

TV, FILM, RADIO, INTERACTIVE MEDIA,
ANIMATION, COMPUTER GAMES, FACILITIES,
PHOTO IMAGING, PUBLISHING AND ADVERTISING.



What is it?

Scotland's creative media sector comprises TV, film, radio, interactive media, animation, computer games, facilities, photo imaging, publishing and advertising. Around 27,400 people work in the sector in Scotland in around 2,600 companies.

Publishing is Scotland's largest creative media sector (employing 11,500 people) followed by film (2,450), advertising (2,000) and television (1,950).

Where do I start?

The creative media industry recruits a high proportion of graduates to its workforce. 62% of those working in the sector have a first degree, with around a third of those holding a degree in a media-related subject. Skillset worked with film and media practitioners to develop a system of industry accreditation of further and higher education.

The Skillset Network of Film and Media Academies features provision that better meets the vocational needs of industry and provides a more responsive approach than traditional media courses. In Scotland there are Skillset Academies at: University of Abertay, The University of West of Scotland, Edinburgh Napier University in partnership with Edinburgh College of Art and at Creative Loop – a consortium of colleges at Aberdeen, Dundee, Adam Smith, Perth, Cardonald and Reid Kerr.

What are the jobs?

There is a wide variety of roles in the creative media sector from essential administrative grades through key craft and technical roles to high-end creative positions.

With increasing levels of industry digitisation companies are always looking for people with a broader range of professional digital skills in addition to key specialisms, while individuals with skills and experience in sales and marketing, business and management disciplines are also in short supply.

What skills & strengths do I need?

Glamour is out of the window – you'll have to work your way up. You'll make the tea, sort the post and run errands. You'll put in long hours without complaining. All this requires real drive and determination. Have you got what it takes? Here are a few things to bear in mind as you start your career:

- There is often no set career route;
- Recognise your level of experience – understand that you will have to prove yourself and work your way up;
- Be prepared to invest time, and perhaps money, in developing your skills and knowledge;
- The media business is all about communication – you have to be able to get along with people;
- You need to get your act together. If you work freelance, you're a business: you have to plan, invoice and follow up. Many talented people lose out because they don't have the business skills to back-up their creativity;
- Do some basic research into pay / rates, contracts, legal stuff, copyright, work experience, voluntary work, deferred payments and tax;
- Take steps to protect yourself and your interests;
- Respect your talents – and those of the people you work with.

Did you know?

- The creative economy in Scotland is worth over £5.2 billion each year and has been recognised by the Scottish Government as a priority sector for growth.
- Grand Theft Auto – one of the biggest selling computer games world-wide – was developed in Scotland. University of Abertay in Dundee is recognised as a world leader in education for the computer games industry.
- TV Production in Scotland is projected to grow substantially over the next three to five years with a corresponding demand for new talent.

How I did it.

Suzanne Reid

Line Producer / Production Manager at Mallinson Television Productions

Line Producer / Production Manager Suzanne Reid started her production career at Channel 4 as PA to the director of presentation where she dealt with brand identity, sponsorship and idents. "I was really focused and applied for every job that came up at Channel 4 – I think they got sick of looking at my CV in the end. But I'm very persistent and eventually got in!"

From there she moved to the promotional department producing trailers, and as the department grew she became a production manager.

Suzanne returned to Scotland to Mallinson Television Productions (MTP), where she was head of production for nearly seven years, mostly on commercials but also on some documentaries. "I really enjoyed it and gained a lot of knowledge. Then I took a risk by going freelance."

Her advice to others starting out is to continue training and persevere. "If you really want it, push ahead and do it. You've got to be able to persuade people. If you're easily dissuaded then you're probably not right for it anyway."

Useful links.

Skillset: www.skillset.org/careers

Alliance Scotland Careers IAG fact sheets:
www.alliancescotland.org/publications/IAGfactsheets/

Skills Development Scotland:
www.skillsdevelopmentscotland.co.uk