

From Communication Craft to Digital Authority:

Skill Requirements in LinkedIn Communication Job Advertisements at the Dawn of Generative AI

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Early-2024 labour-market baseline | 946 classified communication job advertisements | 14 skill domains

Abstract

Digitalisation, search systems, analytics and generative artificial intelligence are widening the capability environment of professional communication. This study examines how that shift was reflected in employer requirements during an early stage of generative AI adoption. An initial title-based screen identified 948 communication-related records from 123,849 LinkedIn job postings listed between 24 March and 19 April 2024. Reconciliation of the archived analytical tables produced a final classified sample of 946 advertisements across five role families. Combined title and description text was analysed with a theory-informed dictionary covering 14 skill domains. Writing and editing was most prevalent (607/946, 64.2%), followed by leadership and collaboration (46.3%), strategic communication and messaging (40.4%), social media (39.6%), research and audience insight (37.3%), analytics and measurement (32.7%), and stakeholder and relationship management (32.2%). Search and discoverability appeared in 11.8% of advertisements and AI and automation in 4.5%. Skill profiles differed materially across role families, with the strongest reported associations involving writing, strategic communication, media relations and search. Search appeared in 25.0% of content/editorial advertisements and 1.5% of public relations/public affairs advertisements, a 23.5-percentage-point difference. The findings indicate continuity in core communication capabilities alongside a widening digital layer. A provisional Digital Authority Skills Framework connects communication craft, relational authority, digital distribution, and intelligence and automation. The study provides an early-2024 baseline for replication and highlights the need for validated, regionally grounded labour-market research.

Keywords: public relations; strategic communication; communication skills; job advertisements; digital authority; artificial intelligence; search visibility; analytics; LinkedIn

64.2%	32.7%	11.8%	4.5%
Writing & editing	Analytics & measurement	Search & discoverability	AI & automation

1. Introduction

Professional communication now operates across websites, social platforms, search systems, analytics tools and emerging AI applications. Organisations still rely on communicators to write clearly, understand audiences, build relationships and protect reputation, while the systems through which information is produced, distributed and discovered continue to expand.

Employer requirements offer a practical way to observe how this expansion is entering professional roles. Job advertisements do not capture everything practitioners do, yet they show which capabilities organisations choose to make explicit when recruiting.

Previous job-advertisement research suggests continuity alongside digital change. Meganck et al. (2020), analysing 1,000 entry-level public relations advertisements, found strong demand for writing, organisational ability, social and digital media, leadership and teamwork. Russmann and Bernhard (2023), analysing 62,391 public relations postings from Austria and Germany between 2015 and 2020, documented growing demand for digital hard skills.

Generative AI adds a newer layer to this competency debate. Communication leaders report using AI for content, research and analysis while continuing to raise questions about accuracy, transparency, ethics and professional responsibility (Yue et al., 2024; Germinder & Capizzo, 2025). African research likewise points to growing experimentation alongside contextual and ethical concerns (Nutsugah & Senanu, 2024). What remains less clear is how far employers have begun translating these developments into formal job requirements.

Search and discoverability also deserve attention because visibility increasingly begins in digital information environments. Yet search has often been positioned closer to content and marketing than to public relations. Comparing its prevalence across communication role families can therefore reveal how employers allocate responsibility for discoverability.

This study examines communication-related advertisements drawn from a large LinkedIn job-posting dataset covering March-April 2024. The period serves as an early generative-AI baseline rather than a measure of the current labour market.

The analysis profiles 14 skill domains, compares five role families, and examines the place of search, analytics and AI within the emerging competency mix. It also develops a provisional Digital Authority Skills Framework to organise the observed coexistence of established communication capabilities and newer digital ones.

In this article, digital authority refers to the communication capacity to make organisational information understandable, credible, discoverable, and usable across contemporary information environments. The term is a conceptual synthesis for future testing, not a validated occupational construct.

2. Literature Review

2.1 Strategic communication and professional capability

Strategic communication involves the purposeful use of communication to support organisational missions and sustained success (Hallahan et al., 2007; Zerfass et al., 2018). This places practitioners close to decision-making and requires a combination of production, analytical, relational and advisory capabilities.

Capability research shows that technological adoption alone does not guarantee strategic competence. Macnamara et al. (2018) identified gaps between activities regarded as important and the capabilities practitioners possessed, reinforcing the need to distinguish access to tools from the judgement required to use them well.

2.2 Job advertisements as labour-market signals

Job advertisements are imperfect but useful labour-market signals. Employers may omit assumed capabilities, yet advertisements reveal which responsibilities they choose to specify and allow emerging requirements to be tracked systematically.

Meganck et al. (2020) used this approach to show that writing remained fundamental in entry-level public relations recruitment alongside social and digital media, organisation, leadership and teamwork. Russmann and Bernhard (2023) extended the approach longitudinally and found increasing demand for digital skills in public relations postings.

