

THE CREATIVE COMPASS:

Directing you to creative careers events and resources



CONTENTS

- 3 Introduction
- 4-5 Spring Events
- 6-7 Spotlight on CVs
- 8 Day in the life with McCann Central
- 9 Meet the Careers Consultants
- 10 Contact us

Often roles within the creative sector can be viewed as unattainable or finite, which can cause people who have a genuine passion for the field to become discouraged and demotivated to pursue a career within the arts. The reality is quite the opposite. There are so many moving pegs within the artworld and thousands of departments and roles that no matter where your interest or passion lies, you will be able to find a role that caters to that.

Olivia Allan
Gallery Manager at Runjeet Singh

Welcome to Warwick's spring guide to **creative careers.**

We have an array of events and opportunities throughout the term that you can get involved in to understand more about the creative industry and how to pursue a career within it.

The flagship event of the season is our **Exploring Careers in the Arts and Creative Industries** - read our top tips below on how to make the most of this event.

1 Prepare!

Look at the employers represented at the event and check if they have any live vacancies on myAdvantage - you never know where it might lead to.

2 Update your LinkedIn profile

You might want to connect with employers or alumni after the event and having a profile you are proud of will make all the difference.

3 Make a good impression

This doesn't necessarily mean suiting up, but think about how you present yourself - walking around staring at your phone or talking to employers and alumni whilst eating a sandwich might not have the desired effect. If you think your wardrobe could do with a refresh then check out the **Workwear Wardrobe** - a sustainable and affordable way to get work ready.

4 Practice networking

Careers events are a great way to practice your networking skills. It can be daunting, but if you have done your research then you will be in a great position to make a good impression. Asking about the culture of a company or how to make it as a freelancer is a great way to break the ice and can lead to some valuable insights.

5 Follow up

Connect with people you have met on LinkedIn or email them to say thank you - these small steps can make a big impression!

Read the **full article** and explore other similar articles on the **Warwick Careers Blog**.

Spring Events:

// Meet the Professionals: Careers in Journalism Tuesday 21 January, 6 - 7.30pm

If you are interested in finding out more about a career in Journalism, please join us for this virtual event where professionals will share their experiences.

[Find out more](#)

// Meet the Professionals: Careers in Museums and Culture Wednesday 29 January, 6 - 7pm

This virtual event will open your eyes to a whole host of career opportunities within the fields of Museums and Culture.

[Find out more](#)

// The Power of an Arts Degree: Exploring Career Pathways and Opportunities Wednesday 29 January, 11am-3pm

An Arts degree is a powerful thing. From the Creative Industries to Policymaking, Tech to Finance, Warwick Arts graduates are sought after by employers and forge their own career paths. Join us to explore your career options and how we can help you to get where you want to go.

From making applications and finding internships, to working and volunteering alongside your studies and turning your passion into a business, this event offers information, drop-in talks and alumni stories showcasing the huge variety of opportunities and support available to Arts students on campus and beyond.

[Find out more](#)



// Exploring Careers in the Arts and Creative Industries Wednesday 5 February, between 2 - 4pm

At this event, meet creative professionals, listen to their expertise, insights, and advice on developing a career in the Arts and Creative industries and learn about experiences you could gain to enhance your employability. The event will also allow you to find out more about careers in areas such as film and TV directing, computer games, producing, editing, acting, theatre directing, art gallery curation, copywriting, broadcasting, music journalism, music industry management, publishing, working as an artist and what it means to be a freelancer.

95% of creative companies are microbusinesses (with less than 10 employees) which is one of the reasons why creative employers don't often feature at the traditional careers fairs which take place on campus. Instead, we focus on smaller networking events as this mimics how recruitment opportunities often arise within the sector.

It is a highly competitive industry, which is why it's important to attend creative events, make connections and be proactive in creating your own opportunities to gain experience. Thousands of Warwick graduates from a wide variety of subject disciplines have successfully developed a career in this exciting, diverse industry.

