

## Getting a job

### The employment scene

About 20% of people working in film and television have full time salaried jobs. The rest are either on contract or are self-employed free-lancers.

There is a lot of movement in the industry. People rarely stay in full-time employment for all their lives. Most move around, seeking a more challenging environment, better pay, and different experiences.

In the media nothing remains the same. Every product we make is different from any other ever made. The audience doesn't want the same thing over and over. We have to keep making new and better programmes all the time. To do this, we as individuals have to improve our skills, polish our creativity, and never stop learning.

The skills you will use the most will always involve research and problem solving.

Most vacant jobs, fulltime and freelance, are not advertised. If you are only looking for advertised jobs, you are likely to get discouraged. Most producers and production houses circulate their vacancies through friends they know and trust.

So you have to go looking for them.

The employers and companies that need audio visual skills are many and varied. They fall into three following headings:

### Distribution

- Broadcasters
- Film distributors
- Retail outlets
- Mail order outlets (home shopping)
- Web sites
- Streaming distributors

### Production

- Television programme production
- Television marketing production
- Film production
- Corporate video producers

### Corporate and industrial production

- Education and training
- Corporate communication and social investment
- Sales and marketing
- Industry research
- Transport
- Medicine
- Engineering
- Security

### Advertising

- Television
- Cinema

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- Out of Home
- Moving (Taxis, trains, buses, air flight)
- Web
- Streaming
- Social media
- YouTube

## Government

- Municipal, provincial and central
- Education
- Agriculture
- Arts and Culture
- Communications
- Police
- Hospitals
- Schools

If you go looking around, you will find all sorts of other people who use all the audio-visual skills you have.

## Before you start

Sit down, and make notes of all the things you can do. You can call this your skillset.

1. Take into account all the experience you have ever had, everywhere and start counting ALL the skills you have, from cooking food, sewing on a button, to mending the water taps.
2. Now add on all the skills you have learned while on your course.
3. Finally, make a list of the all the skills you still want to learn, and in which you are passionately interested.
4. You are now in a position to target your job hunting.

## What do you need?

Before you start, make sure you have certified true copies of all your documents:

1. Identity Document
2. Drivers license
3. Income Tax reference number
4. ALL your qualifications

And write your CV

## How to write a CV

A CV won't get you a job by itself. You still have to tramp the streets and knock on doors. But it helps, and there's a chance that someone may read it out of the 100 or so they received by email every day.

But you do need one to send to people so that they take notice of you.

Here are the basic tips:

1. You need two CV's; one to send out applying for a specific job, and one general one that is not job-specific.

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2. Start off with an executive summary. State what job you are applying for; or in the other version, summarise who you are, what you want to do. No more than 10 lines. (You can put the summary at the beginning of your CV or in the covering mail, whichever you prefer.)
3. Then list:
  - a. Personal data,
  - b. Educational background
  - c. Work history.
4. Don't bother about primary schooling. However, detail your where you matriculated, and any major achievements that you had.
  - a. Don't include your matric marks. You will have to produce your matric certificate in a formal application, so leave your bad marks until then.
  - b. Include any degree, diploma or certificate qualification obtained after matric – with the dates and institutions.
5. Work history is the most important information. Start from the most recent job and end with your earliest job. Name the company, the position you held there, the duration and your responsibilities - in bullet form - just the main ones.
6. Your entire CV should NEVER be longer than three pages.
  - a. No photos.
  - b. All CVs must be typed and should be in black and white – strictly no colour.
  - c. Most importantly, keep the CV plain, concise and neat.
  - d. Put your name and page number on the header. Lay out the pages neatly, and for A4 paper. Allow for sufficient margins. Demonstrate in your CV that you have computer skills
7. Don't leave gaps in time. Even if you didn't have a job for some time, think back on it. You didn't sit around doing nothing. You helped people: your family, people in the community, you did volunteer work. If you helped your father build a house, then you were a: Builder's assistant. If you helped your aunt in her spaza, you were a "Shop Assistant". EVERY job brings with it experience. Do not be ashamed of doing voluntary work. What you should be ashamed of, is doing nothing.
8. The reader of your CV will look at dates. They will look at the most recent date, and then at the date you finished your matric. Then they will look at your work experience, and check that you account for yourself, for every month in between.
9. Don't follow these as RULES. They are GUIDELINES. Design and write your CV, your way, so that it describes YOU.

