Getting Into the Media Industries

This guide is part of the Creative Industries series. For more guides in the series please visit the website below.

Careers & Employability Service
www.mmu.ac.uk/careers/guides
The media industry is made up of several sectors – TV, radio, film and video, games, newspapers and magazines, publishing, advertising, public relations, digital communications and marketing. These industries offer many graduate roles including journalists, copywriters, account executives, media planners, media buyers, researchers, web designers, coders, animators, account managers, media sales, editors, producers, graphic designers, art directors, scriptwriters, filmmakers, camera operators and photographers.

This hand out provides a selection of local and national web sites that offer information about the structure of the media industries and how graduates can gain employment and/or freelance contracts under the following headings:

- Information about careers and trends in Media
- Getting work experience in the Media
- Paid work experience schemes
- Making speculative approaches for work experience
- Undertaking unpaid internships
- Sourcing paid work in the Media Industries, including freelancing
- Media directories and recruitment consultancies
- Key directories for Manchester
- The value of networking
- Relevant networking groups in Manchester

Sector specific links:

- Animation and Gaming
- Film
- Television
- Radio
- Digital/Interactive Media
- Journalism and Writing
- Advertising and PR – Branding and Communications
- Publishing

Information about careers and trends in Media

Graduate Prospects [www.prospects.ac.uk/types_of_jobs.htm](http://www.prospects.ac.uk/types_of_jobs.htm)

Detailed job descriptions, salary information, entry and training requirements, typical employers and vacancy information for graduate roles in:

- Advertising, Marketing and Public Relations
- Creative Arts and Design
- Media and Internet
- Publishing and Journalism

Skillset [www.creativeskillset.org](http://www.creativeskillset.org)
The industry body that supports skills and training for people in the UK creative industries. Specific sections cover radio, TV and film, computer games, interactive media, animation, photo imaging, publishing and advertising.

**Your Creative Future** [www.creativefuture.org.uk](http://www.creativefuture.org.uk)
Careers information including case studies and additional links.

**The Guardian Media Network** [www.theguardian.com/media-network](http://www.theguardian.com/media-network)
Insights, comment and networking for professionals working in global media and technology.

**Media UK** [media.info/uk](http://media.info/uk)
News analysis plus vacancies for graduates interested in newspapers, magazine publishing, radio or TV.

**Transition Tradition** [www.transitiontradition.com](http://www.transitiontradition.com)
Creative industries information aimed at students and graduates.

Essential facts for graduates about internet, digital and interactive media careers.

**Mediargh** [mediargh.com](http://mediargh.com)
Formerly Media Muppet, the site offers advice, resources and support to people interested in media production.

**Creative England** [www.creativeengland.co.uk](http://www.creativeengland.co.uk)
National agency for film, TV, games and digital.

**Department for Culture, Media and Sport** [www.culture.gov.uk](http://www.culture.gov.uk)
Background information on the media industries, some of which is regional.

Many sectors publish regular online newsletters. These provide very helpful industry insights and may also offer a jobs section including advice to graduates. Examples include:

**Creative Review** [www.creativereview.co.uk](http://www.creativereview.co.uk)
Advertising, design and visual culture

**Radio Mag Online** [www.radiomagonline.com](http://www.radiomagonline.com)
Aimed at all levels of staff from broadcast assistants to programming directors working in radio stations, outside studios, voiceover companies etc.

**Campaign** [www.campaignlive.co.uk](http://www.campaignlive.co.uk)
Marketing, advertising and brand optimisation

**Press Gazette** [www.pressgazette.co.uk](http://www.pressgazette.co.uk)
Essential reading for journalists in every sector – national and regional press, broadcast journalism, magazines, digital communications and B2B.

**Gamasutra** [www.gamasutra.com](http://www.gamasutra.com)
Free online version of Game Developer Magazine
The Drum  www.thedrum.co.uk
Focuses on the advertising and marketing industry.

Broadcast Now  www.broadcastnow.co.uk

Prolific North  www.prolificnorth.co.uk
News and events for media in the North.

**Getting Work Experience in the Media**

Previous work experience combined with talent and passion evidenced through a ‘creative’ CV and some involvement with relevant networks will be virtually essential for entry into any role. (See *Getting into the Creative Industries*  www.mmu.ac.uk/careers/students-and-graduates/resources/guides for advice and top tips on developing your creative CV and applications.)

