

Creative & Cultural Industries:

Where To Find Careers Information & Education



A Career In The Creative Industries: Definitely Worth Considering

You might think that the effects of the pandemic means the Creative Industries are not an attractive career option.

Wrong: some aspects of the creative industries are still doing very well. It's only live venues and events that are still feeling the effects – and they will bounce back.

In 2019 the UK's creative industries were thriving.



The Creative Industries Council estimate that one in every eight businesses operates in the creative industries. Most of these will be very small businesses and freelancers. There are a few very large organisations, but the creative industries are largely made up of people and small organisations coming together to deliver a project such as a performance, exhibition, event or website.

This is a really good place to start to get the facts and figures:

Creative Industries Council:
<https://www.thecreativeindustries.co.uk/>

This piece by Daniel Higginbotham also gives a very good overview of the sector.

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

It's written for universities so it does just talk about graduates. These days, you most definitely DO NOT have to go to university to get into the sector. We have hundreds of people who have successfully started their career through a creative, digital or marketing apprenticeship. Go to the Creative Alliance YouTube Channel and you'll see a load of Meet The Apprentice films:

Creative Alliance YouTube: <https://www.youtube.com/@creativealliance9877>



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Keep Up To Date

The first thing to say about working in the creative industries is that it is forever changing. Keeping your knowledge & skills up-to-date is crucial. That's why Creative Alliance have put together an interactive PDF of Recommended Learning for people looking to get their Foot in the Door into the creative industries.

Creative Alliance: Online Training Resources:

<https://creativealliance.org.uk/ca-recommends-online-training-resources/>

Making, Organising & Supporting Roles: There Are Hundreds Of Different Jobs

From Archivist to Web Developer and from Animator to Weave Researcher: there are hundreds of different roles in the creative industries. Most people think most roles are in the creation or performance of content (dance, film, games, music etc.). These are what we call Making Roles. However, for every one person on the stage in a performance at a theatre, there are 8 other people working backstage, front of house or in the offices. These are people in Supporting Roles and Organising Roles.

An excellent place to start to find out about the different types of roles and jobs that there are in the creative industries is this website produced by the UK's Creative Industries Council.

Discover! Creative Careers:

<https://discovercreative.careers/explore/#/>

If you're looking specifically to get into games, film and TV then Screenskills is the place to start. There are loads of resources on their website, such as this section on different types of jobs in the screen industries.

ScreenSkills:

<https://www.screenskills.com/job-profiles/>

ScreenSkills



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It Can Be Done

It takes work, it takes persistence and you do need to present yourself as effectively as you can: on paper, on-line and in person.

After all, we've helped hundreds of employers recruit talent and helped over a thousand young people start their career – so we know it can be done.

Creative Culture Careers Information: West Midlands

Courtesy of Black Country Consortium

Black Country Consortium Ltd

Job Postings

25,719
Unique Postings
136,952 Total Postings

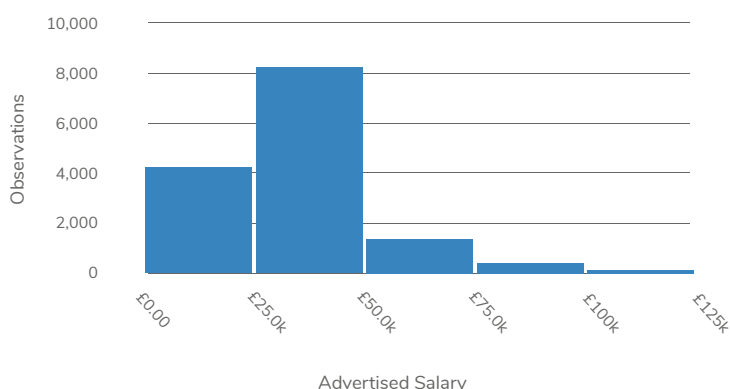
5 : 1
Posting Intensity
Regional Average: 6 : 1

32 days
Median Posting Duration
Regional Average: 32 days

Since the onset of the pandemic in March 2020, there have been 25,719 unique job postings across the West Midlands for roles associated with the creative and cultural sector. In the 12 months prior to March 2020 there had been 35,815, however the posting intensity for these roles remained broadly the same at 5-to-1.