The present study widens the lens beyond jobs explicitly labelled public relations. Communication work is advertised through neighbouring titles such as content, corporate communication, internal communication, brand communication, and public affairs. Comparing these families helps show whether emerging capabilities are being integrated broadly or concentrated in particular occupational labels.

2.3 The enduring communication core

Writing and relational judgement remain central to professional communication even as formats change. Contemporary writing supports websites, executive communication, social platforms, reports, and multimedia, while stakeholder engagement, media relations, leadership, and reputation work continue to depend on trust, context, and professional judgement.

This suggests an additive model of occupational change: new technical responsibilities may layer around a persistent communication core rather than displace it. The study tests that possibility descriptively by comparing established and emerging skill domains.

2.4 Digital distribution, analytics and discoverability

Digitalisation has expanded communication work into social media, web publishing, content management, analytics and search. Analytics supports measurement and interpretation; search affects whether organisational information can be retrieved within broader information environments.

For public relations, the occupational location of search is especially relevant. If search remains concentrated in content and marketing roles, employers may still treat discoverability mainly as a publishing or acquisition function, even when search results also shape reputation and public understanding.

2.5 Artificial intelligence and communication work

Artificial intelligence has moved rapidly into communication practice. Yue et al. (2024) documented applications across professional work together with concerns about risks and ethics, while Nutsugah and Senanu (2024) showed that African adoption is shaped by professional context and institutional capacity.

Germinder and Capizzo (2025) further frame responsible AI as part of responsible strategic communication. AI competence therefore includes governance and verification as well as tool use. Job advertisements can show how far this wider professional conversation had entered formal employment requirements by early 2024.

2.6 Research questions

- RQ1: Which skill domains were most frequently requested in the sampled communication-related job advertisements?
- RQ2: How did skill requirements vary across communication role families?
- RQ3: How visible were search, analytics, AI and automation within communication employment, and how were these capabilities distributed across role families?
- RQ4: How can the observed coexistence of established and emerging capabilities inform a provisional framework for digital authority in professional communication?

3. Method

3.1 Research design

The study used quantitative computational content analysis of publicly available job-advertisement records. The unit of analysis was one LinkedIn job-posting record.

The source data came from the LinkedIn Job Postings (2023-2024) dataset distributed through Kaggle by Arsh Koneru and a collaborator. The analysed snapshot contained 123,849 postings and 31 variables, including title, description, location, work type, experience level, salary-related fields, remote status and listing time. The public dataset remains available on Kaggle, but the archived analysis did not preserve the exact version identifier of the downloaded 123,849-row snapshot.

Listing timestamps ranged from 24 March to 19 April 2024. The study is therefore a cross-sectional analysis of one platform and one short period, not evidence of long-term labour-market change.

3.2 Sample identification and denominator reconciliation

Communication-related advertisements were identified primarily through title-based rules and grouped into five role families: content and editorial communication; corporate and strategic communication; public relations and public affairs; marketing and brand communication; and internal and change communication. Appendix B gives operational definitions and illustrative title examples.

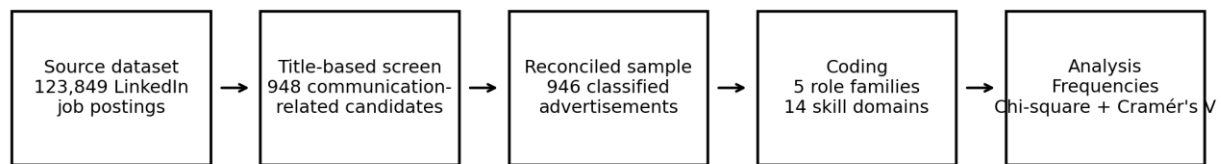
The families describe employer labelling rather than rigid professional boundaries. A content role may involve public relations work, for example, while a public relations role may include content, social media or stakeholder responsibilities.

Screening prioritised recognisable communication occupations and excluded clearly unrelated editorial or technical roles. The original title-matching code was not retained, so Appendix B clarifies construct boundaries without claiming to reproduce the exact archived matching expressions.

During manuscript preparation, the analytical denominator was reconciled. The working narrative referred to 948 communication-related advertisements, whereas the five reported role-family counts sum to 946 and the reported domain percentages also reconcile to $n=946$. For example, 607 writing-and-editing observations equal 64.2% of 946, not 948.

The paper therefore treats 948 as the initial candidate extraction and 946 as the final classified analytical sample. The disposition of the two unmatched records was not preserved, so no further assumption is made about them.

Analytical workflow



The archived materials document 948 initial candidates but 946 records in the final role-family and skill tables.

Figure 1. Analytical workflow and denominator reconciliation.

3.3 Skill-domain coding

Job titles and descriptions were combined for dictionary-based coding. A theory-informed lexicon covered 14 domains: writing and editing; media relations and publicity; strategic communication and messaging; stakeholder and relationship management; reputation, crisis and issues management; social media; web and content management; search and discoverability; analytics and measurement; AI and automation; multimedia and design; research and audience insight; project and campaign management; and leadership and collaboration.

