

Careers with Words

Words are the building blocks of our everyday lives. You can use your talents and creativity in using words in so many situations in the commercial and business world, PR, advertising, marketing through to journalism, information, education and beyond and of course writing itself. This leaflet introduces some of these roles to you.

Academic Librarian	Advertising Account Executive	Advertising Copywriter	Digital Copywriter	Editorial Assistant	English as a Foreign Language Teacher
Information Officer	Lexicographer	Magazine Journalist	Marketing Executive	Newspaper Journalist	Press Sub-Editor
Primary or Secondary School Teacher	Public Relations Officer	Publishing Copy Editor/Proof-reader	Translator	Web Content Manager	Writer

Academic Librarian

As an academic librarian you will manage, organise, evaluate and disseminate information, providing support to members of an academic community including students, researchers and lecturing staff.

Advertising Account Executive

As an advertising account executive, you will work within an advertising or multi-service agency, acting as a link between the agency and its clients. You will be responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved. You may also be known as an account handler.

Advertising Copywriter

As an advertising copywriter, you will work alongside an art director within the creative department of an advertising, media or full-service agency. You will work with client briefs to conceive, develop and produce effective advertising campaigns. You will focus on providing the written words ('copy') for an advertising campaign, while the art director will deal mainly with the visual images.

Digital Copywriter

As a digital copywriter/digital content writer you will produce the written content for webpages, either working in an employed position or as a freelancer. Your job will be to engage the reader and motivate them to do something, such as buy a product or service. You may also write copy designed to convey valuable information about a brand, industry or issue.

Editorial Assistant

In this role you will support senior editorial staff in all aspects of the administration, commissioning, planning and producing of different publications. The tasks that you undertake and your level of responsibility will vary depending on the size of the organisation and the type of publication that you are working on. With the growth of digital publishing there are increasing opportunities to work for online publications, which can involve editing and writing website content and using social media.

English as a Foreign Language Teacher

As an English as a foreign language (EFL) teacher, you will teach English to adults and children whose first or main language is not English. You can work in a variety of settings, including commercial language schools, schools and institutions of further and higher education throughout the UK and overseas. You can also teach in industry or become self-employed.

Information Officer

As an information officer/manager/specialist you will manage and develop information to make it easily accessible to others. You will work with electronic information, especially online databases, content management systems, open access and digital resources, as well as traditional library materials.

Lexicographer

As a lexicographer, you will write, compile and edit dictionaries for both print and online publication. The work involves searching databases comprising thousands of pieces of language from a range of sources, including literature, newspapers, online journals, blogs, discussion groups and transcripts of television and radio, for evidence of meanings and usages of a word or phrase.

Magazine Journalist

Magazine journalists research and write news articles and features for a variety of print and web publications, usually periodicals, including: consumer titles, which cover both general interest and specialist areas; customer magazines from shops, supermarkets, etc. and trade publications, also known as business-to-business (B2B) magazines.

Marketing Executive

As a marketing executive, you will contribute to and develop integrated marketing campaigns to promote a product, service or idea. It's a varied role that includes: planning, advertising, public relations, event organisation, product development, distribution, sponsorship, research. Many organisations have marketing departments, meaning that you can work in both the private and public sector in areas ranging from finance, retail and media to voluntary and charitable organisations.

Newspaper Journalist

Newspaper journalists research and write stories for national, regional and local press. They report on news and politics, as well as on sports, arts and culture, science and business. They also cover national and local events, entertainment and human interest stories. On smaller newspapers journalists must multitask - they may work on layout, photography and sub-editing, as well as write stories.

Press Sub-Editor

Press sub-editors, or subs, check the written text of newspapers, magazines or websites before it is published. They are responsible for ensuring the correct grammar, spelling, house style and tone of the published work. They make sure that the copy is factually correct and that it suits the target market. They also lay out the story on the page, write headings and captions, and may be involved with overall page design.

