

Cheshire and Warrington Labour Market - Creative and Design - Media, Broadcast and Production

The Cheshire and Warrington Data and Labour Market Steering Group have commissioned this work which takes the qualification pathways that have been developed by the Institute for Apprenticeships and Technical Education, mapping different occupations against them and contextualising them for the Cheshire and Warrington economy.

Other Pathways include:

- Care Route
- Catering
- Construction – Building Services Engineering Pathway
- Construction – Design, Surveying & Planning Pathway
- Construction – Onsite Construction Pathway
- Digital Route
- Hospitality
- Logistics Pathway
- Science Pathway
- Transport Pathway

The pathways will be updated as necessary and, by the end of October, all the draft pathways will be posted on the LEP website.

Cheshire and Warrington Briefing: Creative and Design Occupations - Media, Broadcast and Production Pathway

Introduction

This briefing covers some key facts about Media, Broadcast and Production occupations in Cheshire and Warrington:

- What sort of jobs are there?
- How many jobs are there and what do these jobs pay?
- Which employers are recruiting and where are jobs being advertised?
- What sort of skills are employers looking for?
- What sort of apprenticeships are available?
- What sort of courses can young people and adults do?

Media, Broadcast and Production Occupations Description

The types of jobs in Media, Broadcast and Production Occupations are:

- Media and Broadcast Assistant
- Media and Broadcast Technician
- Media and Broadcast Professional

A fuller description of the occupations in the Media, Broadcast and Production Pathway¹ can be found at Annex 1

Media, Broadcast and Production jobs wages in Cheshire and Warrington

The table below sets out details on job numbers and the median wages that different occupations that fall into the Media, Broadcast and Production pathway attract in Cheshire and Warrington.

Job numbers and median wages of Media, Broadcast and Production occupations in Cheshire and Warrington		
	2021 Jobs	Median Wages
Advertising and Public Relations Directors	344	£50,736
Business and Related Research Professionals	437	£32,123
Journalists, Newspaper and Periodical Editors	410	£37,177
Advertising Accounts Managers and Creative Directors	458	£42,581
Artists	105	£33,076
Authors, Writers and Translators	370	£38,799
Arts Officers, Producers and Directors	409	£43,693
Photographers, Audio-visual and Broadcasting Equipment Operators	544	£42,103
Graphic Designers	1,293	£26,439
Marketing Associate Professionals	3,543	£27,296
Source: EMSI Analyst		

¹ This is the Media, Broadcast and Production Pathway as described in the Institute for Apprenticeships and Technical Education (IFATE) Occupational Maps <https://www.instituteforapprenticeships.org/occupational-maps/>