Find out more about this event on myAdvantage

// Meet the Professionals: Careers in Marketing Thursday 6 February, 6 - 7.15pm

Are you interested in pursuing a career within marketing? Join this virtual event where marketing professionals will share their experiences and advice.

Find out more

// Creative CV drop in Wednesday 19 February, 1 - 2.30pm

This drop in session is exclusively for those interested in working within the Arts and Creative Industries. At this event you can get guidance and advice from one of our Careers Consultants on your CV.

Find out more



Spotlight on...Crafting your creative CV: some top tips

Writing a CV for the creative industries can sometimes feel a bit different to our friends working in other sectors, and it can often be hard to know where to start. Here's some top tips for putting together a creative CV:

1 The visuals

- Some creative industries may value seeing your creative flair while others just want to easily access key information. If you want to apply to graphic design roles then you might want a visually appealing CV but for most other roles a simple layout will do you favours.
- **White space:** Don't overcrowd your CV. Use white space to improve readability.

2 Tailor your CV

- **Research the industry:** different industries want different information. For example, in film production having a table layout with the production company and assistant directors named can be key. For roles in journalism, having the name of the publication clearly displayed can help recruiters to understand the level of profile to your work. Research what style is needed for your industry to present your experience in the most relevant way.
- **Research the role:** before you start writing, research the specific role you're applying for. Identify the key skills and experience required and emphasise these by using active verbs (more on this below).
- **Customise your CV:** tailor your CV to each job application. Highlight the most relevant information and use keywords from the job description. Remember, you don't need to show everything, just the most relevant parts of your experience.

3 Showcase your projects

- **Personal projects:** include personal projects or extracurriculars that use your skillset. Are you applying for roles in a theatre and have been involved in a student production? **Great - add it to your CV!**
- **Student work:** highlight any relevant coursework or group projects from your studies.
- **Volunteer work or insight opportunities:** a lot of people's first steps in creative industries are an afternoon of shadowing or a few days as a runner on a TV set. Mention these short or voluntary positions as they show experience and contact with the industry.

Crafting your creative CV continued...

4 Use strong action verbs

- **Start with strong verbs:** use words that describe your skills and experience in a way that directly relates to the skills they're looking for in that role. For example, instead of 'worked on', use 'led', 'collaborated' or 'analysed'.
- Change what verbs you use to match the skills asked for in the role advertisement (if you have one) and alter these for each role you apply to. If you're applying without a job advert and are unsure where to start, check out the 'relevant skills' section on the **job profiles section** of Prospects for some examples.

5 Keep it concise

- One or two pages is fine for a CV for the creative industries. Make sure to use full pages (no half pages or big blank spaces! Play around with formatting if you have some room left over, but you don't need to fill this with irrelevant information).
- Try to keep each bullet point no longer than two lines so your CV doesn't look text-dense.
- **Avoid pronouns:** 'I', 'my', 'our' can make your CV slightly long-winded. It will feel like you're writing in note form, but cutting pronouns helps to keep your CV short and snappy.

Additional tips:

- Proofread carefully: typos and grammatical errors don't show attention to detail.
- Consider a portfolio: for some roles you may need to present examples of your work (such as artwork, set design, writing, sound) to accompany your CV. ScreenSkills have some great advice on how to get started with creating one.
- Use a professional email address: create a professional email address that includes your name.
- Seek feedback: ask a friend, mentor or job search adviser to review your CV.
- Look at examples: there are example CVs on the **Warwick Careers webpages** and industry specific examples on websites like **Prospects**. Use these as a visual reference and decide what structure works best to present your experience.

Finally, remember to keep updating your CV as you gain experience. If you're working on short projects your CV can change quite quickly and it's much easier to update as you go along. Keep a note of what you've done in each role you take on and have this ready to update if you need your CV on short notice.

For more advice come along to our Creative CV drop in - see page 6 for more details.

