

# This Is The Job: Content Writer/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 Content Writer/Copywriter?

We create compelling and persuasive content for PR campaigns. Our words shape narratives, capture attention, and help build positive brand perception.

## This is what they do most days

### I research...

I understand the key messages, industry trends, and competitor landscape.

### I write...

I create engaging and persuasive content for PR campaigns and materials.

### I edit...

I meticulously review and refine content, ensuring that copy is clear, consistent, and reflects the brand.

## In their own words:

“ I love that I’m able to explore new topics and learn about new industries because we work with so many different clients on such unique and creative campaigns.” - Jackie D.

“ PR is all about storytelling, and telling those stories begins with words. As a writer, we get to craft the narratives that earn the media coverage everyone remembers.” - Jonathan F.

## Explore some of the skills you’ll need.

- ✓ Ability to craft narratives and connect with audiences.
- ✓ Excellent writing skills
- ✓ Ability to conduct research and analyses
- ✓ Ability to come up with fresh ideas
- ✓ Ability to collaborate with a team or work independently

## 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](https://thisisthejob.org)