

# create, inspire, teach

Inspiring the next generation of creatives

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This booklet is designed to help inspire you about careers in the creative industries and gain deeper insight into the range of creative



roles, employers and opportunities that Leeds City Region has to offer.

We hope you find this booklet useful.

Discover more at:  
[futuregoals.co.uk/creativetoolkit](https://futuregoals.co.uk/creativetoolkit)



## + What's it like working in the creative sector?

Working in the creative sector means having the opportunity to pursue a range of exciting roles, some of these are practical such as becoming an interior designer, film director, radio DJ, or others include more office based roles such as a games designer, architect, museum curator and arts administrator.

Digital jobs are a big feature of the creative sector. Media and information technology feature throughout, with an increase in digital technology being used across many organisations to produce and deliver creative and innovative content. This is more

noticeable in roles such as web design, animation and graphic design to name a few.

Your working environment could vary from working in an office, to a studio, theatre, museum, music venue or home based, depending on your job role.

Hours that you will work can also vary enormously, you could work regular office hours or evenings and weekends and if you're self employed as a freelancer you might have a little more flexibility and be able to choose your own hours.



# Advertising and marketing

## ? What is it?

Careers in advertising and marketing are all about developing and increasing the public interest and understanding of a brand, an organisation, person or a product. People who are self-employed, those who work as Vloggers or Instagram influencers for instance will have to develop strategies to promote themselves to the right audience. Other people will be employed in marketing and advertising. Think about all the times you've been in a shop or watching an advert and have felt you would like to buy a product due to a certain placement of an item or due to the advert you've seen, this is down to marketing and advertising teams.

## Job roles within advertising and marketing:

- + Social media manager
- + Public relations officer
- + Media planner
- + Product manager
- + Marketing executive
- + Market researcher
- + Digital marketer
- + Digital copywriter
- + Creative director

## Key skills and knowledge

- Creative ideas
- Awareness of current trends in design and advertising
- Good communication
- Able to present and pitch ideas
- Strong written skills
- Good under pressure and against deadlines
- Able to sell products and services
- Able to use your initiative
- Customer service skills
- Business management skills
- Be thorough and pay attention to detail
- Able to use a computer and different software packages

## Local employers:

- + LITTLE Agency
- + Northern Media
- + Apollo 3D Marketing
- + Websquare
- + Goldtempest Media
- + Brass Agency



## Did you know?



In Leeds alone there are over **138 advertising, digital, PR and marketing companies**

**1/3<sup>rd</sup>** of UK television revenue come from advertising

Check out the website [allinleeds.com](http://allinleeds.com) to find out more!

# Crafts, design and architecture



## ? What is it?

There are many jobs in art, design and architecture that cover a lot of different sectors. Artistic vision and design are skills that are really important for all of these areas. If you're creative and like making things or using your hands for practical tasks this sector could be for you.

It's important to start building a portfolio of your work and relevant skills and work experience as it can be a real advantage when you apply for jobs. Alternatively you could set up your own business or work freelance.

## Job roles within crafts, design and architecture:

- + Architect
- + Graphic designer
- + Fashion designer
- + Art/music/drama therapist
- + Ceramics designer
- + Exhibition designer
- + Furniture designer
- + Interior and spatial designer
- + Jewellery designer
- + Product designer
- + Theatre designer
- + Production designer
- + Web designer
- + Textile designer

## Did you know?

Leeds City Region is home to the only specialist Arts University in the North - Leeds Arts University

Most creative media companies in the North of England are small and medium sized businesses; many are micro **businesses employing fewer than 5 people**

LEGO used to make special bricks for Architects, and **Architects do occasionally use LEGO** to visualise a building



## Local employers:

- + The Engine Room
- + Harrison Spinks
- + West Yorkshire Print Workshop
- + Burberry
- + Textile Centre of Excellence
- + Brewster Bye Architects
- + Design in Detail
- + Roost Architects
- + Plaskitt & Plaskitt
- + Calder Architects
- + Biskit

## Key skills and knowledge

- : Creativity
- : Attention to detail
- : Independence
- : Excellent communication skills
- : Ability to work in a team
- : Resilience
- : Ability to come up with creative ideas
- : Knowledge of new technologies
- : Creative problem solving
- : Good imagination

# Film, TV, radio and photography



## ? What is it?

If you think you might be interested in this area, there are a range of jobs from on screen to behind the scenes that involve directing, production, research, editing, wardrobe, choreography, photography and more technical roles such as sound engineering. There's so much more to this industry than just being on screen or on the radio as an actress, actor or DJ.

