



## Creative & Digital Media

Whilst you may think you need creative skills to work in this sector, research shows that freelance and small businesses make up the majority of the creative industries; business skills are therefore just as important. You could be working with the latest materials, technologies and techniques, with job areas including film production, graphic design, animation and fashion design.

### What is happening?

- The creative and digital media industries are a priority sector for Kent and Medway, with the county home to a number of design agencies, film-makers and media outlets.
- The top sub-sectors in terms of employment are computer consultancy and telecommunications.
- Globally, creative jobs are expected to grow rapidly over the next few years.
- Within Kent and Medway, there is an under-representation of people working in performing arts, computer



**design** speaking  
**Critical thinking** active listening  
 fine arts  
 sales and marketing

Skills and qualities

### USEFUL WEBSITES

- [ccskills.org.uk](http://ccskills.org.uk)
- [creative-choices.co.uk](http://creative-choices.co.uk)
- [creativeskillset.org](http://creativeskillset.org)

programming, television production, wireless telecommunications and satellite telecommunications. All of these industries are expected to grow by 2020.

- Printing, publishing and binding are in decline locally, however specialist design activities are on the increase.
- Many roles within these industries require A Levels (or equivalent Level 3 qualifications), or a degree.



### Top 10 businesses locally in the Creative & Digital Media sector

- Kent Messenger Ltd
- Sintrom PLC
- Headley Brothers Ltd
- G Forces Web Management Ltd
- Harehead Ltd
- Havas People Ltd
- Odyssey Development Systems UK Ltd
- Holcot Press Ltd
- Market Data Services Ltd
- Berg Kaprow Lewis LLP

### What you could earn?

Graphic Designer	£13 p/h	IT Operations Technician	£14 p/h
Marketing Director	£37 p/h	Journalist	£15 p/h
Software Developer	£22 p/h		