



CREATORS OF THE MOST COMPELLING STORIES.

Love all the beauty and power of the written word to inform, ignite passion or move people to tears, laughter and maybe even world-changing action? Find yourself deeply engrossed in the stories you're telling and the messages you're sharing? Have self-motivation to meet tight deadlines and enjoy the freedom to work anywhere, anytime, often in solitude but sometimes with a team? If you answered yes to all, then you'll want to read on.



LOVE

- The power of the written word
- Harnessing and playing with language
- Working alone or sometimes as part of a team



STRENGTHS

- Excellent written communication skills
- Self-motivation
- Deep concentration
- Meeting tight deadlines



PREFER

- Freedom to work from anywhere, anytime



DEAL BREAKERS

- A noisy environment full of distractions

WHERE COULD YOUR WORDS TAKE YOU?

Written words communicate facts and fictional stories, news and research, missions and messages in every sector and industry, so your talent for crafting them could take you anywhere. From book and magazine publishing, to major media companies, from advertising and marketing, to managing communications and social media for any kind of business. That could mean working in-house as part of a team, but many writers choose to work freelance, from home, or wherever the work takes them.

- Book and magazine publishing
- Media organisations (newspapers, TV and radio)
- Film production
- Advertising and marketing
- Digital and social media marketing
- Specialist industry journals and publications
- Internal and external communications for any business
- Freelancing



POUR ALL YOUR IMAGINATION INTO THE PAGE.

CREATIVE WRITER

- Researching and developing characters, settings and plotlines and pulling all these elements together to create engaging stories and other written works.
- Liaising with publishers or agents to get works published.

WRITE EVERY DETAIL THAT BRINGS STORIES TO STAGE OR SCREEN.

SCRIPTWRITER (FILM SCRIPT WRITERS OR PLAYWRIGHTS)

- Researching and writing all the elements and every detail that goes into creating a compelling story for stage or screen, from dialogue, actions and stage direction, to scenery, sound and light conditions.
- Liaising with agents to get works into production.

BE THE EXPERT IN COMMUNICATING COMPLEXITIES.

TECHNICAL OR ACADEMIC WRITER

- Communicating complex ideas and technical info in a specialist subject area (such as medicine or engineering) for journals, magazines, textbooks, research, reports and proposals.
- Translating technical language into simpler terms for instruction manuals, operating procedures and reference guides.
- Researching and constantly updating specialist subject area knowledge.

STRIKE THE TONE THAT INSPIRES BRAND TRUST, LOYALTY AND ACTION.

COPYWRITER

- Researching and creating written content (known as copy) for brand advertising and marketing briefs (from social media to outdoor, TV and print ads), websites, product descriptions and packaging, blog posts, emails, sales letters, speeches and scripts.

- Writing to fit a template, character and word limits and following or creating style guides to set the style and tone for a brand's unique voice that will motivate existing customers and convert new ones.
- Editing, proofreading, taking feedback from clients and making revisions until you nail it!

TELL THE TRULY GREAT TRUE STORIES AND BREAK THE BIG NEWS.

JOURNALIST

- Investigating, researching, interviewing, writing, editing and reporting/presenting news stories and content for newspapers, media channels, publications, online platforms, radio, television and social media (including photography and video).
- Adhering to a strict code of ethics to maintain honesty, fairness, independence and respect for the rights of others.

POLISHING AND FINE-TUNING TO CREATE THE FINISHED PIECE.

EDITOR

- Developing content ideas, evaluating writers' proposals, briefing and assigning writers.
- Communicating and coordinating with writers and other stakeholders.
- Revising, correcting, formatting and finalising written content ready for publication – paying close attention to structure, length and tone, as well as flow, syntax and grammar.



WHERE TO FROM HERE? EXPLORE YOUR PATHWAYS.

VOCATIONAL TRAINING

- Certificate IV in Professional Writing and Editing (Code: CUA40118)
- Diploma of Professional Writing and Editing (Code: CUA50118)

UNIVERSITY COURSES

- Bachelor of Arts (Professional Writing and Publishing) or (Creative Writing), Curtin University

- Bachelor of Arts (English and Literary Studies), University of Western Australia
- Bachelor of Arts (English and Creative Writing), Murdoch University
- Bachelor of Arts (Creative and Professional Writing), Edith Cowan University
- Bachelor of Arts (Writing), Notre Dame University
- Master of Arts (Creative Writing), University of Western Australia

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