

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).

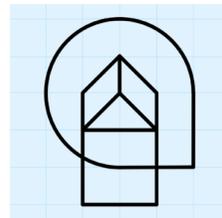
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



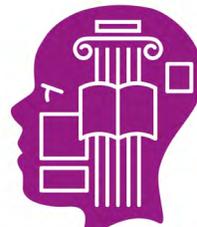
Film, TV, Video, Radio & Photography



Heritage



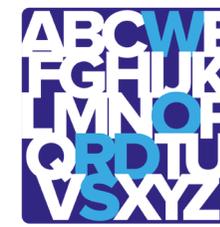
IT, Software & Computer Services



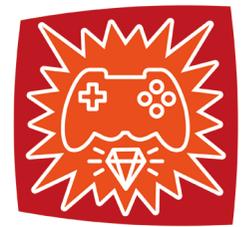
Museums, Galleries & Libraries



Music, Performance & Visual Arts

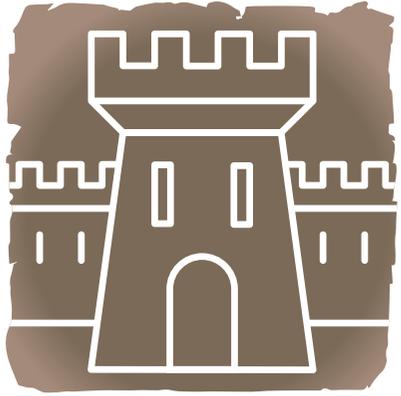


Publishing



Video Games

Choose a Sector to explore



Heritage

Heritage constitutes anything from the past which is valued enough today to protect for the people of tomorrow. Included under the umbrella of the “heritage sector” are museums, historic buildings, archives, archaeology, education, events, and conservation.

Even under those banners we find variety. A conservator, for example, may be concerned with anything from buildings to textiles. A curator or collections manager may be looking after very disparate collections of items.

SECTOR

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.



Heritage

CASE STUDIES



MIRANDA STEARN, JENNIE THORNBUR & NIKI HUGHES

Miranda, Head of Learning at the Fitzwilliam Museum, Jennie, Learning Associate for Widening Participation and Strategic Schools & Niki, Opening Doors Project Coordinator at University of Cambridge Museums

Miranda Stearn leads the Learning Department at the Fitzwilliam Museum, supporting a team dedicated to delivering a creative, inclusive and impactful learning service and enabling more people to be engaged by the Fitzwilliam and other University of Cambridge Museum collections.

Niki is the Opening Doors Project Coordinator for the University of Cambridge Museums. She works with the eight different museums to figure out ways for people to get involved in museum activities, like volunteering or apprenticeships. Some of these opportunities are paid and some are carried out for free. People want to get involved for lots of different reasons. Some people might want to start a job in a museum so are looking for ways to get experience, others might just like to be in a museum surrounded by fascinating objects. Niki is the first person that someone might talk to if they want to find out more.

Jennie is the Learning Associate for Widening Participation and Strategic Schools for the University of Cambridge Museums – rather a long job title! She works across the museums to run activities and projects for young people, particularly secondary school students who might not normally get much chance to visit museums. She enjoys working closely with the museums’ partner schools in Cambridgeshire, especially helping young people to discover fascinating museum objects, to take

part in lots of creative activities and to achieve qualifications such as the Arts Award.

The University of Cambridge’s museums and collections are for everyone. Together, the eight University of Cambridge Museums and Botanic Garden represent the UK’s highest concentration of internationally important collections outside London. With more than five million works of art, artefacts, and specimens, the collections have supported nearly 300 years of investigation into the world around us.

Today, they bring together people from across the world to explore the big questions: from the earliest forms of life to the future of our planet. We work to deepen understanding of our world, inspire new thinking, and address local and global challenges.

A lot happens behind the scenes. Like most museums and collections, our work centres on three areas:

- We care for the collections and seek to understand them better
- We share them with you and with the wider world online, and through exhibitions, events and activities
- We use them to inspire and make a difference to our communities.

Students may wish to explore the [films](#) produced by the University of Cambridge Museums on the range of careers available in the museum sector.

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

The Interview

Website: www.museums.cam.ac.uk



Heritage

CASE STUDIES



FRIEDA MIDGLEY

Archivist

Frieda Midgley is an archivist and records manager by training, with experience in the government, higher education, and community archive sectors.

Frieda came to archiving through using archives for research while studying mediaeval history. Frieda wanted to share her enthusiasm for the material and its study, so considered museums and teaching as possible alternatives. She now works at Kettle's Yard, uniting her interests.

An archive is an accumulation of historical records over the course of an individual's or organisation's lifetime. The role of the archivist is to gather and preserve the material and its context. They are kept to protect and make available a record of the human experience. In many instances you can draw inspiration from archives, use it to inspire wider work, and offer it to academic researchers to shed light on various themes and topics.

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

The Interview



DR NATALIE GATES

Historic environment law and planning policy specialist

Natalie Gates is Historic England's lead on development in the Oxford to Cambridge corridor, and manages their Partnerships Team in the East of England.

Natalie studied law at the then Anglia Polytechnic University and has Masters degrees in both Law and Ancient History from University College London. Natalie has a Doctorate in Law from King's College London which she completed whilst working full-time. She has specialised throughout her academic and professional careers in cultural property law and policy.

Natalie focuses on change in historic places. She advises on proposed large scale new development affecting historic landscape and townscape, and change to our historic high streets. She manages a team of architects, surveyors, architectural historians, archaeologists, place and engagement advisers and project managers.

Natalie enjoys seeing heritage used and valued given how intrinsic it is to our wellbeing. She is inspired by the art of the possible and the people she meets who have a passion for their places, communities and stories.

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

The Interview

Website: www.historicengland.org.uk

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



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 **Skills Builder
PARTNERSHIP**