Each advertisement was coded 1 when at least one term from a domain appeared and 0 otherwise. Domains were non-exclusive, so one advertisement could receive several positive codes and percentages are not expected to sum to 100%. Appendix A lists the dictionary terms.

Dictionary coding supports consistent analysis across a large corpus but remains sensitive to vocabulary and context. It may miss capabilities expressed through unlisted language or register a term that is not a substantive requirement. No manual validation subset was retained in the archive, and no precision, recall or intercoder-reliability statistic is claimed.

3.4 Statistical analysis

Frequencies, percentages and 95% Wilson confidence intervals were calculated for the final analytical sample. Cross-tabulations compared skill prevalence across five role families. Pearson chi-square tests assessed association between role family and skill domain; with five role families and binary domain coding, each test had 4 degrees of freedom. Cramer's V summarised association strength.

Fourteen domain-wise tests were conducted. A conservative Bonferroni threshold would therefore be .0036 (.05/14). Every association reported in Table 4 has $p < .001$ and remains below that threshold. Exact p-values and assumption diagnostics for the four non-tabulated tests were not retained in the archived output, so no additional inferential claim is made about them. The analysis remains exploratory because the data are not a probability sample of the communication labour market.

3.5 Research integrity and ethics

The study analysed a publicly distributed job-posting dataset and involved no recruitment, interaction with applicants or use of applicant information. Results are reported in aggregate. The manuscript preserves the denominator discrepancy, limits claims to the available analytical record, and distinguishes observed results from the proposed conceptual framework.

3.6 Analytical sample

The 946 classified advertisements were concentrated in content/editorial (38.9%) and corporate/strategic communication (37.1%), with smaller public relations/public affairs (14.2%), marketing/brand (5.8%) and internal/change (4.0%) groups. Table 1 reports the counts used in all role-family comparisons.

Role family	n	%
Content and editorial communication	368	38.9
Corporate and strategic communication	351	37.1
Public relations and public affairs	134	14.2
Marketing and brand communication	55	5.8
Internal and change communication	38	4.0
Total	946	100.0

Table 1. Final classified sample by role family.

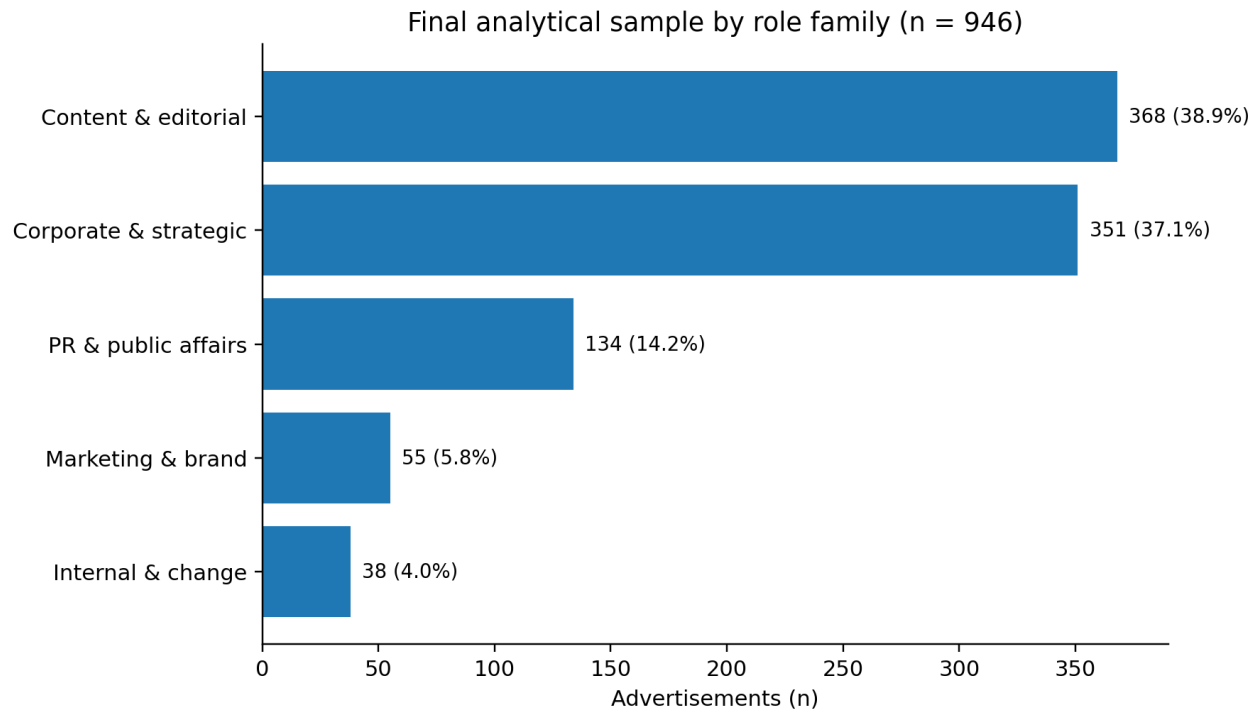


Figure 2. Final analytical sample by role family (n = 946).

