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Careers in the Media

What jobs are available in the media?

Journalism. Journalists gather information on stories of significance to an audience with the aim of getting an objective view of the facts. They interview the relevant people, take notes and return the information in an appropriate style and format. Later on in their career, a journalist might specialise in a specific sort of reporting (for example technology and science) or move to work as an editor.

Editor. The title of editor can cover a wide range of roles depending on where you work. Newspaper and magazines editors decide which content is most important for the publication, and may restructure stories for clarity and accuracy. Sub-editors at any publication correct page layouts and spot mistakes and typos. Editors in publishing are responsible for guiding the work of contributors and polishing up final product.

Runner; researcher or producer (broadcast). Many start out in broadcasting as a runner, looking after essential day-to-day tasks such as filing, postal services, tea making and attending to guests. The next step on the ladder is the role of researcher. Researchers fact-check programmes and collate information to make sure content is legally accurate and the processes, people and information involved in the show are ready to go. Producers collate all the information

and people that are required to get a programme to air and arrange and edit it to be the best that it can be.

Technical staff (broadcast). There is a vast range of technical broadcast roles. These could involve working with cameras, technical systems, lighting or sound (among many other possibilities). Each will have its own requirements for expertise and skills., but you'll need to do your own research to decide if you fit the mould first.

Copywriter. Copywriters are normally found at media or advertising agencies. They write convincingly and persuasively to produce adverts, emails, scripts and other marketing-related material. Many copywriters start off in other professions, such as journalism or the arts, and require exceptional spelling and grammar, as well as creative flair.

Presenters. Everyone wants to be one, but relatively few make it in front of the camera. Presenters can be almost anyone, although they're more likely to be broadcast journalists who have progressed to an on-camera position or actors who have auditioned. Don't hold out too much hope of walking into one of these highly-prized spots in public entertainment.

Source: <https://targetcareers.co.uk/career-sectors/media/136-jobs-in-the-media-what-options-do-you-have>

How to get into Media

University

The media is mainly a graduate profession. This means there are very few jobs available for people without degrees. If you want to get into media and have a successful career in it, your best route is to get a degree from university! Studying a degree of any subject can prepare you for a degree in the media.

Some employers will require specific qualifications in journalism, but you can do this after your undergraduate degree and do a postgraduate journalism course.

Work Experience

To get any sort of entry level job in the media you almost always need relevant work experience, and often a portfolio of your own work. Be aware that, if you go to university, you may still need to do work experience after you graduate, even if you've already got plenty of it on your CV,. Also, media organisations tend to be based in the UK's most expensive cities, especially London, so working there on a

low salary can be a challenge. However, there are a variety of ways to build your employability, so you can balance experience in the workplace with cheaper, simpler options such as writing for a student newspaper or setting up your own blog or vlog.

Start thinking about getting experience as early as possible. If there's anything you can do while you are still at school or college that is great. You often need experience to get experience , so getting something small on your CV now will help you land more juicy experience in future.

For example, you could volunteer your services writing, proofreading, taking photos for or designing a school or community publication or website. This could help you to get onto a relevant degree apply successfully for a few days' work experience with a media employer or get a role on a university publication, radio station or TV channel. And these in turn could help you prove you're the right candidate for a longer work placement with an employer.

Source: <https://targetcareers.co.uk/career-sectors/media/136-jobs-in-the-media-what-options-do-you-have>



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Who are the main graduate employers?

Examples of employers in the media sector include:

Journalism

- Bloomberg
- BuzzFeed
- The Guardian
- The independent
- News UK (includes The Sun and The Times)
- PA (Press Association)
- Telegraph Media Group
- Thomson Reuters
- Trinity Mirror

Production

- Aardman Animations
- Endemol Shine UK
- FremantleMedia UK
- Hat Trick
- Raw TV

- Real SFX
- Tiger Aspect Productions

Publishing

- Bauer Media Group
- Bloomsbury Publishing
- Faber & Faber
- HarperCollins UK
- Oxford University Press
- Pearson
- Penguin Random House

Radio and television

- BBC
- Channel 4
- Global (includes Classic FM, Heart and LBC)
- ITV
- Sky UK

Source: <https://www.prospects.ac.uk/jobs-and-work-experience/jobsectors/media-and-internet/overview-of-the-media-and-internet-sector-in-the-uk>

Careers in the Creative Industries

What areas of the creative arts and design sector can I work in?

