

# Advertisement Writer

**Aliases:** Copywriter

**Industry/Sector(s):** Media and Entertainment

## JOB DESCRIPTION <sup>1</sup>

The tasks an Advertisement Writer is expected to perform include:

- Composing wording of advertisement, either in descriptive style or in form of slogans, captions, etc.
- Writing descriptive matter or slogans in attractive form to advertise merits of product or establishment
- Brainstorming copy ideas and possible angles for client ad materials
- Preparing pitch concepts for clients
- Contributing original ideas for ad campaigns

## WORK ENVIRONMENT

- It is a desk job
- Need not handle a team
- Local travelling is a part of this job role
- Part-time work and contractual jobs maybe available
- Work from home option maybe available

### Working hours

- Flexible working hours
- Shift system maybe available

### Is the job suitable for a candidate with special needs?

Maybe

## EDUCATIONAL QUALIFICATIONS AND TRAINING <sup>2</sup>

Minimum - Preferably Graduate

## KEY COMPETENCIES <sup>2</sup>

- Knowledge of different language styles that appeal to various target markets
- Proficient in writing clear, concise, grammatically correct copy
- Knowledge of different media like television, radio, newspaper, etc. to advertise effectively
- Well-versed with editing all textual matter for factual, syntax and typesetting discrepancies

## DESIRABLE COMPETENCIES <sup>1</sup>

Not applicable

## AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES

All the Commerce, Arts and Science colleges across India

## AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

<http://nscsindia.org/AboutUs.aspx>

## SAMPLE OF TRAINING AND LEARNING COURSES

[http://www.ugc.ac.in/ugc\\_notices.aspx?id=1077](http://www.ugc.ac.in/ugc_notices.aspx?id=1077)

## CAREER PROGRESSION PATH

Senior Content Writer → Senior Advertisement Writer



Content Writer → **Advertisement Writer**



Trainee

### Transfer option

•India: Yes

•Abroad: Yes

(\*This field to open the relevant job title when clicked)

### EXPECTED EARNINGS <sup>2</sup>

•For freshers - ₹ 12,500 to ₹ 15,000 per month

•For candidates with up to 2 years' experience - ₹ 25,000 to ₹ 30,000 per month  
(These figures are indicative and subject to change)

### REQUIRED WORK EXPERIENCE

Previous relevant work experience

### PROBABLE EMPLOYERS <sup>3</sup>

Advertising agencies across India

### PEOPLE'S CORNER

Coming Soon

### KEYWORDS

- Copywriter
- Advertisement Writer

## OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	2431.0400	Advertisement Writer
ISCO 2008	2431	Advertising and Marketing Professionals
NIC 2008	90004	Activities of individual writers, for all subjects including fictional writing, technical writing etc.
QP Reference	NA	NA
NSQF	NA	NA

## REFERENCES

0	<a href="http://www.timesjobs.com/candidate/JobDetailView.html?from=submit&amp;adId=52871029&amp;bc=INT&amp;sequence=0&amp;counter=1&amp;siteparams=112p0000&amp;utm_source=careerjet&amp;utm_medium=referral&amp;utm_campaign=careerjet">http://www.timesjobs.com/candidate/JobDetailView.html?from=submit&amp;adId=52871029&amp;bc=INT&amp;sequence=0&amp;counter=1&amp;siteparams=112p0000&amp;utm_source=careerjet&amp;utm_medium=referral&amp;utm_campaign=careerjet</a>
1	1 National Classification of Occupations Division 2
2	<a href="http://www.careerjet.co.in/advertising-copy-writer-jobs.html">http://www.careerjet.co.in/advertising-copy-writer-jobs.html</a>
3	<a href="http://www.employmentnews.gov.in/Career_Advertising_Publicity.asp">http://www.employmentnews.gov.in/Career_Advertising_Publicity.asp</a>
4	4 "Human Resource and Skill Requirements in the Media & Entertainment Industry Sector (2022) – A Report" released by NSDC
5	<a href="http://www.ibef.org/industry/media-entertainment-india.aspx">http://www.ibef.org/industry/media-entertainment-india.aspx</a>