

# creating careers

Liverpool City Region

## **Pathways: Parent and Carer Information Sessions**

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### Liverpool City Region: Digital & Creative Industries



LIVERPOOL  
CITY REGION  
COMBINED AUTHORITY

METROMAYOR  
LIVERPOOL CITY REGION

Liverpool City  
Region  
CAREERS HUB

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ENTERPRISE  
COMPANY

all about  
FUTURES

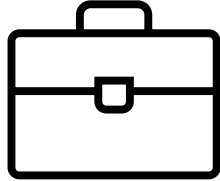


all about  
STEM

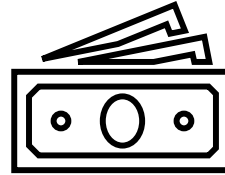
# Agenda

- Introduction to Liverpool City Region Digital & Creative Industry
- Digital & Creative Overview, Employees & Wages
- Creative Industries & Panellist – Maria Walker (TV/Film)
- Digital Industries
- Games Sector & Panellist– Marcia Deakin (Games)
- Digital Skills/Jobs & Panellist – Leon Pietrzak (NHS)
- Q&A Session

# Digital & Creative Overview



3,875 Digital & Creative businesses in the LCR



The Digital and Creative sector makes £1.8bn for the LCR economy



Digital & Creative businesses in all 6 LCR local authorities

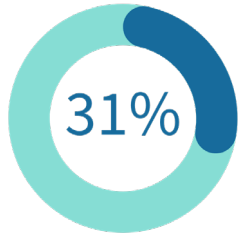
# Digital & Creative Employees



24,000 employee jobs in the Digital & Creative Sector

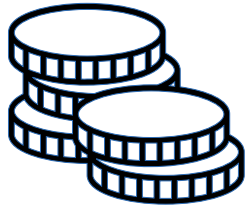


Even more self-employed or freelance individuals in the sector



# of jobs has grown by 31% over the last decade

# Digital & Creative Wages



In 2023 the average wage across the industries that make up the Digital & Creative sector was approximately **£39,000** in Liverpool City Region.

## 1st Line Support Engineer Apprentice (MBA Group Ltd)

MBA GROUP LIMITED

### Apprenticeship summary

[▶ Start Reading](#)

The successful candidate will have the opportunity to work within a supportive environment to develop their IT skill set. They will be responsible for assisting with 1st/2nd line helpdesk requests and device builds, providing support to onsite / offsite staff, on premise & Cloud infrastructure and solutions.

[APPLY TO VACANCY](#)

Closing date: November 18, 2024



[Add to Bookmarks](#)

Wage:	Total hours per week:
<b>£20,000 a year</b>	<b>37</b>
Expected duration (weeks):	Positions (available):
<b>52</b>	<b>1</b>
Date posted:	Possible start date:
<b>October 16, 2024</b>	<b>November 25, 2024</b>

