

Thinking of a career in **creative and media**

Careers in creative and media are often fast paced and very competitive. The industry is always changing and covers a wide range of sectors including advertising, design, film, literature, music, fashion, arts, photography, publishing, radio, TV and more!



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LEICESTER SHIRE

Is this YOU?

- Good communicator
- Enjoy being creative
- Like to explore new ideas and ways of doing things
- Work well under pressure
- Can think on your feet
- Confident and outgoing
- Work well in a team and listen to others

If so...

You could be well suited to a career in creative and media or a related sector, such as business and administration or IT.

Getting in and moving on...

Jobs

You might be able to get into a creative and media job, such as signwriter or photographic technician with few qualifications. Competition for jobs in this industry is strong but if you have talent, enthusiasm and determination, you can work your way up!

Further education (FE)

You can do a course at a local college or sixth form that can lead to a career in creative and media. This includes general qualifications such as AS or A levels in design, music or English and specific qualifications such as BTECs in fashion or drama.

Higher education (HE)

To do some jobs in creative and media, such as animator, journalist or graphic designer, you usually need a degree, HND or HNC. You can study full-time or part-time alongside a job. It's always helpful to get some work experience in your chosen area of work as well as gaining qualifications.

Self employment

A lot of people dream of running their own business within this industry. You may want to work on a freelance basis — working for different companies on different projects. Like in any sector, being self employed is very competitive and comes with a lot of risks. It's a big step to take, and a lot of researching and planning is needed. It isn't something that a lot of people go straight into after finishing school — most people gain experience of the industry first as an employee.

The training given in this industry is broad based and you could move from one job in creative and media to another. You will also learn transferable skills, such as team work and communication, which will be useful in any job.



Local a

The creative and media industry is on HE and FE courses in creative arts and but 12% of businesses said they had p

It is estimated that between 2004 and the media industry.

Two thirds of the new jobs created in

The art, design and fashion industry is

Ro

Level

7 to 8

6

4 to 5

3

2

1

Vac

Junior design

Needed for
establishe
studio in L

£14,000 to
£16,000 a

Myth buster

Jobs in drama, music and media are all temporary aren't they?

Not true! Over 90% of the people who work in this industry see their current job as permanent.

and national

Numbers employed

trends

one of the fastest growing sectors in the UK.
 design are becoming more popular
 problems recruiting skilled staff.
 In 2014, 562,000 people will be needed to join
 creative and cultural industries will need higher level skills.
 is mostly made up of small businesses — 94% of businesses have less than 11 employees.

Around 20,000 people in
 work in the creative and
 Women represent around
 and media workforce in t
 Over half of the people wor
 media in the East Midlands
 London is home to 31% of the c
 workforce. Although, with the op
 internet and other new technolo
 have to stop you from deve

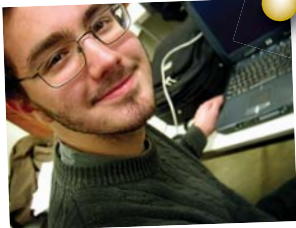
utes in and up

Qualifications	Examples	Jobs	Pay
Masters degree Postgraduate certificates and diplomas	Doctorate PhD	MA in music Postgraduate diploma in screenwriting	£20,000 to £60,000 a year
Honours degree	BA (Hons) film and television studies	Classical musician Graphic designer Medical photographer Journalist	
Foundation degree HNC or HND	Foundation degree in music production HND in art and design	Cartoonist DTP operator Exhibition designer	£16,000 to £30,000 a year
A levels BTEC National Diploma Foundation award i-media certificate or diploma	A level graphic design BTEC National Diploma in fashion and clothing	Copy editor Machine printer Proof reader	£15,000 to £25,000 a year
GCSEs at grades A* to C BTEC First Diploma i-media certificate or diploma Higher Diploma Arts award	Higher Diploma in Creative and Media	Photographic technician Picture framer Stagehand Signwriter	£10,000 to £15,000 a year
GCSEs at grades D to G BTEC Introductory Diploma Foundation Diploma Arts award	BTEC Introductory Diploma in performing arts	Sewing machinist Theatre attendant	

vacancies recently advertised in Leicestershire

er	General video production assistant	Digital media designer	Reprographics operator	Junior digital producer
or well ed design Leicester	Needed for media company in Market Harborough	Needed for digital media company in Loughborough	Needed for design agency in Coalville	Needed for digital advertising company in Hinckley
o year	£3.53 to £5.73 per hour	£25,000 to £30,000 a year	£15,000 a year	£20,000 a year

Michael's story...



Michael is 19 and is currently studying for a degree in journalism at a local university. His course teaches him how to use new technology to do research and produce reports on important news stories and events. This could be in print, TV, radio or on the internet.

To get on to the degree course, Michael completed A levels in English, history, general studies and critical thinking at his local sixth form. He has always had an interest in creative writing and entered writing competitions at his school. Michael is also interested in travelling and he hopes to combine these interests in his future career. Michael will have to be prepared to work shifts including early mornings, late evenings and weekends.

What next...

