

Considering a
Career in

BE MORE

Digital & Creative

Where creativity
meets innovation



Digital & Creative Contents

- 3 What is Digital & Creative?
- 4 **Stats & Facts:** Did you know?
- 6 What are the career pathways & job roles?
- 8 **Digital & Creative:** Job Roles
- 10 **Getting Into:** Digital & Creative
- 11 Test Your Knowledge





What is Digital & Creative?

The digital and creative industry is exciting and future-focused, combining technical skills with artistic innovation. As the digital experience expands into all corners of life, opportunities to create and innovate grow.

Education, manufacturing, arts and culture, business and finance, health and life sciences, and cybersecurity are just a few career areas driven by digital and creative skills.

The Liverpool City Region is a thriving hub where creative studios and tech companies develop everything from stunning digital designs to advanced software. We have the Baltic Triangle, known for its vibrant creative business community, Sci-Tech Daresbury, an internationally recognised technology centre, and many other digital and creative hotspots. Our region also has a rich history in music, theatre, and the arts, which provides the perfect foundation for creativity and technology to build on.

Careers in the Liverpool City Region's digital and creative industries could include game design, marketing, immersive technology, filmmaking, and app development.

You might design eye-catching advertising campaigns, build digital communications platforms or create immersive virtual experiences.

Whether you're leading the way by working on AI-driven design projects, editing audio for TV, or finding evidence for police cases as a digital forensics scientist, one thing's for sure: a career in the digital and creative sector will see you harnessing the power of technology.



Stats & Facts

Did you know?

Digital & Creative in Liverpool City Region: Stats & Facts

- **6,500** digital & creative companies.
- Regional gaming sector generates **£220m** for the region.
- Recently named a national '**Creative Cluster**' for the UK music industry.
- **214km** of advanced digital broadband infrastructure.
- One of the UK's **fastest-growing** tech sectors.



Digital & Creative in action in the Liverpool City Region

- The LCR 4.0 project continues to grow, including world-leading research centres such as Sensor City, STFC Hartree Centre, VEC, and the Engineering and Technology Research Institute.
- Approximately 42 Finance Technology (FinTech) companies are based in the Liverpool City Region, generating wealth for the local economy and pushing for the innovative use of digital technologies in the financial and business sectors.
- Liverpool's Knowledge Quarter features innovative labs and offices pioneering digital technologies, developed with over £1bn in investments from KQ Liverpool.
- The Liverpool City Region Combined Authority and the Merseyside Special Investment Fund (MSIF) have contributed £1m+ to the LCR Angel Network, which helps connect investors with entrepreneurs to grow businesses in the local area.
- Kyndryl, Data Centres, and Nscale, three high-performing AI companies, have committed to a £14bn investment plan to build AI infrastructure in the UK, with the Liverpool City Region as a base for development.
- There are more than 50 games sector businesses in the Liverpool City Region, including popular game developers Lucid Games (based in Liverpool's creative Baltic Triangle) and Avalanche Studios Group, with at least one games company in each of the six local authorities.
- Over three years, the Liverpool Film Office will help 1,000 people gain valuable skills in the region's thriving film and TV production industry with their New Skills Development Programme, made possible by a £2.3m contribution from BFI National Lottery.

Digital:

Good to know

What role does creativity play in the digital and creative sector?

Creativity is needed to help the digital and creative sector develop new ideas and perspectives and to find effective ways to turn these ideas into a reality using technology.

How is immersive/extended reality shaping careers in digital and creative?

Immersive/extended reality technology, or virtual reality, has expanded from its use within the gaming sector to other industries. It will be used in an estimated 23.4m jobs globally by 2030. This revolutionary technology is creating new roles as demand grows for skilled workers who can further develop virtual reality technology and adapt it for use across many sectors.



Digital

/adjective/

Involving digital data; making use of digital computers or devices.
(Oxford English Dictionary)

What are the Career Pathways & Job Roles?

Digital & Creative career pathways

In an entry-level job such digital engineering technician or digital support technician, you'll use different tools, such as software or operating networks, to help your team solve problems across a range of industries, developing an understanding of digital technologies.

A mid-level role could see you using digital technologies to solve business IT problems as a cybersecurity technologist or IT support technician. Over time, you could train to develop specialist skills, becoming a data analyst or junior animator.

To progress into higher-level roles, such as AI developer or creative digital designer, you could complete further study, gaining specialist technical and practical knowledge.



214km

of advanced digital
broadband infrastructure.