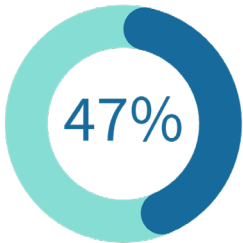
# Creative Industries



10,000 employee jobs in “Creative industries” in the City Region

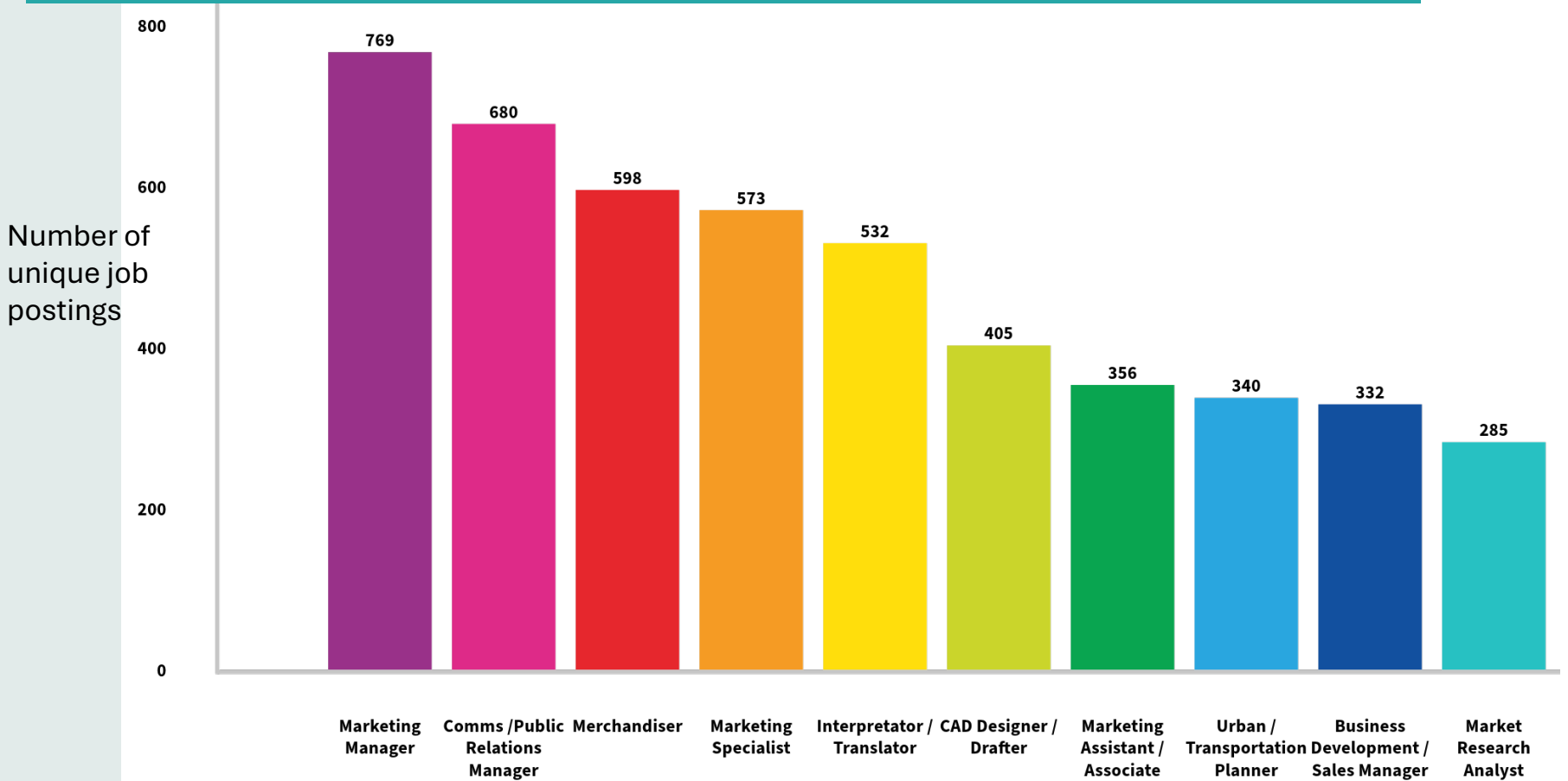


Over the last 12mths ~ 8,500 unique job postings linked to “Creative Occupations” in the LCR



Nationally, 47% roles in creative industries are filled by females

# Top 10 Creative Occupational Postings





Film & TV

**Maria Walker**

Development Consultant





# FILM AND TV CAREER OPPORTUNITIES

I started my career in the film and TV industry as a runner. Over the years I progressed through the ranks becoming Chief Operating Officer at Twickenham Film Studios, Head of Sales and Marketing of Post Production for the Pinewood Studios Group and Post Producer of numerous feature films and television dramas for many of the major U.S. studios, streamers and UK production companies.

I'm originally from Speke.

## THE MARKET

The UK film industry is a significant contributor to the country's economy. According to the British Film Institute (BFI), the film, television, and video sectors contributed

- ▶ £4.23 billion in inward investment in 2023
- ▶ Supported a total of **86,000 jobs**, of which 75% worked in movie production and distribution
- ▶ Liverpool is the most filmed in city in the UK outside of London



## THE OPPORTUNITY

The film and tv industry require a broad range of skilled individuals to service a production. They include:

- Electricians
- Carpenters
- Hair and makeup specialist
- Administrators

A university degree is not essential. There are a variety of training schemes such as <https://www.screenskills.com> which are aimed at young people who wish to follow a more practical approach and don't wish to be burdened with student debt.

