

Spotlight on

Creative Industries



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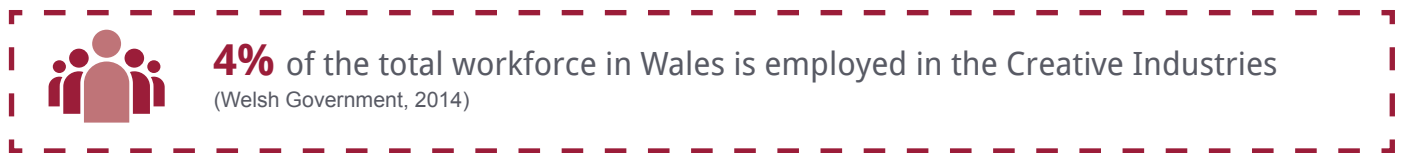
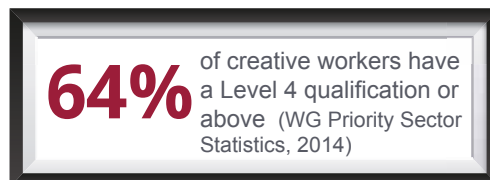
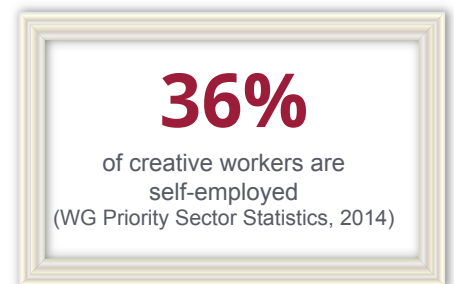
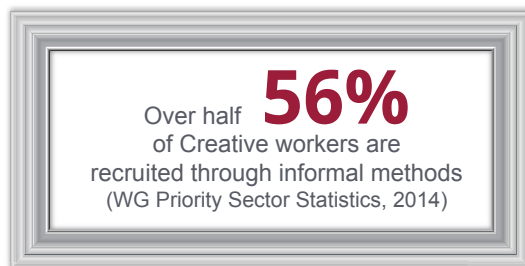
[What about the future?](#)

Get Creative

The Creative industries are some of the fastest growing sectors in Wales. They cover a wide range of jobs in different sectors, from technical roles in digital media, TV, Theatre or Film to the performing arts and more traditional crafts.

You could find yourself working on a TV or film set, developing apps, curating in a museum, designing the latest fashions, performing on stage, or maybe creating your own works of art.

The Creative industries are fast moving, innovative and exciting, so be prepared for a lot of competition to get in.



Wales needs more....



Marketing Associate Professionals, Photographers, Camera and Sound Operators, Graphic Designers, Architects, Journalists and News Editors, Web Designers and Developers, Programmers and Software Developers, Librarians, Actors and Presenters, Writers and Translators, Artists, Producers and Directors, Buyers, Public Relations Professionals

What jobs can I do?

Some of the Creative jobs you could do:

[Actor/Actress](#)

[Advertising Copywriter](#)

[Advertising Media Planner](#)

[Advertising Art Director](#)

[Animator](#)

[Architect](#)

[Art and Design Teacher](#)

[Artist](#)

[Arts Administrator](#)

[Author](#)

[Broadcast Engineer](#)

[Broadcasting Production Assistant](#)

[Ceramics Designer](#)

[Computer Games Programmer](#)

[Computer Software Engineer](#)

[Editor](#)

[Fashion Designer](#)

[Graphic Designer](#)

[Illustrator](#)

[Jewellery/Silver Designer](#)

[Journalist Radio/Television](#)

[Marketing Manager](#)

[Museum/Art Gallery Curator](#)

[Musician](#)

[Picture Researcher](#)

[Presenter in Broadcasting](#)

[Product Designer](#)

[Scientific Photographer](#)

[Singer](#)

[Theatre Stage Manager](#)

