Options With Your Journalism Degree
Graduating with a journalism degree equips graduates with essential skills to progress in the world of media. This ever-expanding industry offers varied career opportunities in a wide range of media sectors such as television, radio, film and digital.

Although many graduates will progress in the media industry, this is not necessarily your only career path.

Questions to consider when you are reading this:

- What are your strengths?
- What matters to you about work? Your interests, priorities and values
- Who do you want to work with? E.g a certain type of client?
- Which organisations are doing the type of work that interests you?
- What are the ways in? Do you need further qualifications or relevant work experience?
- Have you logged into My CareerHub to search for vacancies?
- Have you made an appointment to talk through your ideas with a Careers Consultant?

How will my Journalism degree make me employable?

Employers value the communication, research and analytical skills gained through studying journalism.

Other marketable skills include:

A talent for clear expression, both oral and written, commanding a broad range of vocabulary and critical terminology: The ability to construct and express well-written arguments is essential for many roles but especially valued in speech writing, law and lecturing.

The ability to gather, evaluate and interpret information: which opens possibilities for working in data analysis, information management, intelligence gathering (MI5) and law enforcement.
Thinking creatively, critically and independently, identifying, absorbing and sifting complex information: highly valuable in public policy and research roles.

Appreciation of the different factors that influence the activities of groups and individuals in society: essential skills for public services, policy and research roles.

The ability to adapt and utilise new technology: essential for many graduate roles but particularly roles in wider media and marketing.

Having empathy, insight and ability to take on board others’ views: crucial in any job but essential skills for advice and guidance, health and social care and counselling roles.

General skills gained at University level include

- prioritising & managing your time effectively;
- using initiative, self-motivation and a drive and determination to get things done;
- planning and researching written work, finding relevant information from a range of resources;
- understanding and explaining complex theories and arguments;
- critically analysing and evaluating evidence and arguments;
- ability to work independently;
- recording and summarising information efficiently;
- gaining a good understanding of the uses of information technology and developing a range of IT skills;
- leading and participating in discussions and developing confidence in your own opinions;
- project management;
- using judgment when weighing up different options and alternative perspectives;
- working towards a solution using negotiation skills;
- working with others when presenting ideas, information and practical work;
- making presentations/public speaking;
- understanding your own role and strengths in a team.
Job options related to your English degree

**Job Options**

Jobs directly related to your degree include:
- Advertising copywriter
- Digital copywriter
- Information officer
- Market researcher
- Multimedia specialist
- Public relations officer
- Writer

**Jobs where your degree would be useful include:**
- Broadcast journalist
- Editorial assistant
- Magazine journalist
- Newspaper journalist
- Press sub-editor
- Publishing copy-editor/ proof-reader

To find out more about the above roles and to explore other job titles follow Prospect’s ‘What can I do with an Journalism Degree?’

**Becoming a journalist**

Different forms of journalism consist of broadcasting, print, online, as well as increasing growth in digital media such as blogs, podcasts and social media; many students who study for a journalism degree will hope to work as a journalist once they graduate.

Many graduate journalists will often have an accredited postgraduate qualification from the NCTJ, BJTC or PPA in addition to their undergraduate degree. The NCTJ occasionally hold one-day seminars for prospective students designed to provide practical insights into journalism and the training given by NCTJ. These are often advertised via Career Hub in addition to their website.

Relevant experience is often vital to landing your first journalism role after university and employers will expect you to have some form of appropriate and relevant work on your CV. This doesn’t necessarily mean having an internship with a large media outlet, an easy way to start this off is to get involved with student media. Humanity Hallows regularly recruit for writers and editors, and if you do have a student newspaper at your university, employers will probably be expecting some form of involvement if you’re interested in print and online journalism. If you are interested in broadcasting there is also Hive Radio within the Students’ Union who offer voluntary roles in presenting and content writing.
A positive aspect about being based in the North West is that MediaCityUK is on your doorstep. MediaCityUK contributes to a significant amount of output from ITV and the BBC, as well as having over 250 additional businesses stationed there. The MediaCityUK jobs’ board has useful links to the job sites for the BBC and ITV in addition to external support networks for breaking into the media industries.

**Resources to find journalism jobs and work experience**

- **Association of British Science Writers**
- **BBC Academy**
- **BBC Careers**
- **BBC Commissioning website** – information regarding pitching an idea for a programme.
- **Broadcast Now**
- **Cavendish Press**
- **Channel 4 – 4 Talent**
- **Channel 4 Dispatches Investigative Journalism Training Scheme**
- **Channel Five**
- **Creative Skillset**
- **Financial Times Editorial Graduate Scheme**
- **Fremantle Media Graduate Programme**
- **Guardian**
- **Hospital Broadcasting Association**
- **ITV News Traineeship**
- **Media UK – directory for UK media outlets**
- **Radio Academy**
- **Radio Centre**
- **Sky Television**
- **Student Radio Association**
- **Hiive professional network for creative people**

Want to work in television
This is not a definitive list. Other possible routes into different broadcast mediums could be through asking to work shadow an organisation for a few days. Work shadowing involves observing employees throughout their ordinary working day and seeing what is involved in a certain industry. Think of media outlets that are exclusive to Manchester such as Key 103, XFM (Manchester), Imagine FM, Manchester Confidential, Flux Magazine and Manchester Evening News. Try contacting organisations individually to see if work shadowing is possible.

