



Where can studying ENGLISH take you?



ADVERTISING COPYWRITER



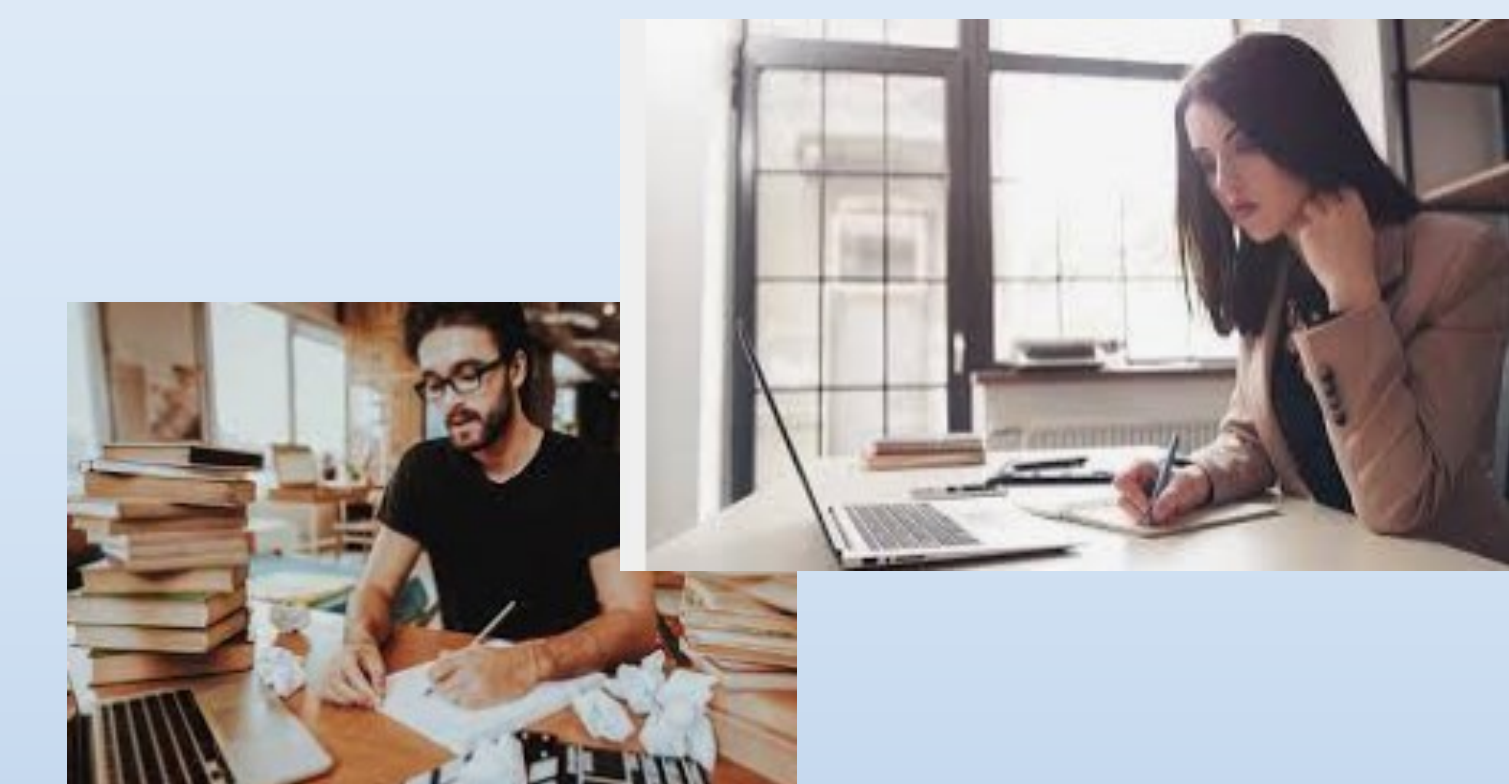
Copywriters are responsible for the linguistic content of adverts. They work across a range of media and format, interpreting account briefs to compose advertorial content such as slogans, catchphrases, Tweets and scripts for tv and/or radio adverts. Typical employers of advertising copywriters are advertising agencies, media agencies, full service agencies or you can be a self-employed freelance advertising copywriter.

SPEECH AND LANGUAGE THERAPIST



Speech and Language Therapists diagnose, advise about and treat speech and language problems to help people communicate effectively. Typical employers of speech therapists are The NHS, Schools and voluntary or charitable organizations. Some speech therapists work as private practitioners.

