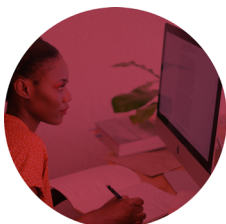


This Is The Job: Proofreader

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 Proofreader?

We read through ad campaigns before they go to market and catch any spelling or grammatical errors. In short, we make people look good! We tend to be highly organized, detail-oriented, and enjoy working independently.

This is what they do most days

I read...

I proofread and QA (Quality Assurance) print and digital materials for the agency and our design studio.

I design...

I mark notes and comments on PDFs, which are sent to the Creative and Account Services teams.

I build...

Once all the edits are made, I check them and prepare the file to be sent to the newspaper, magazine or website for publishing.

In their own words:

“ This job is deadline-driven and can be hectic, but I love being on a team with like-minded individuals, as we all work toward a common goal.

I'm something of a perfectionist, who's on a quest to continually standardize and improve the process." - KP

Explore some of the skills you'll need.

- ✓ You enjoy the intricacies of language
- ✓ Impeccable attention to detail
- ✓ Excellent spelling and grammar
- ✓ Background in English or writing
- ✓ Strong organizational skills
- ✓ Understanding of different text formats and guidelines (MLA, APA, Chicago Style)

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