

Jobs in the Media Industry

Jobs in the media industry are divided in to three types of role.

It's important to know a little about what each job does.

1. Technical roles

These are jobs involved with the production of media products and generally involve using machines in some way.

Job	What it involves	Stage
Camera operator	Sets up and operates cameras, either film or still image cameras. Makes sure camera shots and angles are filmed. Uses storyboards and scripts to know what to film and how to film it	Production
Sound editor	Edits the sound required for video, audio, or other products such as video games. This will take the sound recorded by audio technicians and camera operators and edit them, adding sound effects, music etc... Uses scripts to help	Post-production
Audio technician	Sets up audio equipment and records sound, for example on a film set or in a recording studio. Uses scripts to help know what to record	Production
Video editor	Edits the video produced by camera operators to create the final product. This may involve adding special effects and visual effects. May work with a sound editor to combine video with audio to create an effective product using storyboards and scripts to help	Post-production
Web developer	Takes the design for a website produced by a web designer and creates it, uploads it and maintains it. This may involve programming	Production Maintenance is post-production
Games developer or programmer	Takes the designs for a video game produced by a games designer and creates the game, often working as part of a team along with audio, video, and animation experts	Production

2. Creative roles

These are jobs which are involved with the design and, sometimes, creation of media products. The design stage may involve the creation of pre-production documents such as scripts, storyboards, wireframe layouts etc...

These roles may produce designs used by technical job roles.

Job	What it involves	Stage
Animator	Creates animated content. This may be 2D (images) or 3D (models) and may involve visual effects such as CGI	Production mainly
Copy writer	Writes the written material for products, such as magazines, blogs, websites etc...	Mainly production, with some planning
Script writer	Writes scripts for video and audio products, including for animations and computer games	Pre-production mainly
Graphic designer	Creates the designs for visual products, such as magazine covers, posters, and adverts.	Pre-production
Graphic artist/illustrator	Takes the designs produced by a graphic designer and creates the digital graphics as specified	Production*
Photographer	Produces photographs required for products such as magazines or websites, often working from the designs produced by graphic designers	Production*
Web designer	Designs the layout and content of web sites. These designs will be passed to web developers, photographers, copy writers etc... who will produce the content	Pre-production
Content creator	A general term for someone who creates content for online platforms, especially for social media. This might include text for a website or magazine, images for platforms such as Instagram, or videos for YouTube	Production. In small businesses content creators may work in all stages

* Samples of graphic products or photographs might be produced as part of the design process in the pre-production phase, so these roles might be involved at that point as well

3. Senior roles

Senior roles manage the whole project or a specific stage of it. They may work in all stages of production and be involved in a project from its design to its final distribution. They need to have a good grasp of everything that will be needed to make an effective final product and be able to manage people and the production process.

Job	What it involves	Stage
Campaign manager	Manages the marketing and advertising elements of a product to make sure that it is seen by the people it is aimed at. Will involve managing content creators, copy writers, photographers etc...	All phases
Creative director	Has an overview of a the design and creation of a product, managing designers, content creators, copy writers, and artists to make sure that the product is as effective as possible	All phases
Director	Manages the filming or recording of media content. Has a key role in making sure that people and equipment is in the right place at the right time. May work with script writers to plan and editors to edit the final product	All phases, with a key role in production
Editor	Manages the editing and final production of media products, including video and audio products as well as written or visual products	All phases, with a key role in post-production
Production manager	Manages the schedule for a product, making sure that tasks and activities are planned and assigned to the right people. Will be involved in the production or work plans	All phases