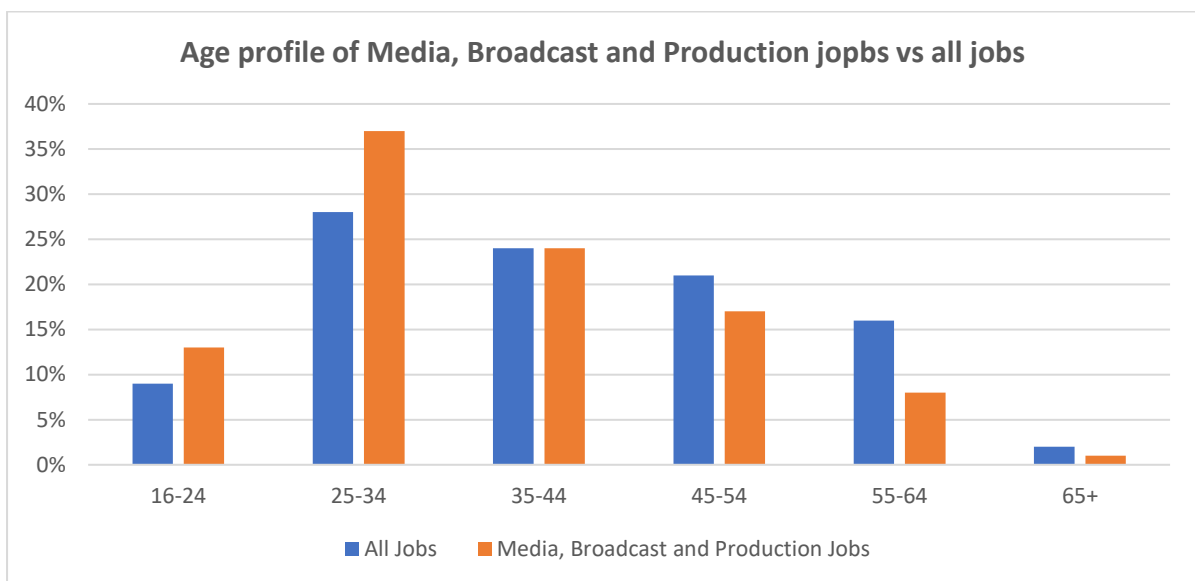


Media, Broadcast and Production jobs in Cheshire and Warrington²

- In 2021, there were just less than 8k of these jobs in Cheshire and Warrington³.
- About 500 of these jobs were at Level 3 and the remainder were at Level 4+.
- Over the next ten years, about a third of these jobs will need to be filled by new entrants because of retirements and similar.
- Most of these jobs have a low to medium risk of automation in the future.
- There are fewer jobs like this in Cheshire and Warrington than would be expected from the national average.

Age profile of Media, Broadcast and Production jobs

The age profile of employees in the Media, Broadcast and Production jobs is younger than is the case for all jobs.



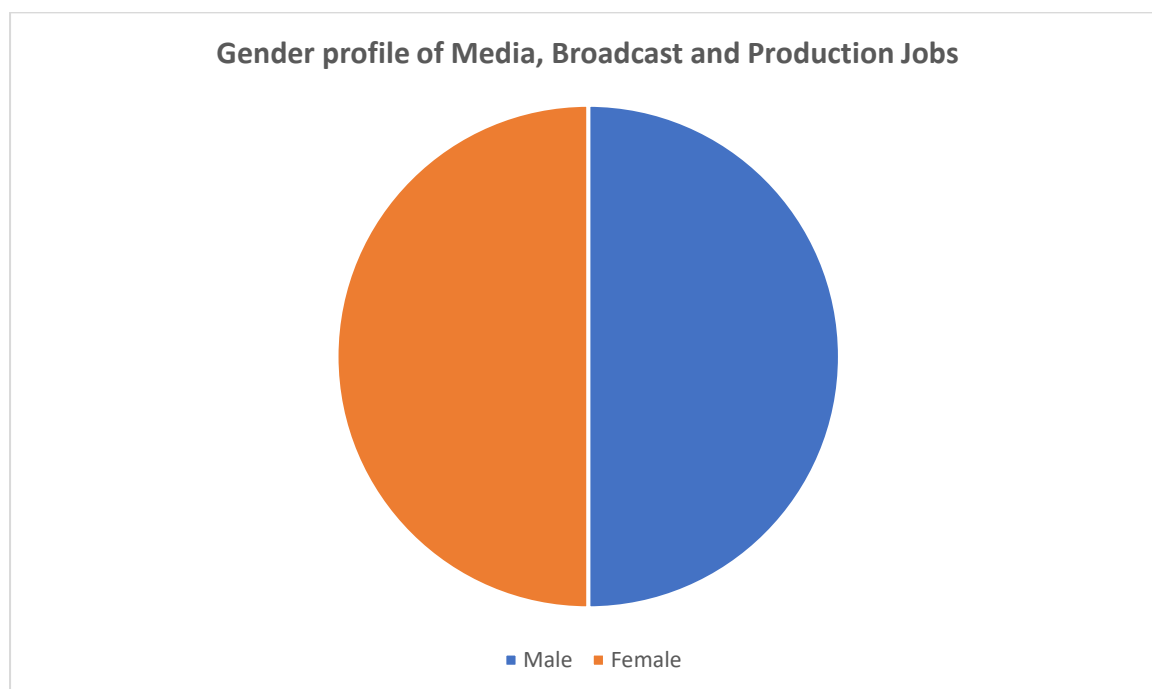
Source: EMSI Analyst

² For mapping of the Institute for Apprenticeships and Technical Education (IFATE) Media, Broadcast and Production pathway to 4-digit SOC codes see Annex 2.