4. Results

4.1 Overall skill prevalence

Writing and editing was the most prevalent domain, appearing in 607 of 946 advertisements (64.2%; 95% CI reported in Table 2). Leadership and collaboration followed at 46.3%, strategic communication and messaging at 40.4%, social media at 39.6%, research and audience insight at 37.3%, analytics and measurement at 32.7%, and stakeholder and relationship management at 32.2%.

The pattern places established communication capabilities at the centre of employer demand while showing a substantial digital layer: social media appeared in almost four in ten advertisements, analytics in almost one third, web/content management in one sixth, search in 11.8%, and AI/automation in 4.5%.

Skill domain	n	%	95% CI
Writing and editing	607	64.2	61.1-67.2
Leadership and collaboration	438	46.3	43.1-49.5
Strategic communication and messaging	382	40.4	37.3-43.5

Social media	375	39.6	36.6-42.8
Research and audience insight	353	37.3	34.3-40.4
Analytics and measurement	309	32.7	29.8-35.7
Stakeholder and relationship management	305	32.2	29.3-35.3
Project and campaign management	228	24.1	21.5-26.9
Media relations and publicity	204	21.6	19.1-24.3
Multimedia and design	197	20.8	18.4-23.5
Web and content management	158	16.7	14.5-19.2
Search and discoverability	112	11.8	9.9-14.1
Reputation, crisis and issues management	83	8.8	7.1-10.7
AI and automation	43	4.5	3.4-6.1

Table 2. Prevalence of the 14 skill domains.

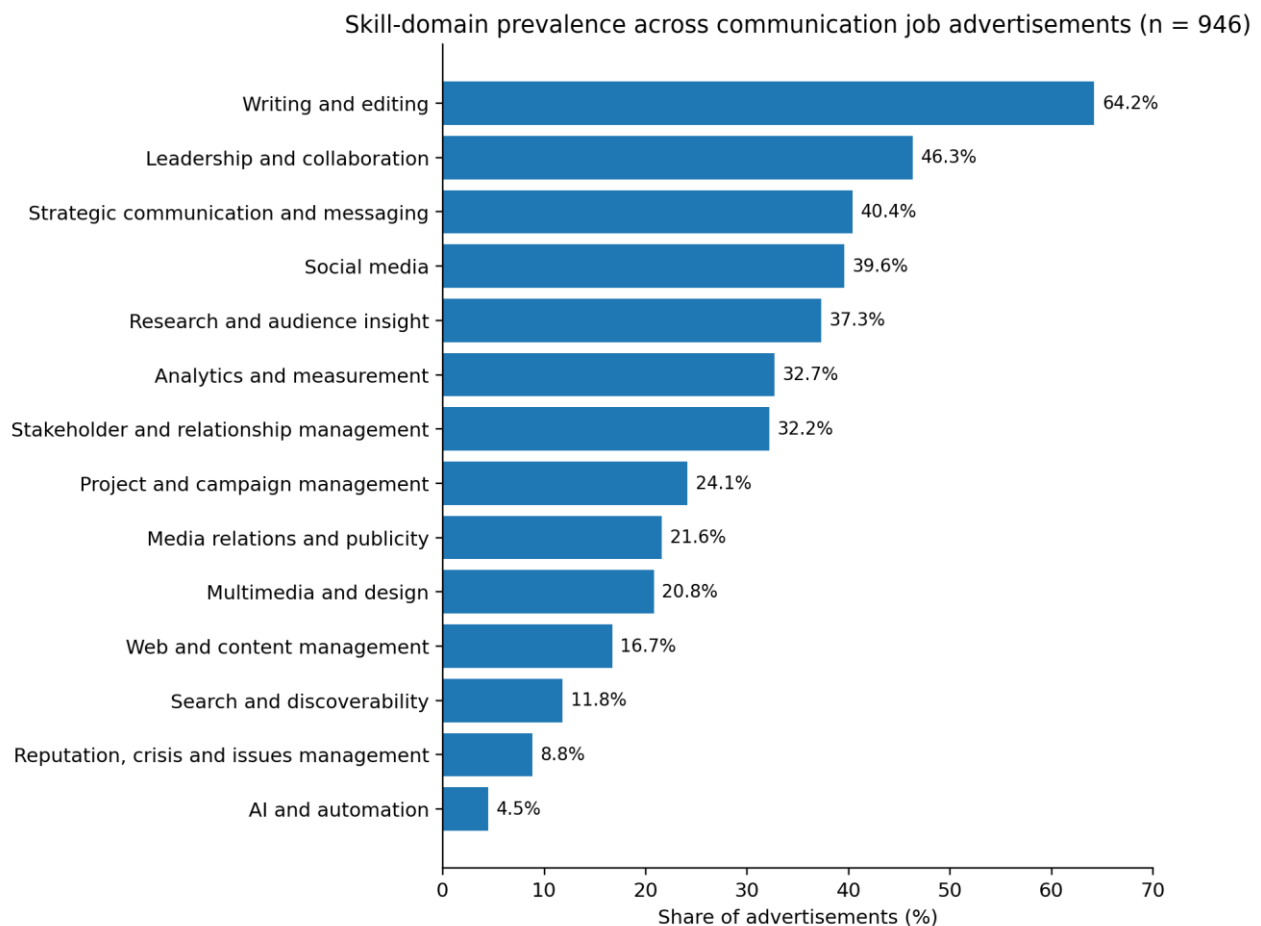


Figure 3. Skill-domain prevalence across communication job advertisements (n = 946).

