



MONTCLAIR STATE UNIVERSITY

The Department of Writing Studies
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Jobs for Writers

1. **Reporter** National average salary: [\\$40,683 per year](#)

Primary duties: A reporter researches news stories and then writes about their findings for news publications, including online publications, newspapers and magazines, to inform the public of what is happening in the world and their local area. Reporters working for broadcast stations may also present their stories on television or over radio. Many reporters specialize in a niche area of news, such as sports or entertainment.

Requirements: Many reporters have a Bachelor's Degree in Journalism, Communications or a related field. In these programs, they develop skills in writing and editing, storytelling, audience engagement and research. Those who specialize in broadcast reporting may improve skills in public speaking and on-camera presence.

2. **Grant writer** National average salary: [\\$42,879 per year](#)

Primary duties: A grant writer identifies sources for funding and writes persuasive proposals to secure those funds for their foundation or non-profit organization. They must follow each donor's grant requirements when developing their applications.

Requirements: Many grant writers pursue a Bachelor's Degree in Technical Writing, English, Communications or a related discipline. They may also take coursework or earn their degree in a discipline related to the organization or sector they write grants for, such as healthcare or political science.

3. **Columnist** National average salary: [\\$39,956 per year](#)

Primary duties: A columnist shares opinions on current events in a newspaper, magazine or online publication. They typically write about a specific niche subject, such as fashion, politics, or sports. In addition to writing columns, many columnists also write books and share their expert opinions on television and radio programs.

Requirements: These writing professionals may earn a bachelor's degree in English, journalism, communications or a discipline related to their niche writing field, such as political science or fine arts. Higher education is not always required as some columnists may secure employment after years of working in the field they write about.

4. **Communications officer** National average salary: [\\$47,397 per year](#)

Primary duties: A communications officer follows their employer's marketing plan and branding guidelines to write promotional content, including press releases, brochures and newsletters. They must use their employer's preferred voice when creating their content.

Requirements: Communications officers typically earn a Bachelor's Degree in Communications, Public Relations or another related field. Some positions may require candidates to have a few years of relevant experience.

5. **Social media manager** National average salary: [\\$47,745 per year](#)

Primary duties: A social media manager develops a social media strategy for their clients or employees in keeping with business brand guidelines. They then write original social media posts and leave comments on behalf of businesses to engage with their followers. Many also utilize analysis tools that track audience

engagement and collect user data, which they then use to optimize their content to better fit the needs of their audience and market to new users as well.

Requirements: Many social media marketers have a Bachelor's Degree in Marketing, Communications, Public Relations or a related field. They are typically required to have a strong command of a variety of social media platforms, including the best practices for each. Depending on an employer's needs, this role may be entry-level and accept candidates with limited professional experience but relevant skills in planning and organization, copywriting and customer service.

6. Communication specialist National average salary: \$48,858 per year

Primary duties: A communication specialist checks and coordinates corporate and marketing materials before they are distributed. They make sure all content is free of errors, factually accurate and written in their employer's preferred tone and voice. While they do not usually write new content, they are a key part of the writing process.

Requirements: These professionals typically earn a Bachelor's Degree in Communications, Marketing, Technical Writing or a related field. They should have excellent editing skills with respect to spelling and grammar as well as content organization.

7. Advertising manager National Average Salary: \$50,167 per year

Primary Duties: An advertising manager writes marketing plans for their clients or employer and helps creatives create advertisements according to the plan. They work closely with art departments and copywriters to develop advertising content.

Requirements: Advertising managers usually have a Bachelor's Degree in Marketing, Advertising, Communications, Public Relations or a related discipline. Since they are typically in charge of leading teams of creative professionals, employers may require candidates to have relevant professional experience in marketing and advertising, copywriting or designing, in addition to some leadership experience as well.

8. Copywriter National average salary: \$50,846 per year

Primary duties: A copywriter writes copy for a variety of materials and mediums, including blogs, online articles, websites, advertisements and social media. They rely on their engaging and persuasive writing abilities to encourage consumers to use a business' products or services.