Employment opportunities can be grouped into:

- advertising and marketing;
- architecture;
- crafts;
- design; (which can be games, industrial, interior, landscape, product, exhibition, textiles and theatre)
- fashion;
- film, TV, video, radio and photography; r IT software and computer services;
- publishing;
- museums, galleries and libraries;
- music, performing and visual arts.

You could be in a practical role as an artist or designer, or in an administrative or managerial role, such as museum curating or arts administration.

There is an increasing overlap with the media and information technology sectors in relation to the use of digital technology to produce and deliver creative content. This is noticeable in roles such as web design, animation and games design.

Source: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/overview-of-the-creative-arts-sector-in-the-uk>



Photo by Tim Gouw on Unsplash

Who are the main employers?

The creative arts and design sector is made up of a lot of small companies and micro-businesses, the majority of which employ fewer than five people. While the highest proportion of creative industry jobs are located in London, over two thirds of jobs are located elsewhere in the UK. Yorkshire and the Humber, East Midlands, West Midlands and the South West all have increasing numbers of creative jobs.

While the majority of companies may be small the sector also has large well-established organisations that recruit graduates. Examples include:

- Advertising - AMV BBDO, Grey London, Leo Burnett;
- Cultural heritage - English Heritage, National Trust, National Museum Wales, Victoria and Albert Museum, National Galleries of Scotland;
- Design -Jaguar Land Rover, Harrods, AKQA, Big Active;
- Fashion - Arcadia, ASOS, Burberry, John Lewis, Marks & Spencer, Next
- Film/TV- Ealing Studios, Pinewood Studios, Sony Pictures, ITV, BBC, Channel4;
- Music - Opera North, Warner Music Group.

For jobs in the creative industries speculative applications (where you ask for a job, even if there is not one advertised) can be particularly useful as many graduate positions are never formally advertised. Creativepool is a valuable networking resource for companies and individuals.

Source: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/overview-of-the-creative-arts-sector-in-the-uk>

What's it like working in the sector?

Graduates entering the creative arts and design sector can expect:

the need to demonstrate a practical creative talent or to show a passion for art, design, music or other creative pursuits

to need to be independent, proactive and resilient

a higher than average likelihood of being self-employed or freelance, or of working on short-term contracts

lower salaries, an unsteady income and a lack of job security when you first start out in the industry. The financial rewards of working in the creative arts and design sector can be great but you will first need to build your reputation and expertise

working environments to range from offices and art/design/film studios to theatres and museums

working hours to vary enormously, from regular office hours to working evenings and weekends, and the flexibility of choosing your hours as a freelancer

to have to keep up to date with industry developments. The creative industries are rapidly expanding and you'll need to keep pace with the changes especially if you're freelance or self-employed

to travel and work away from home depending on your role. For example actors and musicians may need to tour nationally or internationally and those working in the film/TV or fashion industries may need to visit foreign countries for shows or shoots.

Source: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/overview-of-the-creative-arts-sector-in-the-uk>



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How to get into the creative industries

A relevant degree is required for most occupations within this sector. Professionals within the creative industries are highly qualified and in order to compete with, and stand out from the masses you'll need the right qualifications.

According to official statistics from the Department for Culture, Media and Sport (DCMS) more than half (60%) of jobs in the creative industries in 2015 were held by people with at least a degree or equivalent, an increase of 2.2% when compared to the previous year.

There is a huge range of undergraduate and postgraduate courses on offer from graphic and fashion design to museum studies, art administration, photography, production design, illustration and performing arts.

For art and design roles, as well as an undergraduate qualification you'll also need a portfolio to demonstrate your work. A practical degree in art or design is the most common route to develop a relevant portfolio, which reflects what employers in the sector are looking for.

For performing arts roles, such as acting and dancing, work experience can be just as important as qualifications, but a degree from an established drama school can significantly increase your chances of employment.

For museum and art gallery roles, a degree in art history, museum studies or heritage studies is desirable. A subject relevant to museum or gallery collections would also be useful, for example, fine art, history or photography.

Source: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/overview-of-the-creative-arts-sector-in-the-uk>



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