**The future of jobs: TikTok for business**

## Kayleigh 0:00

We've all been there, justifying our creative job to Mum and Dad; explaining what our job is to Grandad; brushing off jokes about freelancing from our mate who works in finance. But times are changing, and the value of creativity is being recognised. The creative industries are the fastest growing part of the UK economy, and the least likely jobs to be taken over by robots. I'm Kayleigh McLeod and this is ‘Get a Proper Job’, where I'll be talking about the issues that matter.

**Rebecca/Becky Campbell 0:31**

And there's a reason we hire this as an apprentice role and not as a senior role as well. We want somebody who can get on there, could create the content, knows what works, can already speak in the language, and apply all that sort of learnt expertise to a client. In return, we'll train them in all the pieces of how to use social media commercially - how to make it work to help make your brands money.

## Kayleigh 0:55

In today's episode, we're exploring the future of work in the creative industries, and particularly new types of job roles with Kayed Mohamed-Mason and Rebecca Campbell.

Hello, and welcome! In today's episode, we'll be exploring the future of work in the creative and cultural industries with a focus on new types of roles which we might see in the ever-evolving digital landscape.

NESTA, who are the UK’s agency for innovation did a study of 41 million job adverts in 2018, which revealed a number of interesting points. 1. Not all digital skills will be equally valuable in the future and 2. creativity is key. By 2030, the job market is predicted to look dramatically different, and that was before the pandemic. So, to discuss future jobs in more depth, we're joined today by Kayed Mohamed-Mason, a Tik Tok apprentice for Cardiff based advertising agency S3 Advertising, and Becky Campbell who is managing partner for agency development at S3 Advertising.

Welcome to both of you!

## Kayed / Becky 2:03

Hey! How’s it going?

## Kayleigh 2:04

Great, thank you so much for joining us today.

We are still working from home at Creative Cardiff and as such, we're recording this remotely for series three of ‘Get a Proper Job’. So, apologies in advance if you hear any sounds in the background. I recently did get a cat who's keen to be heard.

## Becky 2:22

Oh, that's cute.

## Kayleigh 2:24

Fingers crossed that she doesn't appear!

## Becky 2:26

I kind of hope she does…

## Kayed 2:26

Yeah, me too!

## Kayleigh 2:29

As we know, COVID-19 has forever altered this world of work that we're in so over the next few episodes, we're going to explore what it means for those working in the creative industries. So, let's start with you Becky. Can you tell us a little bit about S3 Advertising and your role at the company?

## Becky 2:46

Yeah, definitely. S3 Advertising. We're an advertising agency based in Cardiff. We very much specialise in working with clients who might not necessarily be the leaders of their respective markets, but who really have that big ambition to bite big. We help them achieve big business results essentially, like for a lot of clients, that is we help them make money. But it might be another goal as well, like signups or memberships or things like that. We do that through all different types of advertising on the spectrum, really. So, from your classic TV ads, 30 second TV slot, right through to, you know, various sorts of innovative digital media types (one of which is obviously social media, we've got a whole department in S3, that's all about social content). And you know, both paid and organic social and Kayed is obviously a part of that as well. All your advertising needs are at S3.

## Kayleigh 3:42

And what do you do at the company? What's your progression been in your career?

## Becky 3:46

I actually started at the company five or six years ago as an Account Manager. It's really nice. S3’s mantra is: “We’re the little that bite big”, because we're all about making big results for the supposedly “little” when that's the client. But that also very much goes into our culture as well and that's the mantra that we have for our staff as well. So, we want to help them bite big, we want to give them the opportunities.

I started as an Account Manager and just got given opportunity after opportunity after opportunity until I ended up sat on the board as a Managing Partner, which is just amazing. It makes me pinch myself every day.

At the moment, my main responsibilities are looking after the brand (our brand for our agency) and marketing our agencies so that more and more people know about us. But also making sure generally, you know, in the running of the business that we're bringing innovation into everything that we do. I was heavily involved in obviously bringing Kayed’s role into the agency, just as TikTok is absolutely booming. It has been for the last year I'd say, since the lockdown in particular. It’s just really exciting now to think about what we can do for our clients and now that we've got Kayed on board.

## Kayleigh 4:56

Amazing, and Kayed, what was your career background before you joined S3?

**Kayed 5:01**

Before I came to S3, I was an actor. I trained at the Royal Welsh College of Music and Drama and have been doing acting all my life! Ever since I was younger, it was the career path I was going to take. And then this thing called COVID happened – I don’t know if you’ve heard about it… it’s kind of a big deal and came and sort of, just, shook up my entire world and made me go, what would I want to do if acting never happened to me again?

Advertising and marketing were weirdly always something that I kind of wanted to do. I thought I had the creativity for it, and I love trying to connect with people. So, when COVID happened, I just spent a lot of my time trying to find jobs where I can find an “in” but most of them wanted two years’ experience; three years’ experience; a degree in “this” a degree in “that” and I obviously didn't have one and I kind of put it to bed and thought: well, that's a dream... that's not going to happen to me... and then thank God, S3 created this role which was a TikTok Apprentice.

