



CREATIVE PRACTICE



## MEDIA AND PHOTOGRAPHY

### INTRODUCTION TO THE MEDIA AND PHOTOGRAPHY SECTOR

With consumers demanding fresh, high-quality content that's both accessible and personal, media companies are investing in digital technologies and a workforce that allows them to compete in this thriving sector. The sector enhances your creative, social, and cultural understanding, while developing your specialist technical knowledge around equipment, techniques, and style.

### WORK EXPERIENCE

Media is a highly popular and competitive field, so experience is critical. To gain work experience and build up a portfolio, contact radio, television, newspaper, PR, and print services and ask about opportunities. Look out for summer placements and part-time or voluntary opportunities during the evenings and at weekends.

### 5 TIPS ON GETTING MEDIA WORK EXPERIENCE

- Build a digital portfolio
- Start a blog
- Become a vlogger
- Create a showreel
- Launch a podcast



[ScreenSkills](#) – supports the TV, Film, VFX and Games industries and has career advice with professionals in specific roles.

### PROGRESSION ROUTES

[BA \(Hons\) Applied Media](#) – Truro College

[BA \(Hons\) Media Arts](#) – University of Plymouth

[BA \(Hons\) Filmmaking](#) – University of Plymouth

## CAREERS

- Photographer
- Film/Video Editor
- Digital Marketer
- Magazine Editor
- Social Media Manager
- Event Manager
- Digital Content Creator
- Media Planner
- Music Producer
- Television Producer

## SALARY

Salaries within the Media and Photography sector can vary depending on the job role, location, and the organisation that you work for. Average starting salaries of example jobs within the industry are:

- **Photographer** - early career salaries are typically between £16,000 and £22,000.
- **Digital Marketer** – starting salaries typically fall between £18,000 and £22,000.
- **Magazine Editor** - the smallest magazines can pay around £15,000, but the typical salary range for others is around £20,000 to £40,000.

## KEY SKILLS

- Commercial and cultural awareness
- Teamwork
- Organisation
- Presentation
- Project management
- Able to work to a brief and meet deadlines
- Creativity
- Initiative
- Confidence
- Rigorous self-evaluation and critical reflection



## CVS AND JOB INTERVIEWS

### WHAT IS A CV AND JOB INTERVIEW?

A CV or Curriculum Vitae is a written summary of your skills and qualifications that can be attached to a job application or presented on its own to promote yourself to potential employers. A job interview is when the employer finds out if you are the right person for the job in terms of your professional, personal, and interpersonal skills. It is also the chance for you to decide whether it is the right job for you.

### WHAT TO INCLUDE IN A CV?

- Contact details
- Personal profile
- Your education history
- Your work experience history
- Hobbies, interests, and achievements
- References

### KEY TIPS ON WRITING A CV

- Create different versions of your CV for different roles that you might consider
- Be concise and to the point
- Proofread and check spelling and grammar
- Match the sections of information with the skills description linked to the role or identified in the job advert
- Always send with a covering letter

### KEY TIPS ON PREPARING FOR A JOB INTERVIEW

- Plan your journey
- Prepare your clothes the night before
- Be polite, friendly, and professional
- Body language is significant in terms of creating a good impression
- Answer the questions as fully as you can, using good examples to illustrate your skills

## SKILLS FOCUSED CV

This often provides a mini profile of you as an individual and then provides examples that demonstrate evidence of you being able to apply the main skills you have developed in various areas of your life that employers are looking for. This type of CV is also useful if you have gaps in your employment history, limited experience or are applying for a job which is unrelated to your degree.

## CHRONOLOGICAL CV

Sometimes known as a traditional CV, it is used to match your qualifications and work experience with the requirements for the job role. This type of CV is structured in reverse chronological order i.e. the most recent qualifications and experience are listed first. This CV template makes it easy for employers to identify potential candidates and for you to match your qualifications, work history and responsibilities with the criteria on the job description.

## CREATIVE CV

A creative CV is used in customer-facing and creative roles in marketing, arts, sales, and media. It can allow you to provide links to an online portfolio or video to create an impact and give a glimpse into who you are and how you can help organisations grow and deliver value to their customers.

## ACADEMIC CV

Focusing on educational achievements, this type of CV is used when applying for teaching or research-based roles. They differ to other CVs and include sections on publications, teaching experience, research activities, conferences, and presentations. It is important to keep the CV concise and to target it to the role's requirements.

## USEFUL WEBSITES

**Prospects:** example CVs, cover letters, interview questions

**Student Job:** tips on how to write a CV, the interview and CV examples and templates

**REED:** preparing for a job interview



## LABOUR MARKET INFORMATION

### WHAT IS LMI?

Labour Market Information (LMI) describes all kinds of information used to make labour market decisions. LMI can be a compilation of detailed data on jobs and salaries, employers and employees, sectors, current employment conditions and future trends. Basically, LMI serves to inform on how you can recognise:

- Employment trends
- What job opportunities are out there
- What qualifications and skills are required for specific routes?
- What jobs will be in demand in the future?
- How you can prepare yourself for an ever-changing job market
- The level of competition out there
- Sector specific information
- Equal opportunity and diversity within the work force
- Earnings
- Geographic/regional opportunity

## JOB SEARCH WEBSITES

**Career Pilot**: looks at sector information, specific job profiles, salary information and video case studies.

**National Careers Service**: see how many of the 800 job profiles can help illustrate career activities and offer online guidance.

**Get In Go Far**: Government portal for information about apprenticeships, with a link website to find live apprenticeship vacancies.

**Federation for Industry Sector Skills & Standards**: provides sector-specific careers information for young people through the network of Sector Skills Councils (SSCs).

## LMI WEBSITES

**CEOS LEP**: Obtain the labour market summaries for your LEP area, which will provide useful information on major employers, sectors and developing trends.

**LMI for All**: online data portal that connects and standardises existing sources of high quality, reliable LMI.

**Nomis**: your one-stop shop for Labour Market Information with summary pages providing key trend data about local areas.

**iCould**: provides 1,000 different video clips of LMI and personal career stories to help students explore different career routes and pathways. Try the Buzz Quiz!

**Office for National Statistics**: gives regional LMI.

**The Resolution Foundation**: independent think-tank focused on improving living standards, looking at a wide range of economic and social policy areas and data.

## BUSINESS IN CORNWALL

**Cornwall Chamber**: insight into business activity and developments in Cornwall through the Chamber of Commerce.

**Business Cornwall**: looks at all the latest updates in the local business community.