## Job roles within film TV, radio and photography:

- + Radio producer
- + Photographer
- + Television camera operator
- + Film/video editor
- + Location manager
- + Researcher
- + Runner
- + Sound technician
- + Lighting technician
- + Music producer
- + Broadcast engineer
- + Broadcast journalist
- + Concept artist
- + Television floor manager
- + Television production coordinator
- + VFX artist

## Did you know?



Some scenes from Harry Potter films were filmed in Yorkshire. We also have a vast range of TV shows filmed in Yorkshire, for example, **Ackley Bridge, Victoria, Emmerdale and Peaky Blinders** to name a few.

## Local employers:

- + True North
- + Channel 4
- + ITV
- + Heart Yorkshire
- + Screen Yorkshire
- + BBC Radio
- + Local Radio stations

## Key skills and knowledge

- : Time management
- : Organisational skills
- : Team work
- : Flexibility and willingness to adapt
- : Quick thinking and the ability to take direction
- : Working to a brief, to deadlines and within a budget
- : Reflecting on, and evaluating, yours and others' work
- : Being proactive and having initiative.
- : Skills in critical analysis
- : Research skills
- : Communication skills and the ability to tell people your opinions
- : Self-discipline and self-direction
- : A resourceful and creative approach to work
- : Creative problem solving



# IT, software and computer services

## ? What is it?

IT and all that it involves exists across so many different sectors and covers so many job roles. Your job could be creating applications, systems, solving problems with technology, supporting people who are using IT, creating software, games or other programmes. It doesn't just end there either, you can work in IT but also work in areas such as in IT departments of finance, manufacturing, public sector organisations, engineering, construction and many more.

## Job roles within IT, software and computer services and gaming:

- + Games developer
- + Games tester
- + Games production
- + Web developer
- + Programmer – can work in a variety of places, including the game industry or virtual reality industry
- + IT helpdesk/support
- + IT manager
- + Animation specialist
- + 2D/3D Artist
- + Quality assurance

## Key skills and knowledge

- Able to keep up to date with recent software and IT knowledge
- Creativity
- Problem solving
- Patience
- Customer service, either members of the public or within your organisation
- Maths and physics
- Programming, knowledge of different coding languages
- Knowledge of games engines and platforms
- Communication
- Able to work to deadlines
- Good organisation
- Attention to detail

## Local employers:

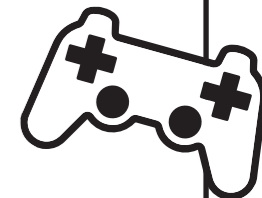
- + Team17
- + Ocean Spark
- + Laser Dog
- + Rockstar Games
- + NHS Digital
- + North Forge
- + 3M BIC
- + FDM
- + Fantastic Integrated Marketing
- + 6B Digital

## Did you know?

We have some big games companies with the region, including Rockstar Games who have an office in Leeds. They have created games such as; **Grand Theft Auto V** and **Red Dead Redemption 2** and have sold millions of copies of games worldwide.

Team17 are based in Wakefield who created the Worms series of games alongside others such as Overcooked 1+2.

We also have some smaller companies such as Ocean Spark studios in Huddersfield who have their own gaming academy to teach the next generation of games designers.



# Museums, galleries and libraries, heritage



## ? What is it?

This sector is diverse, with a range of opportunities and organisations. Galleries, museums or libraries could be run by a private organisation, a Local Authority, a university or an organisation such as English Heritage and National Trust and will have an array of collections, artefacts and objects, depending on their theme.

If you're interested, you can apply to become a volunteer at a local organisation to you, not only will this help you understand more about the sector you are wanting to work in, but when you apply for jobs it will show you are keen and interested.