They weren't really looking for someone who had years of advertising experience or years of marketing. They just wanted someone who had potential and showed a creative mind. So, I applied for it. Not really thinking that I would ever get it because I really, really wanted the job and S3 looked like ‘so my vibe’ and such a cool place to work. So, I applied, met with Danny who is my current manager, and Lauren, who's head of HR and then met with Nel, who is another one of the managing partners and then... here I am!

## Kayleigh 6:20

All sounds like a really positive experience.

In the advert for the role, the callout said: “S3 will pay someone to make TikToks all day”, which must have just been music to the ears of people obsessed with social media, and quite a unique role in itself. It says here: “..with 800 million monthly active users, TikTok has become the social media platform of choice. Its popularity has grown immensely over the last year as many people looked for an outlet to unleash their creativity during lockdown”.

I mean, that sounds like a little bit of you, isn't it? Right there?

## Kayed 6:53

Literally. They should have just written at the end of it: “This is for you Kayed” because honestly, it's everything that I want. I love making stuff. I love making videos and one of the best parts of TikTok is that you can literally do it wherever you are, you know. You pull out your phone, you get an idea, you record it, you make it happen. Pretty much with most phones now, the sound quality and the video quality is so good. You can get a relatively good video at your fingertips in the space of 20 minutes if you're not putting a lot of effort into it.

## Kayleigh 7:22

I don't know if I could produce something like that but certainly, it sounds like you can.

Becky, what was behind the decision to create a TikTok role? What were you hoping for in the person that you were recruiting?

## Becky 7:34

Sure so, obviously we've mentioned it, lockdown happened, and I think it was something like 350 million extra users just in the first quarter of 2020 that joined TikTok. We knew it was big anyway, and our social team, we were already onto creating TikTok videos for clients. We actually ran some paid campaigns back in 2019.

But the thing you've got in social media (when you're doing it for marketing) is it's so easy to badge everything together as social when actually, each channel is a very distinctive place that has its own creative language of sort. A TikTok video, for example, it's got that massive, fast paced and snackable way that the content is produced. Also, as Kayed said then there's this benefit almost in making the more authentic videos that are handheld phone footage, really off the path that make them right for that platform. It seemed appropriate to basically have a role that would specialize in producing that content so that it can perform best on the platform.

What we're also noticing is that TikTok types of videos are so consumable. People want to watch them, so you often get brands in advertising, people pulling videos off TikTok in that format and placing them on other channels.

The opportunities are endless, really, and having Kayed in place, we were looking for somebody who didn't necessarily come with: “oh I’ve done 10 years working in marketing, and I've got this strategic degree…” or anything like that. We wanted somebody who was a native user of the platform, who had a track record of producing their own TikToks that were really engaging, and people want to watch that were funny.

Kayed’s got his own channel: ‘Killemwithkayedness’, which I'm going to plug for him right now… he's laughing!

You're welcome. Kayed sent us his channel and was like: “Look, this is what I do, day in and day out”. And there's a reason we hire this as an apprentice role and not as a senior role as well. It’s that whole thing of we want somebody who can get on there, could create the content, knows what works, can already speak in the language, and apply all that sort of learnt expertise to a client in the work that they do. In return, we'll train them in all the pieces of how to use social media commercially - how to make it work to help ultimately make your brand's money.

That’s why the apprenticeship system that we've got going on with Kayed right now is working so well. It's such a pleasure to have his fresh ideas on board. I’m sure Kayed won’t mind me saying there was even a point when he came in and he was like: “I’ve never worked in an office before, I don't know office etiquette”. But you did a good job getting into it pretty quick there Kayed..

But I think we were looking for somebody just with that natural passion, natural flair, natural talent and Kayed just absolutely stood out.

## Kayleigh 10:30

It sounds like you've found it.

Kayed, what skills does the role require? What is your day to day that might may surprise people about the job?

**Kayed 10:37**

I think the first one is that you need to have a fast-paced working brain. TikTok… there's a new trend literally every time you blink. You need to be able to keep up with things and it can sometimes feel a little bit overwhelming when you're like, oh, which trend do I jump on? And do I do this? And do I do that? And one of the (which I'll probably end up talking about later) the falls of TikTok is people posting loads of times a day. That actually hinders your reach on TikTok. It's sort of easier for me now. But because I work for brands, and I'm working for clients, I can kind of turn on my vision and go; Okay, this is what's happening… how do I turn it into what the client wants?

So, if you're working for a brand and working on TikTok, you need to have an open mind and be able to look at everything objectively and go: Okay, I like this, and I think this is cool but how does this work in a brand sort of perspective?

That's definitely one of the top things you need.

