



**searchlight**<sup>®</sup>  
MEDIA & ENTERTAINMENT RECRUITMENT

# **MEDIA: WHICH CAREER IS RIGHT FOR ME?**

**EXPLORING CAREER PATHS IN THE MEDIA  
INDUSTRY**





# OUR CLIENTS

TWO BROTHERS  
PICTURES



LIONSGATE

GRAVITY MEDIA



National  
Theatre

Fremantle

A+E  
NETWORKS

CURZON



BBC  
STUDIOS

AI3  
MEDIA

A24

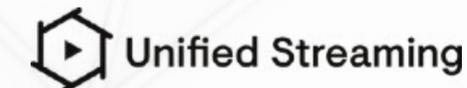
THE  
BEAUTIFUL TRUTH

MOLINARE

STUDIOCANAL



audiobnetwork



IYUNO  
MEDIA GROUP

drp<sup>c</sup>

RED

GCRS



MOMENTS  
LAB



eg<sup>+</sup>

SIS  
TER



# INTRODUCTION

The media industry is a collection of organisations that produce, post-produce, publish, and distribute media products for an audience. These products can include TV shows, movies, magazines, video games, newspapers, music, albums and more.

## The Importance of Understanding Different Sectors:

- **Diverse Opportunities:** The media industry is vast and encompasses a wide range of sectors offering different opportunities.
- **Skill Set Alignment:** It is important to think about where your strengths lie, different sectors of the industry will require different and distinct skill sets.
- **Career Flexibility:** The media industry is dynamic, roles within different sectors can overlap. Exploring the different sectors can allow you to remain adaptable and competitive in a changing industry.
- **Job Satisfaction:** Choosing the right sector based on a good understanding of the industry leads to higher job satisfaction. Ensure your role aligns with your passions and skill sets.
- **Building a Network:** Different sectors often have different professional networks, events and opportunities. Knowing where you want to focus your career allows you to build the right connections.



# WHAT SECTORS CAN I WORK IN?

- Broadcast-TV-Podcast-Radio
- Journalism
- Public Relations
- Sports
- Advertising
- Gaming
- Digital Media
- Distribution
- Film & Television Production
- Other
- Post-Production
- Publishing
- Events
- The Arts





# PUBLIC RELATIONS

The public relations sector focuses on managing and shaping the public image of individuals, organisations, or brands by creating and maintaining positive relationships with the media, customers, and the general public.

## **Roles:**

PR Specialist, Corporate Comms Manager, Media Relations Manager, Social Media Manager, Publicist, Crisis Comms Manager, Content Writer/Copywriter, Event Coordinator, Brand Manager, Community Relations Specialist, Marketing Coordinator/Manager

## **Pros:**

Networking Opportunities, Creative Problem-Solving, Variety of Clients/Brands

## **Cons:**

Crisis Management, Diplomacy, Pressured Environment



# ADVERTISING

The advertising sector is focused on creating, planning, and executing promotional campaigns to persuade and inform target audiences about products, services, or brands through various media channels.

## **Roles:**

Copywriter, Art Director, Account Manager, Media Planner, Creative Director, Graphic Designer, Digital Marketing Specialist, Brand Strategist, Market Research Analyst, Production Manger

## **Pros:**

Highly Creative, Potential for Innovation, High Earning Potential

## **Cons:**

Fast-paced, Demanding, Requires Constant Creativity



# DIGITAL MEDIA

The digital media sector is focused on creating, distributing, and managing content across online platforms, including social media, websites, and streaming services, to engage and interact with digital audiences.

## Roles:

Social Media Manager, Content Creator, SEO Specialist, Digital Marketing Manager, Web Designer/Developer, Data Analyst, UX/UI Designer, Data Engineer, Video Producer/Editor, Email Marketing Specialist, Influencer Relations Manager, Software Developer

## Pros:

Rapid Growth, Diverse Opportunities, Flexible Work Environment, Highly-Skilled

## Cons:

Constantly Evolving, Requires Adaptability, Highly Competitive



# PRODUCTION

The film and TV production sector is centred around creating, developing, and producing visual storytelling content, including movies, television shows, and documentaries, for entertainment, education, and information.

## **Roles:**

Director, Producer, Screenwriter, Cinematographer/Director of Photography (DP), Film/Video Editor, Production Designer, Casting Director, Sound Designer/Engineer, Assistant Director, Location Scout/Manager, Runner, Researcher, Script Writer/Editor, Development

## **Pros:**

Creative Vision, Leadership, Collaborative Environment, High Impact

## **Cons:**

Long/Irregular Hours, Project-Based Work, Highly Competitive



# POST PRODUCTION

The post-production sector focuses on refining and finalising visual and audio content through editing, sound design, and special effects to enhance the quality and coherence of films, television shows, and other media projects.

