

Sarah Delaney

Dr. Kat LaFever

IDS 493

30 September, 2023

Content analysis is a way of looking deeper into a piece of content in order to discover meaning and purpose that may not be on the content's surface level. This form of analysis is extremely useful when looking through job advertisements and allows one to recognize common words, phrases, and concepts that appear in their field. This paper examines the characteristics of job advertisements in the field of technical writing while explaining these characteristics through the use of content analysis. In doing this research, the characteristics and skills that employers in this field look for become clearer. Analyzing the use of repeated terms and phrases allows us to see what these companies are really looking for and what skills will be most valuable to highlight in a portfolio or resume. The findings in this particular field emphasize experience and skillset, but the realm of technical writing is fragmented into endless careers making it difficult to find one advertisement that mirrors the next.

Post-graduation, I plan on working a technical writing or editing job, and most commonly on job applications, the title is listed as Technical Writer, Technical Editor, Technical Copyeditor, or Technical Writer and another skill. All four of the job advertisements being analyzed are full-time positions, meaning they require my full commitment and energy; however, three out of four of the analyzed job ads would require me to relocate. For me, working remotely is the ideal scenario so that is a determining factor when looking at advertisements. Likewise, while looking through the job advertisement websites for technical writing positions, I found it difficult to find entry-level positions; however, I feel confident that I satisfy the majority of the duties and responsibilities. Some of the duties and responsibilities that the ads have in common are working in a team, ensuring documents are clear and concise, being able to manage multiple

projects, and possessing creativity. Many of these ads call for experience in specific computer softwares such as Photoshop, Microsoft programs, HTML5, Illustrator, and InDesign. I am able to incorporate the skills and experience that I do have in these programs, specifically Photoshop, Microsoft, and Illustrator, into my portfolio. As for the software I am unfamiliar with, my lack of experience gives me something to work towards before I apply and will set me up for success. While these ads have a very specified list of requirements, qualifications, and skills, they provide friendly benefits for those able to provide the desired work. Out of the four, the ad that has the most benefits is the Technical Specification Writer for Sullivan Palatek which includes 401k, dental insurance, employee assistance program, health insurance, life insurance, paid time off, and vision insurance. However, PTO and health insurance are common benefits across the board, and all four companies seem to recognize and appreciate the education and skill of their employees. Throughout these four advertisements, the skill that is referred to the most is communication. When looking at job ads, “the most important items are probably listed toward the top”, and these four ads include communication or collaboration toward the top in their lists of requirements or skills (Burry, 2022). Across these four ads, communication is mentioned 12 times and other common terms across technical writer advertisements are collaboration, accuracy, hands-on, conciseness, and quality. Looking at the frequency of these terms, it is fair to say that they reflect the qualities that are most valued to an employer looking for a technical writer or editor. The employers or companies who have published these advertisements are well established and have good reputations, as seen by their ratings on the job advertisement websites in which they were found. All four ads I analyzed come from corporations that are large enough to provide an agreeable salary and benefits, but not comparable to the large scale of companies such as Amazon or Google. This is appealing to me as I like to know who I am working for personally and like to have a smaller group of colleagues to know who I am working with as well. With the analysis of job advertisements in the realm of

technical writing and editing, it is clear that companies have a shared belief in their culture and what they need from their writers to succeed.

The conceptual content analysis of these four ads reveals that the key terms these employers have in common are concerned with a writer's interactions with those around them in the workplace. The most frequently used term is communication, including terms such as interpersonal communication as well. Communication in technical writing requires the writer to communicate "complex information to a non specialized audience"; and in the workplace, this means other departments, higher-ups, or even people outside of your organization (Dsouza et al., 2021). Qualitative coding of the advertisements puts communication as the defining term when doing research. Below communication in frequency of terms is collaboration. When working with an organization of different teams like these ads allude to, "collaborative writing requires the entire team to be focused on a common objective" (Neveu et al., 2019).

Communication and collaboration go hand in hand and this explains why they are the most frequently used terms in this field. The takeaway from the emphasis on these terms is that when working as a technical writer, it is rare that you will be working alone or providing work for one department. The other frequent terms in this analysis such as "team-work", "hands-on", and "assist" further strengthen the theme of joint effort in the workplace. With this data, I think that putting artifacts in my portfolio that reflect my communication skills as well as my ability to work in a group will set me up for success. Some of these artifacts include oral group presentations from foreign language classes, translating work, and Powerpoint presentations that include voice recordings that highlight my ability to communicate effectively.

Through the research and analysis of job advertisements for professional writers, I have greater awareness of the characteristics, skills, qualifications, and requirements that await me in my future career. On the surface, the average person may view a technical writer as someone whose job focuses solely on writing, yet this analysis proves that effective communication and collaboration are the most sought after skills a prospective employee can have. More

specialized skills such as previous experience with computer software, copyediting, and graphic design are desirable as well, but these are skills that are easy to develop and improve along the journey to one's career. Since the range of jobs available to technical writers is so large, specialized skills and certifications are not emphasized nearly as much as the key terms. For my portfolio to appeal to as wide of a range of employers as possible, my artifacts will highlight the most relevant skills to the field: communication, collaboration, hands-on experience, conciseness, and quality of work.

1: Technical Writer and Content Specialist

<https://www.indeed.com/cmp/Ax-Control-Inc.-1/jobs?jk=861f65fb6dea1199&start=0&clearPrefilter=1>

Technical Writer and Content Specialist×

[AX Control Inc.](#) | 📍 AX Control Inc. in Raleigh, NC 27603

Apply now

🔖

🚫

We, at AX Control Inc., are an Industrial Automation reseller located in South Raleigh, NC that is currently in search of a proficient Content Specialist and Skilled Technical Writer to add to our team. The position will be on-site at our office in Raleigh, NC. That being said, currently, we are only interested in persons that do not have to relocate.

