



# FILM AND MEDIA ROUTES

## SUBJECT PATHWAYS

### CAREERS

Media studies can develop skills and knowledge that will be useful in a range of jobs, such as:

- Advertising account executive
- Agent
- Arts officer
- Blogger / vlogger
- Brand manager
- Business development manager
- Commissioning editor
- Copywriter
- Creative director
- Creative media consultant
- Digital communications officer
- Digital content editor
- Digital designer
- Digital marketing manager
- Digital planner
- Director - TV / film / video
- Distributor
- Editorial assistant
- Events manager
- Floor runner
- Image consultant
- Information officer
- Journalist / reporter
- Market researcher
- Marketing officer
- Media buyer
- Media planner
- Multimedia manager
- News editor
- Presenter – TV / radio
- Producer
- Production assistant
- Programme researcher
- Promotions manager
- Public relations officer
- Publicist
- Search engine optimiser
- Social media listening officer
- Social media manager
- Teacher / lecturer / tutor
- UX (user experience) designer
- Video content creator
- Video editor
- Videographer
- Web developer / writer

However if you're not taking media studies, it doesn't mean you couldn't get into these jobs. Other subjects are important too so check the entry requirements for each career.

# SKILLS

Studying Film & Media can also help you develop wider skills such as:

- Analysis and reasoning
- Business awareness
- Communication
- Creativity
- Critical thinking
- Decision making
- Evaluation
- Flexibility
- IT
- Organising and planning
- Practical
- Presentation
- Problem solving
- Research
- Teamwork
- Time management
- Writing

These skills are needed in a range of jobs although you may need other subjects too:

- Administrator
- Bid writer
- Bookings assistant
- Buyer
- Civil service officer
- Contract manager
- Fundraiser
- Games developer
- Librarian / library assistant
- Logistics manager
- Merchandiser
- Proofreader
- Recruitment consultant
- Research assistant
- Retail display worker
- Retail manager
- Sales assistant / director
- Telephone sales executive

## DID YOU KNOW?

Some of these careers didn't even exist ten years ago! The sector changes all the time so be sure to keep your skills up to date.

# ROUTES

Routes into these careers include further education courses, apprenticeships and higher education. Degree and higher apprenticeships are recently on the scene and combine a job with university study. Many of these jobs (particularly in digital media) are relatively new so the routes are sometimes more flexible than they are for a traditional career.

You may need other subjects too, particularly English. Maths is always important.

Higher education courses in media studies vary. Some are highly practical while others are more academic and others offer a mix. Be sure to do your research! You don't normally need to have studied the subject before.

Jobs in the creative and digital media sector are often short term so you need a good network of contacts and up-to-date skills. A recent report\* revealed that almost one in three workers in the sector were freelance. 78% are reported to have degrees but only around half in a creative / media subject. Many had done unpaid work experience when starting out.

The creative and digital industries are seen as very important to this region but there can be jobs with all types of companies e.g. helping an organisation make better use of social media

## FIND OUT MORE

For more job ideas, visit [nationalcareersservice.direct.gov.uk/youngpeople](https://nationalcareersservice.direct.gov.uk/youngpeople) then follow links to 'Aged 13-19' and 'Do something you're good at'.

If you're thinking about higher education, visit: [www.prospects.ac.uk](http://www.prospects.ac.uk) to see what art and design graduates have done after their degree.

### Other websites

[ccskills.org.uk](https://ccskills.org.uk)

[creativeskillset.org](https://creativeskillset.org)

[sheffieldfutures.org.uk](https://sheffieldfutures.org.uk)

[ucasprogress.com](https://ucasprogress.com)

[ucas.com](https://ucas.com)

[icould.com](https://icould.com)

[bbc.co.uk/careers](https://bbc.co.uk/careers)

[shiftmedia.org.uk](https://shiftmedia.org.uk)

[gov.uk/apply-apprenticeship](https://gov.uk/apply-apprenticeship)