Requirements: Many copywriters have at least a Bachelor's Degree in English, Journalism, Communications or a related field. Some may be able to secure employment without a degree but with a strong portfolio of written work. These professionals are often required to have skills in writing and editing, storytelling and audience engagement.

9. Public relations manager National average salary: \$54,111 per year

Primary duties: A public relations manager works to make their clients or employer maintain a positive public image. They write press releases, speeches and marketing content to encourage good press and counter negative publicity. They also encourage other writers, including journalists and bloggers, to write positive content about their clients or employer.

Requirements: These professionals typically earn a Bachelor's Degree in Public Relations, Business, Communications or another related discipline. Many go on to pursue a master's degree in those disciplines or others, including fundraising, public health or nonprofit management to further refine their practice and increase their earning potential.

10. [Executive assistant](#) National Average Salary: [\\$54,656 per year](#)

Primary duties: An executive assistant performs administrative tasks for a business executive, which can often involve writing. Some of the things executive assistants are responsible for include writing briefs, preparing documents for business reports and writing thank you notes for business contacts.

Requirements: Many employers may prefer candidates to have a bachelor's degree, though candidates who have years of relevant experience can secure employment with a high school diploma or GED or an associate degree. These professionals typically use skills in writing and editing, customer service, research and audience engagement when completing writing tasks.

11. [Content marketer](#) National average salary: [\\$57,529 per year](#)

Primary duties: A content marketer spends most of their time writing branded articles, including blog posts, scripts for web series and social media posts. The content they create may be obviously centered around a business or be more subtle, incorporating mentions of the employer or client in more general related content.

Requirements: These professionals may work for a company or in a freelance capacity. For a company, their employer may require candidates to have a Bachelor's Degree in Technical Writing, Marketing, Communications or a related field. Those who work freelance may find clients without having a degree but a strong portfolio of work.

12. [Proposal writer](#) National average salary: [\\$57,628 per year](#)

Primary duties: This professional assesses requests for proposals issued by businesses and writes proposals to help their employer secure contracts. These persuasive documents must demonstrate how a proposal writer's employer can meet another company's needs.

Requirements: Proposal writers are typically required to have a Bachelor's Degree in English, Journalism, Communications or another related field. Some may complete coursework in fields related to the type of proposal writing they do, such as business, healthcare, nonprofit organization or politics.

13. [Content strategist](#) National average salary: [\\$59,920 per year](#)

Primary duties: A content strategist develops, creates and manages online content including website content and blogs. These professional writing jobs require a good understanding of search engine optimization and website analytics and how to apply them to make online content engaging and effective.

Requirements: These professionals typically secure employment with a Bachelor's Degree in Communications, Marketing or a related field, as well as a few years of relevant experience in planning campaigns, conducting market research and applying analytics to content creation.

14. [Professor](#) National average salary: [\\$67,128 per year](#)

Primary duties: Professors lecture university or college students in their chosen discipline and spend some of their time writing lesson plans, conducting independent research and writing about their findings for their own or academic journals. Professors also write grant proposals to secure funding for their research.

Requirements: Most professors are required to have a doctorate in their field. Some educational institutions require publication in peer-reviewed journals or other relevant publications, as well as teaching and/or relevant field experience.

15. Director of communications [National average salary: \\$72,607 per year](#)

Primary duties: A director of communications is responsible for developing a business' communications goals, branding and style guidelines. They also oversee and help create content that follows these requirements, including press releases, newsletters and other marketing materials. It is one of the high-level careers in writing that pay well.

Requirements: These professionals are required to have at minimum a bachelor's degree, though most have a master's degree or higher in public relations, communications, marketing, business or another relevant discipline. Also, many employers prefer candidates to have a certain amount of relevant professional experience.