SCREENWRITER



Screenwriters write and develop screenplays for film or TV drama. They do this based on an original idea, by adapting an existing story into a screenplay or by joining an existing project. Screenwriters are almost always freelance and pitch their ideas to a producer or film studio. Alternatively a screenwriter may be commissioned by a producer or studio to create a screenplay.

DIGITAL MARKETER



A Digital Marketer creates and uploads copy and images for an organisation's website. They write and dispatch email marketing campaigns, research new online media opportunities that may benefit the organisation including mobile, social media and development of blogs and forums.

VLOGGER



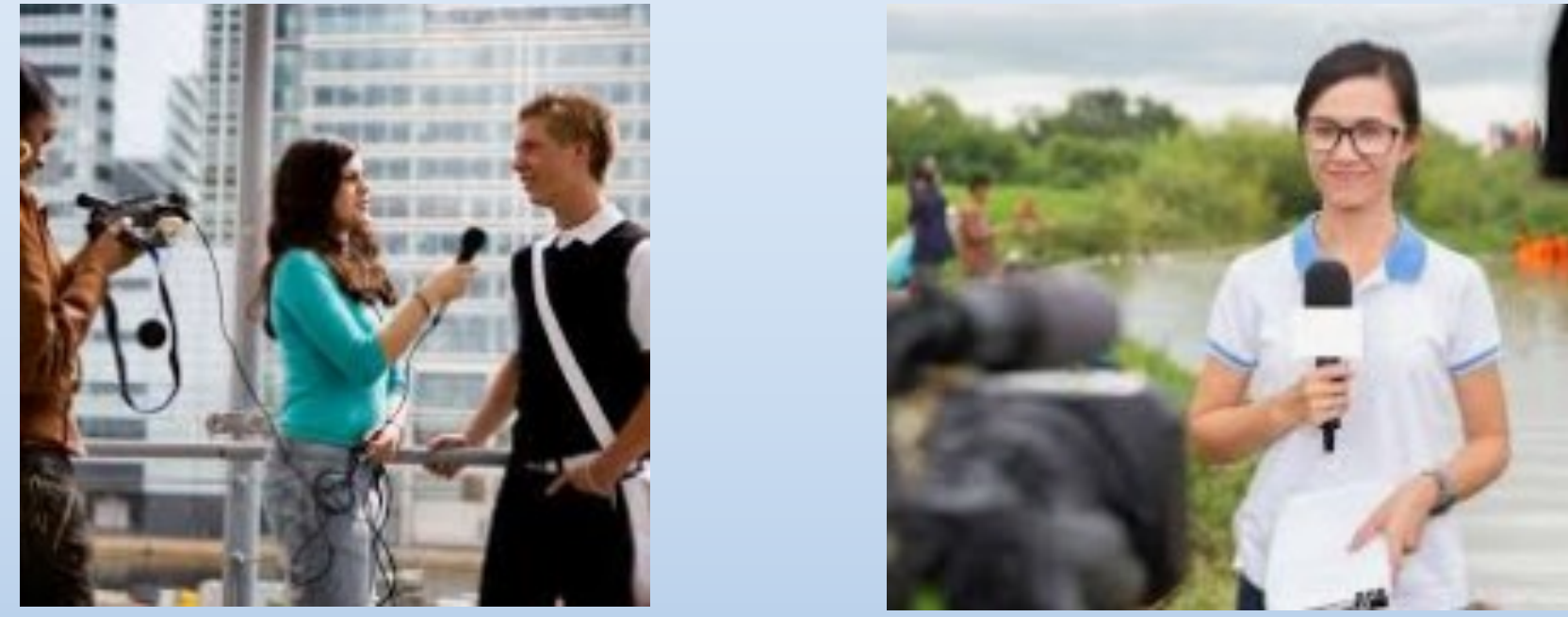
Vloggers are people who post videos, informing their audience of their whereabouts and activities throughout the day. Vlog posts consist of creating a video of yourself where you talk on a particular subject such as reporting or reviewing a product. Becoming a successful Vlogger requires consistently creating and uploading quality content that engages a large audience. It requires a diverse skill set including content creation, filming, editing, marketing and administration.

MARKETING EXECUTIVE



Marketing Executives contribute to and develop marketing campaigns to promote a product, service or idea. This is a varied role which includes planning, advertising, public relations, event organization, product development, distribution, sponsorship and research. Day to day duties include running social media channels, organising events, direct marketing campaigns and conducting market research.