**Unpaid work experience**

The majority of work experience in the media industries is often unpaid. However, there are formal work experience schemes available, more so from notable employers such as the BBC and ITV, but you should take the possibility of unpaid work into account when considering gaining experience. Read advice from the Safer Jobs website if you are unsure of a job advertisement and Citizens Advice for your rights at work.

**Other employment sectors to consider**

When looking outside of the journalism industry, you will find there are many opportunities out there that employers do not specify a particular degree subject for. It is essential not to limit your job search to roles directly related to your degree programme when career planning as you could miss the wealth of opportunities that are out there for recent graduates with any degree. For example, organisations such as the NHS do not only employ healthcare professionals; roles in management, logistics and IT also make up a large amount of staff. You can research different job sectors on the Prospects website.

**Advertising, marketing and PR:** entry is very competitive but digital marketing, including writing copy for blogs and social media is a growth area. Excellent written communication skills are essential for roles in marketing and PR and you will gain these skills through your journalism degree.

**Business and management:** many of the UK’s largest companies offer graduate schemes where you can specialise in different areas of business. Bentley Cars, based in Crewe, have a Graduate Development Programme offering trainee roles in sales and marketing, HR, finance, purchasing and logistics.

**Community and Voluntary Sector:** although there are relatively few graduate trainee posts, you can train as a youth and community worker, or move into paid administrative or fundraising roles (usually when you have experience gained in other industries or have already been a volunteer).

**Government and public administration:** The public sector is still a big recruiter and encompasses jobs in the Civil Service, regional and devolved government, NHS management, local government, law enforcement and intelligence services. The NHS Graduate Management Training Scheme prepares recruits for management roles in HR, finance and general management.

The Careers & Employability service provides information and advice on job searching and we advertise hundreds of part-time opportunities, vacation work, placements, internships and graduate job-vacancies throughout the year on My Career Hub.
Other types of Graduate Jobs

Graduate schemes are offered by larger companies who take new graduates and train them in a structured programme. Formal graduate training schemes generally last approximately one to two years, although some can be longer. Schemes are usually a combination of ‘on-the-job’ and prepared training programmes set by employer to suit the needs and growth of the business. Many employers featured in The Times Top 100 Graduate Employers will be offering graduate schemes. Graduate schemes can be attractive for candidates as they often offer an attractive starting salary and good career progression. However, only a small proportion of the UK job market is made up of graduate schemes. Most graduates will be employed directly into individual positions within organisations. Recruitment for these jobs is less structured in timing and promotion can be slower than formal graduate recruitment schemes, meaning vacancies can be harder to find. When advertising other graduate roles, companies often choose to advertise in industry specific journals, magazines and websites, their own company websites or via specialised, recruitment agencies.

Have a look at the below links for graduate jobs advertising now:

Ad Job Wall - An intern, placement and job site for the creative industry.

Arts Council - Job site by Arts Council England, wide ranging – all internships are paid unless part of a further or higher education course.

Arts Hub - Large listing of arts and creative jobs including internships and work experience.

Arts Job Finder - Part of Arts Professional - Wide range of jobs across the arts sector.

BBC Careers - Includes information on trainee schemes and apprenticeships.

Creative Access – Provides opportunities for paid internships in the creative industries for people from under-represented black, Asian and other non-white minority ethnic backgrounds.

Creative Skillset – The industry skills body for the Creative Industries, which works across film, television, radio, fashion, animation, games, visual effects, textiles, publishing, advertising and marketing communications. Includes a comprehensive listing of job roles available in film.

RSA - (Royal Society for the encouragement of Arts, Manufactures and Commerce)

GradTouch

Guardian Jobs (Arts and Heritage)

Indeed

Prospects.ac.uk

Target Jobs

The Job Crowd - Arts & media graduate careers.

Working for yourself

Some Manchester Met graduates have also successfully started their own business/social enterprise. Read our ‘Working for Yourself’ careers guide for information on self-employment, freelancing and starting your own business: www.mmu.ac.uk/careers/guides
Further study

As mentioned before, many working journalists will have a postgraduate qualification from an accredited organisation alongside their undergraduate degree. Even if you are thinking about other sectors rather than journalism, postgraduate study has the potential to enhance your career prospects and may be essential for some career choices such as teaching and law.

With a variety of postgraduate qualifications available, it is important that you research your options before starting your applications. Read our Postgraduate Study and Funding Guide for detailed information on available courses and funding options and search for courses on these websites:

- Find a Masters
- Find a PHD
- Prospects - postgraduate study

What are other Journalism graduates from Manchester Met doing now?

The following information represents some of the next steps for Journalism graduates of Manchester Met.

- Publicity and Press Intern
- Journalist
- Media Operations
- Marketing Assistant
- Editor of Humanity Hallows

Be inspired by other Manchester Met Journalism graduates

Careers & Employability Support

The Careers & Employability Service offers a range of support to Manchester Met students and graduates:

- **Find Opportunities**: We advertise hundreds of part time, graduate and internship roles through My Career Hub.
- **Jobs Hub drop-In**: Available Monday-Friday 1pm-4pm, our Careers & Employability Assistants are available to offer job seeking and application advice.
- **Career Consultant Appointments**: Meet with a Careers Consultant to discuss options with your English degree.

For more information visit our website