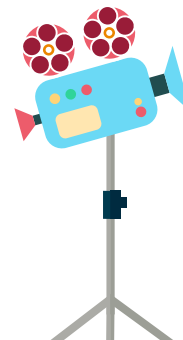
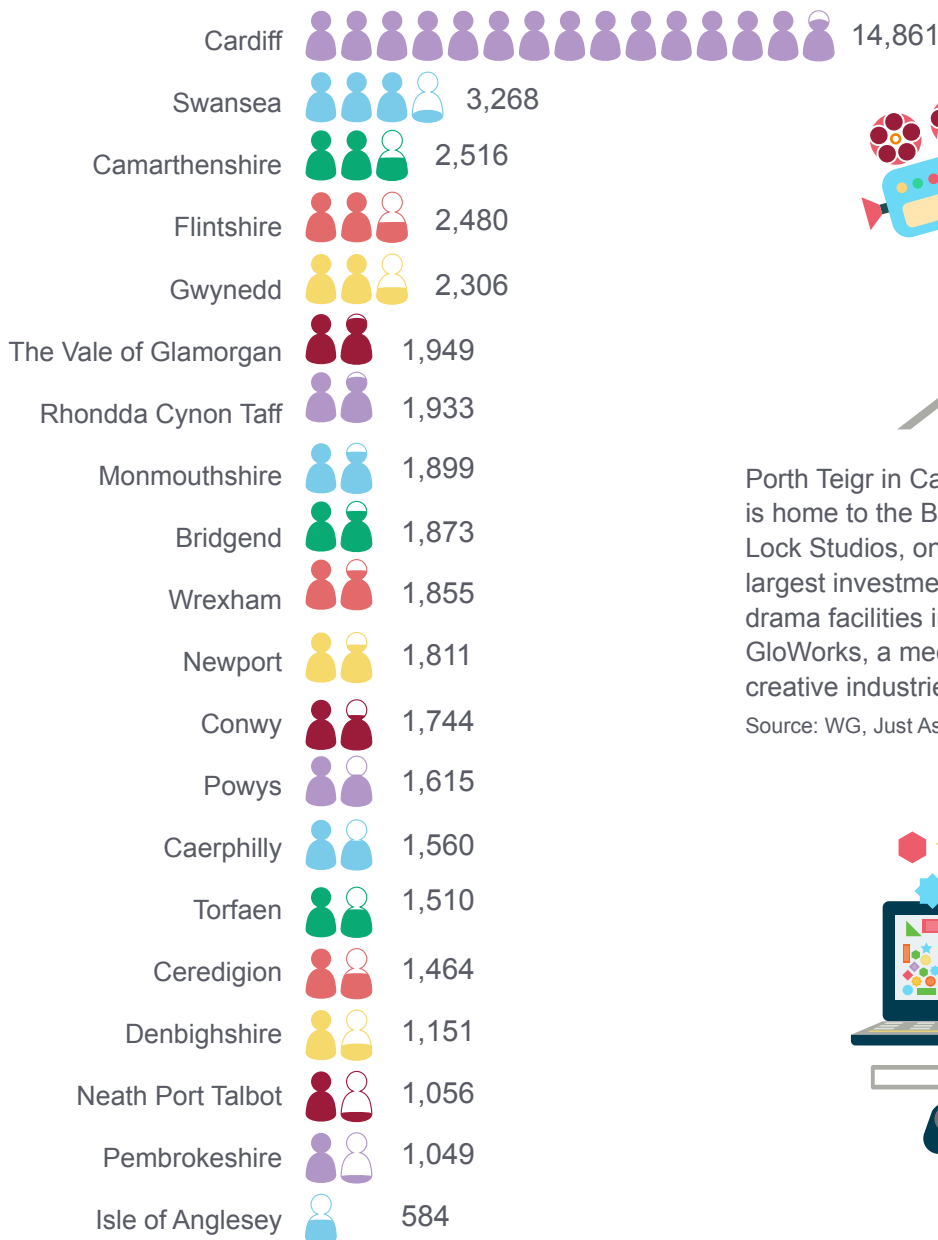
[Theatre Sound Technician](#)

[Video Maker/Producer](#)

[Web Designer](#)



Employment Hotspots

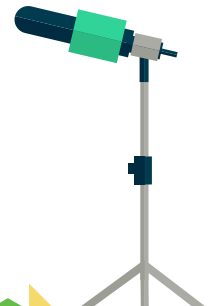


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of creative jobs are based in Cardiff

Porth Teigr in Cardiff Bay is home to the BBC Roath Lock Studios, one of the largest investments in new drama facilities in Europe and GloWorks, a media centre for creative industries.