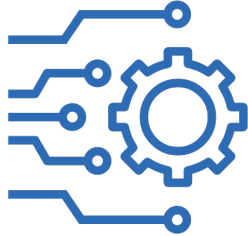
Closer to home, the Liverpool Film Office created Action!, an innovative skills initiative which is part of LFO's broader mission to foster a sustainable and thriving local film industry by equipping aspiring and existing industry professional with the necessary skills and opportunities.





QUESTIONS?

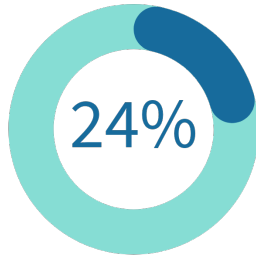
# Digital Industries



14,000 employee jobs in “Digital industries” in the city region



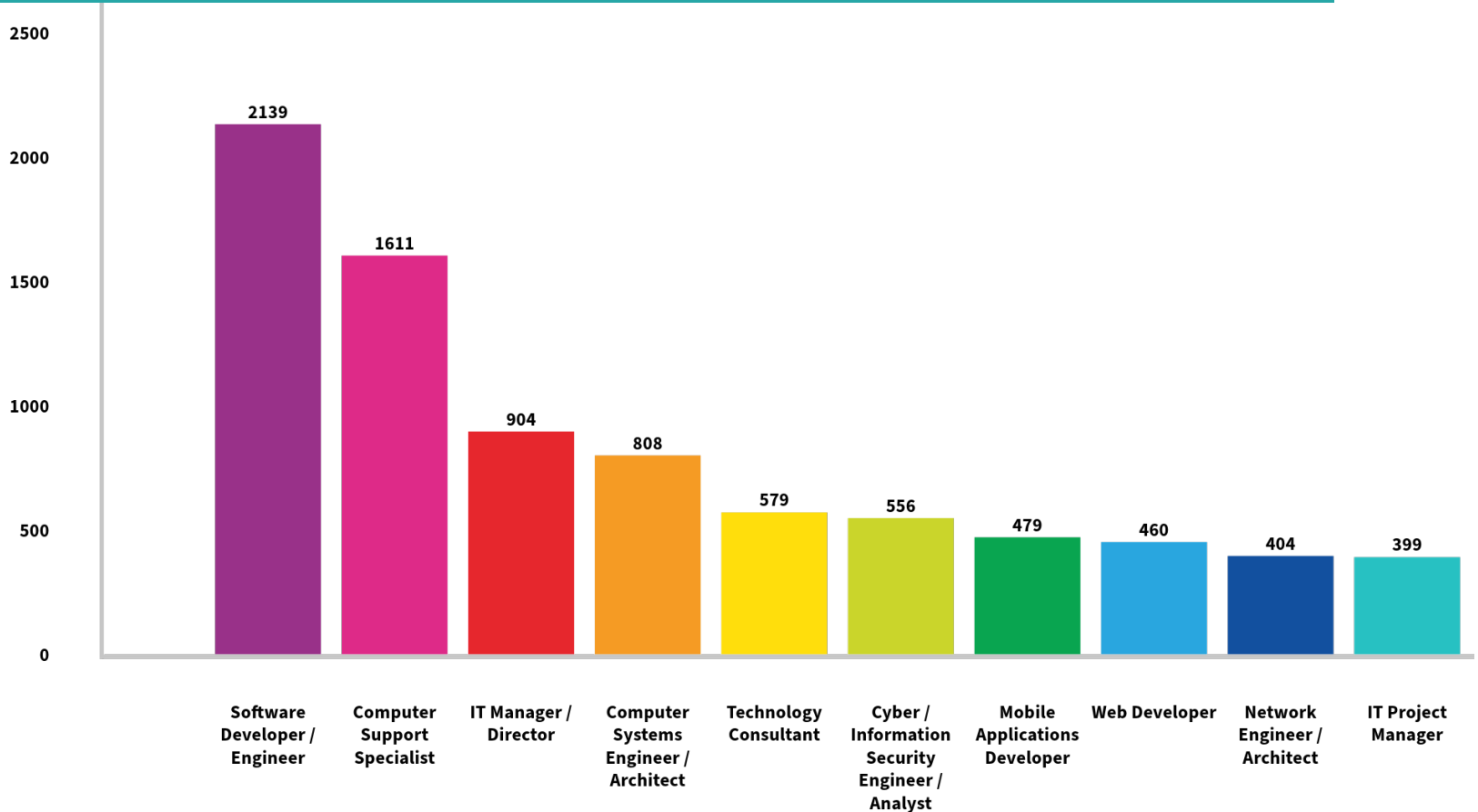
Over the last 12mths ~ 12,000 unique job postings linked to “Digital Occupations” in the LCR