Average Salary

£31.2k
Median Advertised Salary



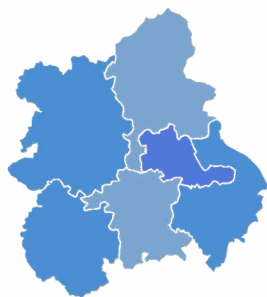
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Top Posting Locations

Job Postings Regional Breakdown



Local Authority	Unique Postings (Mar 2020 - May 2021)
Birmingham	9,546
Warwick	1,838
Coventry	1,580
Shropshire	1,148
Solihull	923

Top Occupations

Occupation (SOC)	Total/Unique (Mar 2020 - May 2021)	Posting Intensity	Median Posting Duration
Marketing associate professionals	46,637 / 8,473	6 : 1	33 days
Design and development engineers	33,342 / 4,466	7 : 1	35 days
Marketing and sales directors	10,042 / 2,315	4 : 1	31 days
Authors, writers and translators	7,122 / 1,652	4 : 1	33 days
Product, clothing and related designers	6,878 / 1,498	5 : 1	30 days
Architectural and town planning technicians	5,955 / 1,160	5 : 1	33 days
Graphic designers	4,823 / 1,077	4 : 1	31 days
Architects	4,268 / 897	5 : 1	31 days
Advertising accounts managers and creative directors	3,578 / 870	4 : 1	29 days
Public relations professionals	3,140 / 654	5 : 1	26 days

The most in-demand occupations for the creative and cultural sector remain broadly the same compared to the previous 12 months.

Notably however, demand for marketing professionals, architects and advertising account managers and creative directors has intensified; whilst the effort to recruit graphic designers and authors, writers and translators has lessened.



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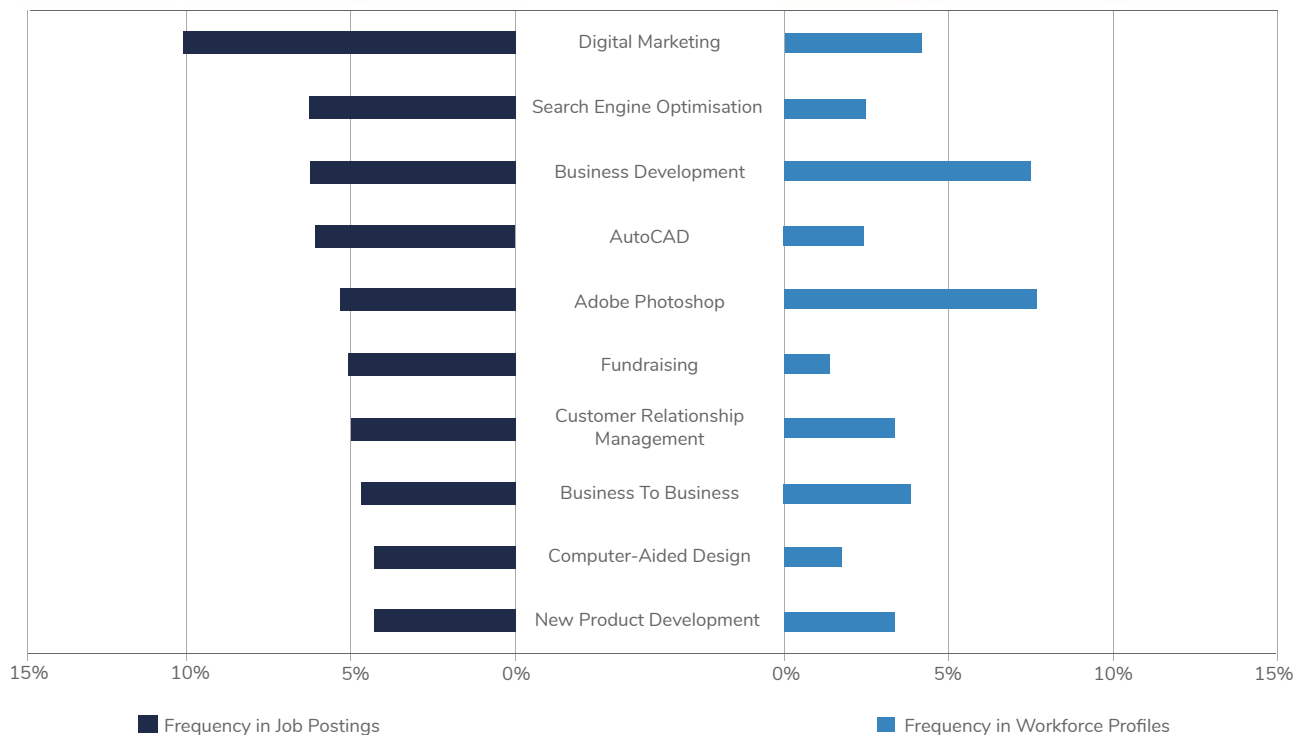
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Associated Job Titles

