VETASSESS

Information sheet

Copywriter

ANZSCO: 212411 | **Group B**

About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Job description

Copywriters design and compose written material to advertise products and services.

Occupations not considered under this ANZSCO code:

- Newspaper or Periodical Editor
- Print Journalist
- Radio Journalist
- Technical Writer
- Television Journalist
- Journalists and Other Writers nec
- Advertising Specialist
- Marketing Specialist
- Public Relations Professional

These occupations are classified elsewhere in ANZSCO.

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree, in a field highly relevant to the nominated occupation. In addition to this, applicants must have undertaken at least one year of post-qualification employment at an appropriate skill level in the last five years which is highly relevant to the nominated occupation. If employment is not post-qualification, then five additional years of highly relevant employment are required.

If the degree is not in a highly relevant field, three years of employment at an appropriate skill level completed in the last five years in a field which is highly relevant to the nominated occupation is required. This is reduced to two years if there is an additional qualification at least at AQF Diploma level in a highly relevant field.

If employment is not post-qualification, then five additional years of relevant employment are required. This is in addition to one year of highly relevant employment within the past five years.

A positive assessment of both qualifications and employment is required for a positive Skills Assessment Outcome.

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	AQF Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
Pre-qualification methodology can apply to Group B occupations				
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum Within last 5 years +	N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitablel Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

Other qualifications may be accepted on a case-by-case basis if the subsequent employment is highly relevant, and the program of study contains sufficient units related to Copywriting. For example:

- Strategy and Campaign Planning
- Communication
- Journalism
- Media Arts and Production
- Media Communication
- Writing: Professional and Creative
- Writing and Editing
- Public Relations
- Organizational Communication
- Technical Writing; Letter Writing; Poetry Writing; Story Writing; Reporting and Writing for the Media

*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

Highly relevant major fields of study include:

- Copywriting
- Journalism
- Communication and Media Studies
- Advertising

Employment

Highly relevant tasks include, but are not limited to:

- determining advertising approach by consulting clients and management, and studying products to establish principal selling features.
- writing advertisements for press, radio, television, cinema screens, billboards, catalogues and shop displays.

Additional tasks may include:

- defining themes, style and length of copy with clients.
- presenting ideas and concepts to clients.
- planning and writing text and headlines for brochures and press releases, annual reports, documents, speeches and other sales and promotional material.
- may name products, write copy for packaging, and write other sales and promotional material.
- may write scripts for radio and television announcers to provide continuity for broadcasts.
- assisting Art Directors with ideas for advertising and promotion, often thinking up names for products and the slogans that appear on the packaging and other promotional material.

Employment information

Copywriting is about translating ideas using words and language to convince readers to take an action, for example, to buy a product. It is mainly used in advertisements, sales copy, emails, print ads, digital ads, brochures, and landing pages.

Copywriters commonly work in the following employment contexts:

- Advertising agencies
- Radio and television stations
- Advertising departments of retailers
- Wholesale and manufacturing firms
- Some government departments
- Self-employed / freelance
- Publishing houses
- Any business or organisation which has a dedicated Communications department.