16. Editor [Average salary: \\$53,520](#) Salary range: \$35,000–\$83,000

It's an editor's job to oversee a piece of writing from inception to publication. Depending on the type of writing they're editing (and the writer they're working with), this can include honing the thesis, framing, and structure; ensuring the facts are accurate and the sources credible; making suggestions about how to improve the writing (for example, calling out inconsistencies in voice or tone); eliminating unnecessary sentences or paragraphs; and correcting grammar and spelling mistakes. Editors can work in a variety of settings, including for book publishers, media companies, magazines, newspapers, and brands (where they would edit the company's website or other content).

Editors need to have an in-depth understanding of all things writing—including grammar, style, narrative, and structure. As such, most editors are writers themselves and/or hold a degree in a writing-related field (like English or journalism). The financial opportunity for editorial professionals increases as you progress in your career—with senior editors [making](#) an average of \$69,986 per year and editorial directors [pulling in](#) an average of \$94,713 annually. [Find editor jobs](#)

17. Content Marketing Manager [Average salary: \\$68,395](#) Salary range: \$46,000–\$100,000

Content marketing managers lead the charge when it comes to developing and executing content for a company. While some content marketing managers take a generalist approach, many specialize in creating and overseeing specific types of content—such as blog posts, ebooks, whitepapers, website content, and social media posts.

While content marketing managers do spend a significant amount of time creating content (including writing), they also spend a good amount of time on strategy—making this a great role if you love to write, but don't want to spend all your time tapping at a keyboard. You'll also have a chance to think about the bigger picture and figure out how content can support an organization's overall mission and goals.

Some companies want their content marketing managers to hold degrees, but many are more interested in a candidate's ability to strategize, create, and promote content—so as long as you're a solid writer and understand the basics of content marketing, there are definitely opportunities to get into the field. Content marketing managers also have the opportunity for upward mobility (and the increased salary that goes with it)—with content marketing directors [making](#) an average of \$93,400 per year. [Find content marketing manager jobs](#)

18. Communications Manager [Average salary: \\$65,851](#) Salary range: \$44,000–\$101,000

In charge of a company's communications, often both internal and external, responsibilities could include defining and developing the company's voice, developing and managing the company's communication strategy, writing internal guides and resources, managing client- and customer-facing communications (such as

press releases, press conferences, or other media opportunities), and ensuring that all business communications, internal and external, are in line with the company's mission and goals.

Because a communication manager is managing the company's communication, a lot of writing and editing is involved—but there are also plenty of strategic responsibilities and opportunities to interact with colleagues and external partners to keep things interesting.

To get your foot in the door as a communications manager, you'll need a bachelor's degree in communications, marketing, or a related field. And while communications managers demand competitive salaries, the financial opportunities will only increase as you grow in your career—with senior communications managers [making](#) an average of \$100,520 per year and VPs [making](#) an average of \$148,870. [Find communications manager jobs](#)

19. Technical Writer [Average salary:](#) \$60,852 Salary range: \$43,000–\$88,000

Technical writers are responsible for writing copy that translates complex technical ideas into something a general audience can read and understand—including for instruction manuals, tutorials, journal articles, and educational resources.

As the title implies, writing is the main part of any technical writing gig. But to succeed in this role, you'll need more than writing chops; you'll also need a deep understanding of tech-related concepts—and the ability to communicate those concepts using nontechnical language. As such, technical writers often have a degree in English, communications, journalism, or similar, along with background knowledge relevant to the subject matter they'll be writing about, such as computer science, information technology, scientific research in a certain field, environmental policies, or manufacturing processes (although, depending on the role and company, a degree might not be required to land a job). Senior technical writers' average salary [jumps](#) up to \$84,292. [Find jobs](#)

20. Medical Writer [Average salary:](#) \$72,948 Salary range: \$55,000–\$102,000

Similar to a technical writer, a medical writer takes extremely complex concepts and ideas and translates them into easier-to-digest copy—only medical writers have a particular focus on all things healthcare. Medical writers can work in a variety of environments, including businesses (for example, pharmaceutical companies, medical device companies, supplement companies, or health tech startups), medical associations, or healthcare providers. They may work on a number of project types, including medical articles, policy documents, or training and educational materials.

