



# Where can studying MEDIA take you?



## Social Media Manager



As a Social Media Manager, you'll manage an organisation's online presence by developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns.

As a Social Media Manager, some of your day-to-day duties will involve creating engaging multimedia content across multiple platforms, managing and facilitating social media communities by responding to social media posts and developing discussions. Liaising with clients, undertaking audience research, forming key relationships with influencers across the social media platforms. The role is usually office based but may sometimes involve travel to meet clients.

## Television Producer



The production process in television, film or video is managed by the producer who oversees all elements from conception to completion. The role of a Television Producer is also to secure funding and keep the production within the allocated budget. Television Producers work closely with Directors and other production staff, either in a studio or on location, to ensure a creative and stable working environment for everyone involved in the project. TV Producers liaise and discuss projects with financial backers—projects can range from a small, corporate video costing £500, to a

## Magazine Journalist



Magazine Journalists research, write and edit stories, features and articles for use within a variety of media magazines, journals and corporate publications. Typical employers are major commercial publishing houses, smaller specialist publishers, in-house magazines for corporate customers or consumer/specialist magazines. Typical responsibilities of the job include generating ideas for future stories and features that would interest the magazine's readers. Reading and researching features and articles, writing, editing, proofreading and subbing texts, complying with industry and ethical guidelines and generating ideas for future stories and features.

## Programme Researcher



As a Programme Researcher, you'll provide support to the Producer and production team of a television, radio, film or online project. You'll source contacts and contributors for programmes, as well as supply your own ideas and work on location. The work involves organising, planning and researching everything that will happen during a programme. This includes collecting and verifying information, such as who'll be interviewed, the location, if the film crew will fit, if the budget will stretch etc. You're also responsible for fact checking, writing briefs for presenters and ensuring that production adheres to appropriate legislation. This role is often seen as a stepping stone towards a Producer role, and a chance for ambitious recruits to show their potential.

## Web Content Manager



Web Content Managers ensure that the content of a website is well-structured and easy to find and that it meets the needs of its users by covering all necessary topics and being up to date and accurate. The content you'll manage can include web pages, images, videos, blog posts, guest articles, reviews and occasionally social media and marketing copy. You'll sometimes produce copy and edit the site yourself, but on larger sites you'll normally act as a coordinator, commissioner and project manager, overseeing the work of other writers and editors. You will produce content schedules and audits, which writers and editors use to keep copy up to date and to create new content at appropriate times.

## Public Relations Officer



Public Relations Officers manage the reputation and image of their clients, working to gain public understanding and support through planned publicity campaigns. As a PR Officer, you will monitor publicity and conduct research to find out the concerns and expectations of your client organisation's stakeholders. You'll then report and explain the findings to management. As a PR Officer, you'll need to work as part of an account team where you'll plan, develop and implement Public Relation strategies. You will monitor the media, including newspapers, magazines, journals, broadcasts, social media sites and blogs, for opportunities for clients. You will also organise events (such as press conferences, exhibitions, open days and press tours), source speakers and seek out sponsorship opportunities.

## Advertising Account Executive



Advertising Account Executives liaise with clients and agency staff in the administration of advertising campaigns and the co-ordination of associated work. Account Executives are employed by Advertising Agencies to administer the accounts of a small number of clients, for whom they are the key contact. Responsibilities include consulting clients about campaign requirements, passing proposals to appropriate media/creative staff, monitoring work progress and keeping in contact with clients at all stages.

## Editorial Assistant



An Editorial Assistant provides support at all stages of the publication of books, journals, magazines, online material and publicity materials. In this role you will support senior editorial staff in all aspects of the administration, commissioning, planning and producing of different publications. You will need a great eye for detail, the ability to spot mistakes and excellent time management skills, so that you always hit strict deadlines. With the growth of digital publishing, there are increasing opportunities to work for online publications.

## Photographer



A photographer is a professional that focuses on the art of taking photographs with a digital or film camera. Photographers use artificial and/or natural lighting to snap pictures of various people, places and things in a variety of settings. Some Photographers focus on studio work, while others explore the natural, outside world. There are a variety of photography niches that one can choose from and be able to uniquely showcase their artistic ability with. Photographers generally work in a freelance capacity, and are hired for specific jobs by numerous clients.

## Creative Director



Creative Directors are the creative leads at advertising agencies or in-house for the marketing department of a company. They work with the creative team to create, plan and deliver a strategic vision for clients. Work activities may vary depending on the size of the agency or company and the number of clients but responsibilities include developing ideas for advertising or promotional campaigns, liaising with clients to keep them informed and to highlight any issues, hiring and managing the creative team.

## Media Planner



As a Media Planner, you'll identify which media platforms will best advertise your client's brand or product to its target audience. You'll work within advertising agencies or media planning and buying agencies, with the aim of maximising the impact of advertising campaigns, through a range of media platforms. You'll use creative thinking and research to develop appropriate strategies to ensure campaigns reach their target audiences as effectively as possible.

## Radio Producer



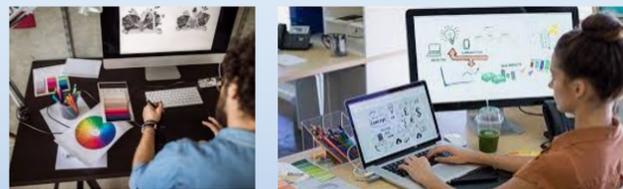
Radio Producers are responsible for the audio content of broadcasts via radio, the internet and other mobile platforms. They're involved in the entire process, from generating ideas to managing the audience response after a programme. As a Radio Producer, you'll manage and work with broadcasting assistants, presenters and DJs, engineers and IT staff. You'll make sure the show runs as planned and that they're tailored to key audience demographics.

## Picture Researcher



Picture Researchers find suitable pictures for use in a wide range of media products including advertisements, books, magazines, newspapers, catalogues and television programmes. Many Picture Researchers work as freelancers. Typical responsibilities of the job include determining project requirements, working closely with clients, undertaking relevant research, sourcing appropriate pictures and images for assigned projects, exploring all picture sources, including online image banks and stock photo libraries, negotiating fair prices for pictures and working with other professionals including writers, reporters, graphic designers and editors.

## Graphic Designer



Graphic Designers are visual communicators, who create visual concepts by hand or by using computer software. They communicate ideas to inspire, inform, or captivate consumers through both physical and virtual art forms that include images, words or graphics. By using a variety of media they communicate a particular idea or identity to be used in advertising and promotions. These media include fonts, shapes, colours, images, print design, photography, animation, logos, and billboards. Graphic designers often collaborate with other creative professionals.

## UX Designer



UX Designers are focused on all aspects of a product's development, including design, usability, function, and even branding and marketing. Their work touches the entire end-to-end journey of a user's interaction with a product, and includes identifying new opportunities for the product and business. A UX Designer is there to make products and technology usable, enjoyable and accessible to humans. They tend to work as part of a wider product team, and will often find themselves bridging the gap between the user and the development team.