

So, you're thinking of a career in... DIGITAL AND CREATIVE

What is the Digital and Creative sector all about?

The Digital and Creative Sector is at the heart of the Liverpool City Region's ambitions to be a world-leading creative and digital economy.

The Liverpool City Region benefits from a number of unique digital assets, including the GTT Express transatlantic internet cable, and the STFC Hartree Centre at SciTech Daresbury (in partnership with IBM Research). In addition, we have other world-leading facilities such as Sensor City which lies at the gateway to the Knowledge Quarter (KQ) in Liverpool; KQ brings together the City Region's key partners to collaborate creatively and support the narrowing the gap between the Liverpool City Region and London and the South East.

Will there be any opportunities and where are they?

The Digital and Creative sector will continue to develop, adapt and grow. For businesses to flourish and succeed - developing new products, services and new markets- they will need to attract and retain talented individuals. There is therefore a wealth of opportunities to access across a wide range of disciplines that includes: Computer Programming, Film Production, Video Game development, Publishing and Advertising.

How to get into the sector?

Important skills to have:	Useful subjects to study:
Problem solving	English and Maths
ICT (including coding skills)	ICT
Creativity	Design and Technology
Being able to meet deadlines	Art
Attention to detail	Coding
Communication	Media Studies
Negotiation	Photography
Time Management	Customer Services
	Music

What types of jobs are available?

Marketing associate professionals: Marketing associate professionals assist in the development and implementation of projects which aim to elicit the preferences and requirements of consumers, businesses and other specified target groups so that suppliers may meet these needs.

Photographers, audio-visual and broadcasting equipment operators: Workers in this group operate and assist with still, cine and television cameras and operate other equipment to record, manipulate and project sound and vision for entertainment, cultural, commercial and industrial purposes.

Graphic Designers: Graphic designers use illustrative, sound, visual and multimedia techniques to convey a message for information, entertainment, advertising, promotion or publicity purposes, and create special visual effects and animations for computer games, film, interactive and other media.

What types of jobs are available... continued

Telecommunications Engineers: Telecommunications engineers install, maintain and repair public and private telephone systems and maintain, test and repair telecommunications cables.

IT Operations Technicians: IT operations technicians are responsible for the day-to-day running of IT systems and networks including the preparation of back-up systems, and for performing regular checks to ensure the smooth functioning of such systems.

IT Business Analysts, Architects and Systems Designers: Workers in this group provide advice on the effective utilisation of IT and design IT systems in order to meet the business objectives or to enhance the business effectiveness of the organisation.

Design and Development Engineers: Job roles in this group provide advice on the effective utilisation of IT and design IT systems in order to meet the business objectives or to enhance the business effectiveness of the organisation.

Research and Development Managers: Job roles in this group, plan, organise, co-ordinate and manage resources to undertake the systematic investigation necessary for the development of new, or to enhance the performance of existing, products and services.

Arts Officers, Producers and Directors: Arts officers, producers and directors assume creative, financial and organisational responsibilities in the production and direction of television and radio programmes, films, stage presentations, content for other media, and the promotion and exhibition of other creative activities.

IT User Support Technicians: IT user support technicians are responsible for providing technical support, advice and guidance for internal/external users of IT systems and applications, either directly or by telephone, e-mail or other network interaction.

Find out more...



Knowledge Quarter Liverpool: www.kqliverpool.co.uk



Sci-Tech Daresbury: www.sci-techdaresbury.com/



LCR Activate: www.lcractivate.co.uk