Because medical and scientific know-how is a must to succeed, most medical writers have an academic background in biology or other sciences and some have experience in the medical field (for example, as a nurse). However, depending on the role, having impeccable research skills and the ability to understand medical concepts and translate them for the target audience may be enough to get into the field. And while medical writers make a great salary from the get-go, there's also room for growth—with senior medical writers [making](#) an average of \$95,239 per year. [Find medical writer jobs](#)

21. PR Manager [Average salary:](#) \$70,255 Salary range: \$46,000–\$101,000

Public relations managers (also commonly referred to as PR managers) are responsible for building brand awareness and driving positive brand sentiment for a person, company, product, or service. They accomplish those goals through a variety of strategies, including building relationships with the media, drafting press releases, developing and leading consumer-facing campaigns, and minimizing the impact of negative press.

PR managers may work for an independent business (like a restaurant), a business group or corporation (like a hotel chain or a book publisher), a nonprofit (like a food bank), an academic or other institution (like a university), or an individual (like a politician, celebrity, or author) and generally need a bachelor's degree in public relations, communications, marketing, or a related field. And while PR managers enjoy a great average salary, candidates who prove they can drive brand awareness and positive press can typically demand higher compensation packages—and PR directors [make](#) an average of \$88,178. [Find PR manager jobs](#)

22. Copywriter [Average salary:](#) \$52,821 Salary range: \$38,000–\$76,000

Copywriters are responsible for writing material that persuades the reader to take action—whether that's in the form of an advertisement, a website landing page, or a sales letter. Ultimately, copywriters create the content that helps businesses drive sales—making them an incredibly valuable asset to companies looking to engage their customers and move the needle on conversions and revenue.

While some companies will require their copywriters to hold a degree, many are primarily concerned with their ability to write copy that drives results. It should be noted that while the average copywriter demands a solid salary, many companies out there are willing to pay big bucks for results—so if you're gifted at writing sales copy, you'll likely be able to demand a higher salary. A senior copywriter, for example, [makes](#) an average of \$75,689. [Find copywriter jobs](#)

23. Research Analyst [Average salary:](#) \$56,793/year Salary range: \$42,000 - \$82,000/year

Research analysts are responsible for collecting, verifying, organizing, and analyzing data—and using that analysis to reach key business conclusions and make data-backed recommendations to their employer. Research analysts can work in a variety of fields and departments (including finance, marketing, economics, and operations).

While much of a research analyst's job has to do with data, another major part of their role is sharing their analysis and findings to stakeholders within the company—and that means writing detailed reports and preparing and giving presentations. So if you're looking for a job that combines your love of research and data with your love of writing? This could be the opportunity for you.

Generally, you need at least a bachelor's degree to get started as a research analyst, but once you've got your foot in the door, there's serious opportunity for growth—with senior research analysts [making](#) an average of \$70,169 per year and, for those who want to eventually take on more of a leadership role, research directors [making](#) an average of \$103,556 per year. [Find research analyst jobs](#)

24. Curriculum Developer [Average salary:](#) \$63,750 Salary range: \$43,000–\$92,000

Curriculum developers are responsible for researching and writing academic, educational, and/or training materials, including textbooks, digital and college course materials (such as outlines and syllabi), and other resources to aid in teaching and/or training. Depending on the type of curriculum they specialize in, curriculum developers may work for universities, research institutions, nonprofits, or corporations.

Most curriculum developers have at least a bachelor's degree, top-notch research and writing skills, and in-depth knowledge in their area of focus (for example, a curriculum developer writing a textbook on math would need to have an in-depth understanding of the subject matter). Next steps on your career path might include curriculum director (with an average [salary](#) of \$74,513) or training director (with an average [salary](#) of \$87,540). [Find curriculum developer jobs](#)