

Jobs in the Media Industry

3. Senior roles

Senior roles manage a project or a specific stage of it.

They often work in **all** stages of production and are involved in a project from its design to its final distribution. They need to have a good grasp of everything that will be needed to make an effective final product, and be able to manage people and the production process.

Job	What it involves	Stage
Campaign manager	Manages the marketing and advertising elements of a product to make sure that it is seen by the people it is aimed at. Will involve managing content creators, copy writers, photographers etc... Marketing often starts before a product is completed. It is important to start thinking about how products will be marketed during pre-production.	All phases
Creative director	Has an overview of the design and creation of a product. Manages graphic designers, web designers, content creators, copy writers, illustrators, photographers, and graphic artists to make sure that the product is as effective as possible. Have responsibility for the look and feel of the final product and make sure client needs are met.	All phases
Director	Manages the creation of products such as TV or radio programmes, films, computer games etc... Oversee the filming or recording process Has a key role in making sure that people and equipment are in the right place at the right time. May work with script writers to plan, and with editors to refine the final product.	All phases, with a key role in production
Editor	Controls the content of products. Includes print products such as magazines, books, or newspapers, but also radio and TV programmes and websites. Work with content creators and copy writers.	All phases
Production manager	Manages the schedule for a product, making sure that tasks and activities are planned and assigned to the right people. Have a key role in pre-production and create schedules, work plans , location recces , health and safety risk assessments , and asset logs . A key organisational role keeping projects on track.	All phases