

Communications and Media

If you are interested in a job where you get the chance to think creatively, and influence how other people think or act, then working in the communications and media industry is the place to be.

We all watch TV, including the adverts, and are targeted by marketing campaigns. We read books and newspapers. We very often take on board the attitudes promoted by people who work in this industry. We want to have the products they advertise.

What areas can I work in?

There are many different types of careers to choose from in this sector, including: advertising, marketing and public relations (PR); journalism; media and broadcasting; and publishing and writing.

To see the routes to getting into each of these sectors, take a look at our [Career Pathway](#).

What kind of companies can I work for?

For some careers such as TV or journalism, you would work for a specific type of company, but in areas such as PR and marketing you could be working for a company in any type of industry.

What's the job market like?

If you want to enter work in any of these sectors, entry is very competitive so you will need determination and persistence to get into many careers. Some areas, such as marketing and PR, offer long term/permanent jobs, but in other areas short term contracts and freelance work can be more common.

There were estimated to be approximately 197,500 marketing associate professionals working in the UK in December 2024, compared with 202,800 in March 2024.¹ As of December 2024 in Scotland, there were 12,600, compared to 15,600 in March 2024.²

The UK's publishing industry, which relies heavily on exports, particularly to the USA, produced £7 billion in revenue in 2023, a 3% increase on 2022. The Publisher's Association predicts that demand for exports will grow an additional 20% by 2033.³

The latest report from Publishing Scotland in 2022 reports there are 116 publishing companies in Scotland, mostly based in the central belt, that publish over 2,000 books a year.⁵ Some are large firms, and part of global corporations, such as Harper Collins, while many others are very small - yet successful - prize winning firms.

The world of journalism encompasses both print and online media content. According to NOMIS, as of December 2024 there were 3,900 people working as newspaper and periodical journalists and reporters in Scotland, a decrease of 1,500 since March 2024². These declining numbers are supported by the Prospects website, which reports that newsrooms are shrinking due to the decline of print publications and the challenges of making money from online news. It reports that there are only around 50,000 journalists in reporting and editing roles for written and broadcast media in the UK.⁶

Scotland's screen sector contributes £617.4 million to the economy and employs over 10,860 people. Screen Scotland announced a new strategy to set a target of £1 billion of added economic value by 2030.⁷

Facts and figures

- According to Ibis World, in 2023 there was 35,347 people employed in UK book publishing. This had increased by 4.2% on average over the five years between 2018 and 2023.⁴
- As of December 2024, there were 7,800 public relations professionals working in Scotland. This is an increase of 800 from March 2024. 5,400 of those were female.²
- 70.7% of marketing graduates from the academic year 2021/22 went on to full time employment within 15 months of graduating. 54.4% of those found employment in marketing, PR and sales roles.⁸
- As of December 2024, there were 41,700 advertising account managers and creative directors in the UK, 1,200 less than reported in March 2024.¹

Want to find out more?

ScreenSkills is the industry-led skills charity for the screen industries. Find out more about various careers by visiting their website www.screenskills.com.

The BBC have a great careers section with information about getting into the industry via work experience, trainee schemes and apprenticeships. Check out the site at www.bbc.co.uk/careers.

Sources

¹ [Annual Population Survey - Employment by occupation by sex - UK, NOMIS](#) (December 2024)

² [Annual Population Survey - Employment by occupation by sex - Scotland, NOMIS](#) (December 2024)

³ [U.K. Publishing in 2025: The UK and US Publishing Industries Are Growing Closer](#) - Jim Millet, Publishers Weekly (6 June 2025)

⁴ [Book Publishing in the UK - Employment \(2013–2031\)](#), Ibis World (September 2024)

⁵ [Market Insights 2022](#), Publishing Scotland (June 2025)

⁶ [Overview of the UK's media sector](#), Daniel Higginbotham, Prospects (February 2025)

⁷ [Picture Perfect: The soft power that comes with seeing Scotland on screen](#), Joan McAlpine, Holyrood magazine (24 April 2025)

⁸ [What do graduates do? Prospects \(part of Jisc\) and AGCAS \(2024/25\)](#)