³ Data in this section from EMSI Analyst.



Gender profile of Media, Broadcast and Production Jobs



Source: EMSI Analyst

Job postings⁴

- In the last five years, there have been about 9k unique job postings for this type of job in C&W (excluding staffing companies) with about 4k in Cheshire West and Chester, 3k in Cheshire East, and 2k in Warrington.
- These jobs were mainly advertised in Chester (1,608); Warrington (1,585); Northwich (1,057); Macclesfield (900); Crewe (561); Wilmslow (536); Knutsford (333); Ellesmere Port (299); Congleton (157).
- Top recruiters in Cheshire and Warrington (excluding staffing agencies) include Burden & Burden Marketing Limited, DA Languages, Wesser Limited, Datascope, Cloud Imperium Games, BRC Promotions Ltd, and Orchard.

Hard Skills sought by employers

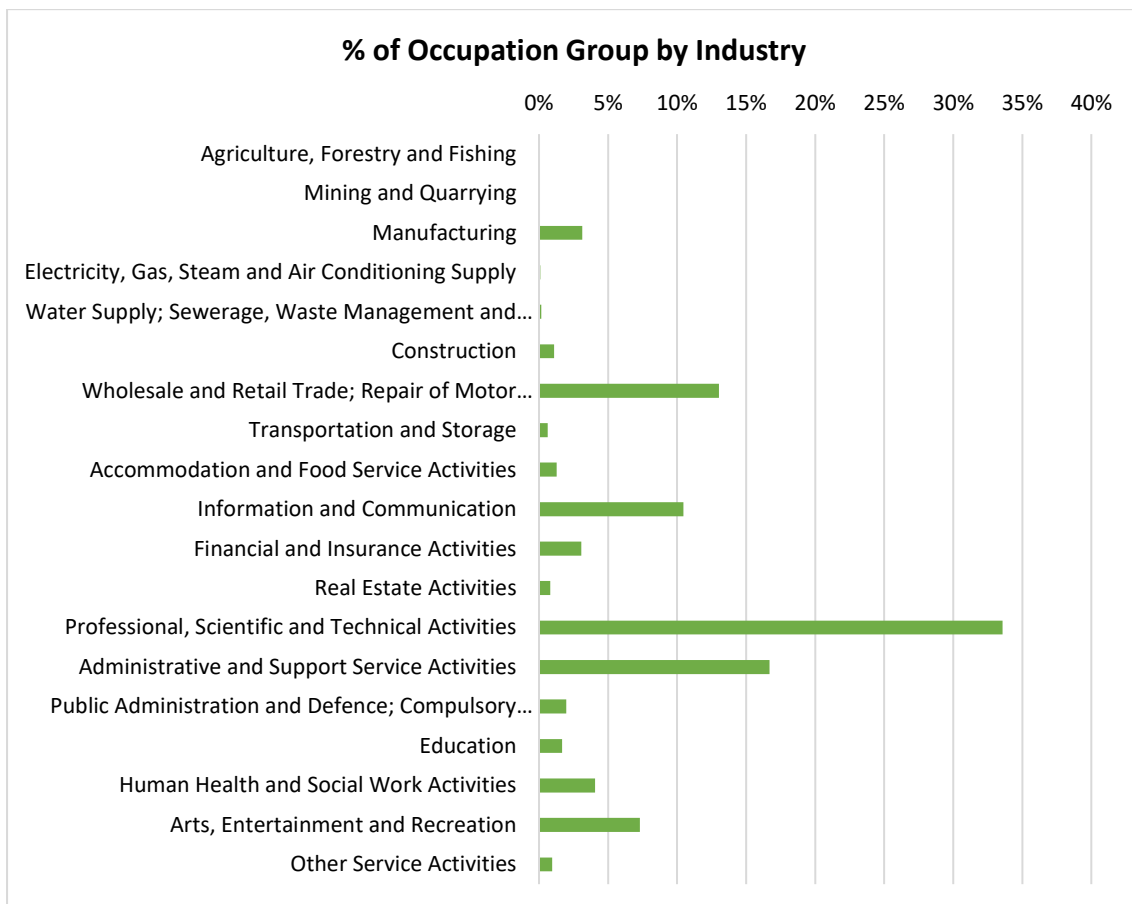
Hard skills sought by employers for Media, Broadcast and Production Jobs in C&W	
Skill	% of Total Postings
Digital Marketing	14%
Adobe Photoshop	11%
Fundraising	11%
Search Engine Optimization	9%
Pay Per Click	9%
Customer Relationship Management	7%
Medical Writing	7%
Data Analysis	7%
Adobe Illustrator	6%