Whilst there are some paid schemes (see below), relevant work experience can often only be obtained through working unpaid and it is advisable to start whilst you are a student. You could consider working for a community magazine or radio station, or volunteering for promotional or campaign work in the Students Union or a charity.

You can check possibilities locally via MMUnion at  www.theunionmmu.org/your-opportunities/volunteering. Alternatively, check out Do-it  www.do-it.org.uk, the national directory of volunteering opportunities.

**Paid work experience schemes**

A number of organisations offer high quality schemes during the summer vacation - for example, the BBC, ITV and Channel 4, and several large advertising companies. These companies will post details on their careers web, Facebook and Twitter pages. Competition is intense so it is vital you apply early in the year.

**SEO Creative Access**  www.seo-london.com
Paid internships in the creative industries for young people from under-represented black, Asian and minority ethnic backgrounds who are interested in film, advertising, performing arts, publishing, journalism, TV and radio.

Details of more ad hoc opportunities can be found at:

**MMU Jobs Hub**  www.mmu.ac.uk/findajob

**Creative Manchester Students**
www.facebook.com/groups/149502408413575/permalink/1007200462643761/

**MMU HLSS & Manchester School of Art Placement Group**
www.facebook.com/groups/HLSS.MSA.PlacementsGroup/permalink/1026533144026454/

**Graduate Prospects**  www.prospects.ac.uk/work_experience.htm
The national database of work placements covering all job categories.
Making speculative approaches for work experience

An alternative way of securing work experience is to use media online directories, jobs boards and online newsletters (see the Getting paid work in the Media Industries section below) together with social media. LinkedIn and Twitter in particular are increasingly used by senior staff to spot student talent coming through.

LinkedIn www.linkedin.com
The professional version of Facebook enabling you to link with a range of media groups e.g. Salford Quays Media Forum, Manchester Digital. LinkedIn offers a means of posting visual content on your personal profile too – see mashable.com/2013/05/01/linkedin-visual-profile/
To make optimum use of LinkedIn go to: students.linkedin.com/uk

Twitter www.twitter.com
Learn more about using Twitter in your job search at: en-gb.facebook.com/notes/reading-university-students-union/how-twitter-can-help-you-land-a-graduate-job/10150219088194777

Top Tip:
If you are new to these, read the MMU Careers guide ‘Using Social Media for Job Hunting’ at www.mmu.ac.uk/careers/guides

Undertaking Unpaid Internships

Many graduates wishing to work in broadcasting and film in particular find that the only way in is to work as an unpaid intern or runner. These roles can add relevant experience to your CV as well as enabling you to make useful contacts who may be willing to recommend you to organisations where they know longer term, paid opportunities are available. However, there has been increasing concern in recent years about the plight of a significant number of graduates who have accepted internships only to find they are not getting good quality experience or mentoring, together with little or no possibility of a paid entry role at the end.

If you decide to undertake for unpaid work for any length of time, it is important that you check out your rights and the legalities of your likely situation and be prepared to negotiate the best experience possible for yourself. The following sites will assist: -

Government advice www.gov.uk/employment-rights-for-interns

BECTU Creative Toolkit www.creativetoolkit.org.uk/home

Rights for Interns www.rightsforinterns.org.uk

Interns Aware www.internaware.org

Interns Anonymous internsanonymous.co.uk

Getting paid work in the Media Industries, including Freelancing

Graduate entry-level roles are advertised only on occasion as many organisations prefer to recruit graduates who have already worked for them or who have been recommended by a colleague in the industry. However, there are many sector specific recruitment agencies and online
professional journals advertising more senior roles. These may be worth looking at to give you an insight into the roles available and where recruitment is occurring at these levels as this may indicate that once appointed, these staff may need more junior members to join their team.

In film and television in particular, you will find that due to the short-term nature of roles involved with production, many will be on a freelance basis. As a result, you will also need to consider posting your profile on the appropriate sites to get your work seen. Some of these sites will charge for providing this service.

For information about working freelance:

**Freelancing, Exhibiting & Community Arts** [www.mmu.ac.uk/careers/students-and-graduates/resources/guides](http://www.mmu.ac.uk/careers/students-and-graduates/resources/guides) MMU Careers service handout providing advice on starting out as a freelancer in the creative and media industries.

**The Freelance Directory** [www.freelancedirectory.org](http://www.freelancedirectory.org) Listing of professional media freelancers including writers, editors, sub-editors, designers, illustrators, photographers, broadcasters, scriptwriters, web designers, translators, trainers and researchers.

