## TSC Category

Copywriting

## TSC Description

Articulate, proofread and conduct readability tests on key messages written using appropriate content ideas and writing styles

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft content using established writing and communication principles appropriate to target customers.</td>
<td>RET-COP-2001-1.1</td>
<td>RET-COP-3001-1.1</td>
<td>RET-COP-4001-1.1</td>
<td>RET-COP-5001-1.1</td>
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<tr>
<td>Edit content with reference to audience needs, evaluate effectiveness of messages as well as review and provide inputs for improvements</td>
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<tr>
<td>Cascade purpose of content to teams, develop guidelines for content development and copyright clearances, and manage styles or themes appropriate to the publications or types of communication materials</td>
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<tr>
<td>Articulate purpose of content, generate a range of ideas relevant to purpose of the content and evaluate implications of the content to the organisation</td>
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</tbody>
</table>

## Knowledge

- Writing and communication principles for relevant mediums
- Writing and presentation techniques for relevant mediums
- Sound knowledge of grammar and punctuation
- Criteria for writing project objectives and requirements
- Criteria for defining digital platforms for publishing content
- Spelling and typographical mistakes, including commonly misspelled words
- Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses
- Correct use of adverbs, adjectives and other modifiers
- Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct
- Legal and regulatory requirements relating to publishing and intellectual property
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### Abilities

<table>
<thead>
<tr>
<th>Abilities</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Conduct research to support drafting of content</td>
<td>• Classify, structure and sequence content so that it is easy to read or navigate</td>
</tr>
<tr>
<td>• Draft content based on target audience, digital platforms where content are to be published and writing project objectives</td>
<td>• Draft and edit content based on writing project objectives and requirements</td>
</tr>
<tr>
<td>• Draft content based on writing and communication principles</td>
<td>• Draft and edit content based on writing and communication principles</td>
</tr>
<tr>
<td>• Draft content based on writing techniques appropriate to purpose of the content</td>
<td>• Draft and edit content based on writing techniques appropriate to purpose of the content</td>
</tr>
<tr>
<td>• Apply presentation techniques to enhance readability</td>
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</tr>
<tr>
<td>• Create content with accurate punctuation</td>
<td>• Proofread content and assess readability</td>
</tr>
<tr>
<td>• Write using correct use of grammar and syntax</td>
<td>• Incorporate feedback and finalise content</td>
</tr>
<tr>
<td>• Classify, structure and sequence content so that it is easy to read or navigate</td>
<td>• Propose changes to texts using clear language and applying logical structure</td>
</tr>
<tr>
<td>• Draft and edit content based on target audience, digital platforms where content are to be published, writing project objectives and requirements</td>
<td>• Produce text contents according to tone that is consistent with established themes</td>
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<td>• Draft and edit content based on writing and communication principles</td>
<td>• Generate a range of ideas in alignment to writing project objectives and requirements</td>
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<tr>
<td>• Draft and edit content based on writing techniques appropriate to purpose of the content</td>
<td>• Consult with relevant stakeholders to evaluate and select most appropriate content ideas and writing styles</td>
</tr>
<tr>
<td>• Apply presentation techniques to enhance readability</td>
<td>• Review and proofread written content using manual and automated systems</td>
</tr>
<tr>
<td>• Proofread content and assess readability</td>
<td>• Utilise a range of additional resources to find information where there are perceived gaps in text-based contents</td>
</tr>
<tr>
<td>• Incorporate feedback and finalise content</td>
<td>• Manage copyright clearances as required</td>
</tr>
<tr>
<td>• Propose changes to texts using clear language and applying logical structure</td>
<td>• Edit copy to conform to grammar rules</td>
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<td>• Produce text contents according to tone that is consistent with established themes</td>
<td>• Review implications of the content to the organisation</td>
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