

Screen Industry Careers

Starter Guide

For screen industry professionals supporting careers activities for young people

In order to develop a skilled and representative screen industry workforce for the future, young people first need to view the screen industries as a visible, viable and accessible option.

Students are interested in screen careers; however, they don't feel roles are accessible to them (www.bfi.org.uk/industry-data-insights/reports/bfi-eric-screen-careers-research) and typically don't understand the pathways into industry and the breadth of opportunity that extends beyond creative, above-the-line roles.

There is an appetite among young people and within schools and colleges to hear from screen industry professionals about what they do and what it takes to be successful in the workplace. Hearing from authentic industry voices has a range of benefits for learners; moreover, inspiring the workforce of the future also brings you benefits.

In this guide for industry professionals, we'll set out some of the key messages to help you feel more confident about raising awareness of screen careers with young people, look at how to make the most impact in any careers activities you choose to get involved with and explain how Into Film can support you.



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Why get involved?

In addition to the huge benefits for young people, what's in it for you?

- ➔ Increase and diversify the pipeline of talent coming into the industry.
- ➔ Share your love of a job.
- ➔ Give back and contribute to something that might not have been available when you were at school.
- ➔ Do something different and have fun.

Feedback from careers activities has been overwhelmingly positive.



'I liked hearing from the casting director, because I was really interested in how the people were selected. It was all very inspirational and will help me with my future career.'

STUDENT

'She really enjoyed it and has been telling us about all the different jobs and people she learnt about. An amazing opportunity.'

PARENT



How can Into Film support you?

Into Film is the UK's leading charity for film in education and the community. We provide screen industry careers information and advice, support young filmmakers and bring the power of moving image storytelling into classroom teaching.

The core Into Film programme is free for UK state schools, colleges and other youth settings, thanks to support from the BFI, awarding National Lottery good cause funding and through other key funders including Cinema First and Northern Ireland Screen.

If you want to raise awareness about the screen industries and reach out to over 50,000 teachers via our established network of 20,000 schools across the UK, we can help you. We'll support you to amplify your voice, maximise the impact of any activities you get involved with and ensure that all activities keep you and the audience safe.

INTO FILM



How can you help?

- ➔ UK-wide: Join our expert panel, speak at events or on panels, get behind the scenes at your workplace and support our courses or resources.
- ➔ Across the UK nations: Support Screenworks work experience (NI Screen), Scottish Careers Week; activities in Welsh or English language in Wales; Into Film Festival special events and regional screen industry activities.
- ➔ Work with partners including Discover! Creative Careers, Access VFX or Speakers for Schools.

Get in touch with us at industrypartners@intofilm.org to find out more.

What is happening in schools already?

Across all the UK nations, work is well underway to ensure that students hear from employers throughout their time in secondary education and college (and even in primary schools, in some cases).

In order to make informed career decisions, young people need to learn about the workplace, themselves, their own strengths and skills and the pathways and opportunities open to them.

‘I had a fantastic time at the event. We were given real industry advice to pass on to our students about ways to get into the creative industry and the skills and experience that students can gain.’

TEACHER



What do schools need?

Your time and expertise are valued by schools and colleges, whether you can spare an hour, a morning or more. Schools and colleges tell us what they need.

- ➔ Support for activities that align with the school curriculum or careers programme: getting involved in project work, setting project briefs, speaking or providing recorded content for lessons and assemblies, supporting careers events and employer encounters.
- ➔ Willingness to work with younger students. Career decision-making starts well before the age of 16.
- ➔ Willingness to work with settings outside mainstream school or college: SEND/ALN specialist schools and colleges, pupil referral units or other alternative provision are all keen to hear from you.
- ➔ Content to include what you do and how it fits into the screen industries, what a typical day involves, what you love about your job, challenges in your job, skills you use every day, your pathway into the industry or top tips for learners who want to get started.
- ➔ Openness around barriers or challenges you have overcome often resonates with students, if you feel comfortable to share.

We can support you with information on what young people can do next if they want to find out more.

