

Creative and Cultural Futures

There is a huge range and number of careers in the creative industries; with the sector employing over 3 million people – that's 1 in 11 UK jobs. It is the fastest growing sector, expanding three times quicker than the rest of the UK economy, with 900,000 new jobs forecast by 2030.

The creative industries are in our lives each and every day – every time you turn on the TV, visit a museum, play a game, choose a product or read a book. There are an exciting variety of roles and opportunities available across the creative industries, which are divided into 12 sub-sectors (below).

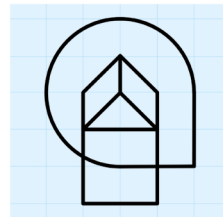
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need for the job.



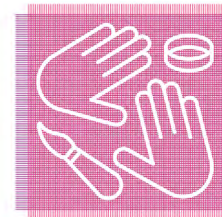
Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



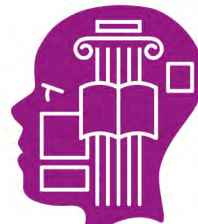
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



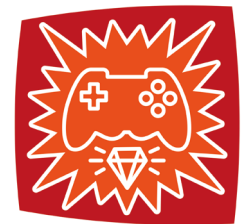
Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



SECTOR

Advertising & Marketing

The Advertising and Marketing sector comprises companies and individuals providing advertising, marketing or public relations (PR) services.

Elements of marketing, advertising and PR exist in most businesses and across all sectors. Professionals in this sector help clients to connect with their audiences, promoting brands, products and sending messages using a range of techniques. Marketing is the overall process, while advertising and PR are both individual sub-components.

The industry is broadly divided into those who work in-house for an organisation and those who work for an agency. The latter are appointed to provide specific services to paying clients. However, just under a quarter of marketing professionals work on a freelance basis.

Creative Career Case Studies

Each case study features a professional who works in a creative job. They are a great way to understand how broad the creative industries are and see what might grab your interest. You can see the real names and faces behind the job titles and find out more about each professional and their work life by watching their film. In the film/s you can hear the professional discussing their career pathway, the choices they made, and how important creative skills are for them in their jobs every day.



**Advertising
& Marketing**

CASE STUDIES



JON COCKLEY

Co-founder of Handsome Frank Illustration: Illustration & Animation Agency

Handsome Frank Illustration is a family run agency: co-founders Jon and Tom are cousins, and it is named after their grandfather, Frank. Handsome Frank represents 37 illustrators spread across five continents, and they've worked with some of the biggest brands and agencies in the world.

Despite their growth over the years, they are great believers in keeping things personal. They pride themselves on building close relationships with artists as they feel this benefits their creative output and collaborations with clients.

Today they are a close knit team of four, ready to dedicate their efforts (and ignore time zones) to making projects happen. They work predominantly with clients in advertising, design and publishing.

View the ins and out of the job and career paths.

[The Interview](#)

[The Professional Focus](#)

Website: www.handsomefrank.com



ALICIA TIBBS

Experienced Designer, Creative and Photographer

Alicia is a creative, through-and-through. She works as a photographer, a videographer, a designer, an editor, an art director, a social media marketer and user experience designer.

Alicia studied BA (Hons): Creative Advertising at Buckinghamshire New University, graduating in 2016 but has also trained in many other areas including Social Media Marketing combining skills such as creative thinking, conflict resolution, critical thinking, adaptability and social intelligence.

She has had incredible opportunities working in central London as well as rural Cambridgeshire with B2B (business to business) and B2C (business to consumer) clientele, including Coca-Cola, Disney and Walls ice cream, to name just a few. She has also had the amazing experience of working with some of London's top agencies, including Adam & Eve DDB, Creature London, Jack Morton Worldwide and Mesh Marketing.

Among all these remarkable opportunities, her favourite kind of project is a social mission. This is work with a greater purpose that benefits society, the economy and/or the environment in various ways. Her top two include a project with Nestle cereals to encourage the population to plant seeds to save bees and multiple designated driver campaigns with Coca-Cola to reduce the number of drink drivers on the roads.

View the ins and out of the job and career paths.