A Day in the Life at McCann Central

by Saarah Rashid and Kevin Azuro, Creative Apprentices at McCann Central

McCann Central are a creative advertising agency with four UK offices, including one in Birmingham. They have a team of 520 people and specialise in Advertising, PR, Social, Influencer, Media, Research, Employee Engagement, Digital, and Production.



We're a month and a half into our journey here at McCann and it's been an incredible learning experience. Coming from a non-advertising background, we had no idea the scale of what we have yet to learn. Everything has been new to us - we didn't even know what scamps were (these are rough basic sketches used to present ideas for ads).

A day in our life at McCann is extremely varied. Typically, we'll be working on conceptual briefs, trying to pinpoint the client's problem and brainstorming ideas for ad campaigns to provide a creative solution. We mock-up some ideas for billboards, TV advertisements, social media posts, and anything and everything that could have an ad on it.

Other days we get to shadow senior creatives, help on shoots, travel to location, and shoot our own videos. We don't think the average person understands or appreciates just how much it takes for an ad campaign to come to life.

Our journey so far has been thrilling and incredibly exciting. No two days are the same and we love being able to work on different projects across different industries. The most rewarding part of the process is watching your ideas come to life. If you want to see what a day in the life looks like on a shoot, [watch a day in the life - on a shoot!](#)



Meet McCann Central at our **Exploring Arts and the Creative Industries** event on 5 February, **see page 5 for more information.**

Focus on the Careers Consultants

Our friendly Careers Consultants are on hand to offer help and advice. You can book an appointment with them through the Warwick Careers portal, [myAdvantage](#).



Ellie Wetherhill:
Careers Consultant

Department:
English and Comparative
Literary Studies

Top tip for finding a job:

Be flexible with how you picture your work life. Careers in the creative industries often look quite different from a 9-5 permanent contract role with one company. You may want to consider exploring a portfolio career (where you maintain multiple part-time roles at once) or self-employment or freelance work. Be prepared to be working unusual hours, working on a project for a short period of time or sourcing your next jobs whilst doing this one. The creative industries can require a lot of stamina but harnessing this allows you to work on some really exciting stuff.



Raymond Ryan:
Senior Careers Consultant

Departments:
Centre for Culture and Media
Policy Studies, Theatre and
Performance Studies

Top tip for finding a job:

Be proactive and make '**speculative applications**'. The creative industry can be difficult to access as jobs are often not advertised so try to create your own opportunities. Network, make connections and discover the hidden creative job market.



Millie Tissut:
Senior Careers Consultant

Departments:
History, History of Arts, Film
and TV

Top tip for finding a job:

Stay up to date on your specific area of interest within the creative sector. For example, if it is publishing try following the publishers you're interested in working for on their social media platforms and gather industry news **here**. If you're interested in journalism tune into media podcasts such as those listed **here** and if you're attracted to film and TV try **Screen Daily**. This knowledge will help you to identify industry trends and possibly job opportunities too.



Clare Halldron:
Senior Careers Consultant

Departments:
School of Modern Languages
and Cultures and Classics &
Ancient History

Top tip for finding a job:

Stay curious and continue to seek out new knowledge! There is always something new to learn as a creative! Attend our creative career events to receive guidance from experienced professionals, or team up with other students in a society to explore your interests. Boost your confidence by compiling a portfolio of your work or enrol onto an online course. With many options both on and off campus, beyond internships, it may seem daunting to know where to begin. That's where a careers appointment can assist in helping you navigate your thoughts and determine the best starting point.



Warwick Alumni Mentoring Programme

The **Warwickgrad** mentoring programme connects you with a Warwick alumnus who can provide valuable insight into where you want to be and how to get there. Mentors include 350 Arts Faculty graduates and 250 mentors working in creative industries. Mentors offer a range of support from email contact, in-person meet-ups to work shadowing.

Sign up to Warwickgrad as a mentee, read the mentee guidelines and start creating meaningful connections.

Find out more and contact us

Creative Industries Student Opportunity webpage:
warwick.ac.uk/creativecareers

 careers@warwick.ac.uk

 [warwick.so](https://www.instagram.com/warwick.so)


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