

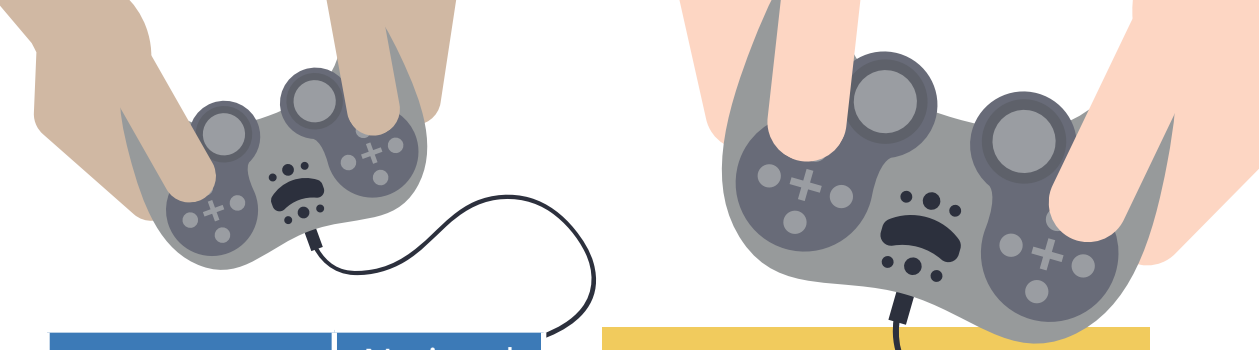


# Creative and digital media

In the Leeds City Region the number of jobs in advertising and media is 40% higher than the England average

This sector is about generating and developing ideas and products, experiences and events. It includes interactive media, print and publishing, design and advertising, film and TV, computer games design and animation. The wider creative and cultural industries include craft, literature, music, performing and visual arts, libraries and museums.

- A small but fast-growing sector. The number of enterprises in West Yorkshire increased from 2,000 to 2,430 between 2010 and 2017.
- Creative industries accounts for 5.6% of all jobs in the UK according to Creative Skillset.
- In Leeds City Region jobs are expected to rise by 1,000 between 2014-2024, with 4,000 vacancies expected over this period to replace those who leave.
- The majority of businesses are small and 30% of workers surveyed in 2014 were freelance or self employed.
- Employment in creative and digital industries in West Yorkshire was 16,000 in 2016.
- Over three quarters of the creative and digital media workforce is educated to degree level.



Types of job	National average salary
Graphic designer	£27,515
Games developer	£45,153
Creative director (advertising)	£40,810
Journalist	£38,932
Marketing officer	£34,180
Web content manager	£32,878

### Skills/qualities

- Creative thinking
  - Presentation skills
  - Problem solving
  - Communication
  - IT
  - Design
  - Customer service
  - Accuracy and attention to detail
- Specific skills and talents may be required depending on specialism.*

### Useful subjects include

- Maths, English and ICT
- Design
- Art
- Media

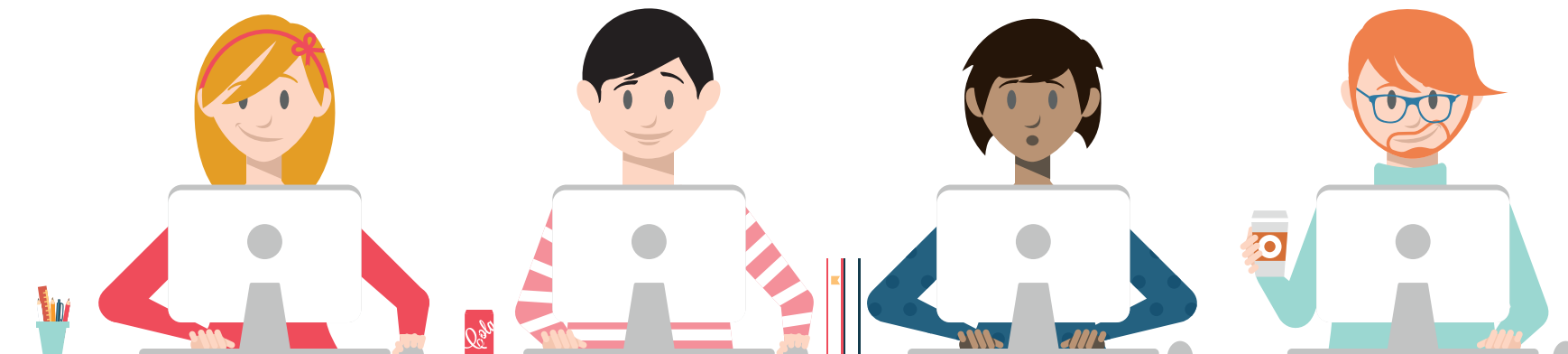
### In the future...

Many roles involve working with innovative and new technologies which are helping to drive the sector forward.

### Some local employers

- Team 17
- Opus Design
- Hebe Works
- Mooncas Ltd
- North Light Film Studios
- Crimson Reel Studios

Additional source:  
Creative Skillset Workforce Survey Report 2014



### More information...

- <https://creativeskillset.org>
- [www.screenyorkshire.co.uk](http://www.screenyorkshire.co.uk)
- [www.ccskills.org.uk](http://www.ccskills.org.uk)

**Disclaimer**  
Careers Yorkshire and the Humber (CYH) staff have researched the web links referenced on this poster. However, information can change rapidly. CYH does not endorse organisations or accept any responsibility for the content of external sites.

You can download and print a copy of the Shape Your Future booklet and posters at:  
<https://careersyandh.co.uk>

Visit the **National Careers Service** website for information on a wide variety of careers:  
<https://nationalcareersservice.direct.gov.uk>



Prime contractor for the National Careers Service in Yorkshire and the Humber