Job Title	Total/Unique (Mar 2020 - May 2021)	Posting Intensity	Median Posting Duration
Marketing Executives	5,822 / 835	7 : 1	35 days
Design Engineers	4,623 / 545	8 : 1	35 days
Digital Marketing Executives	3,263 / 510	6 : 1	39 days
Fundraisers	2,068 / 479	4 : 1	33 days
Business Development Executives	2,493 / 373	7 : 1	38 days
Account Handlers	2,428 / 367	7 : 1	42 days
Architectural Technicians	1,890 / 362	5 : 1	37 days
Interpreters	1,439 / 350	4 : 1	33 days
Electrical Design Engineers	2,723 / 301	9 : 1	36 days
Graphic Designers	1,326 / 292	5 : 1	30 days

Top Hard Skills

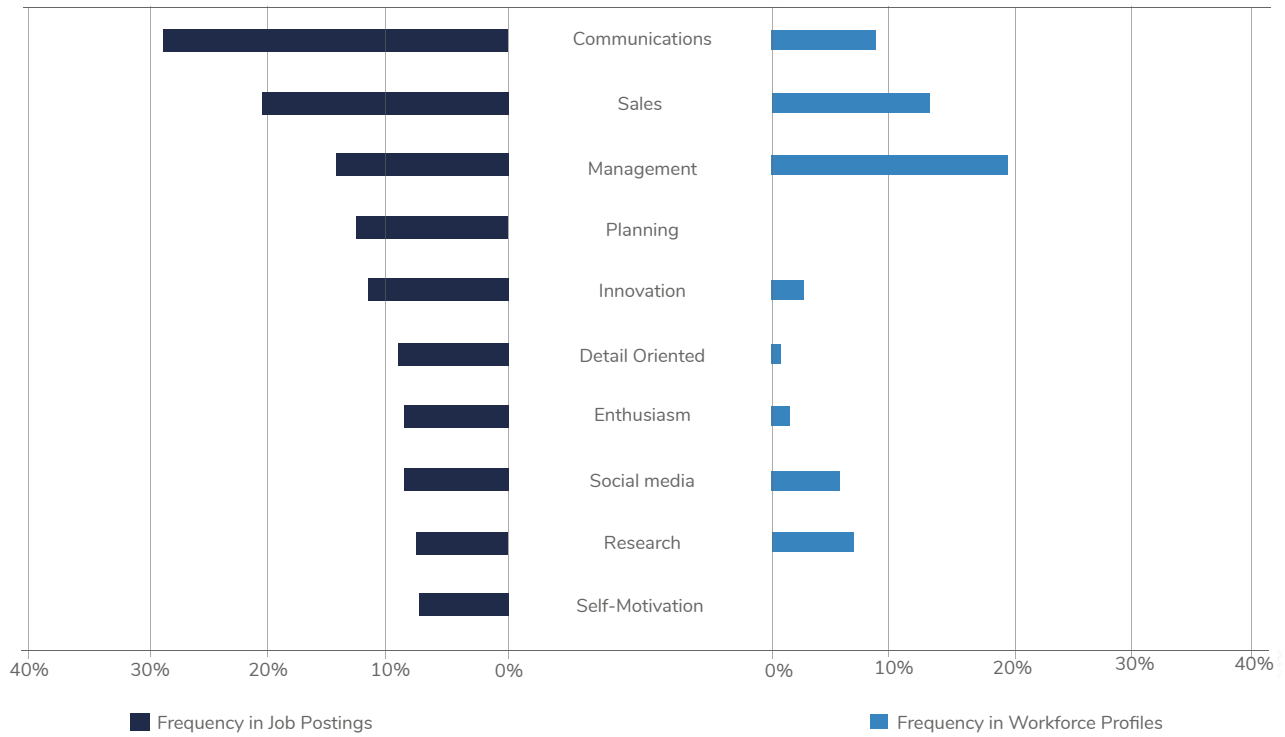


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Top Soft Skills



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