- ✓ supporting project work
- ✓ content for lessons and assemblies
- ✓ virtual broadcasts
- ✓ day-in-the-life content
- ✓ panel discussions
- ✓ setting project briefs
- ✓ careers events
- ✓ experiences of the workplace

What do young people need to know?

No matter what point you are at in your career, you will have so much to share. There are many aspects of the screen industries that students (and their teachers) aren't typically aware of:

- ➔ Industry jargon, so if you mention grips, dollies and DOPs, make sure you explain them too!
- ➔ Breadth of jobs: the screen industries aren't just for creatives
- ➔ Below-the-line roles
- ➔ The importance of skills for future success
- ➔ Screen industries are for everyone
- ➔ Screen industries operate outside London.

We provide guidelines to help you safeguard yourself and the young people you speak to.



What are the positives and challenges?



FOR EDUCATORS

- ➔ Schools and colleges are measured based on their careers activities, so welcome industry voices to bring roles to life, particularly in sectors like the screen industries, which young people want to know more about.
- ➔ Schools and colleges face tight budgets, competing priorities and with a packed curriculum, limited time for learners to hear from the industry. At Into Film, we try to ensure that our resources can be used in different ways and use virtual and recorded activities to maximise reach.

FOR INDUSTRY

- ➔ Schools appreciate some of the challenges you may face in getting involved; however, they may not be aware of all of them. Schools typically plan activities months in advance, which can prove challenging for freelancers.
- ➔ Into Film can provide support by brokering activities that can be planned far in advance but with the flexibility to make adjustments if things change.

Into Film supports content and production that amplifies your reach and makes best use of your time.

Who do schools/colleges need to hear from?

It is important for young people to hear about a wide range of roles and learn about a breadth of industry experiences from:

- ➔ Near-to-peer speakers
- ➔ A diverse range of industry voices
- ➔ Below-the-line roles
- ➔ People working right across the UK.



When does career decision-making happen?

Young people have to stay in education or training until the age of 18. They have decisions to make about their next steps at the ages of 14, 16 and 18; however, careers activities in schools start long before this. Careers activities in most of the UK start around the age of 11 with careers exploration (finding out what jobs exist, what they enjoy and are good at). In Wales, careers learning is built in from the age of 3, and primary school careers activities are being piloted elsewhere across the UK too.

‘Participation in career talks with employee volunteers can change the attitudes of pupils to education, influence their future plans and subject choices, motivate them to study harder, and support an improvement in academic attainment.’

Education and Employers research

www.educationandemployers.org/research-main/key-findings-from-our-research

You have an important role to play in raising awareness of the screen industries. Young people need to ‘see it to be it’. They respond particularly well to near-to-peer speakers who they can relate to. For the industry to become more diverse, inclusion of a range of voices from a range of backgrounds is key.



Who and what influence young people’s career decision-making?

Students are influenced primarily by parents/carers, friends and people they know, followed closely by teachers and careers advisers (www.skillsdevelopmentscotland.co.uk/media/22ghzkww/young-peoples-career-ambitions-2022-headline-briefing-paper.pdf).

The Into Film careers programme informs and upskills teachers and careers advisers too, as well as talking directly to young people and exploring routes to engage with parents.

Career decisions are not made in a vacuum. Today, students are living through crises in costs of living and mental health, rapid developments in AI, as well as exploring jobs that align with their values, all of which impact their decision-making.



When is a good time to work with schools/colleges?

The school calendar is often planned months in advance. National Careers Week, Discover! Creative Careers Week (England), Scottish Careers Week, National Apprenticeship Week or Scottish Apprenticeship Week are great opportunities to shout about the screen industries; however, preparation for activities like these starts long before, and careers activities take place year-round.

Get in touch

Get in touch with us at industrypartners@intofilm.org whenever you are ready to discuss your involvement or find out more. There are many different ways we can work with you. The schools, colleges and young people we work with value your input. You can make a real difference to young people through the Into Film screen careers programme.

