The Digital and Creative Sector

Key Occupations

- IT business analysts, architects and systems designers
- Programmers and software development professionals
- Graphic designers
- Arts officers, producers and directors
- Photographers, audio-visual and broadcasting equipment operators
- Digital image manipulation
- Advise on IT
- Implement and evaluate software
- Research and cost projects
- Manage time, budgets and resources effectively
- Control transmission, broadcasting and satellite systems for TV and radio programmes
- Design and implement new IT systems
- Providing support and training for users
- Produce or oversee creation of final product
- Direct actors and production/technical staff
- Check operation and positioning of recording, mixing and dubbing equipment
- Examine business models
- Plan and maintain database structures
- Prepare sketches, scale drawings, models
- Choose writers, scripts, technical staff and performers

Challenges

- Future growth
- Workforce diversity: High proportion of micro enterprises
- Filling vacancies for technical roles
- Need to increase relevance of courses
- 34% of workforce self-employed
- 26% female (national average 47%)
- 8% non-white (national average 11%)
- Technological changes driving demand: sector will need 1.2 million new workers by 2022, mostly highly-skilled
- Globalisation: Sell into new markets as well as greater international competition
- Employers increasingly seek fusion of creative and technical skills

Employers can:

- Help self-employed and employees in small firms to access training
- Build links with local educational institutions and training providers
- Collaborate to develop new apprenticeship standards
- Market sector to wider field of potential recruits
- Help young people identify skills they need

Growing importance of:

- Cyber security
- Mobile and cloud computing
- Big data and analytics
- Collaborative platforms

Future growth

- £134 billion contributes to the economy (2014)
- Employs 2.1 million people
- 48% of workforce educated to degree level or above
- 48% of jobs are in London and SE England
- Is highly productive: GVA per worker £60k
- £134 billion
- 2.1 million
- £60k

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