

Writers and Authors

27-3043.00



Description: Originate and prepare written material, such as scripts, stories, advertisements, and other material.

Other Resources:

[ONET Link](#)

[MyNextMove Link](#)

Sample of Reported Job Titles: Advertising Associate, Advertising Copy Writer, Advertising Writer

Job Zone

Title: 4 - Considerable Preparation Needed

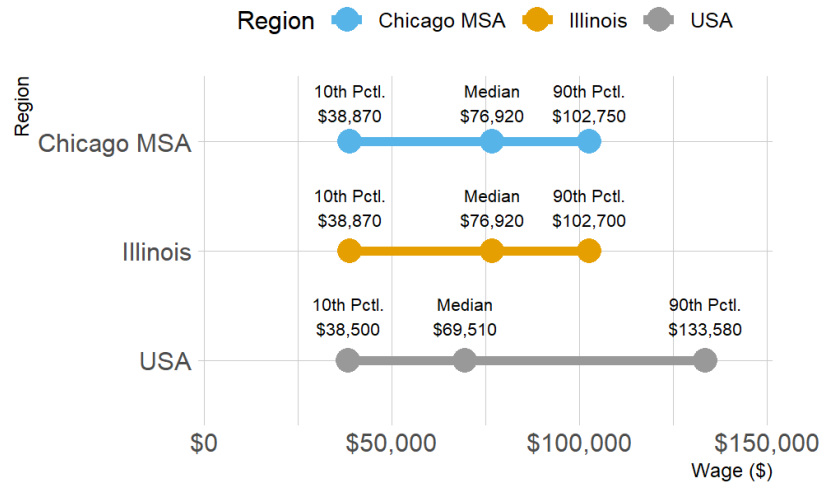
Education: Require a four-year bachelor's degree.

Experience: A considerable amount of work-related skill, knowledge, or experience is needed.

Training: Several years of work-related experience, on-the-job training, and/or vocational training needed.

Hot Technologies: Adobe Systems Adobe Acrobat, Adobe Systems Adobe After Effects, Adobe Systems Adobe Creative Cloud, Adobe Systems Adobe Illustrator

Region	Employment	Location Quotient	Median Wage
Chicago MSA	2,850	1.92	\$76,920
Illinois	3,150	1.60	\$76,920
USA	49,410	—	\$69,510



Top 5 Core Tasks According to Current Job Holders

Importance
Frequency (out of 100)

Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.

Daily

91

Present drafts and ideas to clients.

Daily

87

Vary language and tone of messages based on product and medium.

Daily

87

Develop advertising campaigns for a wide range of clients, working with an advertising agency's creative director and art director to determine the best way to present advertising information.

More than monthly

83

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.

Daily

81