## Job roles within museums, galleries, libraries and heritage:

- + Archaeologist
- + Archivist
- + Conservator
- + Curator
- + Exhibition designer
- + Heritage manager
- + Historian
- + Historic building inspector
- + Museum director
- + Museum education officer
- + Academic librarian
- + Estates Manager
- + Art gallery manager
- + General museum or gallery roles - digital media and technology, HR, retail and finance

## Local employers:

- + Hepworth Wakefield
- + Yorkshire Sculpture Park
- + National Science and Media Museum
- + Royal Armouries
- + Kirkstall Abbey
- + The Piece Hall
- + Various National Trust/English Heritage properties
- + National Railway Museum



## Key skills and knowledge

- Attention to detail
- Strong interest in, and knowledge of art and historical artifacts
- Practical abilities, working with hands, and presentation skills
- Good communication
- Ability to visually present products/objects
- Ability to work independently and as part of a team
- Planning and organisation
- Digital media and IT skills
- Flexibility and creativity
- An interest in preservation of history
- Research

## Did you know?



Halifax is home to Shibden Hall which is the focus of the 2019 BBC drama series, **Gentleman Jack**.

Wakefield is home to The Hepworth Gallery and Yorkshire Sculpture Park who have both won the Art Fund Museum of the Year – the most prestigious and biggest museum prize in the world.

# Music, performance and visual arts

## ? What is it?

This sector includes various areas, which can be broken down into art or products that are appreciated by sight such as painting, sculpture, film, photography, and animation.

There are many fun ways to get involved with this sector. Drama, performing arts, music, art or textiles are all important subjects to take. Whilst outside of education, you will find most opportunities through networking in your area, attending performances, speaking to people in the industry or volunteering. Remember to keep an open mind when looking for jobs, there may be opportunities in unusual places you wouldn't have thought of.

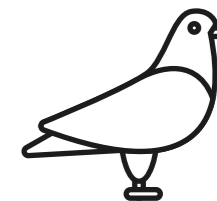
## Job roles within music, performance and visual arts:

- + Painter
- + 3D design maker
- + Sculptor
- + Art handler
- + Photographer
- + Actress/actor
- + Brand designer
- + CAD/CAM designer
- + Brand strategist
- + Dancer
- + Drama/music therapist
- + Digital artist
- + VFX artist
- + Games developer
- + Theatre director
- + Animator
- + Singer
- + Music producer
- + Songwriter

## Local employers:

- + Leeds Playhouse
- + Northern Ballet
- + Rockstar Games
- + Ocean Spark
- + Team17
- + The Hepworth Wakefield
- + Local Authorities
- + Northern Opera Group
- + The Tetley
- + Square Chapel Arts Centre
- + The Lawrence Batley Theatre
- + The Yorkshire School of Performing Arts

## Did you know?



Leeds City Region is home to some really famous bands, including **The Kaiser Chiefs** from Leeds, the **Pigeon Detectives** from Rothwell and **The Cibs** from Wakefield.

Production Park based in South Elmsall, Wakefield were the official stage and set **suppliers for Beyoncé and JAY-Z** OTR II Tour. In recent months Coldplay, System of a Down and Little Mix have all used the site to rehearse for upcoming tours.

## Key skills and knowledge

- Confidence
- Self-presentation
- Teamwork
- Organisation
- Able to perform – singing, drama or through an instrument
- Communication skills
- Critical and research skills
- Ability to learn from criticism
- Problem solving
- An open mind and able to experiment with different ideas
- Creativity



# Hints and tips

## to be successful in the Creative Industries

### + Showcase your portfolio and knowledge

If you're interested in working in the creative industries it's important that you've begun to create a portfolio, showing your knowledge and work. Whether that's film projects, photography work, graphic designs, technical drawings or an app you've been working on. To be successful in the creative industries you need to showcase what you can do.

### + Transferable skills

There are many transferable skills that are useful for the Creative Sector.

Demonstrating a creative, practical talent or having a passion for art, design, music or IT will help.

