Creative and Digital

This sector refers to a range of economic activities that are concerned with the generation and commercialisation of creativity, ideas, knowledge and information. The term 'creative industries' describes business with creativity and culturally focused at the core for example design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, literature, computer games and the performing arts.

CREATIVE & DIGITAL

South West View

16,530 Businesses across the region

74,000 People are employed in this sector

2% Forecasted growth to 2022

JOB TYPES

Check below to see the types of jobs in this sector, the demand based on the number job advertisements in the past year and what salary you could expect to earn.

Occupation	Advertised Salary	No. of Job posts
Programmers	£44,947	9,899
Administrators	£18,737	6,476
Web Designers	£38,297	3,871
Premises Managers	£47,304	2,876
Sales Accounts	£38,114	2,853
IT Analysts	£46,987	2,672
Marketing Associates	£24,855	2,341
IT and Telecoms	£40,361	2,018
Marketing Directors	£42,051	1,413
Estate Managers	£33,157	1,092
Personal Assistants	£34,277	939
Office Managers	£34,232	913
Office Supervisors	£29,114	828
IT Project Managers	£50,192	739
IT Specialists	£44,896	673
Graphic Designers	£31,105	649
Architects	£41,770	400
Town Planners	£45,110	347

SUBJECT AREAS

Get ahead in this sector by studying the following subjects.

- Business Administration
- English
- Marketing
- Computer Science

QUALIFICATIONS

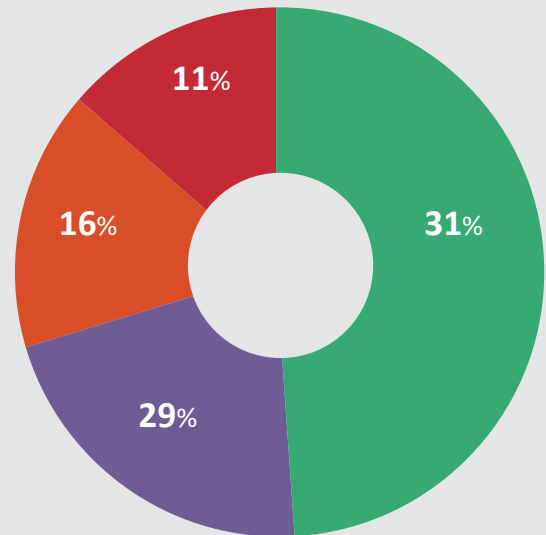**49%** of job advertisements required a BA (Hons) degree.

Day in the life...

"I like to do "the rounds" where I'll check our infrastructure making sure everything is turned on and working ready for the day ahead. After that is always something different. I could be in the music studio helping an artist set up to record, I could be off-site delivering a school workshop or outreach programme, but mostly I am providing a range of support across our centre to my colleagues working on various projects, each with a different tech need"

- Creative Technician

JOB SHARE

The chart shows the share of job types which are currently in demand for this sector.

- **31%** Professional Occupations
- **29%** Administrative
- **16%** Associate Professional and Technical
- **11%** Managers, Directors and Seniors

Apprenticeships

If you over 16 you can apply, apprentices should work for at least 30 hurs per week and an apprenticeship takes one and five years to complete, depending on the level and sector.

Apprenticeship Types

- Creative and Digital Media
- Digital Marketing
- Business Administration
- Digital Designer
- Web Development

TOP EMPLOYERS

Based on the number of recent job advertisements these are the largest employers for this sector in your area.

- Devon County Council
- University of Exeter
- Plymouth University
- Met Office
- Plymouth Learning Partnership
- Bray Leino
- Clarks Shoes
- Plymouth City Council
- Plymouth College of Art
- Exeter College

National Careers Service

Want to speak with an National Careers Service adviser?

Call 0800-100-900 or webchat 8am to 10pm, 7 days per week

prospects
Inspiring People: Developing Potential