



## Creative and Digital

**22%**  
of employment  
in the  
Humber is  
in the  
Creative  
& Digital  
Sector

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, and visual arts. New technology skills such as machine learning, mobile development, SEO/SEM marketing, data visualization, data engineering, UI/UX design, cyber-security & Cloud computing/AWS, Blockchain and IoT are required now and will be vital to the future of many businesses.

### Will there be opportunities available?

- The Humber is one of the fastest growing digital sectors outside of London. Employment in this sector is predicted to grow both locally and nationally with Software and Applications Developers and Analysts in high demand. There is also accelerating demand from entirely new specialist roles relating to emerging technologies, such as Artificial Intelligence (AI) and Blockchain specialists.
- The rate of growth is unprecedented and anyone looking to enter the tech industry should start looking at opportunities to learn these new skills. Self-teaching is quite common now. There are plenty of free online resources for anyone looking to get into tech.
- **Did you know...**Jobs requiring digital tech skills command higher salaries, on average, £42,578 compared to £32,477 per year for other professions, while digitally

enabled jobs — those requiring only some engagement with digital tech – bring in £35,227.

- Skills shortages are in multiplatform skills, meaning the ability to produce content across all potential platforms such as the web, mobile, i-pad or TV, and to be able to transfer skills from one sector to another.

- The UK is the fourth largest producer of computer games in the world, this makes the jobs market highly competitive to new entrants. A strong portfolio of work is important to give yourself the edge over others. Both voluntary work and networking through STEM related events in the area will help you gain work experience, as a lot of newer and really exciting jobs in this sector that offer a good salary package require technology and maths skills.

- Jobs in this sector are not always advertised. Employers may use social



Types of Job	National Average Salary
Web Content Manager	£25,000 to £55,000
Games Developer	£19,000 to £70,000
Copy Editor	£15,600 to £81,640
Web Designer	£18,000 to £40,000
App Developer	£21,000 to £55,000
Social Media Manager	£23,000 to £75,000
Product Designer	£19,000 to £50,000
Software Developer	£20,000 to £70,000

media such as LinkedIn or Facebook. Recruitment Agencies work exclusively with many employers across the region to support them in their search for talent.

### 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

**For information...** [www.nationalcareersservice.co.uk](http://www.nationalcareersservice.co.uk) [www.careersyandh.co.uk](http://www.careersyandh.co.uk) [www.bridgingthegaphumber.co.uk](http://www.bridgingthegaphumber.co.uk)  
[www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) [www.allaboutcareers.com](http://www.allaboutcareers.com) [www.creativeskillset.org](http://www.creativeskillset.org) [www.deliveringyourfuture.co.uk](http://www.deliveringyourfuture.co.uk)  
[www.futuremorph.org](http://www.futuremorph.org) [www.gamesindustry.biz/](http://www.gamesindustry.biz/) <https://www.thetechpartnership.com/tech-future-careers/> [www.lmhumber.co.uk](http://www.lmhumber.co.uk)

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