**The Firm** [www.thefirm.co.uk](http://www.thefirm.co.uk) Diary services for freelance broadcast TV camera crew.

**Production base** [www.productionbase.co.uk](http://www.productionbase.co.uk) Network for people working in the film, TV, radio, theatre and commercial production. Includes freelancers' directory.

**The Knowledge** [www.theknowledgeonline.com](http://www.theknowledgeonline.com) Directory giving contact information for crew members and UK and international film, TV and commercial production companies and suppliers.

**Film and TV Professionals** [www.filmandtvpro.com/uk](http://www.filmandtvpro.com/uk) Crew opportunities in television, commercials and film.

**UK Screen** [ukscreen.com](http://ukscreen.com) Interactive directory of UK filmmakers, crew, actors, agents, production companies and music bands. In addition, offers film streaming and music downloads.

**The Crewing Company** [www.thecrewingcompany.com](http://www.thecrewingcompany.com) Media recruitment offices representing freelance talent.

**Media Directories and Recruitment Consultancies**

*NB: Many of these sites offer a mixture of paid employed roles and freelance assignments.*

**The Guardian** [media.guardian.co.uk/](http://media.guardian.co.uk/)  
**Media UK** [media.info/uk](http://media.info/uk)  
**Art Culture Media Jobs** [www.artsculturemediajobs.com](http://www.artsculturemediajobs.com)  
**Creative Pool** [creativepool.com](http://creativepool.com)
Jobs Word www.jobsword.co.uk/media.html
Focussed on London but links to many other sites advertising related vacancies.

Media Week Jobs www.mediaweekjobs.co.uk

Source That Job www.sourcethatjob.com

Brand Republic jobs.brandrepublic.com

Grapevine Jobs www.grapevinejobs.com

Christy Media christy-media.com
Broadcast media recruitment with emphasis on technical roles

Mandy’s www.mandy.com
Film and TV production vacancies plus employer directory

Blueberry Creatives www.blueberrycreatives.co.uk

Media Volt www.mediavolt.co.uk
Offers commissions for actors, models and musicians as well as TV/Film production crew.

(Kemps) Film, TV and Commercial Production Directory www.kftv.com
Lists over 59,000 film, television and commercial production services companies in 149 countries worldwide.

Kays www.kays.co.uk
Searchable data base of both production service companies and freelance technicians.

Key directories for Manchester:

Media City www.mediacityuk.co.uk/occupiers/occupiers-directory

The Sharp Project www.thesharpproject.co.uk/community/

Manchester Digital www.manchesterdigital.com/directory-listing

The Value of Networking

It is essential to attend networking events and exhibitions whilst a student so you have the opportunity to talk informally with relevant and potential employers and build up your contacts.

The following three sites carry details of employer events at MMU, in Manchester and beyond throughout the year:

MMU Careers Service www.mmu.ac.uk/careers/events

Creative Manchester Students
www.facebook.com/groups/149502408413575/permalink/1007200462643761/

MMU HLSS & Manchester School of Art Placement Group
For example, a key annual event for MMU students is **Manchester Digital’s Skills Festival**
[www.manchesterdigital.com/events/digital-skills-festival](www.manchesterdigital.com/events/digital-skills-festival)
This enables students to meet employers representing all facets of Manchester’s rapidly growing digital sector – animation and design, web design, coding, campaign and media planning, branding, SEO, content writing.

**Relevant networking groups in Manchester**

Quite a number exist and they may invite students to certain of their events. Usually these will be free or low cost and will enable you meet professionals working in the industry, find out more about the local scene and build your contacts. Examples include:

**Manchester Digital**  [www.manchesterdigital.com/](www.manchesterdigital.com/)

**Manchester Publicity Association**  [www.mpa.org.uk](www.mpa.org.uk)
Network of over 1600 people working in the Manchester media, film, creative and digital industries.

**Future Artists**  [www.futureartists.co.uk](www.futureartists.co.uk)  (For independent filmmakers)

**Redeye**  [www.redeye.org.uk](www.redeye.org.uk)  (NW photographers)

**Animation Up North Network**  [www.facebook.com/AllAnimated](www.facebook.com/AllAnimated)

**Northern Soho**  [www.northernsoho.com](www.northernsoho.com)

**Geek Up**  [geekup.org](geekup.org)  (Web designers and developers)

**Meet Up**  [www.meetup.com](www.meetup.com)
Facilitates social networking groups that meet locally - for example:

- **Creative Industries Network group**  [www.meetup.com/C-I-N-G/](www.meetup.com/C-I-N-G/)
- **Manchester TV and Media Production**  [www.meetup.com/Manchester-TV-Media-Production-Meet-Up/members/52637512/](www.meetup.com/Manchester-TV-Media-Production-Meet-Up/members/52637512/)
- **Northern Digitals**  [www.meetup.com/northerndigitals](www.meetup.com/northerndigitals)

