



MEDIA: WHICH CAREER IS RIGHT FOR ME

 **EXPLORING CAREER PATHS IN THE MEDIA INDUSTRY** 

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
- ✦ Public Relations
- ✦ Advertising
- ✦ Digital Media
- ✦ Film & Television Production
- ✦ Post-Production
- ✦ Publishing

- ✦ Publishing
- ✦ The Arts
- ✦ Journalism
- ✦ Sports
- ✦ Gaming
- ✦ Distribution
- ✦ Other

BROADCAST

The broadcasting sector involves the transmission of audio and visual content through television, radio, and online platforms (podcasting YouTube etc.), delivering news, entertainment, and information to a wide audience.

Roles:

On Screen Talent, Producer, Broadcast Journalist, Sound Engineer, Camera Operator, Video Editor, News Anchor, Scriptwriter, Broadcast Technician, Floor Manager.

Pros:

Dynamic Environment, On-air Exposure, Variety of Work.

Cons:

Irregular Hours, High Competition, High-Pressure, Job Security.

BROADCAST

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

PUBLISHING

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

PUBLISHING

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



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