

Telefónica

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Profession:
Copywriter



think
big

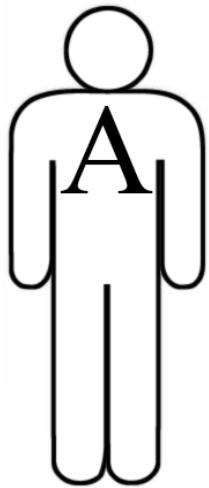
is a Telefónica Foundation Programm

start
small

Profession:

Copywriter

The brain behind the words



Skills & Abilities:

- High-level language skills
- Rhetoric skills
- Witty
- Team skills
- Ability to work under pressure
- Creativity

Educational Prerequisites:

No specific courses or educational pathway is required to be a copywriter. It is advantageous to have training from creative, media, or journalism schools. Basic knowledge in marketing, graphic design and media are often provided.

Companies commonly ask their applicants to complete a so called Copytest which simulates typical scenarios and tasks from the everyday life of a copywriter.

Job Details:

As a copywriter you will be engaged in creative writing. The spectrum of possibilities is large: slogans for businesses, advertising displays for websites, magazines and of course for apps as well – as a copywriter you will be responsible for the reading material the public receives. It's important to present complex relationships quickly, crisply, and if possible with humor – often under a time constraint. You'll need to be an expert on each respective project so pure vocal talent will not suffice.

Future Opportunities:

How much you earn as a copywriter depends on the amount of work you do for an agency or your company. A copywriter earns on average 40.000 euros per year, the spectrum ranges from under 30.000 euros as a junior copywriter to over 60.000 euros as a senior copywriter. In the course of your career, you will assume increasing responsibility for more important projects. You will move from being a creative designer to more of an administrative supervisor, where you can earn up to three times as much as a junior copywriter.