**Top Tip:**

Attend the Careers and Employability workshops ‘**Networking: Make It Work For You**’ and ‘**Job Hunting using Social Media**’. Details at  [www.mmu.ac.uk/careers/events](www.mmu.ac.uk/careers/events)

**SECTOR SPECIFIC LINKS**

**Animation and Gaming**

**Aardman**  [www.aardman.com](www.aardman.com)
Bristol based animation studios, site includes jobs and work experience details.
Animation Arena [www.animationarena.com/animation-career.html](http://www.animationarena.com/animation-career.html)
With careers information and links to vacancy sites.

**Animation Industry Database** [www.aidb.com](http://www.aidb.com)
Animation, visual effects and games related companies located throughout the world.

**Manchester Animation** [manchester-animation.blogspot.co.uk](http://manchester-animation.blogspot.co.uk)

**Association for UK Interactive Entertainment** [ukie.info](http://ukie.info)
Trade body for UK’s interactive entertainment industry.

**GI** [www.gamesindustry.biz](http://www.gamesindustry.biz)
Extensive employer directory, jobs and industry news.

**Hit Entertainment** [www.hitentertainment.com](http://www.hitentertainment.com)
Includes the Altrincham based subsidiary Hot Animation.

**International Game Developers Association** [www.igda.org](http://www.igda.org)
News, careers information and links to regional ‘chapters’ including the NW.

**Film**

**My First Job in Film** [www.myfirstjobinfilm.co.uk/index.html](http://www.myfirstjobinfilm.co.uk/index.html)
Internships, work experience and runner work.

**British Film Institute** [www.bfi.org.uk](http://www.bfi.org.uk)
Includes course information and links.

**BAFTA Guru** [guru.bafta.org](http://guru.bafta.org)
‘Inspirational’ content for those in the Film, TV and Gaming worlds.

**Film Distributors Association** [www.launchingfilms.com](http://www.launchingfilms.com)
Includes a careers section and links to main film distributors

**Creative England** [www.creativeengland.co.uk](http://www.creativeengland.co.uk)
Offers crew and locations databases

**PACT** [www.pact.co.uk](http://www.pact.co.uk)
 Represents independent production companies and includes links to media careers sites.

**Regional Film and Video** [www.4rfv.co.uk](http://www.4rfv.co.uk)
Comprehensive film and television production directory.

**IMDb** [www.imdb.com](http://www.imdb.com)
The Internet Movie Data Base offers IMDbPro – a well-known profile listing for all those working in film.

**Shooting People** [www.shootingpeople.org](http://www.shootingpeople.org)
Advice and opportunities to get your film to an audience.

**Talent Circle** [www.talentcircle.org](http://www.talentcircle.org)
Network for film professionals, filmmakers, production staff, actors and film talent.

**Production Guild** [www.productionguild.com](http://www.productionguild.com)
Membership organisation for film and TV production management professionals

### Television

**StartinTV** [www.startintv.com](http://www.startintv.com)
Information, advice and career opportunities.

**The Unit List** [www.theunitlist.com](http://www.theunitlist.com)
Community list for workers in TV and related production platforms

All of the main channels provide well-structured sites providing careers information and details of work experience opportunities and entry-level roles:

- **BBC** [www.bbc.co.uk/careers/home](http://www.bbc.co.uk/careers/home)
- **ITV** [www.itvjobs.com](http://www.itvjobs.com)
- **4Careers** [www.channel4.com/4careers](http://www.channel4.com/4careers)
- **Channel 5** [about.channel5.com/careers](http://about.channel5.com/careers)
- **Sky** [workforsky.com/](http://workforsky.com/)

### Radio

**Radio Centre** [www.radiocentre.org](http://www.radiocentre.org)
Advice and information on how to get into radio, relevant training courses and getting a work placement.

**Radio Academy** [www.radioacademy.org](http://www.radioacademy.org)
Advice on training, work experience and job vacancies.

**Local Radio** [www.ukrd.com](http://www.ukrd.com)
Media group operating local stations across the UK. Includes company news and announcements, plus links to the local stations.

