



# Career of the week

## Video Blogger

Vloggers create and post videos online about their life or specialist interests.

**Average salary (a year):** Variable

**Typical hours (a week):** Variable

You could work freelance/self-employed

You can get into this job through:

### College

You could take a college qualification to get practical skills in using editing equipment and software.  
Courses include:

- Level 1 Award in Video Editing and Production for Creative Media Industries
- Level 2 Certificate in Creative Digital Media
- Level 3 Diploma in Digital Content

A course that includes work experience will give you the chance to make contacts in the industry.

### Entry requirements

You may need:

- 2 or fewer GCSEs at grades 3 to 1 (D to G), or equivalent, for a level 1 course
- 2 or more GCSEs at grades 9 to 3 (A\* to D), or equivalent, for a level 2 course
- 4 or 5 GCSEs at grades 9 to 4 (A\* to C), or equivalent, including English and maths for a T Level

### Apprenticeship

You could learn useful skills for this role by doing a Content Creator Level 3 Advanced Apprenticeship, or Multi-channel Marketer Level 3 Advanced Apprenticeship.

These can take up to 1 year and 6 months to complete, as a mix of workplace learning and off-the-job study

### Entry requirements

There are no set entry requirements but it may help you to get in if you have:

## Volunteering

It's important that you get as much practical experience as you can.

You could:

- volunteer to create and edit videos for charities
- do a work placement in a digital marketing agency
- edit student or community film productions
- work on content for an employer's social media channels

[Do IT](#) has more information on volunteering opportunities in your area.

## Other Routes

You could build up your skills and knowledge using free online learning resources that show you how to create vlogs and edit video and sound.

You could also take [short courses](#) in video editing run by film schools and private training providers.

## More Information

### *Career tips*

You can get advice and tips online from other vloggers who have recently started up.

Many people start vlogging as a hobby alongside doing other paid work. This gives you the chance to get subscribers or followers while you improve your skills

### *Professional and industry bodies*

You could join the [Institute of Data and Marketing](#) for training opportunities and to make industry contacts.

### *Further information*

You can find some useful resources to help you build the film making skills you'll need from [Screenskills](#).

## Skills and knowledge

You'll need:

- knowledge of media production and communication
- to be thorough and pay attention to detail
- the ability to understand people's reactions
- excellent verbal communication skills
- thinking and reasoning skills to come up with new ideas
- persistence and determination
- the ability to accept criticism and work well under pressure
- the ability to use your initiative
- to be able to use a computer and the main software packages confidently

## Day-to-day tasks

- You could typically
- plan what to film and write scripts
- get permission to film people or locations
- make short films with a video camera or mobile phone
- use software to edit your videos and add text or special effects
- tag videos with web links for products you promote
- promote your vlog to get more followers
- answer viewers' questions
- analyse web tracking data on your channels to understand what works best
- keep up to date with other vloggers' activity and new technology

## Working environment

- You could work from home, in a creative studio or in an office.