

Content Creation

careers

Content Management

More senior Content Creator. Create, organise and schedule content, typically for websites and social media. Manage a team of contributors.
£33,000 - 57,000.
2560 vacancies.*

Communications

Informing external or internal audiences through written, audio or visual messaging. Developing communication strategies. Designing and writing campaigns.
£27,000 - 61,000.
3500 vacancies.*

Content Creator

Develop and make content for social media, web, print, and broadcast. Visual, audio and written. Organise existing content.

Graduate Content Creator

Undergraduate degree in English, Communications, Marketing or similar, or experience of creating and publishing content personally or through an internship.

Junior Content Producer apprenticeship

Two GCSEs or above in English and maths, experience of creating and publishing content personally.

£10,000 - 26,000.
3040 vacancies.*

Marketing

Developing marketing strategies to better sell products or services. Research market trends which inform campaigns. Analyse performance of campaigns to identify what works.
£34,500 - 64,000.
9100 vacancies.*

Copywriting

A very wide range of writing tasks: scripts, informative articles, marketing copy, websites, creative or technical writing and editing. Working to deadlines, developing ideas, presenting writing in a client's style.
£23,500 - 65,000.
800 vacancies.*

*All vacancies as of June 2022



Ways to specialise

Technical programs: Adobe InDesign and Photoshop, WordPress, PowerPoint, Content Management Systems

Qualifications: Chartered Institute of Marketing, Chartered Institute of Public Relations, Public Relations and Communications Association, Institute of Data and Marketing, Squared Online, Digital Marketing Institute



Top employers

- Entry level: Civil Service GLOBAL WELLNESS INSTITUTE™ EMPowering WELLNESS WORLDWIDE BBC THE NATIONAL LOTTERY
- Content Management: amazon web services HAYS JLL WUNDERMAN THOMPSON
- Communications: Civil Service Hackney Edelman Coca-Cola
- Marketing: EY pwc carwow Thorntons Heineken
- Copywriting: publicis sapient BINANCE Virgin TV direct line +many copywriters work freelance

For more information

www.peabody.org.uk/economic-inclusion

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