4.2 Skill profiles differed across occupational families

Role-family comparisons reveal distinct occupational emphases. Content/editorial roles had the strongest writing profile (88.0%); internal/change roles led on strategy (68.4%), stakeholder management (65.8%) and analytics (44.7%); marketing/brand roles led on social media (69.1%) and AI/automation (10.9%); and PR/public affairs showed the strongest media-relations profile (47.8%).

Role family	Writing	Strategy	Social	Analytics	Search	AI/auto.	Stakeholder	Media
Content/editorial	88.0	20.9	30.7	34.2	25.0	5.4	23.9	7.1
Corporate/strategic	52.1	58.4	46.4	30.5	2.6	3.7	42.2	27.6
Internal/change	57.9	68.4	18.4	44.7	2.6	2.6	65.8	5.3
Marketing/brand	38.2	56.4	69.1	38.2	14.5	10.9	40.0	27.3
PR/public affairs	42.5	32.1	40.3	28.4	1.5	2.2	16.4	47.8

Table 3. Selected skill domains by role family (%).

4.3 Role family was associated with major skill domains

Role family was associated most strongly with writing (Cramer's $V = .408$), strategic communication ($V = .367$), media relations ($V = .348$) and search ($V = .337$). All ten associations shown in Table 4 had $p < .001$ and remain significant under the conservative Bonferroni threshold of .0036 for 14 parallel tests.

Skill domain	χ^2	p	Cramér's V
Writing and editing	157.4	< .001	.408
Strategic communication and messaging	127.3	< .001	.367
Media relations and publicity	114.8	< .001	.348
Search and discoverability	107.2	< .001	.337
Stakeholder and relationship management	64.0	< .001	.260
Project and campaign management	59.4	< .001	.251
Reputation, crisis and issues management	58.4	< .001	.248
Social media	46.2	< .001	.221
Leadership and collaboration	39.7	< .001	.205
Web and content management	34.0	< .001	.190

Statistical note. Each chi-square test had $df=4$. With 14 domain-wise tests, a Bonferroni threshold is $\alpha=.0036$; every association shown above ($p<.001$) remains below that threshold. Exact p-values and assumption diagnostics for the four non-tabulated domains were not retained in the archived output.

Table 4. Strongest associations between role family and skill domain.

4.4 Search was unevenly distributed

Search and discoverability appeared in 112 advertisements (11.8%) but was distributed unevenly. It appeared in 25.0% of content/editorial roles, 14.5% of marketing/brand roles, 2.6% of both corporate/strategic and internal/change roles, and 1.5% of PR/public affairs roles.

The 23.5-percentage-point difference between content/editorial and PR/public affairs is descriptive. It indicates where search capability was made explicit in these advertisements; it does not establish professional ownership of search or imply that content work sits outside public relations.

4.5 AI remained an emerging requirement

AI and automation appeared in 43 advertisements (4.5%). Prevalence was highest in marketing/brand roles (10.9%), followed by content/editorial (5.4%), corporate/strategic (3.7%), internal/change (2.6%) and PR/public affairs (2.2%). The archived analysis found no statistically significant role-family difference for this domain.

Given the March-April 2024 timing, this low prevalence is best treated as a baseline of explicit employer language rather than evidence that AI was professionally unimportant.

