

CAREER OF THE WEEK: Content Creator

What does a content creator do?

A content creator is someone who produces material for online platforms, such as videos, blogs, podcasts, or social media posts. Their goal is to engage, entertain, or inform an audience. This could mean making TikTok videos, creating YouTube tutorials, writing blog posts, or posting Instagram photos and reels. Content creators often work independently or for companies, brands, or media agencies, tailoring their work to the interests of their audience. Creativity, storytelling, and digital skills are essential in this role, as well as understanding trends and online communities.



What can I expect to earn as a content creator?

Income for content creators varies widely depending on experience, platform, and audience size. Beginners may earn very little, sometimes just a few pounds a month. As you grow your audience, you could earn £20,000–£30,000 a year through ads, sponsorships, and freelance work. Top creators with large followings can earn six figures or more, but this level is rare and requires a lot of time, effort, and consistency. Many content creators supplement their income with freelance work, merchandising, or collaborations.

What subjects should I study to become a content creator?

While there's no single qualification needed to become a content creator, certain subjects can help. Media studies, digital media, film, journalism, and English are useful for developing writing, editing, and communication skills. Graphic design, photography, and IT are helpful for learning technical skills, while marketing or business studies can help you understand audience growth and monetisation. Most importantly, practical experience with editing software, cameras, and social media platforms is invaluable.

How can I start my career as a content creator?

To start as a content creator, begin by creating content that interests you. Pick a platform, such as YouTube, Instagram, TikTok, or a blog, and post regularly. Focus on quality, consistency, and understanding your audience. Practise skills like video editing, photography, or copywriting. Networking is key—engage with other creators, join online communities, and look for freelance or internship opportunities. Over time, you can build a portfolio and grow your following, which may lead to sponsorships, collaborations, or paid work. Remember, patience and persistence are essential; success rarely happens overnight.

To research local education and training opportunities that could lead to a career as a content creator, visit our partner website www.logonmoveon.co.uk

Other useful websites to find out more about a career as a content creator:

National Careers Service <https://nationalcareers.service.gov.uk/job-profiles/vlogger>

Prospects – How to become a UGC creator <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/how-to-become-a-ugc-creator>

IPSE – How to become a freelance content creator <https://www.ipse.co.uk/advice/how-to-become-a-freelance-content-creator>

Indeed – 8 simple tips on content creation <https://uk.indeed.com/career-advice/finding-a-job/how-to-be-successful-content-creator>



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