

Mapping Your Future

Media & Advertising



What is Media and Advertising?

New York City is one of the biggest media and advertising centers in the world. Advertising is a way of communicating used to persuade an audience. "Media" refers to the format used to get the message across to them. The industry includes advertising firms, public relations firms, newspapers, video and radio recording, broadcasting, movies, magazines, and books. Many people want to work in this industry but it can be hard to get your "foot in the door." Qualified people may even take junior level and entry-level jobs just to break in. To get a job with a major firm, you may have to get an internship and show your value to the company before becoming a full-time employee.

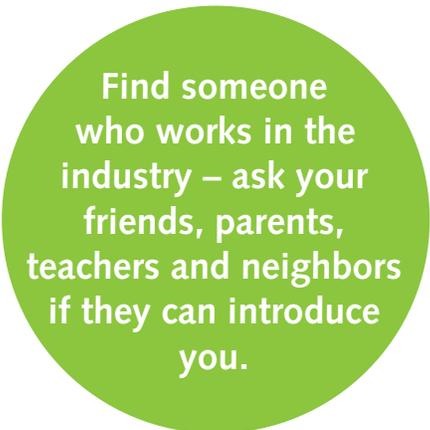
In creative jobs, experience and talent are often more important than a degree or certificate. It is a fast-changing industry where adapting to change and learning new things is essential. Starting salaries can be lower than in other industries because it is seen as a fun, exciting industry. There are also a lot of tech jobs emerging, as more media campaigns use the Internet, smart phones, and tablets. There are salaried jobs and freelance opportunities in this industry. Marketing, public relations (PR) and advertising skills are needed in all types of industries. People with marketing, PR, and ad skills can find jobs in other industries too. Their skills are needed in many businesses, nonprofit and government agencies.

Put Yourself on the Map: How to Use This Brochure

Like any map, this Career Map helps you find your way to new places – in this case, a bunch of careers within one specific industry. (An industry is a loosely defined area of businesses engaged in similar work.) As you read, ask yourself: what different kinds of jobs are there? How could one job lead to the next? Which ones will I like? How much money can I earn, and how long will it take me to get there? What kind of training do I need?

One of the best ways to find a satisfying career is to get clear about your personal interests and strengths. What do you most enjoy doing? What do your friends, teachers, parents say you do best? Do you prefer to work with people, ideas or things? Do you want to be in charge, or work alongside your peers? Which of these jobs will let you be your best?

Once you've found a path that sounds like a good fit, it's time to test it out. Find someone who works in the industry – ask your friends, parents, teachers and neighbors if they can introduce you. Ask if they are willing to talk with you for a few minutes. This is called an "informational interview." You're not asking them to find you a job; you're only asking to listen and learn about their experience. If you ask in a professional manner, many people are happy to speak with you. (If you're nervous about this, ask a teacher, guidance counselor or parent to help.)



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Before you meet with the person, reread this brochure and write down any questions you have, for example:

- What do you spend your day doing in this job?
- How did you get started in this field?
- How much reading, writing or math do you do in your job?
- How do people dress at the work place?
- Do you have a routine set of tasks you do every day or do you do something different every day?
- Do you work the same schedule every week, or does it change?
- What courses would I take in high school or college to prepare for this job?
- What is my next step after high school if I am interested in this field?
- Where can I find people who can help me learn more about this field?

Make sure to send a thank you note, and in no time you'll be on your way. For more information about this industry and many others, you can visit www.careerzone.ny.gov