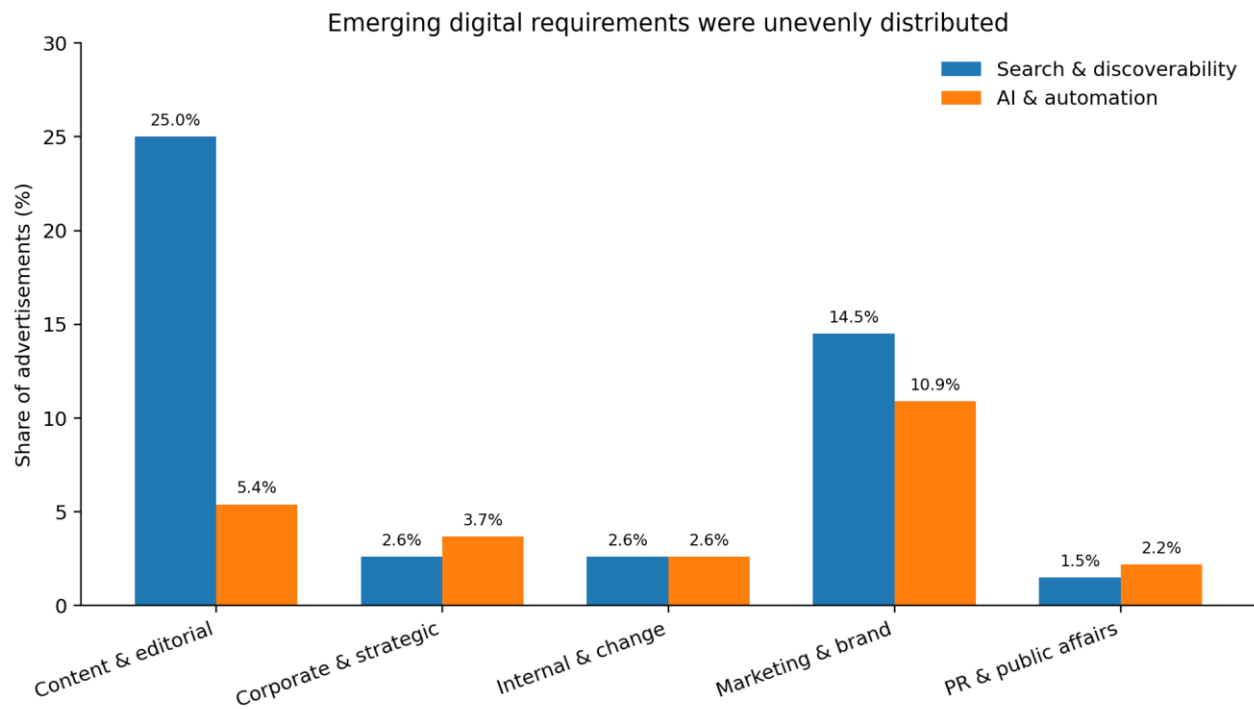


Figure 4. Search/discoverability and AI/automation prevalence by role family.

5. Discussion

5.1 Communication craft remains the foundation

The findings support an additive rather than replacement account of occupational change. Employers still asked primarily for communication craft, strategic judgement, and relational capability, while also specifying social, analytical, web, search, and emerging AI skills.

Writing illustrates that pattern clearly. Its 64.2% prevalence, compared with 4.5% for AI/automation, suggests that early generative-AI adoption was widening the production environment while employers continued to value human writing and editing as a core communication capability.

5.2 Occupational boundaries remain visible

The role-family differences also resist the idea of a single future communicator. Content, internal communication, marketing, corporate communication and public relations retained distinct emphases even while sharing several competencies.

The result supports a T-shaped approach to professional development: depth in a recognised communication specialism, combined with enough adjacent digital and analytical literacy to collaborate across content, data, search and technology functions.

5.3 Search exposes an organisational boundary

Search exposes a particularly important organisational boundary. Its much higher prevalence in content/editorial than PR/public affairs roles suggests that employers were locating discoverability mainly within publishing-oriented work, even though search results can shape organisational reputation and public understanding.

The implication is not that public relations should absorb technical SEO. It is that reputation teams need sufficient search literacy to understand how organisational information is found and how their work connects with web, content and marketing functions.

5.4 The AI figure is valuable because it is low

The AI result is most useful as a time-stamped baseline. By early 2024, AI had already entered professional communication discourse, yet only 4.5% of advertisements explicitly used AI or automation language.

That gap between professional attention and formalised recruitment language may reflect a technology still being absorbed into existing roles. Replication with later advertisements can test whether AI becomes routine, which role families adopt it fastest, and whether governance-related language grows alongside tool-use requirements.

5.5 Towards a Digital Authority Skills Framework

The results can be organised into four provisional capability layers. Communication Craft covers writing, messaging, research, and multimedia; Relational Authority covers stakeholder, media, reputation, and leadership work; Digital Distribution covers social media, web publishing, and search; and Intelligence and Automation covers analytics, measurement, and AI. Project and campaign management cuts across the four layers.

Together, the layers define digital authority as the communication capacity to help organisational information become understandable, credible, discoverable and usable across human and digitally mediated environments.

The framework is a conceptual synthesis, not a factor structure derived from the 14 domains. It should therefore be tested independently through survey, qualitative and longitudinal designs before being treated as a validated competency model.