BROADCAST JOURNALIST



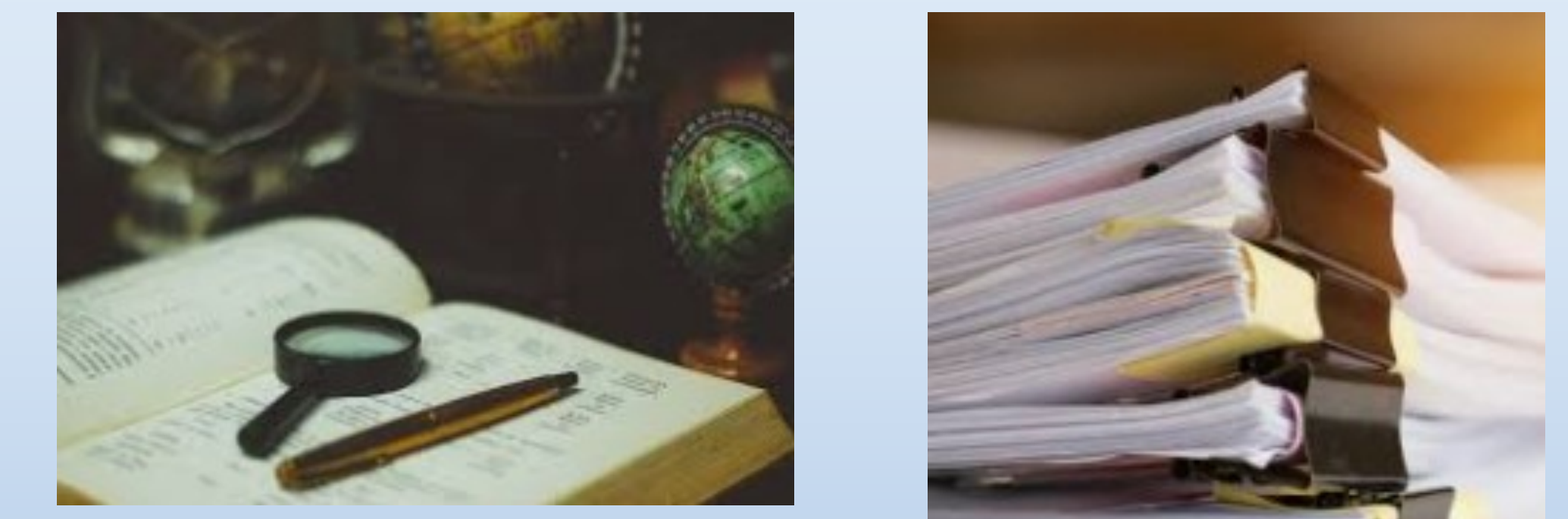
Broadcast Journalists research, investigate and present news and current affairs content for television, radio and the internet. Their duties include generating ideas for stories and features, pitching ideas to editors and commissioners, writing scripts for bulletins, headlines and reports and preparing and presenting material on air for both pre-recorded and live pieces.

ENGLISH AS A FOREIGN LANGUAGE TEACHER



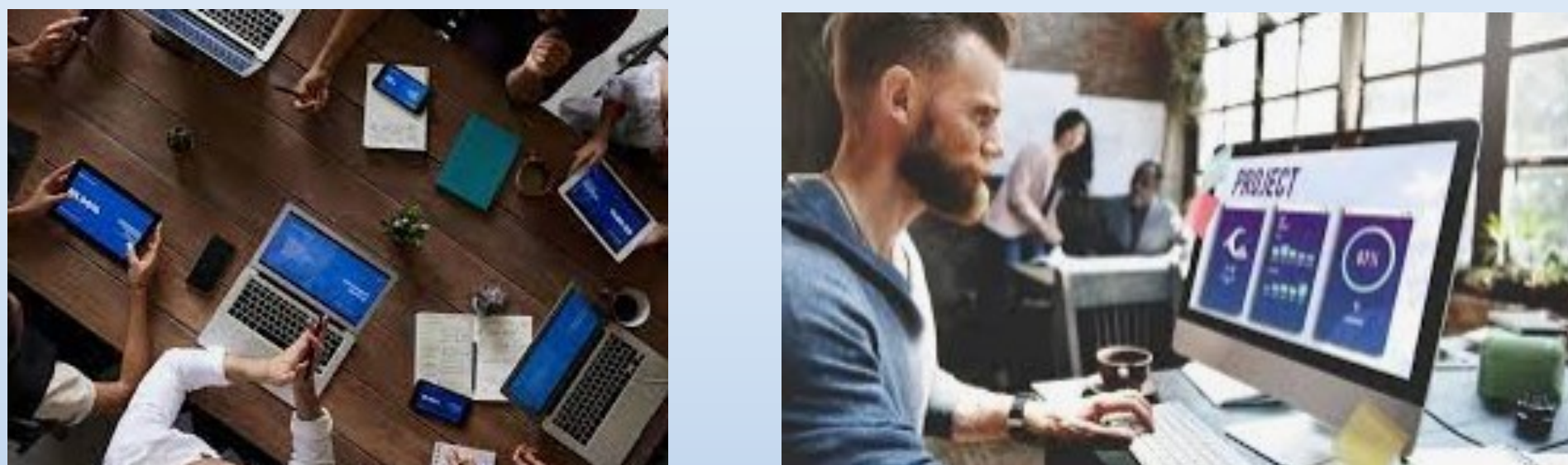
Working at a language school, abroad, at college or from home, day-to-day duties include planning lessons and student activities, teaching individuals or classes either face-to-face or through online learning. Encouraging students to practice speaking, to develop language and understanding. Setting and marking of tests and exercises. Organising social and cultural activities, like sports, social events and trips.