Nationally, just 24% of jobs in digital industries are filled by females

# Top 10 Digital Occupational Postings

Number of unique job postings



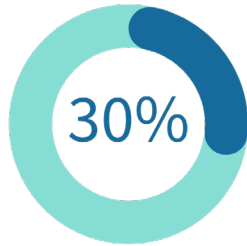
# Games Sector



The Games Industry in the city region hires 1,800 people

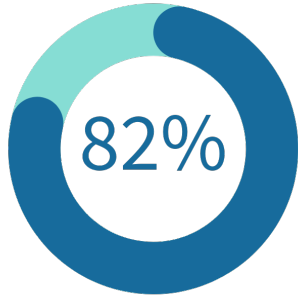


Largest of our LCR creative industries, contributing **£220m** to the local economy

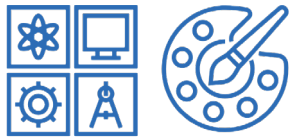


UKIE data states 30% of the workforce in games is female, 3% non-binary and 67% male

# Games Sector



Nationally, 82% of people working in games reported having at least an undergraduate qualification



44% studied a STEAM degree, 27% a games specific degree



NextGen Skills Academy

**Marcia Deakin**

Co-Founder





Careers in  
games

Marcia Deakin

# 2,555 Number of UK games studios

86%

UK games employees have at least one degree

48,000

People employed in the UK games sector



£5.7 Billion

Amount of sales generated by the UK games industry in 2022

\$347 Billion

Overall estimates sales generated worldwide 2022

\*Figures from - <https://www.statista.com/topics/868/video-games/> 2024

# UK Games Industry

Search by company name

Games Company (2400) Service Company (204) Academic Institution (140)

Activities  
 Games developer  
 Games publisher

Ukie membership  
 Member  
 Not a member  
 (Either)

Trading status  
 Trading  
 Not trading  
 (Either)

