



# ADVERTISING, MARKETING & PUBLIC RELATIONS

Almost 200,000 people work in Advertising & Marketing in the UK. Jobs increased by a third between 2011 and 2016!

Career paths: Jingle writer, voice artist, video editor



#### **ART & DESIGN**

Over half a million people work as artists, designers, performers and craftspeople. More than half of artists in the UK have a degree – compared with a quarter of the whole population.

Career paths: Set designer, costume designer, make-up artist



# **EDUCATION & TEACHING**

Primary school and nursery teachers have one of the highest rates of job satisfaction in the UK. Over 450,000 teachers work all across the UK.

Career paths: Corporate trainer, lecturer, primary school teacher



## **ENTREPRENEURSHIP**

Globally, entrepreneurs aged under 36 make more money on average than any other age group. Over 25% of UK students run their own business or plan to set one up.

Career paths: Freelance music tutor, self-employed composer



# **HOSPITALITY & TOURISM**

When it comes to jobs, tourism is the UK's fastestgrowing sector. It's also the third largest employer, accounting for nearly one in 10 jobs in the UK.

Career paths: Entertainer, musician, tour guide



### **PERFORMING ARTS**

Nearly 300,000 people work in the performing and visual arts industry. The number of jobs in this area has increased by nearly a third since 2011.

Career paths: Musician, sound engineer, lighting designer

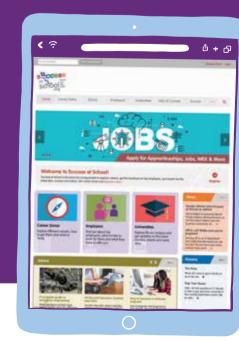


### **PUBLISHING & MEDIA**

The Publishing & Media industry employs 430,000 people. Jobs in film, TV, video, radio and photography are growing rapidly, with 17% more jobs now than in 2011.

Career paths: Music journalist, radio presenter, score composer







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