Source: WG, Just Ask Wales



Cardiff is also one of the 12 emerging hubs of video game production in the UK

Source: WG and Nesta report, September 2014.



Meet the Employers

These are some of the Creative employers in Wales:

BBC Cymru

TV and Radio Production and Broadcasting, Bangor.

Tonto Films

Production Company, Neath.

Tinopolis Cymru

Media Production, Llanelli.

Wales Interactive Ltd

Games Developer and Publisher, Bridgend.



Arqiva Ltd

Communications Infrastructure/ Media Services, Mold.

Zodiac Seats (UK) Ltd

Aircraft Seating Design/ Development, Cwmbran.

Pinewood Studios

Film/TV Services, Newport.

Boom Cymru

TV/Film Production, Cardiff.

What can I earn?

Salaries can vary depending on your experience, the employer and where you live. Higher salaries can be awarded for more senior positions. Salaries also vary for self-employed workers.

Salaries for certain creative jobs will vary a lot.

Salaries for jobs like [Artist](#), [Actor/Actress](#), [Author](#), [Broadcasting Production Assistant](#), [Musician](#), [Presenter in Broadcasting](#) and [Singer](#) will depend on the type and length of contract, popularity of their work, how successful they are and whether they are employed or self-employed.

Music, performing and visual arts has the highest proportion of self-employed jobs. More than 7 out of 10 jobs are self-employed.

Source: Department for Culture, Media and sport – Creative Industries Economic Estimates, January 2014.

Job Salary range dependent on experience (£)



| Job | Salary Range (£) | Visual Bar |
|---|-------------------|-------------------------|
| Theatre Sound Technician | £15,000 - £35,000 | [Bar from 15k to 35k] |
| Animator | £15,000 - £40,000 | [Bar from 15k to 40k] |
| Scientific Photographer | £16,000 - £32,000 | [Bar from 16k to 32k] |
| Jewellery/Silver Designer | £16,000 - £35,000 | [Bar from 16k to 35k] |
| Product Designer | £16,000 - £35,000 | [Bar from 16k to 35k] |
| Advertising Copywriter | £17,000 - £40,000 | [Bar from 17k to 40k] |
| Broadcast Engineer | £17,000 - £43,000 | [Bar from 17k to 43k] |
| Web Designer | £18,000 - £30,000 | [Bar from 18k to 30k] |
| Graphic Designer | £18,000 - £35,000 | [Bar from 18k to 35k] |
| Illustrator | £18,000 - £40,000 | [Bar from 18k to 40k] |
| Journalist Radio/Television | £18,000 - £41,000 | [Bar from 18k to 41k] |
| Stage Manager | £18,000 - £41,500 | [Bar from 18k to 41.5k] |

| Job | Salary range (£) | £0 | £50,000 | £101,000 |
|--|-------------------|----|---------|----------|
| Editor | £19,000 - £38,000 | | | |
| Art and Design Teacher | £22,000 - £32,000 | | | |
| Picture Researcher | £22,000 - £36,000 | | | |
| Computer Software Engineer | £22,500 - £44,000 | | | |
| Marketing Manager | £22,500 - £61,000 | | | |
| Musuem/Art Gallery Curator | £23,500 - £40,000 | | | |
| Video Maker/Producer | £23,500 - £50,500 | | | |

Getting in?

Entry routes into the Creative industries will vary from job to job.

The usual routes are either through an [Apprenticeship](#), where you train on the job, or through a Degree level qualification. There may also be opportunities for trainee placements and graduate training schemes.

When choosing an Apprenticeship or course, it's important to check that it's relevant and recognised within the industry. You can do this by checking with the training provider, [Sector Skills Councils](#), or contacting employers directly. Look out for Degrees and Apprenticeships that have been awarded the [Creative Skillset Tick](#); a quality mark awarded by industry for courses that they think get you ready for work.

[Search for Apprenticeships](#)

[Find a course](#)

For professional creative jobs like, broadcast engineer, computer games programmer or Graphic Designer you will normally need a degree level qualification or equivalent.

Find out how to get into different Creative jobs.

[Try our Career search](#)

[Find a HE course](#)



Get Networking!

Networking and word of mouth are particularly important in the Creative industries. Get to know other creative people and businesses, face-to-face, and through social media.