INCREASING LEVELS OF EDUCATION/TRAINING REQUIRED

Some College and/or Moderate Experience	College or Experience	College Plus Experience
<p>Graphic Designer</p> <p>DUTIES: Design or create graphics to meet clients' needs for letterheads, logos, websites or other media.</p> <p>PAY RANGE: \$38,000 to \$75,000 per year</p>	<p>Copy Writer ⚡</p> <p>DUTIES: Write for ads, publications, or the Internet – often to promote sales.</p> <p>PAY RANGE: \$30,000 to \$50,000 per year</p>	<p>Managing Editor</p> <p>DUTIES: Oversee editorial staff, manage quality control, and have the final word on materials being published.</p> <p>PAY RANGE: \$45,000 to \$85,000 per year</p>
<p>Presentation Designer</p> <p>DUTIES: Design and create presentation materials on a computer or on paper.</p> <p>PAY RANGE: \$40,000 to \$75,000 per year</p>	<p>Editor</p> <p>DUTIES: Coordinate and edit written and other material for publication.</p> <p>PAY RANGE: \$40,000 to \$100,000 per year</p>	<p>Art Director</p> <p>DUTIES: Come up with design ideas and approaches and execute them in art or layout design.</p> <p>PAY RANGE: \$73,000 to \$163,000 per year</p>
<p>Web or Mobile Media Designer</p> <p>DUTIES: Design, create, and modify websites or mobile or tablet apps.</p> <p>PAY RANGE: \$40,000 to 75,000 per year</p>	<p>Application Developer</p> <p>DUTIES: Create computer applications or utility programs. Develop software solutions to meet customers' needs.</p> <p>PAY RANGE: \$70,000 to \$120,000 per year</p>	<p>Creative Technologist</p> <p>DUTIES: Help customers decide the best technology to communicate their message. Oversee the design and technical development of media projects.</p> <p>PAY RANGE: \$85,000 to \$185,000 per year</p>
<p>Digitizing Technician</p> <p>DUTIES: Take materials like books or tapes and convert them into something that can be used on computers or other digital media.</p> <p>PAY RANGE: \$40,000 to \$100,000 per year or \$19 to \$48 per hour</p>	<p>Digital Director</p> <p>DUTIES: Build relationships with prospects, clients and partners in online marketing and media areas.</p> <p>PAY RANGE: \$85,000 to \$185,000 per year</p>	<p>Design Director</p> <p>DUTIES: Oversee and direct design of print and digital media.</p> <p>PAY RANGE: \$85,000 to \$185,000 per year</p>

MAP KEY

 Expected to grow faster than average in the next 6 years.

 Licensing or certification required.

Pay Range Typical pay range from entry level to experienced. Jobs that are primarily part-time are expressed as hourly pay; jobs that are primarily full-time are shown with annual pay. Those that could be either are shown both ways.

Education Minimum education and experience requirements. This may vary from employer to employer.

This flyer highlights some jobs, but not all jobs in this sector.

INCREASING LEVELS OF EDUCATION/TRAINING REQUIRED



Some College and/or Moderate Experience	College and/or Significant Experience
<p>Camera Operator</p> <p>DUTIES: Run television, video, or film camera for TV broadcasts, advertising, video production, or the movies.</p> <p>PAY RANGE: \$30,000 to \$55,000 per year or \$14 to \$26 per hour</p>	<p>Film Editor</p> <p>DUTIES: Edit film, video, or other media and synchronize soundtracks with images.</p> <p>PAY RANGE: \$45,000 to \$85,000 per year</p>
<p>Sound Engineering Technician</p> <p>DUTIES: Set up and connect audio equipment including microphones, sound speakers, recording equipment, and mixing boards.</p> <p>PAY RANGE: \$35,000 to \$75,000 per year or \$17 to \$36 per hour</p>	<p>Technical Director</p> <p>DUTIES: Coordinate taping, editing, engineering, and maintenance departments to produce radio or television programs.</p> <p>PAY RANGE: \$45,000 to \$85,000 per year</p>
<p>Video Technician</p> <p>DUTIES: Set up video equipment including video screens, projectors, monitors; connect wires and cables.</p> <p>PAY RANGE: \$35,000 to \$70,000 per year or \$18 to \$34 per hour</p>	<p>Director</p> <p>DUTIES: Direct television, radio, video, or film productions, make creative decisions about scripts, actors, design and sound.</p> <p>PAY RANGE: \$55,000 to \$150,000 per year</p>
<p>Electrical Technician</p> <p>DUTIES: Apply electrical knowledge to design, build, repair, and adjust electrical components, circuitry and controls.</p> <p>PAY RANGE: \$49,000 to \$77,000 per year or \$24 to \$37 per hour</p>	<p>Chief Engineer</p> <p>DUTIES: Oversee the technology needed to put a broadcast on-the-air. Make sure equipment is ready for broadcast and solve problems when they arise.</p> <p>PAY RANGE: \$95,000 to \$175,000 per year</p>

Did you know?

- It can be hard to get your “foot in the door” in the industry.
- Qualified people often take lower level jobs just to break into the industry.
- If you want a job with a well-known company, it is a good idea to get an internship first.
- In creative jobs, experience and talent may count more than education.
- It is a fast-changing industry where knowing how to learn new things is key.
- Jobs in the industry often require excellent communication skills.
- There are salaried jobs and freelance opportunities in this industry.

