

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).

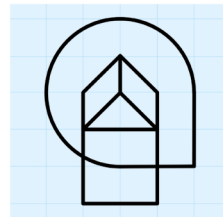
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



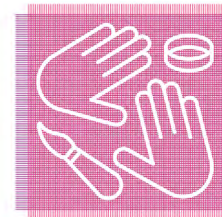
Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



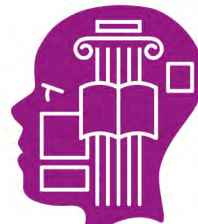
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



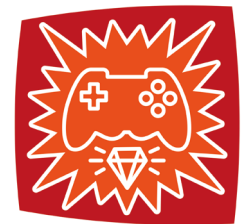
Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



Film, TV, Video, Radio & Photography

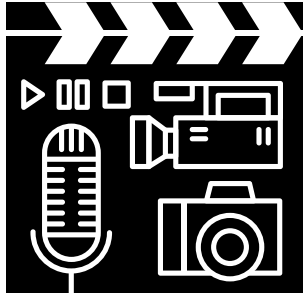
The Film, TV, Radio and Photography Sector might appeal to you if you enjoy practical tasks and have a creative flair, or enjoy seeing something develop from an idea through to the finished product, such as from a live brief through to a short film. The media industry is constantly developing, with advancing technology and ever-changing global trends making it a fast-paced and rewarding industry to work in.

Many of the skills you'll need in media roles are practical – like working with camera crews or controlling live video and audio clips.

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.



Film, TV, Video, Radio
& Photography

CASE STUDIES



HEATHER NOBLE

Senior Producer at BBC Radio Cambridgeshire

BBC Radio Cambridgeshire is the BBC's local radio station covering the county of Cambridgeshire including Cambridge, Peterborough, Huntingdon, St Ives and the Fens.

A senior producer is responsible for making sure the radio content is planned and delivered to a high standard. They will liaise with external speakers, as well as making sure that the team know what's happening and what their tasks are for any particular show. Because the station offers a range of news and information about the editorial area, along with national and international news, the senior producer has to be flexible and adaptable to rapidly shifting and developing outputs. The programmes range from three hours' speech on the weekday breakfast show through to an afternoon mix of celebrities, entertainers and local people and places of interest.

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

The Interview

The Professional Focus

Website: www.bbc.co.uk



JAMIE WESTON

Producer, Director & Film Maker

Jamie Weston is an award-winning feature film director and runs an Essex production company for commercials, corporate, drama, music videos and education.

Things that Jamie does:

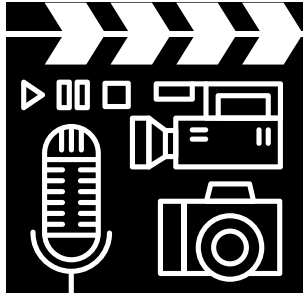
- Write, shoot and edit film using Red/Alexa and Adobe Creative Suite
- Direct/produce feature movies, commercials and shorts
- Educate and tutor people of all ages
- Present and host on Colchester Film Network

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

The Interview

The Professional Focus

Website: www.jamiewestonfilms.com



Film, TV, Video, Radio
& Photography

CASE STUDIES



CARL HOMER

Director at Cambridge TV

Carl is an experienced producer, cameraman, audio specialist and editor. He's worked on productions for the BBC, Channel 4 & Sky, just to name a few, and has filmed with some big names in the industry.

In 2015 he launched a local TV channel for Cambridge, managing a team who created 11.5 hours of original, local programmes every week. The channel supplied news stories to the local BBC news every day. The local TV channel was sold and became That's West Anglia TV from 2017 onwards.

As a crew member, his work includes *Blue Peter* (BBC), *Grand Designs* (Channel 4), *Vicky McClure: My Dementia Choir* (BBC), *Babies* (Netflix), *The Gunpowder Plotters* and *Churchill's First World War* (BBC), and *Portrait Artist of the Year* and *Sky Movies specials* (Sky).

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

The Interview

Website: www.cambridge-tv.com

Links to other professionals who work
in this sector of the creative industry

GORDON PARSONAGE

Junior Content Producer at 20Twenty
Productions CIC

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

The Interview

Website: www.20twentyproductions.co.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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YOUR
PLACE**

 **Skills Builder
PARTNERSHIP**