In every creative career, from web design to choreography, strong written and verbal communication skills are vital. Employers are looking for individuals who can explain and present their ideas clearly as well as demonstrating an ability to listen and take on constructive criticism.

### + Engage with professionals and influencers

It's a good idea to create an online portfolio, so that you can share your work easily with potential employers. Using social media to share photos of your work or latest blog posts will increase your exposure.

When using social media, remember to use industry related hashtags, follow industry influencers and local businesses, and actively engage in trending conversations. This will not only boost your portfolio's exposure, but you'll also impress potential employers with your professionalism, enthusiasm, influence and knowledge of the industry.

### + Research job descriptions

If you find a role you are interested in, search for it online and read the job description. See what qualifications, skills and experience you will need, this will give you a starting point and highlight the areas you will need to work on.

Doing this will also help you understand the variety of roles within the creative industry and you might even find a job you've never heard of before which interests you.

### + Small steps

By doing these steps of building your portfolio, engaging with others and networking you'll be getting yourself known within the industry whilst learning about it at the same time.

It's important to know that small independent companies or local businesses are a really good first step into this industry and can help you learn a lot.



# What next?



If you are thinking of working in the creative sector there are a vast range of roles you could work in, we have tried to cover some of the key jobs in this booklet, but remember there's lots of support and inspiration out there to help.

## Creative websites:

[futuregoals.co.uk](http://futuregoals.co.uk)  
[screenyorkshire.co.uk](http://screenyorkshire.co.uk)  
[ccskills.org.uk](http://ccskills.org.uk)  
[screenskills.com](http://screenskills.com)  
[radioacademy.org](http://radioacademy.org)  
[thecreativeindustries.co.uk](http://thecreativeindustries.co.uk)  
[bbc.co.uk/careers](http://bbc.co.uk/careers)  
[radioacademy.org](http://radioacademy.org)  
[leedsplayhouse.org.uk](http://leedsplayhouse.org.uk)  
[truenorth.tv](http://truenorth.tv)  
[northernballet.com](http://northernballet.com)

## Need more advice?

**These careers websites can help you get more advice about what to do next:**

[nationalcareersservice.direct.gov.uk](http://nationalcareersservice.direct.gov.uk)  
[prospects.ac.uk](http://prospects.ac.uk)  
[ucas.com/further-education/find-career-ideas](http://ucas.com/further-education/find-career-ideas)

[museumdevelopmentyorkshire.org.uk](http://museumdevelopmentyorkshire.org.uk)  
[creativekirklees.com](http://creativekirklees.com)  
[thestage.co.uk](http://thestage.co.uk)  
[nationalyouthartstrust.org.uk](http://nationalyouthartstrust.org.uk)  
[britishyouthmusictheatre.org](http://britishyouthmusictheatre.org)  
[itvjobs.com/workinghere/entry-careers](http://itvjobs.com/workinghere/entry-careers)  
[scienceandmediamuseum.org.uk/whats-on/yorkshire-games-festival](http://scienceandmediamuseum.org.uk/whats-on/yorkshire-games-festival)  
[weareive.org](http://weareive.org)  
[creativeindustriesfederation.com](http://creativeindustriesfederation.com)

[targetcareers.co.uk](http://targetcareers.co.uk)  
[successatschool.org](http://successatschool.org)  
[icould.com](http://icould.com)  
[careersbox.co.uk](http://careersbox.co.uk)  
[apprenticeshipguide.co.uk](http://apprenticeshipguide.co.uk)  
[amazingapprenticeships.com](http://amazingapprenticeships.com)  
[notgoingtouni.co.uk](http://notgoingtouni.co.uk)  
[allaboutcareers.com](http://allaboutcareers.com)

## Working together

The Burberry Foundation firmly believes in giving all young people a voice and access to the creative industries. That's why Burberry and Leeds City Region Enterprise Partnership have brought together this creative industries booklet to equip educators with resources, inspiration, pathways, employers and ideas to inspire young people from all backgrounds to make better informed career choices.

For further inspiration and resources go to:  
[futuregoals.co.uk/creativetoolkit](https://futuregoals.co.uk/creativetoolkit)



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