

Labour Market Intelligence Series

Your guide to digital and creative industries



Overview:

The digital sector is one of the fastest growing industries in the UK at the moment – but what is it and is it right for you? The digital sector refers to any job which is related to working online. From obvious areas like Web Development to less well known specialisms such as Insights, the digital sector is extremely diverse. Whether you're great at Maths, Art, English or Science, there's bound to be a digital role that utilises your skills.

Digital and creative industries are about the creative development of ideas and products. Jobs can involve working with cutting edge technology and include computer games design and animation; film and TV; social media; graphic design and advertising. The wider creative and cultural industries include craft, literature, music, performing arts, visual arts, libraries and museums.

It contributes almost nine per cent of total UK GVA and employs 2.1 million people. Digitisation of the wider economy is driving extremely strong demand for digital services.

Future growth:

The sector is expected to need 1.2 million new workers between 2012 and 2022, to both support growth and replace those leaving the sector. This is equivalent to half the current workforce.

The ever-growing digital sector is creating new roles and opportunities for tech-savvy jobseekers, in a variety of industries. A study from 2012, conducted on behalf of Telefonica UK (O2), found that the UK will need a further 745,000 digitally-skilled workers by 2017. In Wiltshire there is a need for 2,200 jobs in Computing Services by 2020.

The research found a fifth of these extra positions could be filled by young people (under 25).

A £4m landmark centre for digital innovation and business incubation is being developed at Corsham's Mansion House. The centre will represent the 'gateway' to a digital society and a digital economy.

Advertised positions and salaries:

Animator (Video, film, games, interactive media)

– use drawing skills and technology to create animated films.

Earn from £12,000 up to £36,000+

Web Designer (Interactive Media, Publishing)

– build or redesign websites.

Earn from £18,000 up to £40,000



Games Developer (Computer games design)

– design games for PCs, games consoles, the internet and mobile phones.

Earn from £18,000 up to £50,000

Graphic Designer

– use lettering and images to communicate information and ideas. These can be for all kinds of purposes from advertisements to product packaging.

Earn from £15,000 up to £35,000 and up to £55,000 for senior roles



Web Content Manager (Publishing)

– responsible for the information that appears on a website, working with editors, designers and developers.

Earn from £24,000 up to £50,000 per year



Recruitment method:

Research by Propel found LinkedIn (51%) and recruitment consultancies (47%) to be the most popular methods of recruitment overall (51%), with online job boards and personal networks (word of mouth) both 44%.

Trainee placements

Trainee Finder places the best new talent with companies in the UK's games, film, TV, animation and VFX industries.

www.bubble-jobs.co.uk/



Skills, qualities and qualifications:

Increasingly creative sector employers want more from their staff: highly skilled people with deep knowledge and skills but also generalists who are adaptable, creative, problem-solving with good inter-personal skills. It's not enough to have a degree or qualification: attitude is everything. Employers are looking for staff that can respond to anything and often add 'experience' as an essential criterion.

Courses related to sector:

Level 2/BTEC/GCSE

Computing
Design and Technology
Art
Drama
Music
Award in Creative and Media
First Award in Performance Skills
Certificate in Interactive Media
Certificate in Creative Media Production

Level 3/A Levels

Drama and theatre
Creative Writing
Film studies
Computing
Music Technology

Level 4/HE

Creative Computing (Bath Spa University)
Design and Innovation (The Open University)
Creative Arts and Design Practice (Oxford Brookes University, Bath Spa University)
Graphic Design (Bath College, Bath Spa University, Oxford Brookes University)
Computer science (University of Bath)
Applied computing (Wiltshire College, Bath College)
Music Production (Bath College, University of Wolverhampton)
Film, Television and Digital Production (Bath Spa University)



Apprenticeships

Types of Apprenticeships

Broadcast production, fashion, textiles and technical theatre are just a few different Apprenticeships available in Digital and Creative Industries. You might be familiar with some of the choices, but there are plenty of others that might just surprise you.

Levels of Apprenticeship

- Level 2 - equivalent to GCSE's
- Level 3 - equivalent to A Levels
- Level 4 - equivalent to Foundation Degree

An Apprenticeship to Level 2 takes two years to complete. Apprentices may continue for an additional year to achieve Level 3.

Level 4 is for those who want to progress into Technical, Design and Management careers.

Further information on Apprenticeships visit: <https://workwiltshire.co.uk/apprenticeships/>

Search and apply for Apprenticeships: www.gov.uk/apply-apprenticeship

Apprenticeships in digital and creative industries include but are not limited to:

<http://www.apprenticeships.gov.uk/>

Assistant Technical Director (Visual Effects), L4

Broadcast Production Assistant, L3

Digital Marketer, L3

Event Assistant, L3

IT Technical Salesperson, L3

Junior Journalist, L3

Live Event Rigger, L3

Outside Broadcasting Engineer, L7

For a full list visit:

<https://www.gov.uk/government/collections/apprenticeship-standards#apprenticeship-standards-approved-for-delivery>

Views from the sector:

“British designers, musicians and filmmakers have put the UK on the world map with their creative talent. They have also played a big part in driving our economic recovery. UK creative industries generate £71 billion in revenue each year and support 1.71 million jobs - that’s equivalent to four times a city the size of Manchester. We want this sector to continue to thrive so it’s important that government and industry keep working together to foster the right environment for creative industries to succeed and inspire young people to follow in the footsteps of the many creative heavyweights that Britain has produced.”

Vince Cable, Former Business Secretary

www.gov.uk/government/uploads/system/uploads/attachment_data/file/210060/bis-13-958-uk-construction-an-economic-analysis-of-sector.pdf



Wiltshire employers:

The map below shows some of the Digital and Creative employers in Wiltshire. This is not a definitive list and there are other employers across the county.



- | | |
|----------------------|------------------------------|
| 1 Appsbroker | 6 Pearce Photography |
| 2 Dolby Laboratories | 7 Spire FM |
| 3 ArtSpark | 8 The Garden Path |
| 4 CMS Bath Ltd | 9 Warminster Community Radio |
| 5 Metadas Media | 10 SUPERIOR |
| | 11 Image Factory |

Where to study:

Wiltshire College, Cirencester College and Bath Spa University offers a number of Digital and Creative courses.

Bournemouth University offers numerous computer animation degrees and creative technology degrees.

Other local universities may also offer related courses, check websites and prospectuses for details.



For more information, follow these useful links:

www.creativeskillset.org/who_we_help/young_creative_talent

www.ccskills.org.uk/careers

www.careerpilot.org.uk/jobs/creative-and-media/

www.ccskills.org.uk/supporters/blog/9-trends-in-creative-employment

www.bubble-jobs.co.uk/blog/blog/5-things-to-consider-before-starting-a-career-in-the-digital-sector/

www.creativeskillset.org/creative_industries

www.thecreativeindustries.co.uk/uk-creative-overview

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For further information, please contact:

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