



# Careers in Journalism & Writing

*Your guide to training, jobs and opportunities*

Liverpool & Merseyside | Level 1 to Level 3 | SEND-friendly options may be available



## Why Choose a Career in Journalism & Writing?

- Tell real stories that matter to your community
- Liverpool has a lively media scene — the Liverpool Echo, radio, podcasts and online media
- Writing skills open doors in marketing, social media and communications too
- Every day is different — new stories, new people, new places
- Build a portfolio from school age — blogs, reviews and social content all count
- Growing demand for digital content creators across every industry



## Skills and Personal Qualities

- Curiosity — asking good questions and wanting to find things out
- Clear writing that people enjoy reading
- Confidence to talk to new people and interview them
- Meeting deadlines — news does not wait
- Accuracy and honesty — checking facts carefully
- Social media and digital skills for modern newsrooms



## Useful School Subjects

- English — the number one subject for writing careers
- Media Studies — how news, TV and online content are made
- ICT — digital publishing, editing and social platforms
- History & Geography — understanding the world you report on



## Local Courses (Levels 1 to 3)

Courses are available at local colleges across Merseyside. Many courses accept students without GCSEs.

### Media & Journalism Courses

- City of Liverpool College — Media and Journalism routes Level 1 to Level 3
- Liverpool Media Academy (LMA) — Level 3+ media, content and broadcast pathways
- Knowsley & St Helens College — Creative Media Level 1 to Level 3

### SEND-Friendly & Supported Provision

- Supported study options may be available — speak to your careers adviser about what could work for you

## Apprenticeships and Training

- Content Creator Apprenticeship — Level 3
- Junior Journalist Apprenticeship — Level 3 (with news organisations)
- Public Relations & Communications Assistant — Level 4 (later route)
- Marketing Assistant Apprenticeship — Level 3
- Search live vacancies: [www.findapprenticeship.service.gov.uk](http://www.findapprenticeship.service.gov.uk)
- Supported Internships (for students with an EHCP) are run by local colleges with their selected employer partners — ask your careers adviser whether this route could suit you

## Jobs, Volunteering and Work Experience

Writing careers stretch far beyond newspapers — social media, podcasts, websites, PR and marketing all need good writers.

Role	Where You Work	Starting Qualification
Content Writer	Websites, marketing agencies	Level 2–3 English/Media + portfolio
Social Media Assistant	Businesses, charities, agencies	Level 2–3 + digital skills
Junior Reporter	Local news, online media	Level 3 + portfolio or apprenticeship
Copywriter	Marketing and advertising agencies	Level 3 + portfolio
Blogger / Podcaster	Self-employed, online	Portfolio and practice
Communications Assistant	Councils, NHS, charities	Level 3 Business/Media
Editorial Assistant	Publishers, magazines, websites	Level 3 + strong English

**Typical starting salary: £18,000–£23,000. Experienced journalists and content managers can earn £26,000–£40,000+.**

### Work Experience & Volunteering

- Start a blog, podcast or review channel — your portfolio starts now
- Write for your school newsletter or website
- Volunteer with community radio, local magazines or charity newsletters

## Next Steps and Contact Information

- Visit college open days and websites
- Search for local jobs: [www.indeed.co.uk](http://www.indeed.co.uk) | [www.notjustjobs.com](http://www.notjustjobs.com)
- Find apprenticeships: [www.findapprenticeship.service.gov.uk](http://www.findapprenticeship.service.gov.uk)

<b>TAGS Careers</b>	<a href="http://www.tags.careers">www.tags.careers</a> — local careers information and resources
<b>Colleges &amp; Providers</b>	City of Liverpool: <a href="http://www.liv-coll.ac.uk">www.liv-coll.ac.uk</a>   LMA: <a href="http://www.lma.ac.uk">www.lma.ac.uk</a>   Knowsley & St Helens: <a href="http://www.knowsleycollege.ac.uk">www.knowsleycollege.ac.uk</a>
<b>More Support</b>	Your careers adviser can provide additional guidance tailored to your needs
<b>Apprenticeships</b>	<a href="http://www.findapprenticeship.service.gov.uk">www.findapprenticeship.service.gov.uk</a>   <a href="http://www.indeed.co.uk">www.indeed.co.uk</a>   <a href="http://www.notjustjobs.com">www.notjustjobs.com</a>