



**Career Opportunities In The
Entertainment Production Industry
By Jim Norris**



Career Opportunities

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Career Opportunities

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Career Opportunities

Welcome

- Webinar purpose?
- Questions
- Recording
- Follow up



Career Opportunities

Outline

- Definition
- Industry
- Careers
- Where The jobs are
- Process
- Resumes
- Mistakes
- Conclusion
- Questions



Digital Marketing 101

Definition

The **entertainment production industry** refers to the businesses and professionals involved in creating, developing, and delivering content for audiences across film, television, music, live events, digital media, and related formats.

- Film & cinema** — feature films, documentaries, short films
- Television & streaming** — scripted series, reality TV, news, talk shows
- Music** — recording, producing, and distributing recorded music and live performances
- Live events** — concerts, theatre, sports, festivals, award shows
- Digital & online content** — YouTube, podcasts, social media content, video games
- Advertising & branded content** — commercials, corporate video



Career Opportunities

Industry Size

The global entertainment and media industry is valued at over \$2 trillion USD

The Canadian Entertainment Production Market is estimated at USD \$52.3 billion



Career Opportunities

Careers

- Film/TV Producer
- Director
- Screenwriter
- Production Manager
- Assistant Director (AD)
- Casting Director
- Cinematographer / Director of Photography (DP)
- Film Editor / Post-Production Editor
- Sound Designer / Audio Engineer
- Lighting Director / Gaffer
- Visual Effects (VFX) Artist
- Set Designer / Art Director
- Actor / Voice Actor
- Stunt Coordinator



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Careers (continued)

- Music Supervisor
- Composer / Score Producer
- Business & Distribution
- Entertainment Lawyer
- Talent Agent / Manager
- Distribution Executive
- Production Accountant
- Sales
- Self employed
- Design your own career



Career Opportunities

Where The Jobs are

Personal connections	32%
Professional connections	28%
Job boards (Indeed, etc.)	13%
Staffing/recruitment firms	8%
LinkedIn (direct)	~7%
Social media	~14%

⚡ Only 7% of applications are referrals, yet they make up 40% of actual hires — the highest applicant-to-hire conversion rate of any channel

⚡ 79% of people search via job boards → they produce only ~13% of hires. 33% network → networking produces ~60% of hires.



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Process

1. Know What You Want
2. Get Your Materials Ready
3. Research Target Companies
4. Activate Your Network
5. Apply Strategically
6. Work LinkedIn Actively
7. Prepare for Interviews
8. Manage the Process
9. Evaluate Offers Carefully
10. Negotiate
11. Get the job you deserve



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Resumes

1. Tailored to the Role
2. Achievement-Focused, Not Task-Focused
3. Clean, Scannable Format
4. Relevant and Concise
5. A Strong Top Section



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Common Mistakes

1. Over-Relying on Job Boards
2. Sending Generic Applications
3. Waiting Until You Need a Job
4. Underselling Yourself
5. Failing to Prepare Deeply for Interviews



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Conclusion

- 1 Research extensively
- 2 Make decisions
- 3 Develop a plan
- 4 Never Give up



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Questions?



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