INCREASING LEVELS OF EDUCATION/TRAINING REQUIRED

High School and Some Experience	College or Experience	College Plus Experience/Certification and/or Postgraduate Degree
<p>Administrative Assistant</p> <p>DUTIES: Support executives and managers in media and advertising firms. Screen calls and take messages, coordinate travel arrangements, compile and maintain news clips and media lists, do Internet research, organize office and maintain files, draft letters and newsletters, and schedule appointments.</p> <p>PAY RANGE: \$26,000 to \$44,000 per year or \$12 to \$22 per hour</p>	<p>Ad Account Executive</p> <p>DUTIES: Sell advertising space or time in publications, or on signs, TV, radio, or the Internet. Develop and maintain client relationships and close sales. Do product demonstrations in person, or by phone or webinar.</p> <p>PAY RANGE: \$40,000 to \$90,000 per year</p>	<p>Certified Public Accountants  </p> <p>DUTIES: Keep track of the financial well being of a media or advertising firm. For example, may calculate assets, profits and losses and tax liability.</p> <p>PAY RANGE: \$55,000 to \$100,000 per year</p>
<p>Bookkeeper</p> <p>DUTIES: Take care of accounting work for a media, advertising or public relations firm. Do the day to day work on accounts payable and receivable, prepare invoices and pay bills. Bookkeepers often work part-time and have flexible hours.</p> <p>PAY RANGE: \$30,000 to \$45,000 per year or \$14 to \$22 per hour</p>	<p>Talent Development Specialist </p> <p>DUTIES: Recruit, screen, interview, and hire workers into available positions. May do staff training or college recruitment for the industry. This work requires an eye for the unique skills needed in the broadcast or advertising industries</p> <p>PAY RANGE: \$40,000 to \$85,000 per year</p>	<p>VP Market Research</p> <p>DUTIES: Oversee media research. Communicate with clients to understand their needs. Develop methods, design and direct research and make recommendations based on findings. Research could be about market activity, competitors' performance, customer preferences, or future trends that could affect clients' business.</p> <p>PAY RANGE: \$100,000 per year and higher</p>
	<p>Media Market Research Analyst </p> <p>DUTIES: Research market conditions or collect information to get a sense of the sales potential of a product or service. Do research on competing firms' prices, and sales and marketing methods.</p> <p>PAY RANGE: \$85,000 to \$185,000 per year</p>	<p>VP Sales and Marketing </p> <p>DUTIES: Manage ad account executives by setting territories and sales quotas. Build new business opportunities and generate revenue for newspapers, television programs, and/or websites. Make sure that clients' needs are being met.</p> <p>PAY RANGE: \$100,000 per year and higher</p>
	<p>Talent Development Manager</p> <p>DUTIES: Plan, direct, or coordinate human resources activities and staff of an advertising or public relations firm. Talent development work requires an understanding of and eye for the unique skills needed in the broadcast or advertising industries.</p> <p>PAY RANGE: \$75,000 to \$140,000 per year</p>	

Types of Employment

	HOURS/WEEK	SCHEDULE	WAGE/SALARY	PAYMENT	COMMON BENEFITS
Full-Time	Usually 35+	Steady	Annual	Weekly or bi-weekly	Paid sick leave, vacation time, health insurance, retirement savings
Part-Time	Usually <35	May vary	Hourly	Weekly or bi-weekly	Usually none
Temp	As available	May vary	Hourly	Weekly or bi-weekly	Usually none
Self-employed aka Freelance	Varies	Varies	Negotiate rate of pay with client	Upon completion of work or on a schedule of deliverables	None: must pay own taxes and health insurance
Union			Typically higher than comparable non-union positions		As negotiated by the union with the employer on behalf of members

For information about the DOE CTE Programs:

<http://schools.nyc.gov/ChoicesEnrollment/CTE/ParentsandStudents/default.htm>
<http://CTECouncil.org>

For additional information:

<http://www.aaaa.org/careers/Pages/default.aspx> (advertising)
<http://www.prsa.org/> (public relations)
<http://www.bls.gov/ooh/media-and-communication/home.htm> (broadcasting)

Where can I get additional general information on careers?

For careers in New York State: www.careerzone.ny.gov
 For general career information, including videos of nearly 550 careers: www.acinet.org