

What can I do with a degree in **Writing, Editing and Publishing?**

As with many industries, the world of writing, editing and publishing has undergone massive change over the past decade. From traditional writers working with editors, page designers and marketing staff for publishing houses, the industry now includes bloggers, e-book creators, flash fiction designers, mixed media creators, instructional designers, curriculum developers, technical writers, public relations and speech writers.

A degree in Writing, Editing and Publishing will provide you with the skills to create compelling content in a variety of genres. You will work with the changing needs of readers and the particular demands of publishers and editors.



Writing

A career in writing requires flexibility and the ability to change rapidly from one form to another, often to specific word counts. You will need to be able to write quickly in order to generate enough content in a short space of time to keep up with current trends.

Writers working for clients often work off-site or as freelancers and submit their work digitally to an editor or publisher. Bloggers use blogging platforms to create their content so that it is visually appealing for the reader and is easy to navigate on the screen.

Print books are still going strong. In fact, genres such as children's picture books have seen an increase in popularity.

Writing requires creative skills, imagination and articulation and work can include:

- creating original works, e.g. prose, poetry, books, articles, song lyrics, advertisements or plays
- proposing topics about which to write, or receiving assignments
- collecting information about the topic
- using the written word to express ideas and convey information
- revising or rewriting material
- selling work to publishers, advertising agencies, public relations firms and publication enterprises.

Editing

Editors help improve the quality of the work of writers. Editing has a strong problem-solving component and stories can be fine-tuned through rearranging words, finding images, adapting to new formats and improving the overall order to create maximum impact and effect.

An editor's work can include:

- reviewing, rewriting, and editing the work of writers
- planning content of books, journals, and magazines
- deciding on which content will appeal to readers
- offering comments to improve the work and suggesting catchy titles
- overseeing the production of publications
- reviewing book proposals and deciding on buying publication rights.

It is the editor's duty to research and organise lay-out and additional features such as pictures and cover design. An editor may also be responsible for the design of documents, newsletters, reports, magazines and books using desktop publishing software and equipment.

Publishing

Publishing is the process of exposing content to the public by reproducing it across various media. Publishing includes the production of content in books, e-books and other media.

Publishers need to ensure that appropriate marketing is in place to promote their books and encourage the public to buy them. Social media such as Twitter, Instagram, and Facebook can help publishers to engage with their audience and market their products, while tracking the demographics of interested people and gauging the effects of marketing campaigns.

Big publishing houses and agencies have different departments usually including editorial, sales, marketing, publicity and production. Often graduates start in entry-level roles, hone their skills and then move to other roles across the industry.

Working in publishing requires excellent organisational skills. You have to be able to sell products and deliver data to media, often being unable to prepare beforehand. Commercial publishing also requires technical skills to commission publications and process them through the production process. Publishers are also often expected to liaise with stakeholders (such as writers, publishers, printers and agents) and write marketing blurbs, captions and press releases.

Employers

Graduates have found employment nationally and internationally in writing and editing for social media as well as mainstream publications in the arts, advertising, business, education, marketing, science, technology, and journalism. Job opportunities exist in a vast range of industries including:

- Public relations
- Media management: newspapers, television and radio
- Corporate communication
- Public affairs: federal, state and local government and political parties
- Media production and analysis
- Social media management
- Organisational communication
- Community engagement
- Public relations
- Magazines /journals

Career opportunities for writing, editing and publishing

Employment of writers and editors is expected to grow about as fast as the average for all occupations. Demand is greatest for technical writers and those with training in a specialised field. Employment of salaried writers and editors for newspapers, periodicals, book publishers, public sector, and non-profit organisations is expected to increase.

Many employers prefer to hire writers and editors with a university degree. Some require writers and editors who specialise in a particular field and/or to have a degree in that subject, especially for technical writing. Other required traits are the ability to express ideas clearly in writing, having good judgement and creativity, and being self-disciplined and curious.

Editors should have the ability to guide others. Employers value any (un)paid relevant experience and evidence of writing style, such as internships and writing for school newspapers. An (online) portfolio of previous work can be very useful if you apply for these positions. Writers often develop proofreading skills naturally over years, which is why some writers find supplementary work as a proofreader or editor.

Working in a small company often provides the opportunity to write and edit early on in your tenure. In larger firms, entry-level writers and editors generally start by conducting research, copy editing, or fact checking.



Internships and relevant work experience

To build your career, demonstrated proofreading and copy-editing skills will be useful, as well as a portfolio of work. In this industry, networking is important and it is often useful to begin at an entry-level position or find some (un)paid freelance assignments. Internships and work-experience provide 'real life' understanding and give you a true insight of what is required in the workforce. You can also find out what type of roles suit your skill set and work style. Work experience and internships are offered by most employers but are not always advertised on job boards and job search engines, so check out the career page of a company's website or try to network with staff in the organisation.

Job search strategies

If you are interested in working in communications departments of specific companies or organisations, hone your writing and social media skills. Promote yourself on Twitter and LinkedIn and follow influencers in your chosen field to keep on top of the latest developments and news. Attend events where you can network with relevant professionals and find a mentor if possible.

Not all jobs are advertised, so consider searching the internet by using both broad and narrow search terms, such as 'editor jobs Australia'. This search will generate results for employers and recruitment agencies that have advertised relevant vacancies, as well as jobs relevant to your discipline.

You can use this information to start creating email alerts on these websites to have the relevant jobs sent directly to you. Visit relevant companies' webpages to find out about other opportunities, including entry-level, graduate or related positions.

If positions on job search engines provide the name of the recruiting company, visit their website and check for other employment opportunities. If possible, apply directly from the company website.

Professional associations and graduate career information

To keep abreast of the latest research and developments, consider becoming an affiliate member of relevant professional associations – it's a great way to meet people in your field and potentially find employment opportunities. Professional associations exist in every field of employment and hold regular professional development and networking events. They provide tips on how to access the Australian job market, information about job opportunities, upcoming industry events, and a valuable list of contacts and other resources.

Useful web links

General career information

Graduate Careers Australia	graduatecareers.com.au
Job Outlook	joboutlook.gov.au
GradAustralia	gradaustralia.com.au
My Future	myfuture.edu.au

Professional associations

Writers and editors associations	bcl.com.au
Australian Publishers Association	publishers.asn.au
Institute of Professional Editors Limited (IPEd)	iped-editors.org
Editors Queensland	editorsqld.com
Freelance Editors' Network	fen.net.au

Writing and editing assignments

Upwork	upwork.com
Freelance jobs	freelancewritinggigs.com
Freelancer	freelancer.com.au
Workcircle	workcircle.com.au/jobs/freelance-writer
Ethical jobs	ethicaljobs.com.au/communications-marketing-jobs
Adzuna	adzuna.com.au
Internships	publishers.asn.au
Government including Federal (9apsjobs.gov.au), state (smartjobs.qld.gov.au), city councils, and defence force	
Online magazine accepting copy from community members	

Publishing houses, journals, newspapers, and magazines

Macmillan	macmillaneducation.com.au
The Magazine Publishing Company	tmpe.com.au
Cheriton House Publishing	cheritonhousepublishing.com
Fairfax media	fairfaxmedia.com.au

Other relevant sites

Copyright	copyright.org.au
Love of books	loveofbooks.com.au

Technical writing

Technical writers	seek.com.au
DS Techwrite	dstechwrite.com.au
Australian Society for Technical Communication	astc.org.au

For further details, please contact:

Careers Service

Student Employability Centre
careers@uq.edu.au
employability.uq.edu.au/find-a-job



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