Boundary group

Boundary

Incorporated after dd/mm/yyyy

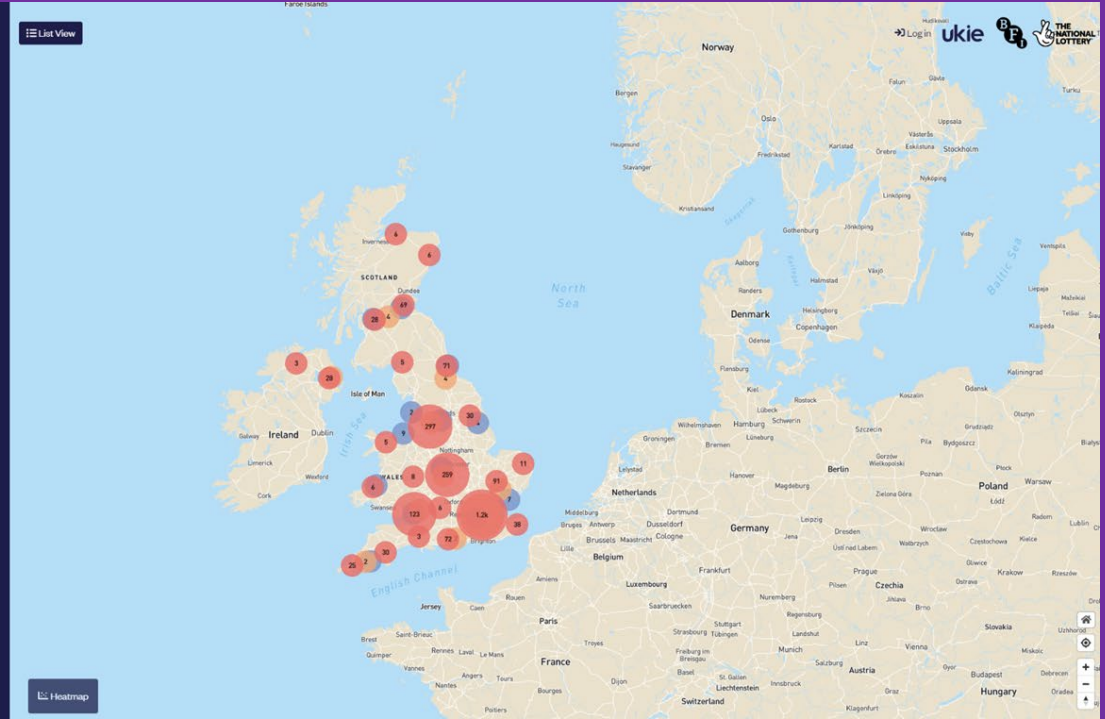
Incorporated before dd/mm/yyyy

Dissolved after dd/mm/yyyy

Dissolved before dd/mm/yyyy

Listing 2,777 organisations

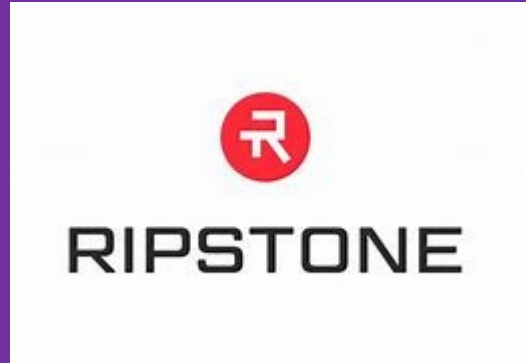
Add a new organisation



UK Games Map



# Games Industry Liverpool



# How do studios hire?

## Internships/Placements

- Graduate schemes
- Paid Placement Programmes
- Internships
- Apprenticeships



## Community Recruitment

- Modding communities
- In game communities
- Sell in game assets + levels



## Job fairs and Recruiters

- Ardvark Swift
- OPM Jobs
- Amiqus
- Games jobs live
- Regional job fairs

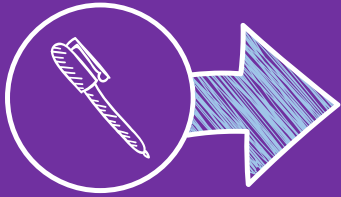


## Competitions

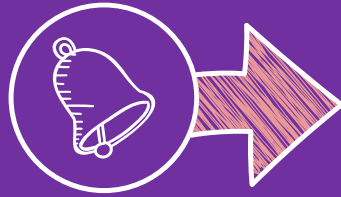
- Transfuzer
- Search for a star
- Game Jams