**Student Radio Association** [www.facebook.com/studentradio?fref=nf](http://www.facebook.com/studentradio?fref=nf)

### Digital/Interactive Media

**The British Interactive Media Association** [www.bima.co.uk](http://www.bima.co.uk)
Supports and promotes the British digital industry.

**Bubble Jobs** [www.bubble-jobs.co.uk/career_portal/](http://www.bubble-jobs.co.uk/career_portal/)
Digital media jobs consultancy based in Cheshire that hosts an excellent graduate careers portal.

**Manchester Digital** [www.manchesterdigital.com](http://www.manchesterdigital.com)
The trade association for the ICT and new media industries in the NW with information, events, vacancies, a directory of member agencies and a student zone.

**The UK Web Design Association** [www.ukwda.org](http://www.ukwda.org)
Includes a directory of members.

**Orchard** [www.orchard.co.uk](http://www.orchard.co.uk)
Digital media job vacancies based principally in the north plus details of relevant networking events. Hosts a careers portal aimed at graduates at [www.orchard.co.uk/careerkickstart.aspx](http://www.orchard.co.uk/careerkickstart.aspx)

**The Peach Partnership** [www.thepeachpartnership.co.uk](http://www.thepeachpartnership.co.uk)
Authorised digital training available in various locations including Manchester.

**Journalism and Writing**

**National Council for the Training of Journalists** [www.nctj.com](http://www.nctj.com)
Careers information including a list of approved courses.

**Hold the FrontPage** [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)
Careers information and job vacancies for the regional press.

**Broadcast Journalism Training Council** [www.bjtc.org.uk](http://www.bjtc.org.uk)
Accredits UK journalism courses within higher education. Site offers careers information.

**Journalism.co.uk** [www.journalism.co.uk](http://www.journalism.co.uk)
Information on training and jobs.

**Professional Copywriters Network** [www.procopywriters.co.uk](http://www.procopywriters.co.uk)
Online community to meet copywriters, find work and get help with charging professional copywriting fees.

**Writers and Artists** [www.writersandartists.co.uk](http://www.writersandartists.co.uk)
Industry advice for writers and artists as well as comprehensive range of writing and publication services.

**The Writers Guild** [www.writersguild.org.uk](http://www.writersguild.org.uk)
Represents writers for TV, film, theatre, radio, books, videogames and online. Negotiates minimum terms agreements and fights for writers’ rights.

**Creative Industries Trafford** [creativeindustriestrafford.org](http://creativeindustriestrafford.org)
Master classes for writers, usually reasonably priced, throughout the year at Waterside Arts Centre, Sale.

**Advertising and PR – Branding and Communications**

**Institute of Practitioners In Advertising** [www.ipa.co.uk](http://www.ipa.co.uk)
The professional institute for the advertising industry. Has an A-Z listing of member firms including graduate recruiters.

**Chartered Institute of Public Relations** [www.cipr.co.uk](http://www.cipr.co.uk/)
The largest PR institute in Europe. Information on careers and training.
Publishing

**The Publishers Association** [www.publishers.org.uk](http://www.publishers.org.uk)
The trade association for the publishing industry. Provides information on the industry and job roles.

**Publishing North West** [www.publishingnorthwest.co.uk/about](http://www.publishingnorthwest.co.uk/about)
Guide to the North West’s literature scene. Include list of regional presses.

**The Book Seller** [www.thebookseller.com](http://www.thebookseller.com)
Comprehensive job vacancy listing and links to other recruitment services.

**Periodical Publishers Association** [www.ppa.co.uk/careers](http://www.ppa.co.uk/careers)
Promotes consumer and business media publishers in the UK.

**Society of Young Publishers** [thesyp.org.uk/](http://thesyp.org.uk/)
Connects young people in the publishing field with information, contacts, jobs and training. Includes newsletter, FAQs, lists of resources.

We hope you found this guide useful. The Careers & Employability Service offers a wide range of support to help you make a career choice, prepare for your future, improve your employability skills and find employment.

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**Did you know?**
- MMU students can use the Careers & Employability Service throughout your time at university and up to 3 years after your course finishes.
- We offer drop-in advice and bookable appointments in Manchester and in Crewe.

Explore our extensive website and the full range of career guides at [www.mmu.ac.uk/careers/guides](http://www.mmu.ac.uk/careers/guides)

**Contact us:**
Manchester: 0161 247 3483  Cheshire: 0161 247 5326
Email: [careers@mmu.ac.uk](mailto:careers@mmu.ac.uk)