

# The future of jobs

## in drama



Drama isn't all about acting – you'll also explore the essential behind-the-scenes roles that make films, TV shows, plays and other performances a success, and develop skills useful across industries.

### Subject skills:



Communication



Creativity



Presentation



Problem solving



Teamwork



### ADVERTISING, MARKETING & PUBLIC RELATIONS › VLOGGER

- Social media is a powerful tool for selling products and services and vloggers build up an audience through their video content.
- Video is the second most-used content type to improve engagement on social media – making vlogs an opportunity for businesses.
- 93% of brands revealed that they have attracted new customers thanks to videos on their social media accounts.

#### Subject skill

Presentation: You need to be clear and confident discussing a range of topics, developing a style that appeals to your audience.



### PUBLISHING & MEDIA › DIGITAL CONTENT PRODUCER

- You'll come up with ideas for new digital content, like series or movies for streaming services, and assemble a production team.
- The global video streaming market will grow at 20.4% a year to 2027, making it a key feature of the future entertainment industry.
- Jobs for producers and directors are expected to grow by 2.7% up to 2027 and half of today's employees are expected to retire.

#### Subject skill

Creativity: Coming up with new and engaging content for growing online audiences will require creativity and innovation.

### How will the most popular industries for drama graduates change?

**Arts, design and media** › 400,000 jobs in the creative industries are expected to be lost due to Covid.

**Education** › Over 50,000 new secondary teaching jobs will be created by 2027.

**Marketing, PR and sales** › Mood managers will influence customers' emotions to sell products.

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