FORENSIC LINGUIST



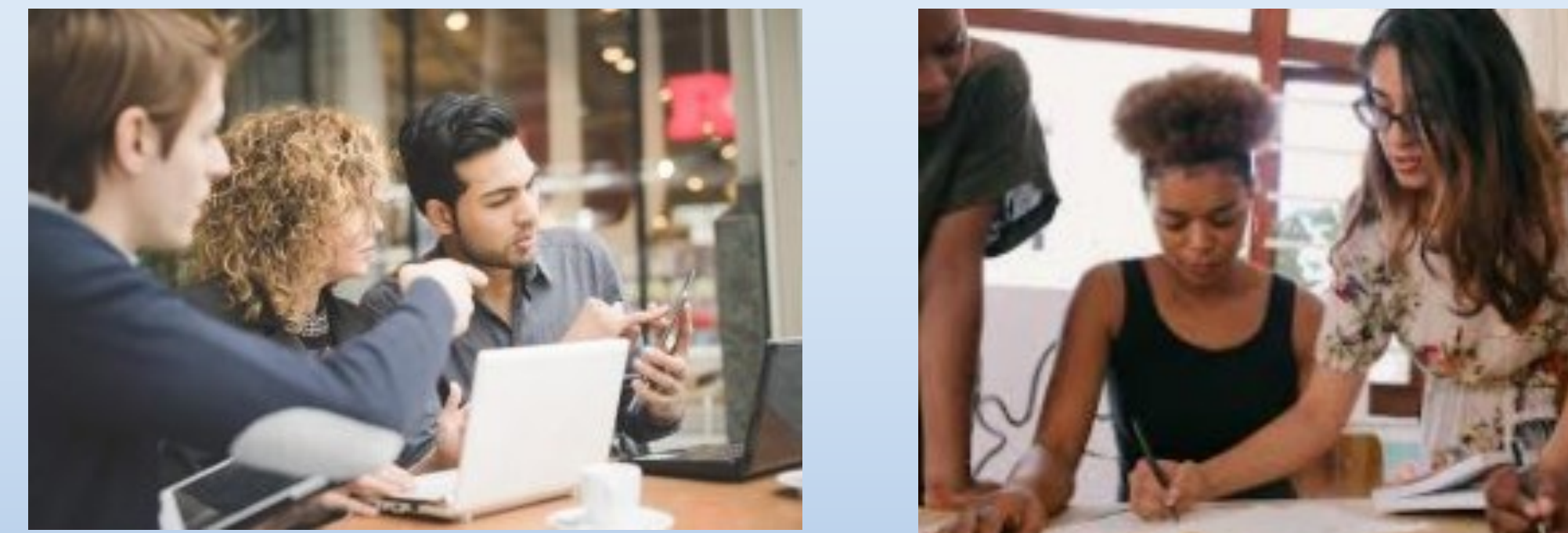
Forensic Linguistics is the scientific analysis of language in a legal setting. A Forensic Linguist performs language analysis on written or recorded documents to help solve crimes. They study dialect, grammar, sentence construction, phonetics and other linguistic areas to determine authenticity and ensure correct interpretation. A Forensic Linguist may analyse contracts, wills, confessions, phone call transcripts, trademarks, witness statements, courtroom transcripts, texts, emails, product warnings or police interview transcripts.

WEB CONTENT MANAGER



A Web Content Manager works closely with project teams, editors, developers and designers to coordinate the site content and make sure it caters for the needs of the target audience. This could be working on websites that are open to the public, or sites that are for staff use only on a company's intranet. This combines organisation and writing skills with the necessary technical knowledge.

