

MEDIA & COMMUNICATIONS

Media & Communications at Goldsmiths: Some future career paths

Media and Communications study at Goldsmiths offers a wide range of topics. In terms of future employment this means you can focus on areas of interest and use these to help decide on a career area. You will also develop skills that you can apply in the work place.

Where do Goldsmiths Media & Communications graduates work?

Some of the graduate-level careers for Goldsmiths Media & Communications graduates of 2014 include: ¹

- Production Assistant Intern
- Film Production Assistant
- Freelance Broadcast Journalist
- Editorial Assistant
- Digital Media Co-ordinator
- Publishing Assistant
- Producer's Assistant
- Television Researcher
- Event Manager
- Account Assistant
- Freelance Actress
- Marketing Assistant
- Creative Marketing Design Editor
- Public Relations (PR) and Events Intern
- TV Producer and Journalist
- Social Media Analyst
- Client Development Officer

Employers include: ¹

- Discovery Networks Finland
- National Trust
- Castle Gibson (film and photography locations)
- Cubitt House (pub company)
- OTHER/shop (designer clothing shop)
- Prop Store
- Reed Specialist Recruitment
- Idobi (internet radio station)
- Quad Digital (marketing agency)
- Time Out
- Adecco (recruitment agency)
- Christie's
- Yahoo UK & Ireland
- Islam Channel
- Domus Nova (estate agent)
- DixonBaxi (marketing agency)
- Body London (model agency)
- Billetto (ticketing company)

¹Source: *Destinations of Leavers from Higher Education*
This data is collected six months after graduation and shows where graduates start their careers.

What skills will I gain?

You will develop a variety of skills that are useful in many employment areas:

- critical analysis
- research
- a broad commercial and cultural awareness of the media and creative industries
- teamwork
- development of creative work in writing, audiovisual or other electronic media
- a flexible, creative and independent approach to tasks
- the ability to work to a brief and meet deadlines

What kinds of graduate employers might be interested in me?

Goldsmiths Media and Communications graduates work in a wide variety of roles related to their subject - although these are not the only options available. You may choose to apply your knowledge and understanding in other sectors, emphasising the transferability of your skills to employers.

Lots of different sectors will be interested in your skills and knowledge. Below are some ideas to get you started but you can relate your degree to many more areas.

Advertising, marketing and PR

Advertising is a creative and fast-paced industry and is now globally big business. BBH London and JWT London are two of the major players in the UK.

Marketing professionals generally create, manage and enhance brands in consumer goods and service. Marketing opportunities can be found in most large organisations in the private, public and not-for-profit sectors. Entry-level positions and graduate schemes are particularly numerous in retail, manufacturing, energy, banking, finance and the pharmaceutical industry.

Public relations (PR) has grown in importance as a marketing tool and is now considered a critical component of the marketing mix. Roles exist in-house or in consultancies/agencies. Some consultancies specialise in one sector, eg healthcare or IT. Bell Pottinger Group and Brunswick are two of the top 10 PR agencies.

Media and publishing

In the UK, the media sector employs around 550,000 people and encompasses opportunities from animation, computer games and film production to interactive media, radio and television.

In journalism, there are three broad areas: broadcast, magazine and newspaper. Broadcast journalists are responsible for investigating, gathering and reporting on news and current affairs presented through news bulletins, documentaries and other factual programmes for radio, television and online broadcast. The biggest broadcast TV stations are the BBC and Sky, and the BBC dominates the airwaves with 10 distinct national radio channels.

The publishing industry in the UK is vast, producing printed and digital information for individuals and businesses. Bertelsmann Media Group, Pearson PLC and Hodder & Stoughton are some of the major players

NGOs and charities

These organisations will be particularly interested in your communication skills especially in terms of getting their messages out. The Careers Group's 'Industry Insider' is a good starting point for those interested in NGO work. gradsintocareers.thecareersgroup.co.uk/industry-insider/topic/international-development

Where can I find further information?

On the Prospects website, the 'What can I do with my degree?' section is a useful starting point. Here you can access detailed information about careers relating to media and communications. www.prospects.ac.uk/options_with_your_subject.htm

Advertising, marketing and PR

The Chartered Institute of Marketing - www.cim.co.uk
Institute of Practitioners in Advertising - www.ipa.co.uk
Chartered Institute of Public Relations - www.cipr.co.uk
The Institute of Direct and Digital Marketing - www.theidm.com
Campaign (communications news and analysis) - www.campaignlive.co.uk

Media and publishing

Creative Skillset - www.skillset.org
Press Gazette (journalism publication) - www.pressgazette.co.uk
The Society of Young Publishers - www.thesyp.org.uk
Creative Choices (Creative and Cultural Skills) - ccskills.org.uk/careers
Mandy.com (film and TV production resources) - www.mandy.com

Goldsmiths Careers Service

The Careers Service has a full programme of events - you can find out more at www.gold.ac.uk/careers
From the moment you arrive at Goldsmiths you can use us to help you plan your future - pop in and book an appointment with a careers consultant. <http://learn.gold.ac.uk> (search 'Goldsmiths Careers Service')
[@CareersGold](http://www.facebook.com/goldsmiths.careers)