Build your network of contacts to sell yourself and your ideas.

Get experience!

Get as much [work experience](#) as you can. Lack of general work experience is one of the top 3 reasons employers give for not employing someone.



64% of creative workers have the equivalent of a [Level 4 qualification](#) or above.

For example, a [Higher National Certificate \(HNC\)](#)

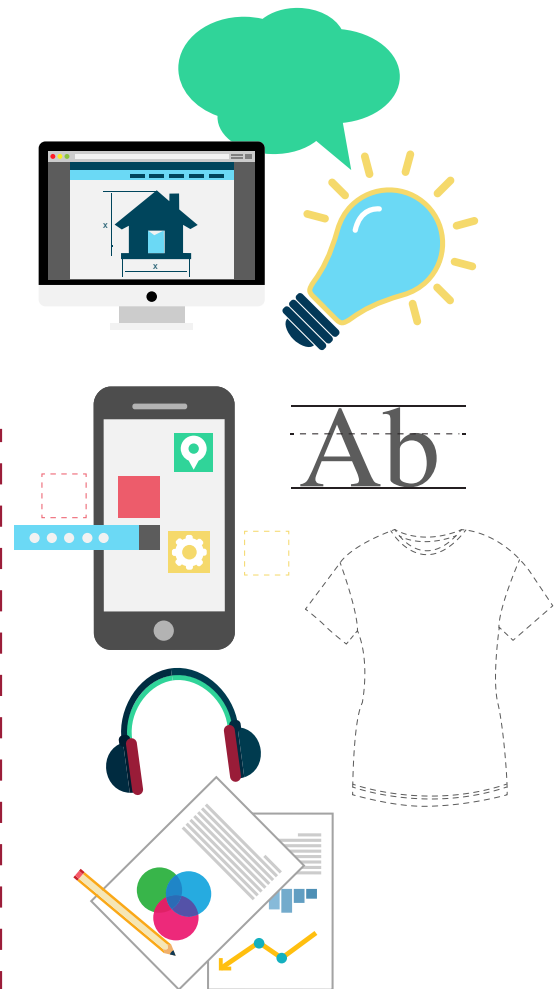


Skills in Demand

Competition for creative jobs is high. As well as looking for specific job related skills and qualifications, employers want people with a range of other [employability skills](#) that will mean you can work well within busy teams of people and help make their business succeed.

They will be looking for key skills including:

- Creative ideas
- Strong communication skills
- The ability to work in a team
- Practical and technical skills, including being able to use the latest software, e.g. Photoshop, CAD
- Innovation



New in the sector..

Welsh Government are investing £30 million in the development of film and television projects in Wales between 2014 and 2019. Major TV and Film developments have included Pinewood Studios in Cardiff, Dragon Studios in Pencoed, Swansea Bay Studios and BAD WOLF Productions.

There is a further £3 million investment in digital technologies.

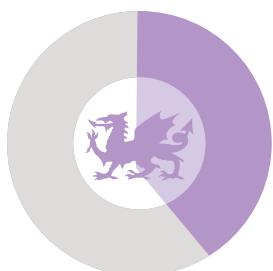
The Creative Industries in Wales needs people who can combine creative skills, have great ideas, but also have technical and digital skills. Skills needed include:

- Software development
- Visual Effects (VFX)
- Broadcast Engineering
- Graphic Design
- Development of Apps
- Photo imaging
- Web design and development
- Garment construction and technology
- Archivists

Do I need Welsh Language skills?

If you work in Wales, being able to speak and write in both Welsh and English can give you an advantage in the workplace, particularly if you are working within Film/Animation, Interactive Media/Advertising, Publishing, Radio and TV.

In the Creative Industries...



39%

of employers rate Welsh Language skills as important within the workplace.

(Welsh Language Skills Needs in eight sectors 2014, Welsh Government)

What about the future?

We are part of the digital age, using digital technology to connect with people and reach a wide audience.

The use of digital media in almost everything we do means greater demand for jobs in IT, Software and Computer services as well as Film, TV, Radio and Photography. Think websites, social media, Apps for mobiles and tablets, gaming, online streaming and broadcasting.

Fastest growing Creative jobs in Wales, shown in percentage of growth.

