

Creative Industries

Birmingham has a strong creative industry - it is the third largest after London and Manchester.

Birmingham and Solihull

Creative Industries

Over **50,000** people work in the local creative economy.

18,400 people are employed in cultural, arts, media and creative services.

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Employers are particularly looking for:

- Advanced ICT and digital skills
- Creativity and design
- Marketing skills
- Teamwork, collaboration and relationship building skills
- Project management skills
- Business development and sales skills
- Customer service skills

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People working in the creative industry are mostly highly skilled and degree-educated.

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Advanced IT, software skills
and data analytics are
becoming increasingly
important in the creative
industry.

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Most companies in the industry are **small to medium size organisations** including animation studios, TV production companies, architecture firms, performing arts organisations and marketing agencies.

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Local employers include:

- 3D Reid
- BBC
- McCann
- Codemasters
- Daden
- DCA Design
- Faber Design
- Film Birmingham
- Midlands Arts Centre
- National Memorial Arboretum
- NaturalMotion
- Symphony Hall Birmingham
- WAA Chosen
- Birmingham Hippodrome

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Birmingham City University
(BCU) is the largest provider of
graduates in creative disciplines
of any university outside
London and the South East

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**National
Careers
Service®**

There are over 350 creative
and digital businesses in
Birmingham's Digbeth
Creative Quarter.

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Immersive technology and content creation including virtual reality, augmented reality and spatial 3D projection are fast growing areas.

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Job roles include:

- 3D designer
- account executive
- advertising copywriter
- app developer
- arts administrator
- audiovisual technician
- data analyst
- digital marketer
- games developer
- graphic designer
- lighting technician
- production assistant
- sound technician
- user experience (UX) designer
- web content editor
- web designer

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