⁴ All data in this section and the next is from EMSI Analyst.



Animations	6%
Email Marketing	6%
Google Analytics	6%
Business Development	5%
Autodesk Maya	5%
Business To Business	5%
Graphic Design	5%
Medical Communications	5%
Adobe InDesign	4%

Which industry sectors in Cheshire and Warrington employ people in Media, Broadcast and Production jobs?



Source: EMSI Analyst

Apprenticeships

In 2019/20, there were 16 apprenticeship starts by residents of Cheshire and Warrington in Apprenticeships linked to Media, Broadcast and Production Jobs - 5 as Advertising and Media Executives, 1 as a Broadcast Production Assistant, and 10 as Junior Content Producers.

College Courses

There were over 600 classroom-based Media, Broadcast and Production courses for young people in Cheshire and Warrington in 2019/20, with over 80% of those at Level 3. The most popular courses were the A level in Media Studies and the Diploma/Extended Diploma in Creative Media Production.



In the next few years, the Government are introducing a T-level in media, broadcast and production which is intended to replace the BTEC qualifications.

Learning aim starts by Cheshire and Warrington residents aged 16-18 in Media, Broadcast and Production 2019/20					
16-18	Below Level 2	Level 2	Level 3	Level 4+	Total
GCE A Level in Media Studies			122		122
BTEC 90-credit Diploma in Creative Media Production (QCF)			115		115
Extended Diploma in Creative Media Production (QCF)			97		97
Cambridge Technical Diploma in Media		44	7		51
BTEC First Extended Certificate in Creative Digital Media Production		48			48
Diploma in Creative Media Production & Technology		5	31		36
GCE AS Level in Media Studies			34		34
GCE AS Level in Film Studies			26		26
Cambridge Technical Extended Diploma in Media			23		23
GCE A Level in Film Studies			23		23
BTEC National Certificate in Music Technology			18		18
Extended Diploma in Creative Media Production & Technology			18		18
Subsidiary Diploma in Creative Media Production (QCF)			13		13
<i>Source: ESFA localities datacube 2019/20 (residency)</i>					

There were fewer opportunities for adults in Cheshire and Warrington, with the highest volume starts in photography courses. There were about 20 starts on vocational programmes at Level 3 and the same for Level 4.

Learning aim starts (>5) by Cheshire and Warrington residents aged 19+ in Media, Broadcast and Production 2019/20					
	Below Level 2	Level 2	Level 3	Level 4+	Total
Certificate in Photography		35			35
Extended Diploma in Creative Media Production (QCF)			21		21
Award in Photography	19				19
BTEC Higher National Certificate in Creative Media Production				11	11
BTEC Higher National Diploma in Creative Media Production				9	9
<i>Source: ESFA localities datacube 2019/20 (residency)</i>					



