

This Is The Job: Copywriter

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Copywriter?

We're the people who bring just the right words to the ads. We spend our days writing copy that persuades, informs and sells products and services. We usually work closely with Art Directors, who make things look amazing while we make things sound amazing.

This is what they do most days

I think...

I consider the challenge or the task until I fully understand what is really being asked of me.

I strategize...

I put myself in my audience's shoes and think of how I'd want to be approached as a consumer.

I write...

I find the most compelling, persuasive, economical way of "making my case" in words.

In their own words:



I love that I get to learn something new every day, and make friends with the most creative minds out there!

I got into copywriting because it's creatively challenging and it's a skillset that's adaptable to any industry." - Carissa V.

Explore some of the skills you'll need.

- ✓ Strong creative writing skills
- ✓ Convey key messaging and ideas quickly and concisely
- ✓ Detail-oriented
- ✓ Understanding of spelling and grammar
- ✓ Ability to think conceptually and creatively
- ✓ Brainstorm new ideas
- ✓ Creative problem solving
- ✓ Presentation Skills
- ✓ Critical thinking
- ✓ Knowledge of various social media platforms
- ✓ An understanding of digital programs like Adobe Suite
- ✓ Portfolio demonstrating writing and creative abilities (blogs, short stories, poetry)

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org