

## Careers Portal paves way to Creative Success

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When it comes to a career in the creative industries, the journey can be less than straightforward. There are many pathways and options to choose from, and the best route to where you want to go is not always obvious. Of course, there's no substitute for the right guidance, whether from professional advisers, mentors or colleagues, but accurate, up to date information can help. And that's where Creative Choices, a pioneering new web portal for the arts sector comes in.

“We believe in individuals taking control of their own career decisions,” explained Tom Bewick, chief executive of Creative and Cultural Skills, speaking at the third annual creative industries' conference in Liverpool. “People can only do this when they are well informed, with access to the right tools, knowledge and networks to help develop their skills and fuel their desire to succeed. That's why we've developed Creative Choices°.”

Launched in its beta version at the same conference, Creative Choices° has been built around three key aspects of career decision making:

- Making the best of your aptitudes: assessing real skills against real jobs
- How to get where you want to go: information on courses, jobs and placements
- Being better informed about your sector: market intelligence, resources for creative business and leadership best practice

Now in the early days of its development, and with some vital aspects still to be implemented, the site is nevertheless definitely worth a look. As well as the more obvious job profiling section, other useful aspects include the Inspiration and Case Studies pages, with some hosting ‘live’ interviews via MP3 or YouTube. For jobs as diverse as toy maker, composer or head of collections, you can check out the real-life experiences of people in the field.

The site is not just for those beginning a career in the creative sector. There's the Insights section with an inside look at storytelling for leadership and professional development for designers. And if it's running your own business you need advice on, you can check out Quickipedia, with its guides to working for yourself, marketing your business and tax matters. There are also other topics available such as Volunteering and sector specific areas such as Music or Cultural Heritage.

Now in its beta phase, Creative Choices<sup>o</sup> will have its full industry launch this September. Still to follow on the site are an interactive assessment tool for creative professionals, an interactive database tool matching skills to jobs, a mentoring and coaching bank, and more. And plans for the site are ambitious. Investment for the project is part of the Cultural Leadership Programme (2006-2011), a delivery partnership between Arts Council England, Creative & Cultural Skills and the Museums, Libraries and Archives Council. There seems little doubt about it – with a partnership like this behind it, the future for Creative Choices<sup>o</sup> looks bright.

[creative-choices.co.uk](http://creative-choices.co.uk) (Creative Choices<sup>o</sup> is best viewed with Internet Explorer)

*Sources:*

Tom Bewick, Careers Support for the IPOD Generation, Speech given at the third annual creative industries' conference in Liverpool, 22 April 2008

Creative & Cultural Skills, Pioneering Industry Careers Portal Launched (Press Release), 2008

