

Career Resource Directory




Welcome!

This guide is here to help you kickstart (or level up) your career in the creative, media, and advertising industries.

Inside you'll find practical tools, inspiring resources, and opportunities to grow your skills, meet people in the industry, and stay motivated- whether you're just starting out, building a portfolio, or planning your next move.

Explore & Plan Your Career

Start by figuring out what you enjoy and where your strengths are.

-  **Strengths Profile**
Find out what you're naturally good at.
-  **ERIC App**
Explore creative careers, track goals, and find events.
-  **IPA Careers**
Explore job roles across advertising, media, and strategy.

Learn & Build Your Skills

Free or budget-friendly ways to boost your creative toolkit.

-  **Google Digital Garage**
Marketing, career, and data courses.
-  **Creative Lives in Progress**
Portfolio tips, advice, and open studios.
-  **FutureLearn**
Short courses on design, storytelling & more.
-  **Bauer Academy**
Training and qualifications designed with real media employers, including creative, media and digital skills programme.



Connect, Get Involved & Find Opportunities

Meet people, join programmes, and get your work out there.

Networking:

The Dots - a creative community to follow, Youth Beyond Borders – a network for for young creatives to connect and discover opportunities across creative, media and the arts. Follow Creative Careers Club for up-to-date opportunities from the industry.

Mentoring:

Creative Mentor Network, Meet a Mentor, and SheSays – Who's Your Momma.

Opportunities & Programmes:

Open doors to the creative industries by checking out, Creative Access, Brixton Finishing School, IPA's - Ad Unlocked programme and the 'Discover Creative' campaign, all initiatives helping young people find their path into advertising. Take a look at Aspiration Digital for those exploring digital and Media Careers careers & WYK Digital offering free, industry-led training to thrive in digital careers.

PLOY:

A platform that helps young creatives discover job opportunities and connect with top agencies and employers.

Competitions:

D&AD New Blood, Cannes Young Lions

Show Your Work & Get Seen

Make it easy for people to discover what you can do.

Portfolios (for creative roles only):

If you're applying for creative roles (design, copy, art direction), build a portfolio on Behance

CVs:

You won't need a CV to apply for roles with Publicis Groupe - but it's still useful to have one ready for other opportunities. Create a stand-out one with Canva CV templates

LinkedIn & Personal Brand:

LinkedIn isn't just for job hunting - it's a great place to show what you're about. Share what you're learning, past things you're proud of, and connect with people you'd love to work with one day. A few small updates can make a big difference, and LinkedIn Learning's free tips can help you make your profile stand out.

Look After Yourself & Stay Inspired

Stay confident, resilient, and full of fresh ideas.

Wellbeing:

The Mix and Mind – Young People have brilliant advice and resources to help you stay confident and balanced.

Stay Inspired & In the Loop:

Keep up with what's happening in the industry by following Creative Boom, It's Nice That, and The Drum- and don't forget to check out industry press like Campaign and PRWeek. Watch TED Talks or listen to the Creative Rebels Podcast when you need a fresh burst of ideas.

Remember:

Rejection isn't the end - it just means you're one step closer to the right **"yes"**.

Further information



Interested? Connect with us to find out more!
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