

MEDIA AND PUBLISHING

Media and publishing are very popular career areas for graduates, and therefore highly competitive. To give yourself the best possible chance of finding a paid role you will need to make the best of all your opportunities, research the sector well, get plenty of work experience and be willing to show your interest and enthusiasm in this ever-evolving sector.

Areas of book publishing include academic, commercial or trade, educational, fiction, professional (finance, law etc.) and scientific, technical or medical (STM). Digital publishing is also a growing area, especially in academic, educational and STM publishing. Competition for all jobs is fierce, so it's important to keep an open mind and not reject any opportunities. Opportunities with small and large publishers are equally valuable. Reflect on what you learn to inform your next step. So, if your end goal is to work in editorial, don't turn down an admin role or a job in the marketing department. You'll still learn about the company and make useful contacts and be able to add something to your CV. You never know where these jobs might lead and what internal vacancies may arise; keep your eyes open.

Media opportunities are hugely varied and cover: advertising, animation, business-to-business (B2B) media, digital marketing, film, games, interactive media, journalism, post-production, publishing, radio, scriptwriting, special effects, technical production, television, web design. Graduates will generally start in 'assistant' positions – e.g. runner, media researcher, production or editorial assistant.

Graduate employers include Bloomberg, BuzzFeed, PA (Press Association), Reach (was Trinity Mirror) and Thomson Reuters in journalism; Bauer Media Group, Faber & Faber, HarperCollins UK, Hearst Magazines UK, Oxford University Press and Penguin Random House in publishing. In radio and TV - BBC, Channel 4, Global (includes Classic FM, Heart and LBC), Sky UK and Virgin Media. And for production they include; Aardman Animations, Endemol Shine UK, FremantleMedia UK, Real SFX and ZigZag Productions. You can use directories like [Kays](#) and [The Knowledge](#) to find media production companies in your area.

Work experience is essential for any job in the media and publishing sector and student media is an ideal place to start. Student newspapers, radio and TV are often keen for new members. Depending on what you want to do, local papers and hospital radio are often great places to build experience. Bookshops and book fairs are a good way to learn about publishing. Any experience is valuable and if you are prepared to be flexible you may discover new and interesting areas of the industry. Occasional voluntary experience is useful for building up a portfolio of work and gives you something to put on your CV. Hands-on experience will also help you gain practical skills such as good secretarial, proof-reading and computer skills; nothing is wasted.

Use all your opportunities to build up a list of contacts and network your way into a role. Many media and publishing jobs are not formally advertised so you will need to take the initiative and approach companies that interest you to uncover opportunities. Speculative applications have a greater chance of success if you already have a contact in the company, even if this contact was made through volunteering. Immaculate spelling and grammar will be expected to make a good first impression in your applications. Employers will expect you to demonstrate your commitment, determination and enthusiasm for the industry. You will also need perseverance as you are likely to make a lot of applications before you secure a paid role, but if it is an area you are passionate about there are lots of opportunities to be creative and find a satisfying career.

Key Resources

- [ScreenSkills.com](https://www.screenskills.com) (The industry-led skills charity for the screen industry. Opportunities, education, training and excellent 'Careers in screen' section across film, TV, VFX (visual effects), animation and games industries).
- [BECTU.org.uk – the media and entertainment union](https://www.bectu.org.uk) (The UK's media and entertainment trade union with sectors covering broadcasting, film, independent production, theatre and the arts, live events, leisure and digital media).
- [CreativeToolkit.org.uk](https://www.creativetoolkit.org.uk) (Developed with support from BECTU, this site contains information and advice on getting started, working with others, being a freelancer, your right in the workplace, your career and guidance on insurance and tax).
- [HoldtheFrontPage.co.uk](https://www.holdthefrontpage.co.uk) (Advertises jobs in journalism and PR and is a good source of information to keep updated with industry news).
- [Broadcast Journalism Training Council \(BJTC.org.uk\)](https://www.bjtc.org.uk) (Lists accredited journalism courses and has a small career section).
- [Broadcastnow.co.uk](https://www.broadcastnow.co.uk) (A good source of industry news).
- [BroadcastJobs.co.uk](https://www.broadcastjobs.co.uk) (Lists job vacancies and has a careers section covering broadcasting, journalism, marketing and PR).
- [Journalism.co.uk](https://www.journalism.co.uk) (A news site with tips for job seekers section).
- [Oxford International Centre for Publishing \(publishing.brookes.ac.uk\)](https://publishing.brookes.ac.uk) (Jobs and work experience in publishing section).
- [TheBookseller.com](https://www.thebookseller.com) (Has a careers section with industry insights and blogs from students and people working in the sector, so a good source for industry research). Or try [Jobs.thebookseller.com](https://www.jobs.thebookseller.com) to search for jobs and companies so is a good resource for speculative applications.
- [Society of Young Publishers – thesyp.org.uk](https://www.thesyp.org.uk) (The SYP is open to anyone in publishing or a related trade – or is hoping to be soon. It caters especially for those with fewer than ten years' publishing experience and aims to assist, inform and encourage anyone trying to break into the industry or progress within it).
- [Prospects.ac.uk has overview of the UK media sector](https://www.prospects.ac.uk)