## What employers want

They want what you learned at your college

1. Knowledge – Qualification
2. Skills – practical experience
3. Attitude – willingness to learn on the job

Employers want all three together.

Employers do not employ people on the basis of a paper qualification alone. You can get knowledge by teaching yourself.

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The skills alone depend specifically on the jobs you have done. You can't get experience on tools, equipment and systems you have not actually used.

Attitude is part of the two previous ones. In the film and TV industry, the most important aspects of attitude are flexibility, willingness to learn, dreams and aspirations, and humility.

### **Three aspect to each**

#### **Knowledge**

1. A qualification is only as good as what you make of it. You can have many degrees and still not be able to apply what you know.
2. Knowledge has to be seen in context. Knowledge of the job requires knowledge of the environment – the Big Picture. Knowledge of what's going on the in the world – NOW.
3. Knowledge wears out. Companies change, jobs change, equipment changes. That's' why knowledge depends on Life-Long Learning.

#### **Skills**

These are specific to

1. Industry sector – films, TV, radio, audio visual digital communications
2. Technology – cameras, microphones, lighting, editing systems, etc.
3. Employers – the money invested in the company, and the salaries and wages paid to employees are the employer's own money. It's their money, they use it their way.

#### **Attitude**

1. Respect
2. Humility
3. Honestly

### **What does an employer look for?**

#### **Communication skills**

- They want people who can (and will) read.
- Employers know and understand all about language difficulties in South Africa. They are not that much concerned with your knowledge of language, as your ability and willingness to express yourself.

#### **Reliability**

- Time keeping, punctuality and forward planning
- Work consistently and improve
- Help and assist.

#### **Ambition**

- Dreams and aspirations
- Life-long learning
- Determination to learn and get experience to achieve your dreams.

### **Seven things Employers in film and TV want especially**

1. Research skills

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2. Multi-skilling (not multi-tasking)
3. Awareness: visual and environmental
4. Questioning, searching, and seeking to understand
5. Problem solving
6. Team work
7. Adaptability

### **Six steps in looking for a job**

1. Decide on who you are, what you want to be, and how you want to get there.
2. Search the directories for prospective employers
3. Search your contacts, your memory and your family's contacts for people you know in the industry. Start with personal contacts first.
4. Make an approach to prospective employers
5. Make sure your CV is easy to read, and gives an expression of your character and ambitions.
6. Make sure that the prospective employer reads your CV.
7. Do anything you can to secure an interview.

### **Warnings**

Employers get many, up to 100 CVs every day sent to their email. If they do not attract attention because they aren't properly written, they will go straight into trash.

#### ***You have to get your CV noticed.***

Before you send out a CV, phone, or make a personal appearance at the premises. Ask them who you must address the CV to – personally. Get a personal email address. Attach the CV to covering email that refers to the telephone call you have just made. Then the next day call, to check if the email was received by the person you addressed it to.

Don't ever send out a CV and wait for a reply. People who have been in the industry for years will tell you, that if you send out TEN applications, you will get ONE. It's the same for proposals for programmes. If you submit TEN, you will get ONE.

It's better not to get an interview because you pestered them, that to be rejected because you only sent in a CV and did nothing else.

Very, VERY few vacancies are advertised. Jobs in film and TV are in demand. Employers want good people. Normally they send out the specifications for vacancies to their friends, and people in their network. They advertise vacancies only as a last resort. So apply to anyone you want to, even if they have not advertised in the normal media.

#### ***Research the employer***

In your application, and in your covering mail, stress **what you can do for the employer**. You will only know **what you can do for them** if you know what they DO. Research the prospective employer. Visit their website. Especially check what programmes or products they have made. Research those programmes at tvsa.co.za, and generally on Google. Find out as much as you can about the employers and their products. This information gives you something to write about in your covering mail, and especially, in your interview.

