



# Creative and Digital

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## 2% of jobs in Hull and East Yorkshire are in the creative and digital sector

The creative and digital sector is extremely broad, and encompasses a wide range of activities including telecoms, graphic design, digital marketing, computer programming, computer games design, virtual reality and social media.

### Did You Know?

- Between 2011 and 2022, the number of jobs in the UK's creative industries grew by 54% to 2.4 million.
- Over 36% of jobs in the digital technology economy are in non-technical occupations, like product management, user experience, legal, people, and sales.
- There are approximately 635 creative and digital companies in Hull and East Yorkshire, 90% of them employ less than 10 members of staff.
- The number of jobs working for computer consultancy businesses in Hull and East Yorkshire has grown by 71% in the last 7 years to approximately 1,800.
- Around one third of the creative and digital sector's workforce are self-employed.

### Will there be opportunities available?

- Employment in the UK creative and digital sector could grow from a total of 3.1 million in 2018 to 4.3 million by 2030.
- The creative and digital sector is likely to be a key driver of economic growth following the downturn associated with Covid-19.
- Creative and digital is the fastest growing employment sector in Hull and East Yorkshire. The number of jobs working for companies in this sector has increased by 48% since 2015.
- In the future, some of the fastest growing jobs in the digital sector are likely to be involved in artificial intelligence, sustainability, cyber security, and business intelligence.

Sources: DCMS Sector Economic Estimates, Tech Nation, IDBR, BRES, The Future of the Creative Industry, National Careers Service.



Job Title	National Average Salary
App Developer	£25,000 to £55,000
Copy Editor	£22,000 to £46,000
Costume Designer	£23,000 to £35,000
Cyber Security Professional	£25,000 to £60,000
Graphic Designer	£18,000 to £35,000
Product Designer	£22,000 to £45,000
Social Media Manager	£25,000 to £60,000
Software Developer	£24,000 to £70,000
Web Designer	£18,000 to £40,000

### Skills/qualities

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

### Useful subjects include

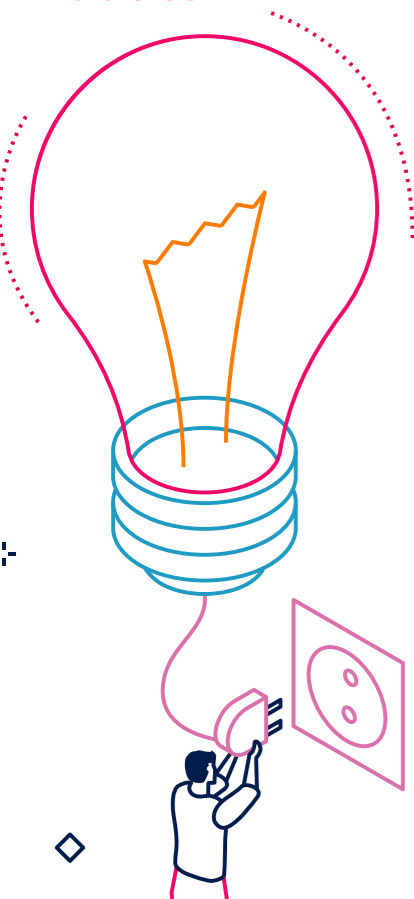
- Design
- English
- Maths
- ICT
- Art
- Media

### Some local employers

- [www.absolutelycultured.co.uk](http://www.absolutelycultured.co.uk)
- [www.blink.agency](http://www.blink.agency)
- [www.c4di.co.uk](http://www.c4di.co.uk)
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- [www.quickline.co.uk](http://www.quickline.co.uk)
- [www.spectrum.tech](http://www.spectrum.tech)
- [www.wearsauce.io](http://www.wearsauce.io)
- [www.visr-vr.com](http://www.visr-vr.com)

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[www.screenskills.com](http://www.screenskills.com) [www.discovercreative.careers](http://www.discovercreative.careers)  
<https://nationalcareers.service.gov.uk/>

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