COMMUNICATIONS DIRECTOR



Communication Directors determine the overall strategies of the specific projects under their supervision (e.g. a PR or marketing campaign). The role involves overseeing the work of multiple PR specialists. Duties include reviewing press releases, newsletters and brochures, collaborating with PR specialists and Press Secretaries, handling media relations and managing social media presence.

SOCIAL RESEARCHER



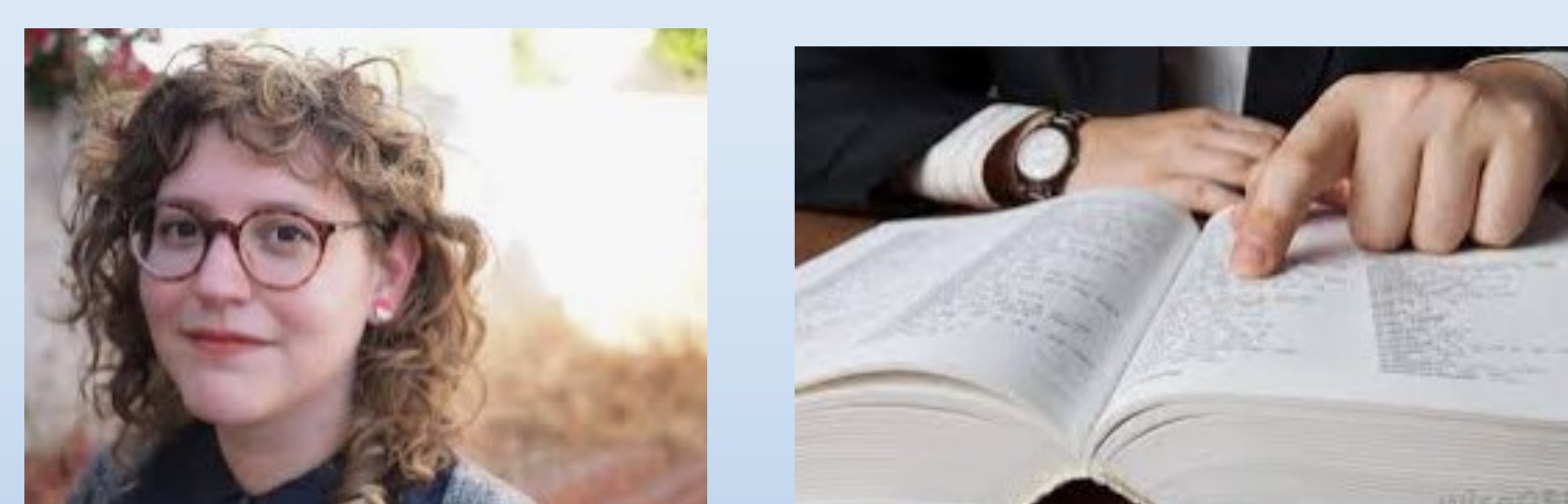
Social Researchers plan, design, conduct and manage social research projects, reporting on findings in order to shape policy or to examine the effectiveness of existing policy. Using a range of methods such as interviews, survey questionnaires and focus groups to investigate attitudes, behaviour and experiences of populations samples on specific issues. Research could focus on topics such as crime, education, gender, healthcare, poverty etc.

SECONDARY SCHOOL TEACHER



Secondary school teachers teach students age 11 to 18, specialising in a particular subject, duties include planning, teaching and assessing lessons in line with curriculum objectives. Teachers ensure a healthy culture of learning and support, by observing and recording students' progress. Day to day duties include preparing and delivering lessons, marking work and giving appropriate feedback, managing student behaviour, communicating with parents and supervising and supporting the work of teaching assistants and trainee teachers.

LEXICOGRAPHER



The role of a Lexicographer is to compile, write, edit and organize definitions for use in dictionaries, lists, lexicons and encyclopedias. A Lexicographer will search specialist databases comprising thousands of pieces from language from a range of sources, including literature, newspapers, online journals, blogs and transcripts for evidence of meanings of usages of a word or phrase. This evidence is then used to reassess existing dictionary entries and identify or consider possible new entries.

PROOFREADER



Proofreaders check and edit written documents, articles and books before they are published, ensuring they are free of errors. As a Proofreader, you could work for a publishing house or be self-employed. Along with being able to recognise errors in written materials, Proofreaders must be able to correctly mark the documents for corrections. This could also be working on website content.