Digital & Creative Job Roles

There are hundreds of different job roles in the Digital & Creative sector.
Here's just a sample:

Position	Role & tasks	Salary
Computer games tester	Tests quality of digital games, checking for problems and giving feedback in clear reports. Checks for errors including spelling mistakes or gameplay faults that affect user experience.	Up to £24,000
Digital forensic technician	Performs digital investigation and analysis of electronic devices. Works in policing agencies to find and capture evidence. Follows regulations and uses problem-solving skills to extract and analyse different kinds of information from a variety of devices.	Up to £34,000
Audio visual technician	Sets up and operates sound, lighting, and video equipment for stage performances, film and TV production sets, conferences, and other events. Uses understanding of relevant technology to fix any technical errors.	Up to £36,000
Web content editor	Researches and writes content for clients or organisations' websites. Includes producing video content or social media posts. Develops and implements techniques to increase engagement with digital content.	Up to £40,000
Advertising art director	Uses physical and digital media and tools to produce advertisements for various products and services. Understands consumers and how to communicate with them visually and through writing. Uses creative thinking to design adverts with writers and present your ideas to senior creative directors.	Up to £45,000



Earn up to
£80,000
per year

Position	Role & tasks	Salary
E-learning developer	Also known as digital learning designer. Designs online teaching materials for all ages and courses, working with other educational experts such as trainers and tutors. Uses various media, including graphics, videos, text, and games to make content interactive.	Up to £45,000
App developer	Creates or updates apps by writing computer code and working with a wider team, including designers, writers, and other developers. Tests apps in development, makes improvements, and takes detailed notes on progress.	Up to £60,000
Digital user experience designer	Often shortened to UX designer. Interprets complex data and research to understand customers' and users' preferences. Implements website, app, and software changes to meet customer expectations and demands. Produces detailed reports for digital developers.	Up to £65,000
Digital delivery manager	Leads a team to produce digital products. Manages workload and assesses progress, motivating employees and assisting to meet delivery targets.	Up to £65,000
AI data specialist	Analyses complex datasets known as Big Data, using artificial intelligence and advanced computer programmes. Works for various industries to develop data-backed solutions to increase automation and speed up commercial and industrial processes.	Up to £80,000



Getting into Digital & Creative

Subjects to study at school & beyond

- Art
- Business
- Computer science & IT
- Design & technology
- Electronics
- Marketing
- Maths
- Science

Core skills and knowledge to build

- Analytical thinking
- Attention to detail
- Business knowledge
- Coding
- Communication
- Creativity
- IT/digital skills
- Problem-solving
- Project management

At entry-level

You can train for an entry-level position with a T-level for a specialist role such as cybersecurity technician or network cable installer. If you want to progress while on the job, you could complete a level 2 or 3 apprenticeship, leading to roles such as junior advertising creative or software development technician.

At mid-level

For mid-level positions, you could take a higher technical qualification (HTQ) or degree apprenticeship and become a post-production engineer or software tester. Other options include a foundation degree in business with digital marketing or a similar subject, where you can develop your understanding of how digital technology is used in the business sector.

At senior level

For more complex roles, such as spatial data specialist or machine learning engineer, you will typically need a university degree in a related area. You could also choose from a range of degree apprenticeships, leading you to roles such as digital marketer or digital and technology solutions professional.

Test Your Knowledge

(Answers on back page)



Q1. What is the digital and creative sector?

- A.** Only the work that happens on computers.
- B.** Solely where computers are bought and sold.
- C.** Just the work done by computer programmers to make software.
- D.** The sector that combines creativity and technology for an increasingly digital world.

Q2. Which of the following are jobs in the digital and creative sector? (Tick as many as you wish)

- AI data specialist
- Audiovisual technician
- Construction site supervisor
- Web content editor

Q3. There are fewer than 6,000 companies in the digital and creative sector based in the LCR.

True or false?

Q4. How many FinTech companies are based in the Liverpool City Region?

Q5. Which of these investors has contributed over £1bn to Liverpool's Knowledge Quarter?

- A.** The MSIF
- B.** KQ Liverpool
- C.** LCR Angel Network
- D.** Unilever

Q6. Which of the following industries could a career in the digital and creative sector find you in? (Tick as many as you wish)

- Film
- Education
- Music production
- Manufacturing

Q7. Give an example of an apprenticeship or training course that could prepare someone for a role in the digital and creative sector.

Q8. What are the skills necessary for a career in the digital and creative sector? Name three.

Q9. What role does creativity play in the digital and creative sector?

- A.** It generates ideas and finds ways to bring them to life using technology.
- B.** There's no need for it.
- C.** Only game developers need it.
- D.** It's solely used by marketing teams

Q10. The gaming sector has generated £____m for the regional economy.

- Quiz Answers**
- Q1. D
Q2. AI data specialist, construction site supervisor, web content editor
Q3. False – there are more than 6,000 (approximately 6500)
Q4. Approximately 42
Q5. B
Q6. All
Q7. Level 2 or 3 apprenticeship, such as a junior advertising creative or software development technician, or a foundation degree in a related subject like business and digital marketing.
Q8. Problem-solving, business knowledge, coding (or any other from the brochure content).
Q9. A
Q10. 220