



Creative and Digital

**9.3%
of jobs
in the
Humber
are in
Creative
and
Digital**

Creative and digital industries are about the creation and development of products and ideas. They include industries such as computer games design, animation, social media, film and TV, graphic design and advertising, music performing arts, libraries and visual arts.

- There has been an increase of 57% new business start ups in the area in the digital sector over the past 5 years.
- Hull provides the highest concentration of Creative Digital Industry employment across the Humber.
- Skills shortages are in the ability to produce content across multi-platform, such as web, mobile, ipad or TV and transfer skills from one sector to another.
- The UK is the fourth largest producer of computer games in the world.
- The Humber is home to two significant tech events: the Platform Expos gaming and entertainment event and the HD Live technology conference.
- Jobs in this sector are not always traditionally advertised. Employers may use social media such as LinkedIn or Facebook.
- The Humber has one of the fastest growing digital sectors outside of London.

Types of Job	National Average Salary
Web Content Manager	£32,213
Games Developer	£43,036
Sales Executive	£35,320
Publicity Assistant	£21,625
Copy Editor	£37,187
Digital Designer	£26,896

Skills/qualities

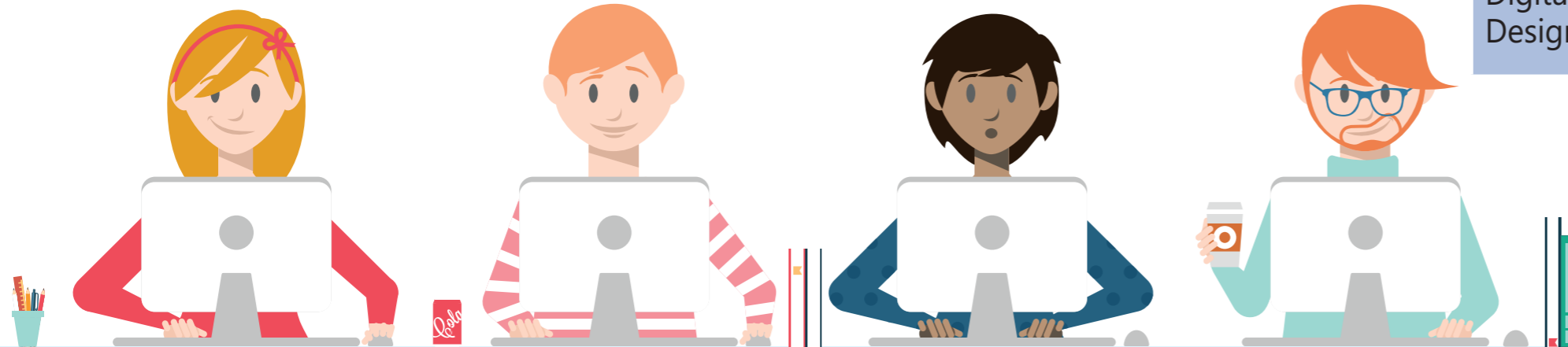
- Good problem solving skills
- Communication
- Creativity
- Strong ICT knowledge (and experience)
- Attention to detail

Useful subjects include

- Design
- English
- Maths
- ICT
- Art
- Media

Some local employers

- BBC
- Garthwest
- Hull Truck Theatre
- 20-21 Visual Arts Centre
- KCOM
- University of Hull
- Strawberry



Interested? For more information...

- <http://creativeskillset.org>
- www.futuremorph.org
- www.gamesindustry.biz/
- <https://www.thetechpartnership.com/tech-future-careers/>

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

Disclaimer
Careers Yorkshire and the Humber (CYH) staff have researched the web links referenced in this publication. However, website information can change rapidly. CYH does not endorse organisations or accept any responsibility for the content of external sites.

You can download and print a copy of the Shape Your Future booklet and posters at:
www.careersyandh.co.uk/inspiringyandh

Visit the **National Careers Service** website for information on a wide variety of careers:
<https://nationalcareersservice.direct.gov.uk>



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