Annex 1: Media, Broadcast and Production Pathway

Technical Occupations	Higher Technical Occupations	Professional Occupations
<p>Technical Occupations Media and Broadcast Assistant Production and distribution of media content using communications, archive, and visual technology</p> <p>Broadcast & Communications Technical Operator (L3) Broadcast Production Assistant (L3)</p> <ul style="list-style-type: none"> Commercial, Editing & Post Production Live Content Creation, Production Coordination Technical Support <p>Camera Prep Technician (L3)</p> <p>Junior Advertising Creative (L3)</p> <p>Junior Content Producer (L3)</p> <p>Junior Copywriter</p> <p>Junior Journalist (L5)</p> <ul style="list-style-type: none"> Print Public Relations and Corporate Communications TV/Radio <p>Photographic Assistant (L3)</p> <ul style="list-style-type: none"> Assistant Photographer Photographic Technician <p>Publishing Assistant (L3)</p>	<p>Media, Broadcast and Production Technician Design, development and editing of audio visual and text content using technology to generate broadcasting materials along with its coordination and management</p> <p>3D Artist</p> <p>Assistant Recording Technician (L4)</p> <p>Assistant Technical Director (Visual Effects) (L4)</p> <p>Audiovisual Technician (L5)</p> <p>Broadcast & Media Systems Technician (L5)</p> <p>Camera Assistant</p> <p>Deputy Stage Manager</p> <p>Junior 2D Artist - Visual Effects (L4)</p> <p>Junior Animator (L4)</p> <ul style="list-style-type: none"> 2D Animation 3D Animation Interactive Media & Immersive Reality Stop Motion Animation <p>Junior VFX Artist (Generalist) (L4)</p> <p>Lighting Assistant</p> <p>Media Production Coordinator (L4)</p> <ul style="list-style-type: none"> Film, TV, Commercial, Short Form, Radio & Audio Production Post Production, VFX & Animation Production <p>Music Technologist</p> <p>Physical Special Effects Technician</p> <p>Post Production Engineer (L5)</p> <p>Post Production Technical Operator (L4)</p> <p>Prosthetic Make-up Artist</p> <p>Sound Assistant</p> <p>Stage Manager</p>	<p>Media, Broadcast and Production Professional Leadership, management, and the application technology of resources to create, produce and deliver broadcast content and artistic productions, often requiring specialist expertise.</p> <p>Animator</p> <p>Broadcast & Media Systems Engineer (degree) (L6)</p> <p>Cinematographer</p> <p>Creative Industries Production Manager (degree) (L7)</p> <ul style="list-style-type: none"> Film, Television & Short Form Production Live Performance Art Production Production Accounting VFX, Post-Production and Animation <p>Head Of Lighting</p> <p>Head Of Sound</p> <p>Lighting Designer</p> <p>Outside Broadcasting Engineer (degree) (L7)</p> <p>Producer</p> <p>Senior Journalist (L7)</p> <p>Sound Designer</p> <p>Storyboard Artist (degree) (L7)</p> <p>VFX Artist or Technical Director (L6)</p> <p>VFX Supervisor (L7)</p>
<p>Production Arts Assistant Work from event/staging designs to create impactful and safe staging and lighting solutions along with props and costume support</p> <p>Costume Performance Technician (L3)</p> <p>Creative Venue Technician (L3)</p>		



Live Event Rigger (L3) Live Event Technician (L3) Props Technician (L3) Scenic Automation Technician (L3) Scenic Construction Technician (L3)		
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Annex 2 Mapping of SOC 2010 codes to the Media, Broadcast and Production Pathway

There is no simple mapping of the IFATE Occupational Maps to 4-digit SOC codes. The codes below will contain the occupations included in the Media, Broadcast and Production Pathway but may also include others.

Code	Description
1134	Advertising and public relations directors
2426	Business and related research professionals
2471	Journalists, newspaper and periodical editors
2473	Advertising accounts managers and creative directors
3411	Artists
3412	Authors, writers and translators
3416	Arts officers, producers and directors
3417	Photographers, audio-visual and broadcasting equipment operators
3421	Graphic designers
3543	Marketing associate professionals