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## Where to find information

### Get to know the industry

Visit the following websites:

<a href="http://www.southafrica.info/business/economy/sectors/film.htm#.VUSODLAcTcs">http://www.southafrica.info/business/economy/sectors/film.htm#.VUSODLAcTcs</a>
<a href="http://en.wikipedia.org/wiki/Media_of_South_Africa">http://en.wikipedia.org/wiki/Media_of_South_Africa</a>
<a href="http://www.pwc.co.za/en/publications/entertainment-and-media-outlook.jhtml">http://www.pwc.co.za/en/publications/entertainment-and-media-outlook.jhtml</a>
<a href="http://www.mbendi.com/indy/mdia/af/sa/p0002.htm#15">http://www.mbendi.com/indy/mdia/af/sa/p0002.htm#15</a>
<a href="http://www.nab.org.za/content/page/nab-state-of-the-broadcasting-report1">http://www.nab.org.za/content/page/nab-state-of-the-broadcasting-report1</a>

### In order to keep up to date with the industry.

<a href="http://www.themediaonline.co.za">www.themediaonline.co.za</a>	Go to SUBSCRIBE	Fresh news twice a week
<a href="http://www.bizcommunity.com">www.bizcommunity.com</a>	Choice of many different newsletters	Choose daily or weekly
<a href="http://www.eighty20.co.za">www.eighty20.co.za</a>	Subscribe to Fact-a-day	Fascinating facts about SA audiences every day
<a href="http://www.techcentral.co.za">www.techcentral.co.za</a>	Subscribe	Up to date on all things radio and TV
<a href="http://www.itweb.co.za">www.itweb.co.za</a>	Subscribe	What Techcentral misses
<a href="http://www.mediamonitoringafrica.org">www.mediamonitoringafrica.org</a>	Subscribe	Real serious stuff
<a href="http://www.screenafrica.com">www.screenafrica.com</a>	Choice of many different newsletters	When you want it
<a href="http://www.filmcontact.com">www.filmcontact.com</a>	Choice of many different newsletters	When you want it
<a href="http://www.balancingact-africa.com">www.balancingact-africa.com</a>	Select the all Africa newsletter for broadcast	Invaluable for the business side

Looking for employers	Enrol with an agency
<a href="http://www.filmcontact.com/directory">http://www.filmcontact.com/directory</a>	<a href="http://www.callacrew.co.za/">http://www.callacrew.co.za/</a>
<a href="http://www.screenafrica.com/">http://www.screenafrica.com/</a>	<a href="http://www.generalpost.co.za/">http://www.generalpost.co.za/</a>
<a href="http://www.cpsa.tv/members">http://www.cpsa.tv/members</a>	<a href="http://www.hotshots.co.za/">http://www.hotshots.co.za/</a>
<a href="http://filmmakerafrica.co.za/company-profiles/">http://filmmakerafrica.co.za/company-profiles/</a>	<a href="http://www.nautilus.co.za/index.aspx">http://www.nautilus.co.za/index.aspx</a>
<a href="http://www.bizcommunity.com/Companies/196/66.html">http://www.bizcommunity.com/Companies/196/66.html</a>	<a href="http://www.pulsecrew.co.za/">http://www.pulsecrew.co.za/</a>

Getting an idea of payscales	Useful sites
<a href="http://www.hotshots.co.za/vision.php?chapter=22">http://www.hotshots.co.za/vision.php?chapter=22</a>	<a href="http://www.gautengonline.gov.za/Publications%20and%20Reports/GFC_Guide_to_Getting_Started_in_Film_and_TV.pdf">http://www.gautengonline.gov.za/Publications%20and%20Reports/GFC_Guide_to_Getting_Started_in_Film_and_TV.pdf</a>
<a href="http://www.thepma.co.za/Home/Docs/">http://www.thepma.co.za/Home/Docs/</a>	<a href="http://www.busvannah.co.za/">http://www.busvannah.co.za/</a>
<a href="http://www.payscale.com/research/ZA/Industry=Television_Broadcasting/Salary">http://www.payscale.com/research/ZA/Industry=Television_Broadcasting/Salary</a>	<a href="http://www.nfvf.co.za">http://www.nfvf.co.za</a>
<a href="http://www.kevinlikes.com/screenwriting-fees-south-africa/">http://www.kevinlikes.com/screenwriting-fees-south-africa/</a>	<a href="http://www.sasfed.org/">http://www.sasfed.org/</a>
<a href="http://www.capefilmcommission.co.za/conditions.asp">http://www.capefilmcommission.co.za/conditions.asp</a>	<a href="http://docfilmsa.com/">http://docfilmsa.com/</a>
<a href="http://www.editorsguildsa.org/wages-and-conditions">http://www.editorsguildsa.org/wages-and-conditions</a>	

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***For more specialist information:***

If you want to know more about corporate video:

Google:        "south africa" corporate video  
                  "south africa" video in science  
                  "south africa" video in medicine  
                  "south africa" video in industry

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