

# Find Your Inspiration



## Digital & Creative Industries



### About The Industries

Digital & Creative Industries in Scotland are booming! Careers within the Digital and Creative Industry are extremely diverse ranging from architecture, fashion, game design and TV/Film... just to name a few!

More than ever there is a focus on individuals who are not only imaginative and creative, but who have technical and digital skills. The rise of this sector means that it is competitive. It can also be a flexible industry. Many individuals employed in digital/creative jobs are self employed or working on contracts. This makes it the perfect industry for anyone with determination and strong entrepreneurial spirit.



### The Stats!



- There are 15,000 businesses within this sector in Scotland!
- In addition, these businesses employ 77,000 people!
- The creative/Digital industries contribute £4.4 billion to the Scottish Economy!
- It is expected that the creative/digital sector will continue to grow by around 2% each year!

### Possible Careers



### Career Insight: Animator

**Average Salary:** £27,560

**No. Employed:** 5,100

This job requires you to bring stories/ideas to life. You could work on films, TV shows, adverts and video games

**You would be expected to:**

- Understand a story/idea and design pictures to show the idea and tell the story
- Work with editors to add sound/audio to your work
- Possibly work on projects that take a very long time

### Career Insight: Studio Sound Engineer

**Average Salary:** £30,680

**No. Employed:** 10,400

This job requires you to record sound effects, speech or music using specialised equipment. You could be doing this for TV, films, radio, ads or websites. You would need to be able to work flexible, possibly long hours.

**You would be expected to:**

- Plan recording sessions with various individuals
- Add sound effects if required
- Mix tracks in order to produce the final product

### Some Opportunities!

- **Digital Marketing Assistant-** research, design and write social media posts in order to promote Spohrt Training. You would also have the opportunity to create animation and video content.
- **Social Media Intern-** To assist a new brand to grow by promoting through social media. You would be required to brainstorm and create new advertising campaigns.
- **Marketing and Social Media Apprentice-** You will be part of a team working to create various diagrams and graphics, coordinating events and helping the marketing team.



### Useful Websites!

- *My World of Work Job Profiles-* <https://www.myworldofwork.co.uk/my-career-options/creative>
- *Skills Development Scotland-* <https://www.skillsdevelopmentscotland.co.uk/what-we-do/apprenticeships/modern-apprenticeships/modern-apprenticeship-frameworks/creative-skillset/creative-and-digital-media/>
- *Apprenticeships-* <https://www.apprenticeships.scot/>
- *Jobs-* <https://www.indeed.co.uk/creative-jobs-in-Glasgow>