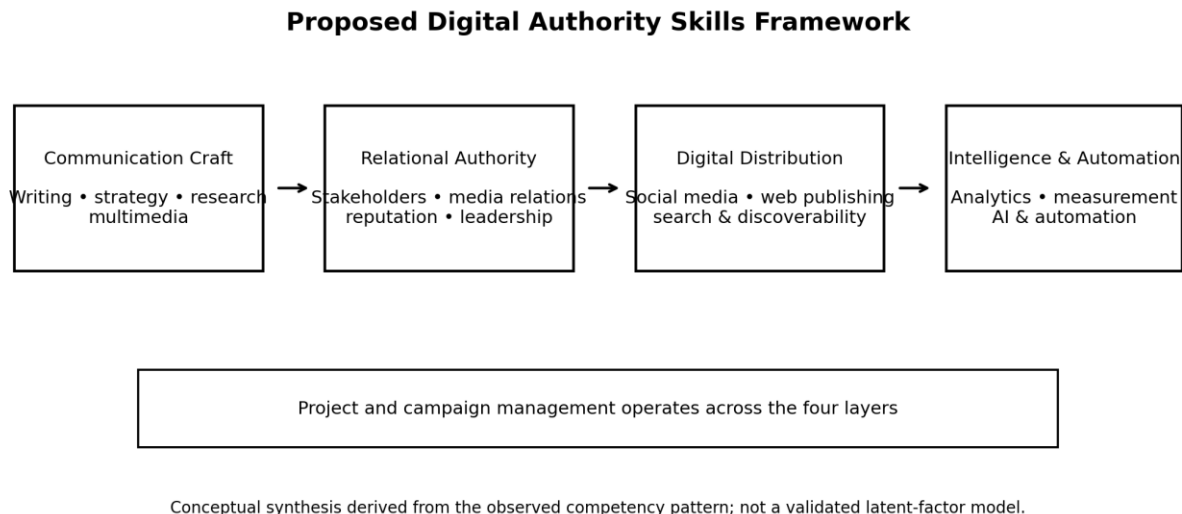


Figure 5. Proposed Digital Authority Skills Framework. The framework is a conceptual synthesis, not a validated latent-factor model.

6. Implications

6.1 Implications for communication education

For communication education, the evidence argues for integration rather than substitution. Writing, strategy, research, stakeholder engagement and ethics should remain core, with practical exposure to digital publishing, analytics, search and responsible AI added around them.

Applied assignments can combine these capabilities by asking students to research an issue, develop a communication response, publish structured content, plan distribution, interpret performance, and document responsible AI use.

6.2 Implications for employers

For employers, the search findings highlight the cost of fragmented ownership. Reputation, websites, content, search, social media and analytics may sit in different teams, while stakeholders experience their combined output as one organisational information environment.

Job design should distinguish specialist technical expertise from strategic literacy. A communication manager may not need advanced SEO or data-science skills, but should understand how search, analytics and AI can affect visibility, reputation and decision-making.

6.3 Implications for practitioners

For practitioners, the findings support depth in one specialism with working literacy across adjacent domains. Analytics, search and AI are useful because they shape how communication is evaluated, discovered and increasingly produced, not because every practitioner should become a technical specialist.

6.4 Implications for African communication research

For African communication research, the US-heavy dataset leaves a major evidence gap. Regionally grounded analysis is needed before drawing conclusions about employer demand, curriculum alignment or the pace of AI and search adoption in African markets.

A multi-country replication could examine Kenya, South Africa, Nigeria, Ghana, Rwanda, Uganda, Tanzania and other markets using a common coding protocol and country-level reporting.

Repeated measurement could eventually support an African Communication Skills Index, provided it is built on transparent sampling, validated coding and comparable data collection over time.

7. Limitations

Three boundaries are central. First, the dataset covers only 24 March-19 April 2024, comes from one platform and is heavily weighted towards the United States. It cannot establish long-term change or represent the global or African communication labour market.

Second, both occupational classification and skill identification rely on rule-based text analysis. Unconventional titles may be missed, borderline roles may be retained, and dictionary terms may under- or over-identify capabilities. The original title-matching code and a manually coded validation subset were not preserved, so precision, recall and intercoder reliability cannot be reported.

Third, the analytical archive contains a two-record denominator discrepancy: 948 records were described at extraction, while the classified role-family counts and domain percentages reconcile to 946. The paper reports this transparently and uses 946 as the final denominator. Job advertisements also represent employer-stated requirements rather than observed workplace behaviour or performance.

8. Future Research

The strongest next step is a validated replication using later job advertisements. A 2026 or subsequent sample would allow direct comparison with the early-2024 baseline, particularly for AI/automation, search, analytics and web publishing.

Future studies should retain the full title-classification rules, manually code a stratified validation sample, report precision and recall, and use two or more coders for a subset so that intercoder reliability can be estimated. Full chi-square diagnostics and multiplicity-adjusted inference should also be retained.

Mixed-method work could add recruiter and communication-leader interviews to explain why emerging skills cluster under particular titles. Independent testing of the Digital Authority Skills Framework could then examine whether its four proposed layers form meaningful competency dimensions.

A parallel African research programme would make the evidence locally useful and could support longitudinal benchmarking across countries.

9. Conclusion

This study examined 946 classified communication job advertisements from an initial 948-record candidate extraction within 123,849 LinkedIn postings. The evidence captures a short period in early 2024, yet it provides a useful view of how employers described communication capability as generative AI entered professional practice.

The dominant signal was continuity with expansion. Writing remained the strongest requirement, supported by leadership, strategy, research, social media, analytics and stakeholder work. Search was visible but highly concentrated in content/editorial and marketing roles, while explicit AI/automation language remained uncommon.

These patterns suggest that communication work was widening around a durable professional core rather than being replaced by new technology. They also expose an organisational question: whether discoverability, reputation, measurement and automation will remain separated across job families or become more deliberately integrated.

