

Writers and Authors

SOC: 27-3043 • Career Profile Report

■ Key Facts

\$72,270 Median Salary	135,400 Employment	+4.0% Growth Rate
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■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 15.0% probability of being automated in the next 10-20 years.
This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

4.4/10 - Fair work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	Investigative	5.6/10
Artistic	9.6/10	Social	7.4/10
Enterprising	6.2/10	Conventional	4.4/10

■ Top Skills Required

Adaptability, Creativity, Critical-thinking skills, Determination, Persuasion, Social perceptiveness, Writing skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Writers and Authors typically perform the following tasks:

- Develop advertising campaigns for a wide range of clients, working with an advertising agency's creative director and art director to determine the best way to present advertising information.
- Vary language and tone of messages based on product and medium.
- Present drafts and ideas to clients.
- Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.
- Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.
- Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
- Conduct research and interviews to determine which of a product's selling features should be promoted.
- Invent names for products and write the slogans that appear on packaging, brochures and other promotional material.
- Collaborate with other writers on specific projects.
- Conduct research to obtain factual information and authentic detail, using sources such as newspaper accounts, diaries, and interviews.
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising written material.
- Edit or rewrite existing written material as necessary, and submit written material for approval by supervisor, editor, or publisher.
- Follow appropriate procedures to get copyrights for completed work.
- Plan project arrangements or outlines, and organize material accordingly.
- Prepare works in appropriate format for publication, and send them to publishers or producers.
- Revise written material to meet personal standards and to satisfy needs of clients, publishers, directors, or producers.
- Work with staff to develop script, story, or advertising concepts.
- Write advertising material for use by publication, broadcast, or internet media to promote the sale of goods and services.
- Write fiction or nonfiction prose, such as short stories, novels, biographies, articles, descriptive or critical analyses, and essays.
- Write to customers in their terms and on their level so that the script, story, or advertisement message is more readily received.

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Source: <https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm>