

Creative & Media

Think of careers like advertising, crafts, cultural heritage (museums, art galleries), design, journalism, marketing, music and performance. People enter these for many different reasons: to fulfill their creative talents in the world of art and culture, to use their creativity in business or help others by working in education, health or social care.

“ Norfolk has a lively arts scene and hosts several annual events ”

Jobs:

Many working in creative and media careers will be well qualified, trained and highly skilled, perhaps in more than one type of work. Adaptability, determination, and persistence are particularly important. There can be an element of 'who you know' and 'being in the right place at the right time' in finding work in some of these careers. Experience, both voluntary and paid, a good track record and an impressive portfolio all help.

You could work in:

Broadcast media - film, television and radio employ presenters, engineers, production assistants, sound technicians, video/camera operators

Business and Advertising - designers, product developers, copywriters, account executives, marketing managers, public relations executives

Community, social and health care - drama or art therapists, community drama and arts

Education – teachers of art, drama or dance; actors and directors with Theatre in Education

Events and conferences - event organizers, exhibition designers

Exhibitions and galleries - exhibition designers, fine artists, sculptors and lighting technicians.

Film making and television work - directors, camera operators, researchers, producers, casting directors, make up artists, actors, singers, dancers, sound engineers, model makers, set designers, musical composers, graphic artists and costume designers, animators and illustrators, presenters

Museums - curators, museum designers, audio-visual technicians

Music and Theatre - actors, singers, dancers, musicians, sound engineers and technicians, set/costume/lighting designers, make up artists, hairdressers, directors, producers, script and play writers, lighting technicians, commercial staff such as advertising, marketing and publicity

Newspapers, magazines, books and publishing - journalists, photographers, editors, authors, advertisers, graphic artists, sales and marketing

What would I earn?

It's very difficult to give average earnings for people working in creative and media careers but here are some examples. The amount people earn will depend on their experience and how successful they are. Remember these are just examples.

- An **Advertising Director** might start at £16,000 and go on up to £50,000.
- An **Account Executive** might start at £17,000 and a Senior Account Executive would earn between £30,000 and £50,000.
- **Graphic Designers** are likely to start at about £15,000 a year.
- Someone in **Public Relations** can earn less than £20,000 in the beginning and go on to £80,000: £30,000 would be an average salary.
- An advert for an **Internet Content Manager** in Norfolk gave a salary of £25,000 a year and a company looking for a **Senior Web Developer** offered up to £40,000.
- A trainee **journalist** on a local paper would start at £15,000, an experienced one could expect between £20,000 and £30,000. On a national paper a new journalist would get between £25,000 and £30,000.
- **Actors** could earn in the region of £15,000 - £20,000 for a twice nightly performance but 50% of actors earn less than £7,000 a year and supplement their income from part time work.
- **Dancers** in the Royal Ballet earn £14,000 - £17,500 a year. The Equity minimum weekly rate is £350. Most work to a temporary contract.
- **DJs** can earn anything from £50 to £1,000 for a nights work. Orchestral musicians may earn £70 to £100 per concert, or around £20,000 a year if employed full time.
- **Session singers** could expect around £350 per session. A **sound technician** might expect £15,000 – £20,000 a year.
- **Artists and designers** may often be freelance and what they can charge will depend on their expertise and reputation. As an example, an illustrator might get about £35 an hour.

Work in Norfolk:

Norfolk, and particularly Norwich, has the best developed creative and media industry in East Anglia.

There are two main newspapers, the Norfolk Eastern Daily Press and the Lynn News, several radio stations (KLFM, Radio Norfolk and Broadland) as well as BBC and Anglia TV. Alongside these are advertising, design and marketing companies and a growing number of organizations specializing in electronic media, including internet developments. Most of the companies in the creative and media sector tend to be small.

Norfolk has a lively arts scene and hosts several annual events. Many towns hold arts festivals and special events. Several run their own carnivals, where experience of developing, organizing and participating in events can be gained. There are also outdoor music venues that stage summer concerts attracting well known performers from the world of music, for example, Blickling Hall and Thetford Forest.

MORE INFORMATION

Visit:

www.skillset.org for media careers

www.creative-choices.co.uk for creative and cultural careers

Also look at Jobs4U at www.connexions-direct.com/jobs4u.

In Norfolk look at www.creativenorfolk.com and www.creativeartseast.co.uk. For local courses visit helpyouchoose.org

Higher Education (University) Courses: www.ucas.co.uk and www.ukcoursefinder.org are good places to start

The Future

Job opportunities in creative and media careers are predicted to grow. The chances of getting a job are probably greatest for those who offer a variety of skills, including good IT skills, and are willing to work as self-employed and/or on temporary contracts. The internet and computer technology is proving very influential in the development of creative and media careers and this is a trend that is set to continue. Community and education based projects in theatre, music and dance are thriving in many areas, although funding is often short term and unpredictable.