Copywriter

**Industry Demand of Copywriter**

* According to the U.S. Bureau of Labor Statistics, job growth for writers in advertising and public relations is expected to increase by six percent through 2028
* As companies continue to make lasting, more frequent connections with their consumers online, the need to compelling copy to promote their brands will continue to grow
* Many copywriters are employed in marketing departments, advertising agencies, public relations firms, copywriting agencies, or are self-employed as freelancers. Others work as in-house copywriters working for a specific company (travel industry, education, FMCG, E-commerce, etc.)

**Salary (Range)**

* Entry Level Salary in the United States: $50,000/year
* Mid Level Salary in the United States: $90,000/year
* Entry Level Salary in Indonesia: Rp 58,000,000/year
* Mid Level Salary in Indonesia: Rp 120,000,000/year

**Core Tasks**

* Brainstorm visual and copy ideas with other members of the creative team
* Determine advertising approach and tone of voice and study products to define principal selling points
* Write sales copy for a broad range of media applications including press, radio, websites, television, cinema screens, billboards, catalogues and shop displays
* Collaborate with other creative departments such as marketing and design as well as senior editors to fulfil advertising briefs
* Review and edit copy for publication to ensure adherence to style guide and professional standard
* Research and write technical, information-based material and documentation for manuals, textbooks, handbooks, and multimedia products

**Working Conditions**

* Most copywriters work within an office environment in front of a computer. For a freelance writer, they work from a home office while they manage their own business
* They also sometimes travel to meet with clients
* They typically work in marketing or advertising or other creative departments

**Skills Required**

* Strong writing skills and attention to detail
* High-level understanding of linguistics (phonetics, phonology, lexicon, etc.)
* Research skills on the resources of the topic
* Familiarity with different Content Management Systems (WordPress, Joomla, etc.)
* Empathy and understanding of user experience
* Creative thinking skills

**Career progression data**

* Earn a bachelor’s degree in fields with a strong emphasis on writing (English, Journalism, etc.)
* While in the university, build a strong portfolio through internships or other experiences like blog writing
* Start out as an entry level copywriter up to 3 years and progress into a senior copywriter
* Progress into a managerial or supervisory position depending on the type (agency or in-house team in a company) or start your own copywriting agency

**Possible University Major**

* Advertising
* English
* Journalism
* Marketing
* Communications

**School subjects required**

* Creative writing