

## Advertising Copywriter

An advertising copywriter writes the slogans, straplines and other words (copy) for adverts which appear on radio and television, digital channels or in posters and brochures.

### The Work

As an advertising copywriter you would usually work on more than one project at a time. You could be:

- studying the product, the target group of consumers and the particular message which the account executive and the client wants
- developing creative ideas with colleagues
- writing copy which expresses the message clearly, briefly, memorably and persuasively
- presenting ideas to the creative team and the client
- proofreading the copy carefully
- working to a strict deadline and agreed budget
- making sure that the work keeps to the Advertising Codes of Practice
- working with the art director, photographers, designers and other creative people
- keeping up to date with cultural trends.

### Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting salaries are between £20,000 and £25,000 a year for a junior copywriter. With experience, salaries can rise to around £48,000 a year. Senior copywriters can earn up to £80,000 a year and creative directors who have won campaign awards can earn up to £120,000 a year.

### Conditions

- You work in an office most of the time, usually within a creative department.
- You will work to tight deadlines, and must be willing to work long hours, including evenings and weekends.
- You may have to visit clients at their offices, or attend photo or film shoots.
- Part time work is also available.

### Getting In

- There are no formal entry requirements. Creativity and good writing skills are more important than formal qualifications.
- However, competition for jobs is fierce and most entrants have a qualification in a relevant subject

including English, advertising, marketing or journalism.

- For entry to an HND (SCQF Level 8) you normally need 1-2 Highers plus some subjects at National 5. For a degree (SCQF Level 9-10) you need 4-5 Highers.
- You need a good portfolio of your work. You must take your portfolio round different agencies.
- You may have to sit a copywriting test.
- You may have to do several work experience placements without pay before getting your first job.
- Employers rarely advertise posts. The best way in is to email or write to advertising agencies on spec.

Most Scottish agencies are in Glasgow or Edinburgh, but it's likely that you will move around for work.

## What Does It Take

You should have:

- creative ideas
- skill in writing good clear copy in a range of styles
- a high standard of grammar, punctuation and spelling
- an interest in popular culture and trends
- excellent communication skills
- team working skills
- excellent attention to detail
- the ability to work to tight deadlines.

You also need:

- IT skills for research and writing copy
- resilience to cope with stress and criticism
- business awareness.

## Training

- Training is mostly on the job.
- The Institute of Practitioners in Advertising runs a Continuing Professional Development (CPD) programme for employees of IPA member agencies.
- The Publishing Training Centre has relevant distance learning courses.

## Getting On

- In a big agency you can get promotion to senior copywriter or creative director.
- You could go freelance or open your own agency.
- There may be opportunities to work abroad, particularly if you specialise in an industry sector that is big in other countries.

## More Information

The organisation D&AD runs an annual award competition, [New Blood](#). There are many creative categories in

which to enter, including copywriting. Working individually or in a team, you complete a piece of work according to a real-life brief, which is then judged by the company representatives and an international panel of top creative experts. It is open to anyone in full or part time education, or anyone over the age of 18 who is not currently employed (or within the last 6 months) in a creative role. Visit their website for more details.

## Contacts

### **D&AD**

Tel: 020 7840 1111

Website: [www.dandad.org](http://www.dandad.org)

X: @dandad

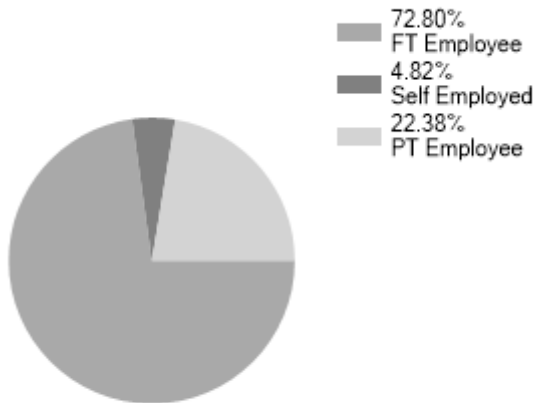
Facebook: [www.facebook.com/DandADuk](https://www.facebook.com/DandADuk)

### **Institute of Practitioners in Advertising**

Website: [www.ipa.co.uk](http://www.ipa.co.uk)

## Statistics

Employment Status UK %

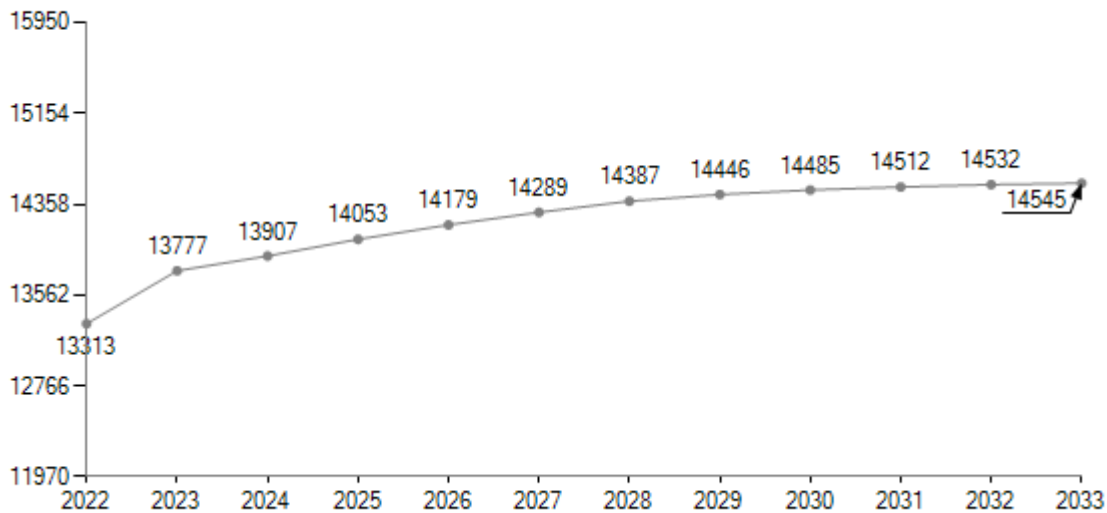


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)