# Who do studios hire?



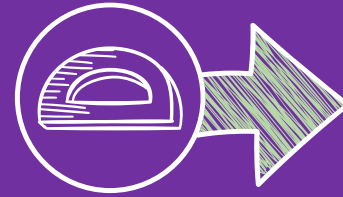
Someone who loves  
to learn



Someone that  
knows how to work  
in a team



Someone that has a  
passion for their  
specialism

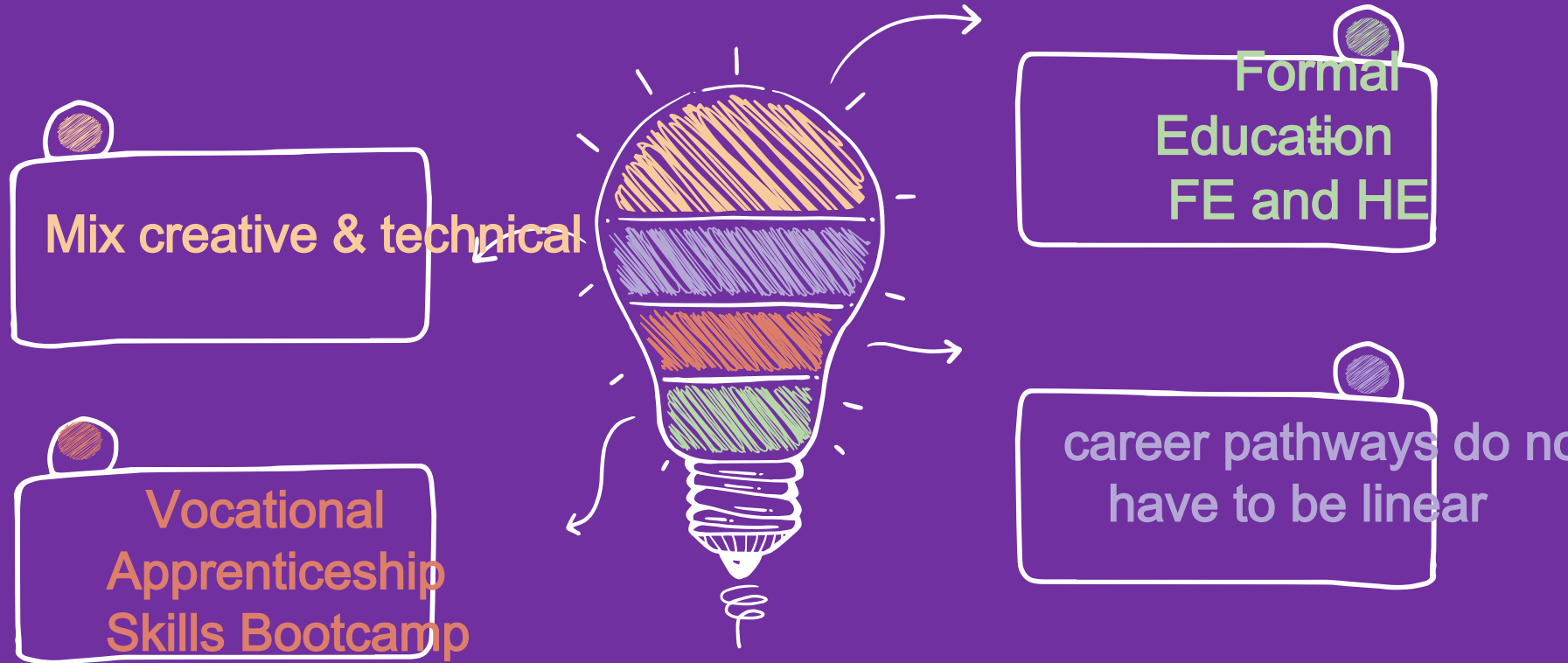


Someone who knows  
how to finish a  
project

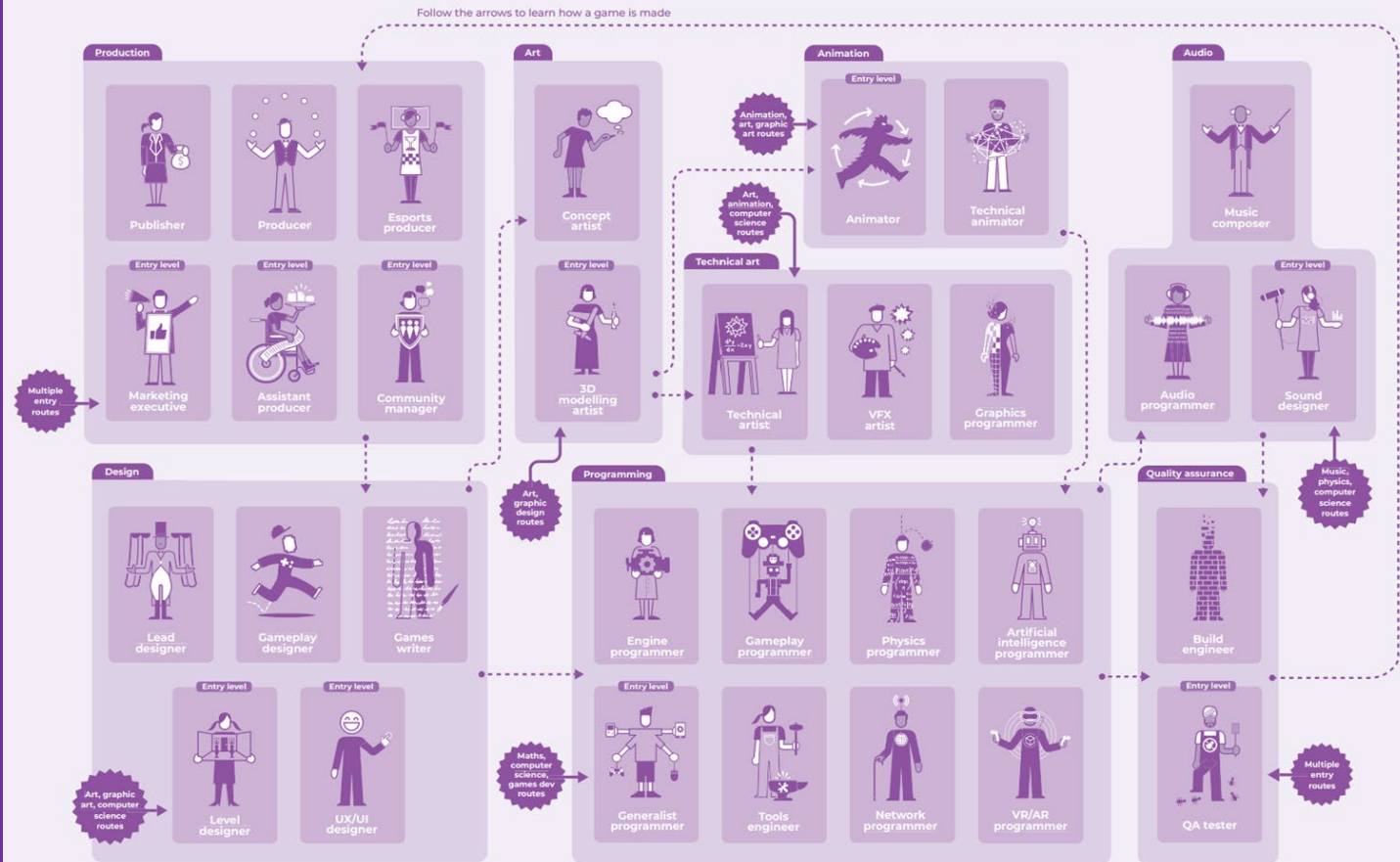


Someone who has a  
good portfolio of  
previous work

# Pathways into Games



# Games industry careers map



Games industry career map

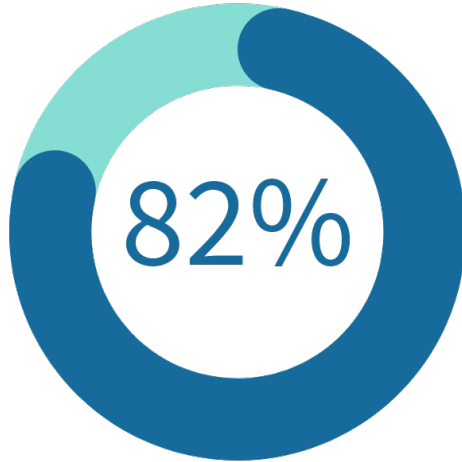
Go to ScreenSkills for more details:  
[www.screenskills.com/careers-in-games](http://www.screenskills.com/careers-in-games)





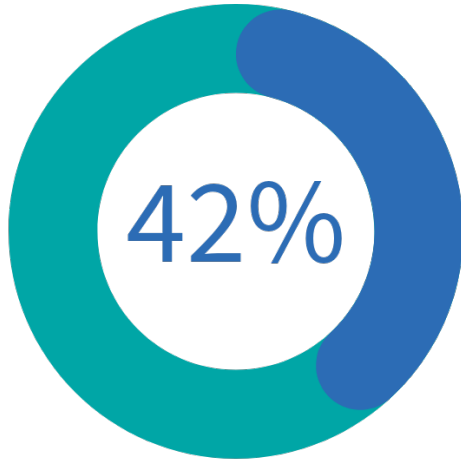
QUESTIONS?

# Digital Skills



of all jobs already require “digital skills”

# Digital Skills



of young people reported they do not think digital skills will be essential to their career



NHS England

**Leon Pietrzak**

Youth Development Manager



# INFORMATION AND COMMUNICATION TECHNOLOGY CAREERS IN HEALTHCARE

Leon.pietrzak@nhs.net  
Development Manager - Youth Engagement



# INFORMATION AND COMMUNICATION TECHNOLOGY

ICT staff are responsible for all internal and external electronic communication networks, including:

## Working life



- Wide area networks (WAN) and local area networks (LAN) that link systems in healthcare organisations, including WiFi
- The hardware eg desktop computers, printers, laptops, tablets and smartphones
- Software systems eg email systems, applications and systems, such as patient records

ICT staff are hands-on. They diagnose and fix faults, support staff who use the systems, and develop improvements. Working in ICT will appeal to you if you have a natural flair for computing.

