LIVERPOOL
CITY REGION
COMBINED AUTHORITY

METRO MAYOR
LIVERPOOL CITY REGION

So you're thinking of a career in...

Digital
and Creative
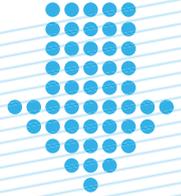
European Union
European
Social Fund

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.

Do you have excellent attention to detail? Are you a creative thinker? Do you have an interest in problem sloving? Perhaps you want a career that involves ICT and coding skills? If any of these sound like you, you might be interested in a career in the Digital and Creative sector.

By **2020**, millennials are projected to be half of the workforce

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
- Advertising.

QUICK FACTS

Output from the Digital & Creative sector grew by **77%** over the last decade (2006 to 2016) in Liverpool City Region, compared to growth of **48%** in England

In 2018, there were **4,425** Digital & Creative workplaces in Liverpool City Region; since 2010, the City Region has become home to an additional **1,245** Digital & Creative workplaces (39% growth)

10% of the UK workforce do not have Basic Digital Skills and as a result earn £13,000 less than those who have all five Basic Digital Skills

Tech expansion is **2.6x** faster than the remainder of UK economy

The Digital & Creative sector in Liverpool City Region produced over **£1.8bn** of output in 2016

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.

Annual Pay
£32,760

Hours/Week
38h

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.

Annual Pay
£32,760

Hours/Week
40h

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.

Annual Pay
£31,200

Hours/Week
40h

Telecommunications Engineers

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

Annual Pay
£36,400

Hours/Week
40h

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.

Annual Pay
£34,320

Hours/Week
38h

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.

Annual Pay
£52,000

Hours/Week
38h

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.
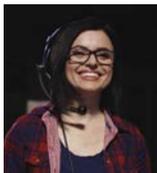
Annual Pay
£44,720

Hours/Week
39h

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.

Annual Pay
£52,520

Hours/Week
38h

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.

Annual Pay
£43,160

Hours/Week
40h

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.

Annual Pay
£32,760

Hours/Week
39h

All hours and salaries are averages taken from www.lmiforall.org.uk/widget

What types of jobs are available?

Important skills to have:

Problem solving

ICT (including coding skills)

Creativity

Being able to meet deadlines and good time management

Attention to detail

Communication

Negotiation

Useful subjects to study:

Maths

English

ICT

Design and Technology

Art

Coding

Media Studies

Photography

Customer Services

Music

With more than **100,000 students**, of which **30,000 graduate** each year, Liverpool City Region offers you direct access to some of the world's best resources;

Apprenticeships and Traineeships	Apprenticeships combine a job with practical training and study. Apprentices: • Work alongside experienced staff • Gain job-specific skills • Earn a wage and be entitled to holiday pay • Get time off the job for study related to your role (usually one-day a week) If you are a young person aged 16 to 24 and would like to secure an apprenticeship but don't yet have the appropriate skills or experience then choosing a Traineeship as an option may help you acquire the entry requirements needed. Further information available at: **www.apprenticeshiphub.org.uk/becomean-apprentice**
Training Providers	• School Sixth Forms • FE Colleges including VI Form Colleges • Independent Training Providers • Adult and Community Learning Providers • University Technical Colleges (UTCs) • Studio Schools
Universities and Higher Education Institutions	• University of Liverpool • Liverpool John Moores University • Liverpool Hope University • Edge Hill University

How to get into the sector

Jobs and Salary Information
www.lmiforall.org.uk

Knowledge Quarter Liverpool
www.kqliverpool.co.uk

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

LCR Activate
www.lcractivate.co.uk

Liverpool City Region
Local Enterprise Partnership

www.liverpoolcityregion-ca.gov.uk