

Copywriter

Write the words that sell things: ads, websites, emails, packaging, scripts.

TYPICAL PAY

\$77,000

a year, full time

PAY RANGE

\$53k to \$110k

starting to experienced

TIME TO QUALIFY

2 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Ad agencies, in-house marketing teams, tech companies, freelance

How you get there

- 1 High school** Grades 11 and 12
English, media studies, business. Start writing things nobody asked you to write.
- 2 Training (optional but common)** 1 to 4 years
A college advertising or creative advertising program, a one-year copywriting graduate certificate, or a university degree in English or communications.
- 3 Build a portfolio** 3 to 12 months
Eight to ten campaigns, real or invented, that show a clear idea and a clear line. This is the entire hiring decision.
- 4 Internship or junior role** 1 to 2 years
Usually paired with a junior art director. You pitch ideas together and get most of them killed.
- 5 Mid-level and up** 3 to 8 years in
Own your own accounts, then lead a team as a creative director or specialize in one branch such as brand voice.

Pros and cons

- + You can enter with no degree and no debt
- + Remote and freelance friendly
- + Decent pay for a creative field, well above most writing jobs
- Most of what you write gets killed by someone who is not a writer
- Agency culture can mean long hours before a pitch
- AI tools have wiped out the easy end of the market

Optional boosts

Product and interface writing. Direct response. Brand voice and strategy. Regulated industries.

Good to know

Copywriters usually come in pairs

Agencies still team one copywriter with one art director, a structure invented at an American agency in the 1960s. You are hired, promoted and often laid off as a unit.

Canada has its own effectiveness awards

The Effie Awards Canada, run by the Institute of Canadian Agencies, judge advertising on whether it actually worked, not on how it looks. That makes them the awards clients care about.

Where these numbers come from

Job Bank: Copywriter in Canada, wages (updated November 2025)
Institute of Canadian Agencies
Canadian Marketing Association

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/copywriter>



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