The proposed Digital Authority Skills Framework offers one way to study that integration by connecting communication craft, relational authority, digital distribution, and intelligence and automation. Its value now depends on independent validation and longitudinal testing.

For practice, the central implication is straightforward: communication professionals do not need equal mastery of every technical domain, but they increasingly need to understand how organisational information is written, trusted, found, measured and responsibly supported by AI.

Declarations

Conflict of interest

The author declares no conflict of interest.

Ethics statement

The study analysed publicly available job-advertisement records at aggregate level. It involved no recruitment or interaction with human participants and no analysis of applicant information.

Data availability

The source data were drawn from the LinkedIn Job Postings (2023-2024) dataset distributed through Kaggle (<https://www.kaggle.com/datasets/arshkon/linkedin-job-postings>). The analysed snapshot contained 123,849 postings and 31 variables. The public Kaggle record remains available, but the exact dataset version used for the archived 123,849-row analysis was not preserved. The present manuscript therefore reports the dataset identity, row count, variable count and observed listing window without assigning an unverified version number. Future replication should archive the exact downloaded files, version identifier, codebook, title-classification rules and analysis code.

Use of generative artificial intelligence

Generative AI supported analytical checking, manuscript development and language editing. The author retains responsibility for the research design, interpretation, verification of reported results and final manuscript.

Appendix A. Skill-Domain Dictionary

Domain	Illustrative terms
Writing and editing	writing; writer; copywriting; editing; editorial; proofread
Media relations and publicity	media relations; press release; press conference; publicity; journalist; earned media
Strategic communication and messaging	strategic communication; communication strategy; message development; messaging; narrative; positioning
Stakeholder and relationship management	stakeholder; relationship management; community engagement; partner engagement; public engagement
Reputation, crisis and issues management	reputation; crisis communication; issues management; risk communication
Social media	social media; LinkedIn; Facebook; Instagram; TikTok; X; Twitter
Web and content management	content management system; CMS; WordPress; web content; website management; digital content
Search and discoverability	SEO; search engine optimisation/optimization; keyword research; organic search; search marketing; SEM
Analytics and measurement	analytics; metrics; measurement; KPI; dashboard; data analysis; Google Analytics; insights
AI and automation	artificial intelligence; generative AI; GenAI; ChatGPT; machine learning; automation; AI tools; prompt engineering
Multimedia and design	graphic design; Adobe Creative; Photoshop; Illustrator; InDesign; Canva; video production; video editing; multimedia
Research and audience insight	research; audience research; market research; social listening; media monitoring; sentiment analysis
Project and campaign management	project management; campaign management; manage campaigns; project plans; budget management
Leadership and collaboration	leadership; cross-functional; collaboration; teamwork; manage a team; people management

Appendix B. Role-Family Classification Logic

The definitions below clarify the analytical boundaries used in the archived five-family classification. Title examples are illustrative and include examples documented in the source materials; they do not reproduce the original title-matching code, which was not preserved.

Role family	Operational definition	Illustrative title signals
Content and editorial communication	Roles primarily labelled around writing, editing, editorial production or content development.	Content Writer; Content Editor; Copywriter; Editor; Content Strategist
Corporate and strategic communication	Roles labelled around organisation-wide, corporate or strategic communication responsibilities.	Corporate Communications; Strategic Communications; Communications Manager/Director
Public relations and public affairs	Roles explicitly labelled around public relations, publicity, public affairs or closely related external-relations functions.	PR Manager; Public Relations; Public Affairs Officer; Media Relations
Marketing and brand communication	Roles labelled around marketing communication, brand communication or integrated promotional communication.	Marketing Communications; Brand Communications; Integrated Marketing Communications
Internal and change communication	Roles explicitly focused on employee, internal, organisational-change or transformation communication.	Internal Communications; Employee Communications; Change Communications

Appendix C. Reproducibility Record

This table separates information recoverable from the archived analysis from information that was not retained. It prevents later readers from mistaking reconstructed description for original analytical metadata.

Item	Archived / verified	Status for replication
Source dataset	Kaggle: LinkedIn Job Postings (2023-2024); public page identifies Arsh Koneru and one collaborator.	Dataset identity verified; exact downloaded version number not retained.
Analysed snapshot	123,849 postings; 31 variables; listing window 24 Mar-19 Apr 2024.	Recoverable from archived manuscript.
Candidate / final sample	948 initial communication-related candidates; 946 classified analytical records.	Denominator reconciled from archived counts and percentages; two-record disposition not documented.
Role-family rules	Five role families documented.	Operational definitions available; original matching code/regex not retained.
Skill dictionary	Fourteen domains and illustrative terms retained.	Available in Appendix A.
Validation sample	None retained in archived analysis.	Precision, recall and intercoder reliability cannot be reported retrospectively without the original sampled records.
Inferential output	Retained the ten strongest associations with χ^2 , $p < .001$, and Cramér's V .	$df=4$ is derivable; exact p-values/diagnostics for remaining tests not retained.

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