A candidate for this position must have the following qualifications:

- Excellent interpersonal and communication skills (written and verbal).
- Ability to prioritize and manage multiple projects in a given timeframe.
- Timely and Punctual
- Detail-oriented with organizational, decision-making, and time management skills.
- Ability to function independently and as a team member.
- Honest and Hard Working
- Proficient in basic grammar and English (to write product descriptions)
- A valid NC driver's licensee and reliable transportation
- Understand how to search, assess search results, and download information from the internet.

Responsibilities include:

- Work collaboratively with all departments to develop content on our existing websites.
- Write, edit and review technical documents and publications.
- Capture, Edit, and Upload Photos to appropriate part pages.
- Ensure the content submitted is completed accurately.
- Create/Assist with any new projects required by the company.

Hours: 40/hrs per week. Monday - Friday 8AM-5PM (with 1hr lunch) - Optional overtime available

2: Technical Specification Writer

https://www.glassdoor.com/Job/michigan-city-in-technical-writer-jobs-SRCH_IL.0,16_IC1145180_KO17,33.htm?src=GD_JOB_AD&rdserp=true&srs=EI_JOBS&jl=1008875331819&ao=1136043&s=21&guid=0000018adc7373c2bdc0546d984c48c2&pos=105&t=ESR&vt=w&uido=530E80D95907B1FA95F7099B81C79028&ea=1&cs=1_8aa8fb46&cb=1695915668789&jobListingId=1008

[875331819&jrtk=5-yul1-0-1hbe76t2ok797800-44a57d9dcb005c85](https://www.ziprecruiter.com/jobs/aditi-consulting-86ed9292/technical-copy-editor-5-2b03d311?auto-apply=1&lvk=bwvc88hHehv9DACfKdsAhw.--N5NoOzSRk&placement_id=37796&zrclid=d2f043b0-abba-4e91-b407-96b5dd742775)



Sullivan Palatek 3.8 ★

Technical Specification Writer

Michigan City, IN



Easy Apply

As a Technical Writer, your primary responsibility is to create clear and concise documentation for various processes, procedures, and technical materials. You will collaborate closely with engineers, operations personnel, and other stakeholders to develop specifications and ensure the accuracy and completeness of information. This role may require a bachelor's degree in a related field.

Key Responsibilities:

1. Document Creation: Develop, plan, edit, and write user manuals, technical documentation, and other documents as required.
2. Content Standardization: Analyze documents to maintain consistent style and content throughout all materials.
3. Cross-functional Collaboration: Collaborate with Engineering, Service, Parts, and Staff teams to gather information and ensure the accuracy and completeness of documentation.

Show more ▼



Report

3: Technical Copy Editor

https://www.ziprecruiter.com/jobs/aditi-consulting-86ed9292/technical-copy-editor-5-2b03d311?auto-apply=1&lvk=bwvc88hHehv9DACfKdsAhw.--N5NoOzSRk&placement_id=37796&zrclid=d2f043b0-abba-4e91-b407-96b5dd742775



Technical Copy Editor 5

Aditi Consulting

Redmond, WA, USA

💰 \$48 to \$53 per hour

Summary:

- Our team works closely with enterprise customers to develop solutions to challenging software engineering problems.
- We create robust solutions with strong engineering fundamentals that use companies cloud services (Azure, Office, Dynamics, Power Platform) and a wide range of OSS technologies.
- Typical focus areas include artificial intelligence (AI), advanced data technologies, distributed applications, and business applications.
- We strive to share our learnings from this work in the form of reusable solutions, technical documentation, blog posts, and technical white papers that are shared with product engineering teams.

Apply Now



4: Technical Editor <https://jobs.smartrecruiters.com/Zscaler/743999930526182-technical-editor>



Technical Editor

📍 Employees can work remotely

Full-time

Department: Product Management

Company Description

Zscaler (NASDAQ: ZS) accelerates digital transformation so that customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange is the company's cloud-native platform that protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location.

With more than 10 years of experience developing, operating, and scaling the cloud, Zscaler serves thousands of enterprise customers around the world, including 450 of the Forbes Global 2000 organizations. In addition to protecting customers from damaging threats, such as ransomware and data exfiltration, it helps them slash costs, reduce complexity, and improve the user experience by eliminating stacks of latency-creating gateway appliances.

Zscaler was founded in 2007 with a mission to make the cloud a safe place to do business and a more enjoyable experience for enterprise users. Zscaler's purpose-built security platform puts a company's defenses and controls where the connections occur—the internet—so that every connection is fast and secure, no matter how or where users connect or where their applications and workloads reside.

Job Description

Location: San Jose, California (remote candidates may apply, US-Pacific time zone working hours are required)

We work in a fast-paced, dynamic, and make it happen culture. Our people are some of the brightest and passionate in the industry that thrives on being the first to solve problems. We are always looking to hire highly passionate, collaborative, and humble people that want to make a difference.

Works Cited

Burry, M. (2022, February 1). *How to decode a job advertisement*. The Balance.

<https://www.thebalancemoney.com/how-to-decode-a-job-advertisement-2061002>

Dsouza, E., Moses, J., Fuglsby, B., Eichberger, R., Klug, S. L., Horvath, B., & Mussack, B.

(2021, August 30). *3.1 defining technical communication*. Introduction to Technical and Professional Communication.

<https://pressbooks.umn.edu/techwriting/chapter/3-1-defining-technical-communication/>

Neveu, C., Smith, M., Gaudet, L., & Neveu, S. L. and C. (2019, January 1). *4.3 collaborative writing*. Technical Writing Essentials.

<https://pressbooks.bccampus.ca/technicalwriting/chapter/collaborativewriting/>