

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – CONTENT WRITER				
Sector	Design			
Track	Design			
Sub-track	Design Communication			
Occupation	Design Professional			
Job Role	Content Writer			
Job Role Description	<p>The Content Writer plans, writes and coordinates content that conveys persuasive points to readers. He/She works in close partnership with various stakeholders to brainstorm ideas and concepts in various media forms, and ensures accuracy and consistency in language, style and tone. He also keeps abreast of competitors' products and industry trends to develop appropriate content for the organisation.</p> <p>A creative and adaptable individual, the Content Writer is able to devise innovative means of delivering content. He is also proactive in continually researching and building capability in content writing. In addition, he demonstrates strong interpersonal and stakeholder management skills in collaborating with various teams on design and art. He is culturally sensitive, ensuring content appropriateness for multi-cultural audiences.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Develop content strategies for projects	Key Tasks	Performance Expectations (For legislated / regulated occupations)
			Create appropriate content for brands' designated audiences	
			Identify project requirements through the interpretation of copywriting briefs	
			Design slogans and taglines for marketing campaigns	
			Consult business stakeholders to clarify requirements and prepare copywriting briefs	
			Keep abreast of competitors' products and industry trends	
			Conduct editorial reviews to ensure accuracy and consistency in language, style and tone	
			Revise content to accommodate requests by internal and external stakeholders	
	Establish style guides in line with the organisation's art direction			
	Manage copywriting projects	Create copywriting ideas in partnership with internal and external stakeholders		
Work with media planners and the production department for advertising campaigns				
Explore different ideas and concepts for visual and verbal elements with the creative team				
Collaborate with design and art teams for content development				
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Aesthetic and Design Sensibility	Level 3	Sense Making	Intermediate
	Brand Management	Level 3	Creative Thinking	Intermediate
	Business Presentation Delivery	Level 3	Communication	Intermediate
	Conceptual Thinking	Level 3	Teamwork	Basic
	Content Development and Strategy	Level 4	Interpersonal Skills	Basic
	Critical Thinking	Level 3		
	Cultural Sensitivity for Design	Level 3		
	Design Writing	Level 4		
	Empathetic Design	Level 3		
	Imagination and Exploration	Level 3		
	Narrative Design	Level 4		
	Stakeholder Management	Level 3		
	Trend Forecasting	Level 3		
Visual Communication	Level 3			
Programme Listing	For a list of Training Programmes available for the Design sector, please visit: www.skillsfuture.sg/skills-framework/design			

The information contained in this document serves as a guide.