

ARTS, CULTURE & ENTERTAINMENT



The arts, culture, and entertainment sector helps preserve and strengthen our community, supports our sense of place, forges our identity, showcases our creativity, and provides a range of leisure activities for all of society to enjoy.

The sector makes a significant contribution to the Northern Ireland economy, and supports the Hospitality & Tourism sector by providing local people, as well as visitors, with a range of activities and attractions to see and do.

The sector also supports what is referred to as 'social and emotional learning', supporting the physical and mental wellbeing of individuals and making our communities more vibrant.

Individuals that have attended cultural places or events in the previous 12 months are 60% more likely to report having good health, and

a survey of over 6,500 audience members revealed the well-being aspects of **attending live events** is what people missed most during the Covid-19 lockdowns.

Arts, culture, and entertainment includes local classes and community events, literature, festivals, music, plays, visual arts, filming and media production, comedy, gigs, carnivals, and much more.





KEY FACTS

- The creative industries in Northern Ireland account for **43,000 jobs** and contribute £797 million per year to the economy.
- In 2019, arts events across NI generated **over £24 million** in ticket sales alone, with additional spend estimated at **£90 million**.
- In 2018, **£400 million** of visitor spending in Northern Ireland involved engagement with arts and culture.
- The number of adults engaged with arts, culture, and entertainment in Northern Ireland **has grown to 79%**.



WHY ARTS, CULTURE & ENTERTAINMENT?

It's an exciting time for the arts, culture, and entertainment sector in Northern Ireland, with significant investment over recent years due to the expansion of businesses and organisations involved in the TV, film, and creative industries.



For creative or technical individuals passionate about helping to bring ideas to life, collaborating on meaningful work, or contributing to cultural enrichment, the sector is a great place to work. Employment within the sector has increased by approximately 14% over the past ten years, with a high proportion of self-employment (36% in 2019) making it a particularly entrepreneurial sector.

Working in this sector can be challenging. Opportunities for work are often inconsistent, with many individuals operating as freelancers or self-employed, which means income and earning potential can be inconsistent too. Many individuals have a second form of flexible employment to help support them when

in-between gigs. Networking and collaboration is a must in this sector to find new opportunities.

However, some individuals have achieved significant success and we have an abundance of globally recognised talent, including Adam B (YouTuber, author, television presenter), Adrian Dunbar (actor), Christine Lampard (television presenter), James Nesbitt (actor), Jamie Dornan (actor), Joel M (magician, television presenter), Kenneth Branagh (actor), Liam Neeson (actor), Lisa McGee (playwright and screenwriter), Lisa McHugh (singer), Michelle Fairley (actor), Paula Malcomson (actor), Snow Patrol (band), The Undertones (band), and Zoe Salmon (television presenter).



WHAT ARE THE OPPORTUNITIES?

There are a vast and varied number of job roles in the arts, culture, and entertainment sector; from public facing careers such as being a performer, to vital behind the scenes careers that support the sector. Many roles do not require previous experience and have minimum entry qualifications, such as five GCSEs at Grade C or above, including English and Maths. However, many roles do require passion and enthusiasm, talent, and a dedication to practising and learning a particular craft or skill.

Opportunities available in the sector include:

- Actor
- Animator
- Author
- Dancer
- Singer
- Director
- Producer
- Set Design
- Musician
- Radio Host
- Television Presenter
- Poet
- Playwright
- Artist
- Sculptor
- Museum Curator
- Comedian
- Performer

...and more!



SALARY EXPECTATIONS

Salaries vary considerably in the sector based on the job role, your experience level, and the entry qualifications required. Many individuals in the sector are self-employed or work on a freelance basis.

Here are some **average salaries** for job roles within the sector:

Actor
Average salary
£27,300 per year

Animator
Average salary
£43,311 per year

Photographer
Average salary
£27,026 per year

Costume Designer
Average salary
£32,945 per year

Dancer
Average salary
£30,307 per year

Musician
Average salary
£27,394 per year

Assistant Producer (TV)
Average salary
£37,067 per year

Assistant Director (TV)
Average salary
£40,000 per year

Museum Curator
Average salary
£30,706 per year



For further information, click the link highlighted in **blue**



WHAT QUALIFICATIONS DO I NEED?

Many jobs within the sector don't necessarily require a degree. Depending on your chosen career path, there may be further or vocational qualifications available from FE Colleges, and some entry routes can include Internships or Apprenticeships, which means you gain on-the-job experience whilst completing relevant qualifications and earning a wage.

However, it's best to assess what career you're interested in first and research it to see if specific qualifications are required. There are specialist colleges and universities for many performance-related jobs, such as an actor, a dancer, or a musician, where you can learn the relevant skills required. Attendance at specialist colleges is not a requirement but can be useful for boosting your future prospects.

Working in the arts, culture, and entertainment sector can be very competitive, so it's important to get ahead by ensuring you not only have the relevant skills and qualifications, but also that you undertake extra training and seek out development opportunities.



WHAT SKILLS ARE USEFUL?

Beyond the qualifications needed to pursue a career in the arts, culture, and entertainment sector, there are a range of employability skills and personal attributes that are useful to have. These include:

- Skills and talent (relevant to your chosen profession)
- Confidence
- Determination and commitment
- Self-belief
- Team player
- Creative and innovative thinking
- Excellent communication skills
- Commercial thinking
- Organisational skills





WHERE CAN I GO TO FIND OUT MORE?

Arts Council of Northern Ireland

The Arts Council of Northern Ireland is the development and funding agency for the Arts in Northern Ireland, providing funding to a wide range of organisations, events and initiatives, as well as individual artists working within arts, culture, and entertainment sectors.

Northern Ireland Screen

Northern Ireland Screen is the national screen agency for Northern Ireland. Committed to maximising the economic, cultural, and educational value of screen industries, their goal is to accelerate the development of a dynamic and sustainable screen industry and culture in NI.



ARTS, CULTURE & ENTERTAINMENT EMPLOYERS



For further information, click the Company Logos or the links highlighted in **blue**