

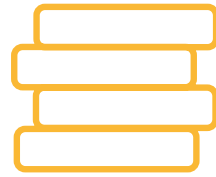
# Creative & Cultural Sector

## What is the Creative and Cultural Sector?

One of the broadest sectors, the creative and cultural industry is central to Greater Manchester's national and global identity covering music, film, fashion, television and radio.



Average annual salary  
**£38,600**



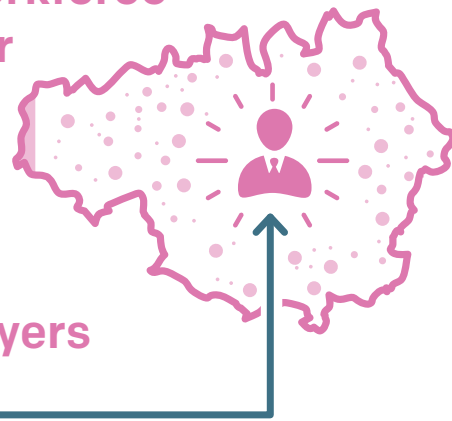
Percentage of GM workforce working in this sector

**3.4%**

(44,000 employed)

Approximate number of GM employers

**5,255**



## Who might you work for?

- [BBC](#)
- [Crowd Imperium Games](#)
- [ITV Studios](#)
- [Libraries](#)
- [N Brown Group](#)
- [HOME](#)



## What do I need to start my career?

### Rising number of apprenticeships to move into the sector.

Retraining from other sectors often through schemes like [Skills Bootcamps](#).

The sector often recruits graduates from creative, digital, and design degrees.



## Roles that GM employers are currently recruiting for

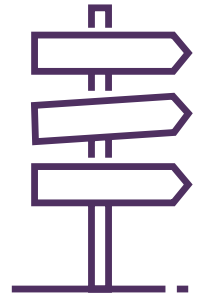
- Marketing Manager
- SEO Specialist
- User Interface Designer
- Producer
- Product Manager
- Graphic Designer
- PR Specialist
- Writer
- Events Organiser
- Fashion Designer
- Copywriter

## Shortage and in demand roles

- Digital Marketing Specialist
- Software Developer
- Digital Production
- Events Organiser

## Workplace trends

- Greater Manchester has a rich cultural heritage across music, museums, TV production and sport.
- Many sectors see a growing need for workers with digital art and design tool skills.
- Growing creative hub for TV/Radio in Salford around the BBC and related production companies.
- Games development is a growing area in Greater Manchester with studios moving to the region.



## Types of qualifications

Colleges often offer entry level performing arts, digital design, and media courses (levels 1-2).

A range of relevant [apprenticeships](#) from levels 2-7.

Two different T-Level routes focusing on Digital Business and Digital Production.

Degrees offered by many universities include Marketing, Design and Creative Media Production.

## What does the future hold for this sector?

- **Digital Production** – use of digital techniques in radio/film/games production is increasing.
- **Data Analytics** – increasing importance for valuable data across digital marketing and other creative roles.
- **eCommerce** – rising online sales and events is increasing demand for web platforms.



## Soft skills

- Marketing
- Social media
- Project management
- Sales
- Teamwork
- Creativity

**Want to know more?** - Read more about the industry [here](#) or find out about the [different ways you can get involved](#) with the creative cultural sector. You can also explore creative courses at [local universities](#).