## **Roles:**

Video Editor, Sound Designer, Colourist, Visual Effects (VFX), Motion Graphics Designer, Audio Engineer, Post-Production Supervisor, Assistant Editor, Foley Artist, Subtitle/Caption Editor, Account Manager, Producer, Voice Over Artist, Localisation Roles,

## **Pros:**

Creative Control, Technical Skills, Collaboration, Job Diversity

## **Cons:**

Long Hours, High Pressure, Repetitive Tasks, Industry Competition, Technological Changes



# PUBLISHING

The publishing sector is focused on producing and distributing written content, including books, magazines, newspapers, and digital publications, to inform, educate, and entertain readers.

## **Roles:**

Editor, Literary Agent, Publisher, Copy Editor, Proofreader, Graphic Designer, Marketing Manager, Production Editor, Sales Representative, Digital Content Manager

## **Pros:**

Impactful Work, Potential for Creative Input, Diverse Projects

## **Cons:**

Tight Deadlines, Declining Print Market, Competitive Field



# EVENTS

The entertainment media sector is dedicated to creating and holding events that entertain and engages audiences, including film premieres, trade shows, and live performances, across various platforms.

## **Roles:**

Talent Management, Event Manager, Content Producer, Music Producer, Scriptwriter, Publicist, Stage Manager, Marketing Manager, Director, Editor, Social Media Manager

## **Pros:**

Exciting Environment, Variety of Projects, Creative, Travel

## **Cons:**

Highly Competitive, Long Hours, Unpredictable Work Schedule



# THE ARTS

The arts sector is dedicated to the creation, performance, and promotion of visual and performing arts, including fine art, theater, dance, and music, enriching culture and providing creative expression.

## **Roles:**

Visual Artist, Art Curator, Gallery Manager, Art Director, Theatre Director, Stage Designer, Choreographer, Music Composer, Actor/Performer, Art Educator, Costume Design, Stage Manager, Lights/Rigging, Fundraising/Partnerships, Outreach Officer

## **Pros:**

Creative Fulfilment, Diverse Opportunities, Community Engagement

## **Cons:**

Financial Instability, Competitive Field, Limited Funding, Long Hours

# JOURNALISM

The journalism sector is focused on gathering, investigating, and reporting news and information to the public through various media outlets, ensuring that stories are accurate, timely, and impactful.

## **Roles:**

Reporter, Editor, Investigative Journalist, Broadcast Journalist, Photojournalist, Columnist, News Anchor, Producer, Copy Editor & Freelance Journalism.

## **Pros:**

Impactful Work, Diverse Opportunities, Travel, Creative Expression

## **Cons:**

High Pressure, Irregular Hours, Job Insecurity, Emotional Toll, Public Scrutiny



# SPORTS

The sports sector encompasses the organisation, promotion, and management of athletic events and teams, as well as the production and broadcasting of sports content across various media platforms.

## **Roles:**

Coach, Sports Journalist, Marketing Manager, Agent, Event Coordinator, Sports Broadcaster, Sports Analyst, Pundit/Commentator, Sports Photographer/Videographer, Sales

## **Pros:**

Passion Driven Work, Travel, Variety, Exciting

## **Cons:**

Irregular Hours, High Pressure, Competitive, Job Security



# GAMING

The gaming sector involves the development, production, and distribution of video games, encompassing roles in game design, programming, marketing, and esports, to create interactive entertainment experiences.

## **Roles:**

Game Designer, Developer/Programmer, Art Director/Artist, Level Designer, Animator, Sound Designer, QA Tester, Narrative Designer/Writer, Game Producer, Marketing Manager, Esports Manager, UI/UX Designer, Community Manager, Game Tester, Monetisation Specialist

## **Pros:**

Creative Innovation, High Growth Sector, Passionate Community, Diverse Roles

## **Cons:**

Long Hours, High Pressure, Work-Life Balance, Intense Competition



# DISTRIBUTION

The media distribution sector focuses on delivering media content, such as films, TV shows, and digital content, to audiences through various channels and platforms, ensuring it reaches the intended markets efficiently and legally.

## **Roles:**

Distribution Manager, Sales Executive, Licensing Manager, Digital Distribution Specialist, Marketing Coordinator, Logistics Coordinator, Acquisitions Manager, Platform Manager, Broadcast Distribution Technician, Rights and Clearances Specialist

## **Pros:**

Dynamic and Fast-Paced, Broad Impact, Global Reach

## **Cons:**

High Pressure, Complex Legal and Licensing Issues, Market Volatility



# OTHER CORPORATE ROLES

Across all sectors of media, there are essential roles that every sector will require to function. This can include roles within Finance, HR, Recruitment, Marketing, Sales and Admin.

## **Roles:**

Marketing Manager, Social Media Manager, SEO Specialist, Finance Manager, HR Manager/Coordinator/Assistant, Talent Acquisition, Sales Manager, Business Development Manager, Legal BA, Para Legal, EA/PA, Admin Assistant.

## **Pros:**

Work-Life Balance, Travel, Variety, Job Security

## **Cons:**

High Pressure, Competitive



# WHERE TO LOOK FOR WORK



# CONTACT US



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**THANK  
YOU!**