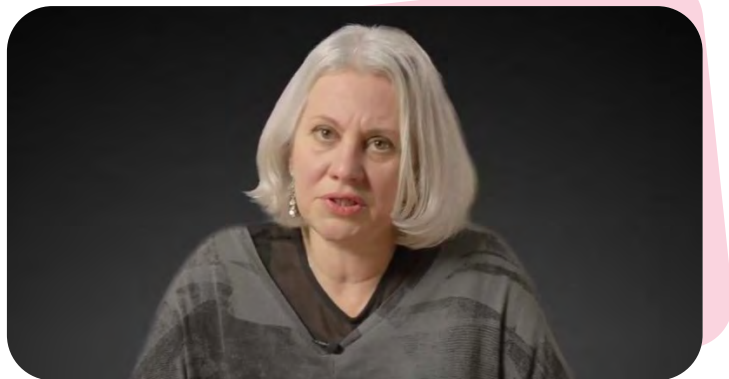
[The Interview](#)

Website: www.tinfish-creative.co.uk



**Advertising
& Marketing**

CASE STUDIES



ANNE BEAMISH

Founder of Indie Cambridge

Anne Beamish and Steve Linford are the founders of Indie Cambridge. As both long-term residents of the city and avid independent (indie) supporters, you can imagine their dismay and anger when, in 2010, a think tank voted Cambridge ‘number one clone town’ with a bland High Street offering. Although this may be true in some areas of Cambridge, Anne and Steve wanted to prove that this is only part of the story. Alongside the usual chain stores and overbearing corporates there are fantastic indies – doing things their own way and doing them extremely well.

So, in 2012, they formed their own independent company to celebrate the diversity and individuality unique to the local indie scene, and to create a community of indie people who could share their journey together. Indie Cambridge is a membership organisation and all its members are all independently-owned businesses or individuals in the Cambridgeshire area. Together, they publish *The Indie* magazine and have set up the Indie Academy to share skills and knowledge to help indie businesses grow.

In their travels, Anne and Steve have discovered many fantastic people and businesses right across the city and beyond. In addition to shops, restaurants, cafes, bars, galleries and hotels, they have found an incredible number of crafts people, artists, courses, indies on the web, and individuals offering trade and professional services

View the ins and out of the job and career paths.

[The Interview](#)

Website: www.indiecambridge.com

Skills

It's easy to think that studying creative subjects or participating in arts and cultural projects will only help your career progression if you want to work in these sectors. This is where you'd be wrong! The great thing about getting involved in these areas is that you get to flex and develop many skills that are transferable to all sorts of workplaces.

Take a look at this short video of Caroline Hyde, Founder Director of Allia Business Centre, explaining further: [view video](#)

To help highlight some of the skills you can develop through working on creative sector projects, we have aligned our Creative Briefs with the Skills Builder Universal Framework; this brings together eight essential skills that employers and education providers value, and that are central to your ability to get the most out of opportunities in life. They are:



Useful websites:

Discover! Creative Careers is an initiative by the UK creative industries to make it easier for young people to find careers in the creative industries. www.discovercreative.careers/#/

The Creative Careers Programme, inspiring the next generation. www.creativeindustriesfederation.com/publications/creative-careers-programme

Creative & Cultural Skills works to create a fair and skilled cultural sector by shaping skills, education and employment best practice. www.ccskills.org.uk/

ScreenSkills is the industry-led skills body for the UK's screen industries, including animation, film, games, television including children's TV and high-end drama, VFX and immersive technology. www.screenskills.com/

The Skills Service aims to develop the knowledge, aspirations and employability skills of young people. www.theskillsservice.co.uk/

The Careers and Enterprise Company exists to facilitate a world-class careers education, inspiring and preparing young people for the world of work. www.careersandenterprise.co.uk/

Creative Industries Federation is the independent body which represents, champions and supports the prosperity of the UK's creative industries. www.creativeindustriesfederation.com/

icanbea... is a platform to find a job or career in Norfolk or Suffolk based on your specific interests. www.icanbea.org.uk/

Prospects guides millions of students to make the right choice by matching your skills and personality to 400+ job profiles. www.prospects.ac.uk/

Form the Future connects young people to a world of career possibilities, inspiring them to dream big and empowering them to fulfil their potential. www.formthefuture.org.uk/

Prince's Trust believes that every young person should have the chance to embrace exciting opportunities. It helps 11 to 30 year-olds to find the tools and confidence to try free courses and start careers. www.princes-trust.org.uk/

The Culture Catalogue is an online hub of cultural enrichment and creative careers opportunities available locally. www.babylonarts.org.uk/culture-catalogue.htm



**Babylon
ARTS**

**TAKE
YOUR
PLACE**

 **Skills Builder
PARTNERSHIP**