After he graduates, Michael would like to go on to do a part-time postgraduate course while gaining experience in a job. Eventually he would like to get a job with a national newspaper and report on important events from around the world.

Employer profile

The BBC is the largest broadcasting corporation in the world. They provide eight national TV channels, ten national radio stations and 40 local radio stations — including BBC Radio Leicester, BBC Radio Derby, BBC Radio Northampton and BBC Radio Nottingham.

Job opportunities at the BBC are available in a wide range of roles in many different locations. They aim to become the most creative organisation in the world and to make this happen, they need talented, creative people. Job vacancies in all locations are advertised on their website along with information about what it's like to work for them. You can also read interviews with staff to see what their job involves and how they got into it.

The BBC also offers work placements which are unpaid and last from a few days to four weeks. Competition for work placements at the BBC is tough — around 20,000 people apply each year. The BBC Blast scheme is an initiative which encourages 13- to 19-year-olds to get involved in dance, film, art and music. Information on opportunities across a range of roles can be found at www.bbc.co.uk/blast. The BBC Extend scheme, encourages people with disabilities to apply for 6 month paid work placements across the BBC. The scheme is normally run twice each year and is advertised on the BBC website around January and April.

Source: www.bbc.co.uk

Looking for ... Courses

CourseFinder is the main place to go to find information on local courses and other learning opportunities for 14-19 year olds. Log on to it at www.coursefinder-leics.org

Jobs and Apprenticeships

Check out www.connexions-leics.org/opportunities or call into your local Connexions centre.

Check out the Leicester Mercury every Wednesday or other local papers.
Find addresses of creative and media companies and send them your CV with an accompanying letter or email.

Ask around friends and relatives about vacancies where they work.
Contact your school work experience employer to ask about vacancies.

Go to www.apprenticeships.org.uk to register with the National Apprenticeship Service.

Quiz

- 1 Approximately how many people are employed in the creative and media industry in the East Midlands?
A 3,000 B 20,000 C 60,000
- 2 What percentage of workers in the creative and media industry are male?
A 67% B 33% C 50%
- 3 Which area of the creative and media industry employs most people in the East Midlands?
A television B publishing C photography D film
- 4 What percentage of businesses in the art, design and fashion industry employ less than 11 people?
A 20% B 67% C 3% D 94%
- 5 How many people apply for work experience places at the BBC each year?
A 2,000 B 15,000 C 20,000

Checklist



I need to:

- ➔ Visit www.coursefinder-leics.org to find out about information on courses, apprenticeships and other training opportunities in and around Leicester and Leicestershire.
- ➔ Visit www.connexions-leics.org/work/ to find out more on jobs and training.
- ➔ Check out www.connexions-leics.org/opportunities or call into my local Connexions centre for job and training vacancies.
- ➔ Research different careers using www.connexions-direct.com/jobs4u
- ➔ Use the 'Routes in and up' grid to see what the different routes are to a dream job! Different qualifications are taught using different learning styles, so I need to decide what suits me best.
- ➔ Use **Kudos** – a career matching software program – to find out what jobs my skills and interests are best suited to. Kudos may be available in my school, college or training provider. It is also available in all Connexions centres.
- ➔ Speak to my Connexions adviser for advice about my options and where I can find more information.



Useful websites

- ➔ www.connexions-leics.org – useful information about careers, courses, qualifications, work and training.
- ➔ www.apprenticeships.org.uk – everything you need to know about becoming an apprentice.
- ➔ www.connexions-direct.com/jobs4u – a database of information about hundreds of jobs.
- ➔ www.coursefinder-leics.org – search for courses, qualifications and training opportunities for 14-19 year olds in Leicester and Leicestershire.
- ➔ www.skillset.org – specialist careers information, advice and guidance service for the creative media industries.
- ➔ www.creative-choices.co.uk – career planning site for people wanting to get in, or get on in, the creative and cultural industries.
- ➔ www.yourcreativefuture.org – a guide to education and career opportunities in the media industry.
- ➔ www.canucutit.co.uk – website for those interested in a career in the fashion industry.

Where we are...

Leicester

91 Charles Street,
Leicester LE1 1HL
Phone: 0116 262 7254

Coalville

5 Hotel Street,
Coalville LE67 3EQ
Phone: 01530 812231

Hinckley

51 Castle Street,
Hinckley LE10 1DA
Phone: 01455 632719

Loughborough

7 Fennel Street,
Loughborough LE11 1UQ
Phone: 01509 214002

Market Harborough

2 St Mary's Road
Market Harborough LE16 7DU
Phone: 01858 462309

Melton Mowbray

22a Burton Street
Melton Mowbray LE13 1AF
Phone: 01664 569966

South Wigston

50E Blaby Road, South Wigston,
Leicester LE18 4SD
Phone: 0116 277 8090

Connexions

how we can help you and
where you can find us

Connexions Leicester Shire can give you information, advice and practical support with careers, education, training and jobs to help you make the right choices, fulfil your potential and have a better life and future. Find your Connexions adviser in school, college or at your local Connexions centre.

Visit us at
www.connexions-leics.org

Alternative Formats

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www.connexions-leics.org