Primary School Teacher

As a primary school teacher, you will develop schemes of work and lesson plans in line with curriculum objectives. You will facilitate learning by establishing a relationship with pupils and by your organisation of learning resources and the classroom learning environment. Your role is to develop and foster the appropriate skills and social abilities to enable the optimum development of children, according to age, ability and aptitude. You will assess and record progress and prepare pupils for national tests.

Public Relations Officer

Public relations (PR) is about managing reputation. A career in PR involves gaining understanding and support for your clients, as well as trying to influence opinion and behaviour. You will use all forms of media and communication to build, maintain and manage the reputation of your clients.

Publishing Copy-Editor/Proofreader

It's your job as a copy editor or proofreader to ensure that material is clear, consistent, complete and credible, and that text is well written, grammatically correct and accessible. You will take the initial material, or the copy, and make it ready for publication. You may be required to correct spelling, grammar and layout (proofreading), check content, impose consistent styles and reword or rewrite (copy-editing).

Secondary School Teacher

Secondary school teachers support, observe and record the progress of pupils aged 11 to 18. Teaching the national curriculum, you will plan lessons in line with national objectives, with the aim of ensuring a healthy culture of learning. Teachers must keep up to date with developments in their subject area, new resources, methods and national objectives.

Translator

As a translator, you will convert written material from one or more 'source languages' into the 'target language', making sure that the translated version conveys the meaning of the original as clearly as possible. The target language is normally your mother tongue. Transcreating may also be part of the job, which is a mix of translation, localisation and copywriting, where the text is culturally and linguistically adapted to suit the reader.

Web Content Manager

Web content managers ensure that the content of a website is well-structured and easy to find and that it meets the needs of its users by covering all necessary topics and being up to date and accurate. The content you will manage can include web pages, images, videos, blog posts, guest articles, reviews and occasionally social media and marketing copy. You will sometimes produce copy and edit the site yourself, but on larger sites web content managers normally act as a coordinator, commissioner and project manager, overseeing the work of other writers and editors.

Writer

As a writer, you will be involved in the creation and development of works of fiction and non-fiction. This covers various forms of writing including: life writing; magazine and newspaper; articles; non-fiction; novels; poetry; screen and radio; scripts for theatre; short stories; web content. New media is also opening doors for writers in areas such as mobile phone content and computer game scripts.

Getting Started

As with many careers it will be important to develop and demonstrate your skills in using words, and in certain sectors work experience will be key. Depending on the type of work you are interested in, try to do as much as possible throughout your time at university and beyond.

Work experience: in certain sectors such as publishing and journalism, work experience is vital. The major publishing houses often offer internships, but competition is often intense so apply early. Also consider smaller trade magazines and independent publishers and be prepared to offer suggestions about what you might be able to contribute.

Writing experience: If you are applying for roles that require you to write effectively for different audiences, think about how you can demonstrate this. Keep a portfolio of your own writing and try to offer a range of different styles for different audiences. Start a blog, be active on social media, volunteer to create a newsletter for a charity, and just write about anything that interests you.

Wider experience: Any experience that shows your ability to communicate effectively in writing is going to be helpful. Marketing departments often need people to create content, proofread or manage social media accounts, or think about offering to produce new written and online content in your current role.

Short courses: Take advantage of any free online courses to upskill yourself. For example, the [Skills Toolkit](#) offers free courses in Digital marketing and Open Learn and FutureLearn offer courses in creative writing.

Post graduate study: A Masters can be very helpful in helping you further develop your skills in a range of areas from creative writing to publishing and digital media and marketing. If possible, try to find a course with industry links or work experience.

Further information

- For detailed information about getting into any of the careers mentioned in this leaflet, go to www.prospects.ac.uk/job-profiles.
- See our 'Writing for a living' leaflet available from **firstpoint**.

If you would like to book a careers appointment to discuss your options, please visit: <https://worchester.targetconnect.net>

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