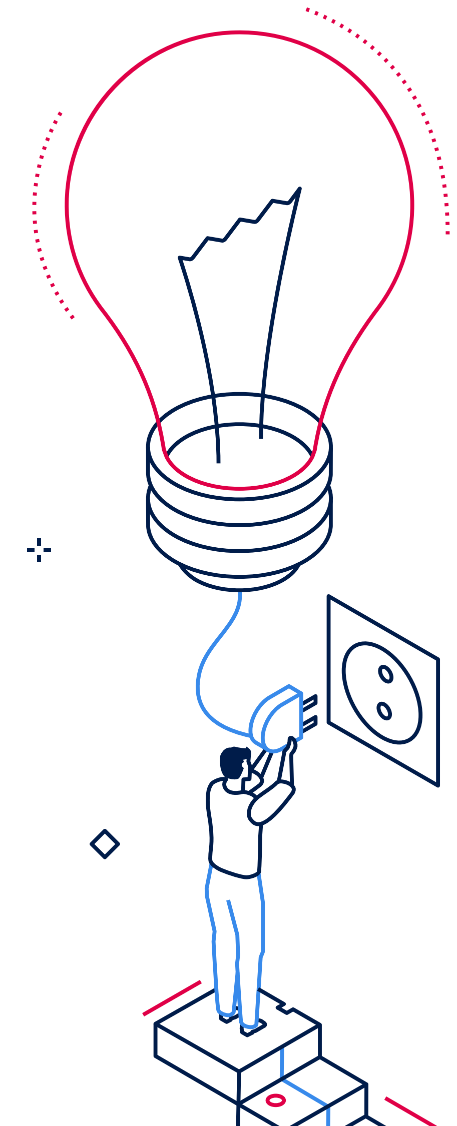
Creative and Digital

2% of employment in the Humber is in the Creative & Digital Sector.



Creative and digital industries and 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, libraries and visual arts. Machine Learning, Mobile Development, SEO/SEM Marketing, Data Visualization, Data Engineering, UI/UX Design, Cyber-security 8. Cloud Computing/AWS, Blockchain, IoT are all new skills required in 2019. These will play a huge part in the future of many businesses.

Will there be opportunities available?

■ The Humber is the fastest growing region for film and TV, generating an annual turnover of £424m across 590 creative businesses (an increase of 247% against the UK average of 118%).

■ Employment in this sector is predicated to grow both locally and nationally with Software and Applications Developers, Devops Engineers & Analysts in high demand.

■ Jobs in the digital sector have risen by 50% over the past 15 years and a growing part of the labour market.

■ .Net Developers, Devops Engineers, IT Project Manager and Full Stack Developers are in short supply. Media such as LinkedIn or Facebook. Recruitment Agencies work exclusively with many employers across the region to support them in their search for talent.

Did You Know?

■ Hull is the centre of East Yorkshire and North Lincolnshire's digital tech community, with 6,914 digital jobs based within the city.

■ Jobs requiring digital tech skills command higher salaries, on average, £42,578 compared to £32,477 per year, while digitally enabled jobs — those requiring only some engagement with digital tech – bring in £35,227.

■ Voluntary work and building up a portfolio is important to give yourself the edge over others. Participating in STEM related events in the area will also help. There are a number of free online tools to help anyone looking to get into tech.

■ There are 11,120 digital tech firms in Yorkshire & The Humber creating 54,240 jobs.

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

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Skills/qualities

- Communication
- Creativity
- Strong ICT knowledge (and experience)
- Attention to detail
- Good problem solving skills

Useful subjects include

- Design
- English
- Maths
- ICT
- Art
- Media

Some local employers

BBC
Mindmap Productions
University of Hull
Garth West
Hull Truck
APDComms
Sauce
C4Di
GBIT Recruitment Ltd

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

For information... https://nationalcareers.service.gov.uk/ www.skillseastriding.co.uk www.logonmoveon.co.uk www.lincs2.co.uk www.lincs4u.co.uk www.apprenticeships.gov.uk www.allaboutcareers.com www.creativeskillset.org https://discovercreative.careers/#/ https://www.thecreativeindustries.co.uk/ https://www.ccskills.org.uk/

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HEY Hull and East Yorkshire Local Enterprise Partnership

SKILLS EAST RIDING

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