

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).

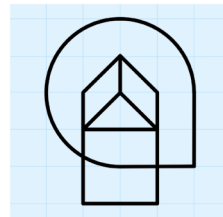
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



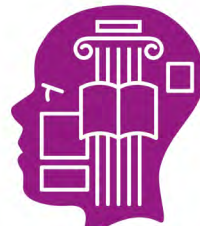
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



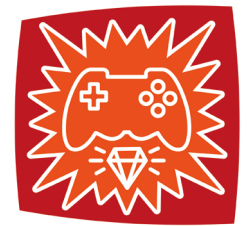
Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



IT, Software & Computer Services

The IT, Software & Computer Services Sector includes a broad range of companies and individuals, offering a wide range of products and services. These might include personal computer operating systems and office productivity suites or network security applications and processing services.

This sector has a competitive nature, which requires a product to be able to sustain a technological and marketing edge over its rivals. Like many of the other creative industries, it relies on creative thinking, problem solving and ingenuity to make technological advances that support almost everyone's working lives today.

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.



**IT, Software &
Computer Services**

CASE STUDIES



SAM AARON

Live Coder

Sam Aaron is a professional live coder, programmer, educator, musician, and creator of Sonic Pi. Live coders create performances by writing computer programs live on stage; as they write, these programs then generate their art, whether that's a visual or musical composition. As they do this, their computer screens are projected, so that the audience can see the code being manipulated and created.

Sam's Ph.D. research focussed upon the design of Domain Specific Languages in order to allow domain concepts to be communicated and manipulated more effectively and efficiently. He is actively involved in applying these techniques within academia and industry, allowing project collaborators to have greater insight into the software being built. The impact of this work has led to both clarity and greater focus within collaborative project teams by eroding many of the language barriers that exist across domains.

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

[The Interview](#)

Website: www.sonic-pi.net



RICHARD COPPING

Commercial Director at Isle Interactive

After graduating from the University of Surrey, Richard started his career working for a website development agency in London. Five years later, Richard relocated back to Ely and founded Isle Interactive.

Isle Interactive, which opened in 2005, is a full-service digital agency. This means they plan, design, develop and manage websites, mobile apps and online shops for businesses, schools, colleges and public sector organisations. Isle Interactive is predominantly a B2B supplier – this means they sell their services to businesses, rather than to individual customers.

Isle Interactive has experience working for successful small and medium-sized businesses, publishers, leaders in education and science, record labels and global brands.

On a day-to-day basis Richard is responsible for securing new work, managing projects and overseeing the creative team. Richard is also responsible for recruitment and finance.

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

[The Interview](#)

Website: www.isleinteractive.co.uk



**IT, Software &
Computer Services**

CASE STUDIES



ANDY CARVELL

Partner at Phiture

Andy started his career as a mobile game developer immediately after graduating in Computer Science at Leeds University. He developed his first mobile title, a side-scrolling shoot-em-up arcade game called 'Space Impact' - the first arcade shoot-em-up game for a phone at the time - at Nokia's R&D facility in the UK back in 1999.

After developing mobile games for most of the 2000s, first at Nokia and then with Southampton-based mobile game studio IOMO, Andy decided to study again, this time at Warwick Business school, where he joined their 12-month intensive MBA program.

In 2012 he joined SoundCloud in Berlin, leading efforts to grow adoption of SoundCloud on mobile devices. This role combined his previous technical experience developing and publishing mobile software with his newly-discovered passion for marketing strategy and business skills, developed during the MBA.

During his time at SoundCloud, Andy built his personal brand within the industry by presenting his work at conferences and sharing knowledge through writing blog posts, and publishing new strategic frameworks for mobile growth. As he became more known within the

industry, Andy began to receive approaches from companies seeking help with growing their mobile apps. This led him to set up a 'mobile growth consultancy' with a colleague from SoundCloud.

Andy's company, Phiture, was founded in 2016 and helps mobile app companies with marketing strategy. It is based in Berlin and has now grown to 65 employees, with clients including Headspace, TripAdvisor, Spotify and Adobe. The Phiture team helps these companies with acquiring and retaining more mobile app users by applying tactics such as App Store Optimization (improving visibility and installs in the app stores) and Marketing Automation (developing new push notifications, email marketing and other communication touchpoints with users to keep them engaged).

Website: www.phiture.com

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

CHRIS SOUTHCOTT

Freelance IT Technician

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

[The Interview](#)

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
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 **Skills Builder
PARTNERSHIP**