

# COPYWRITER

Information provided by CHOICES Career & Education Advice

## WHO IS A COPYWRITER?

If you enjoy writing, you may have entertained the thought of becoming a copywriter. Copywriters spend their days writing prose for the purpose of advertising to promote and sell goods and services. Copywriting is the process of writing advertising and promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, catalogs and much more. Unlike news or editorial writing, copywriting is all about getting the reader to take action. The action might be to purchase, opt-in or engage with a product, service or company. This is why a copywriter is often referred to as a “salesman in print”. While words are the main output of a copywriter, writing is not necessarily all that they do, they spend a lot of time researching, thinking, tweaking and formatting. Copywriters usually write with an agenda, the client’s agenda and their customers need.



## **WHAT THE WORK INVOLVES:**

A typical day for a copywriter might include:

- Writing social media content
- Collaborating with many different people from PR to marketing and customer service
- Producing error free content
- Interpreting creative direction
- Managing multiple projects
- Propose concepts for copy
- Discussing the clients core message and target audience
- Modifying copy until the client is satisfied
- Brainstorming visual and copy ideas

Copywriters may need to work long hours or late nights if they have a tight deadline for a project.

Copywriters work in an office if they are an employee or from home or anywhere else that has computer access if they are self-employed.

## **WHO IS THIS CAREER FOR?**

Copywriters usually have an eye for detail, a wide vocabulary, great listening skills and the ability to see different points of view.

## **WHAT CAN I EARN?**

As a copy writer you can earn a median level salary.

## **HOW DO I QUALIFY?**

To land a full time copywriting job, it usually requires you to have a bachelor's degree. Employers also prefer to see the work you have done while interning. In some cases a graduate degree is not needed but an employer prefers that you have earned an under graduate degree in English, communications or journalism.

## **WHO OFFERS TRAINING IN JAMACIA?**

University of the Common Wealth Caribbean (UCC)

International University of the Caribbean (IUC)

Caribbean Institute of Media and Communications (CARIMAC)

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