the other hand, the more human skills, such as working together, creating, motivating and maintaining a network and managing stress are much more difficult to acquire. I put a lot of emphasis on interpersonal skills to make sure things go well. There is never a problem - only solutions!

3/ Benefits of a PhD

My PhD allowed me to master project management first of all. Then, I also learned to master different software and statistical measurement techniques that I use today in my job, as well as knowing how to conduct interviews and how to work in intercultural contexts. Knowing how to do audits or manage transversal projects is really something I learned thanks to my thesis. I was also able to improve my written and oral communication skills in French and English, which are key skills for a position in communication. Nevertheless, while the PhD is a lengthy process, things tend to move very quickly in the business world. So you have to know how to adapt sometimes, to change direction, which is also what you learn during a PhD. There are really a lot of skills that my PhD brought to me.

Mini-CV**2003**

PhD in Educational Sciences -
Université Sorbonne

2003-2007

Responsable de la
communication internationale -
Groupe Orange internationale

2007-2010

Directrice de la communication
interne et externe et relations
fournisseurs / Département
achats - Groupe Orange

2008 à aujourd'hui

Professeur en relations
publiques internationales -
Université Américaine de Paris

2010 à aujourd'hui

Directrice communication /
Département PME - Groupe
Orange

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