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# EXAMPLE ROLES IN ICT

## Service desk operator/analyst

- Investigating and helping staff with their computer problems. Resolving faults over the phone
- 26k + - GCSE English & Maths
- Microsoft Desktop Support Cert / Level 3 qualification

## ICT support technician

- ICT support technicians assist in the implementation and commissioning of new IT and digital systems in an organisation.
- 18 - 35k + - GCSE English & Maths
- Microsoft Desktop Support Cert / Level 3 qualification

## ICT test analyst

- Likely to be graduates who support the technical development and smooth running of new computer system, patient record system, analyse & diagnose
- 35k + GCSE English & Maths / T- Level /Degree
- Microsoft Desktop Support Cert / Level 3 qualification

## System developer

- IT development programmes such as linking GP practices with hospitals by computer. Appointment systems & work to ensure tec solutions in patient care.
- 28 +k + GCSE English & Maths / T- Level /Degree
- Microsoft Desktop Support Cert / Level 3 qualification

## Network manager

- They manage an organisation's IT infrastructure, including servers, email and network security systems.
- 52k + GCSE English & Maths / T- Level /Degree / Masters or evidence of CPD to that level o? Extensive knowledge of healthcare provision.

## Digital nurse

- Act as the key advocate of digital solutions within clinical settings across a NHS Trust. Previous experience working in digital technologies
- 40k + GCSE English & Maths / T- Level / clinical background

# THANK YOU

## Want to find out more?



- Visit our virtual stand!
- Visit our websites:



[www.stepintothens.nhs.uk](http://www.stepintothens.nhs.uk) (bite-sized info for school students)

[www.healthcareers.nhs.uk](http://www.healthcareers.nhs.uk) (detailed careers info, events planner, course finder, find your health career quiz, download resources etc.)

- Connect with us on:

- @healthcareers
- NHSCareers
- healthcareersuk
- @HealthCareersUK @Abigail\_Changer

- Call or email

- advice@healthcareers.nhs.uk
- 0345 60 60 655



healthcareers.nhs.uk

<https://www.healthcareers.nhs.uk> > health-informatics

Information and communication technology | Health Careers



Jobs



Digital

## T LEVEL SUBJECTS

### DIGITAL

- Digital Business Services
- Digital Production, Design and Development
- Digital Support Services



QUESTIONS?

# Digital Skills

- Learn My Way provides free learning for you to gain digital skills incl. email writing, working with Excel/Word/Office programmes and staying safe online
- Skills Bootcamps for the Workplace for 19+
- DfE Skills for Life

# Pathways



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## Creative and design



Icons in use

### Craft and Design

### Media, Broadcast and Production

#### Media and broadcast assistant

Broadcast and communications technical operator

Level 3



Camera prep technician

Level 3

A

Content creator

Level 3

A TL



# Apprenticeships

LCR BeMore allows you to filter apprenticeship vacancies by industry:

## IT Apprenticeship

JONES AV LIMITED

Digital

October 22, 2024

## Level 6 Creative & Digital Design Degree Apprenticeship Programme – Port Sunlight, Wirral

UNILEVER U.K. CENTRAL RESOURCES LIMITED

Digital

October 22, 2024

## Level 6 Digital & Technology Solutions, IT Consultant Degree Apprenticeship – Port Sunlight, Wirral

UNILEVER U.K. CENTRAL RESOURCES LIMITED

Digital

October 22, 2024





**QUESTIONS?**

What are the benefits of an apprenticeship instead of (or after) A-Levels?

- **This will depend on the young person and the role the path they want to take. For some roles, only higher and degree apprenticeships are available, so you may need A-levels to pursue these.**
- **For those who are keen to start work and leave the classroom, apprenticeships might be the best path.**
- **You have the added bonus of earning a salary and having your education paid for with an apprenticeship.**



QUESTIONS?

Do you always need qualifications for a job in digital and creative industries?

- **No, lots of digital and creative jobs may rely on things like portfolios and practical experience.**



QUESTIONS?

Can I go straight into a job in these industries at 16?

- Yes, provided that the job is an apprenticeship or [you meet the below criteria.](#)

You can leave school on the last Friday in June, as long as you'll be 16 by the end of the summer holidays.

Once you have left, there are 3 main pathways you can take:

- stay in full-time education
- start an apprenticeship
- spend 20 hours or more a week working or volunteering, alongside part-time education or training



Thank you

for coming!