**Kayleigh 11:28**

How have clients responded? How have they found this consideration of TikTok as an approach in a campaign environment?

**Becky 11:36**

I was just going to say that. We're quite lucky because we’ve got really good clients. We brought an idea that we certainly wanted to try and this client- yes, we’ve got private sector clients, we've also got a gender-neutral makeup brand now that we’re working for: Vulcan and Vixen. We’re producing loads of TikToks for them, and they were straight on to it. But even some of our public sector clients, clients like Foster Whales (that’s all about fostering whales, can you believe it...?) have embraced TikTok as a channel because it's really powerful for your marketing, and it helps us be able to communicate those complex client messages in a really engaging way.

We've been quite lucky that we've had a good response because I think a lot of our clients can possibly, think back to way back then where you could have one bit of copy and a photo and be putting the same thing out on all your different channels. When actually now, many people who work in marketing understand that you really need quite a tailored approach to get the best out of each channel.

## Kayleigh 12:34

Did you want to come in there as well, in terms of your experience Kayed? In terms of like, has it been really welcomed and embraced? Or have you had to be a little bit like: okay, so now we need you to do “this” or I'm going to ask you to do “that” - something a bit different...

## Kayed 12:47

No, do you know what? Like Becky said – the makeup brand we work for, Vulcan and Vixen, they've just been so great. It's different with TikTok because obviously there are parts of it which feels like someone’s directing you. It’s different for like Instagram: you're taking a picture… someone tells you to pose… and it's done.

But all the clients I've worked for so far have been very onboard and welcoming with understanding that they might not understand TikTok. But that's why I'm here and that's why S3 is here because we're here to help you and we know what we're doing. So, trust us, and we'll get you the results you want and everyone that I've worked with so far has just given themselves to me. During my first week with S3, I was straight in there making videos of everyone.

I'd be like: “Guys, we're doing this now! Guys, this is happening!” and everyone was like: “Oh, okay, cool… guess that’s happening then!”. Just so great. It was really nice for me to come into a new career path, in a job where the job role was new, and everyone be so accommodating to me, really helping me feel at ease. It was great.

## Kayleigh 13:42

And what sort of advice would you maybe share with others who are looking to have a career in what could be considered a newer field? It is quite new for people to wrap their heads around.

## Kayed 13:52

Yeah, for sure. I’d say one of the biggest things in any sort of creative world and especially for TikTok is just go for it. I think for a lot of people that I know and from my own personal experience, one of the things that stopped me from getting on TikTok when it first came out was, I was like: oh my God, what if no one finds me funny? Or what if no one thinks my ideas are cool? And then you kind of just have to go: well, I'm making it for me and I believe in it whether the world likes it or not. You're never going to please all the people all the time. You can please some of the people some of the time – at least say for me.

I think you've just got to trust your gut and go: I believe in this and I think this is fun, and even if you're not trying to be funny if you think it’s inspirational or you think it’s going to teach people something you just have to go for it and really just put your all into it. The same with anything, any sort of creative job. You've got to believe in what you're doing.

## Kayleigh 14:42

And of course, it's a platform that's evolving all the time. Like you said, it might have been somewhere that initially had funny videos and dances, and that's evolving all the time isn't it? Having stronger messaging for real social issues as well?

## Kayed 14:55

Absolutely. When TikTok started it was about lip synching to sounds and doing silly dances, I call them silly, I love those dances. But as its evolved, it's become a platform where you can actually learn stuff. When I'm looking for how to edit videos, there are channels after channels about people showing you how to edit things in cool ways. I'm really into astrology, and there are users who will give you information that you didn't even know.

For someone like me who learns better when someone's talking to them, it's perfect because if I pick up a book, my head just can't take it in. But when someone's explaining it to me, and it feels like there's a real person there, it literally sits in my head. Which is why I think TikTok is so great because you can literally just pick it out of your pocket, type in “I want to learn this” and then there's a video there of someone explaining it to you.

## Kayleigh 15:40

Yeah, it's got all those resources right there in your pocket.

Becky, can I ask you if you've got any advice for other businesses who were maybe looking to recruit newer roles such as this one?

## Becky 15:52

I think just be open minded. If you've got a role that's quite new, you have to go into it and be a little bit humble and know that what used to work in a sort of social media and PR agency. I worked on these accounts back in 2012/2013, when Facebook was king. So, I'm actually - well, I'd like to think I'm still pretty good at Facebook, but who cares about Facebook in 2021? So, I have to go into this process humble.

But when we're speaking to Kayed… I've got so much I can learn from him. You have to really understand that social media is essentially the possession of the whole world and I'm not going to know every single tiny thing about it and that's why we’ve brought him in. So yeah, go in with an open mind, also ask for stuff that's not just your classic CV and interview process. We wanted to see people's TikTok applications and their accounts. It was a really good way to see: who are the self-starters, who has a real passion for it… who are creators through and through and can join us.

## Kayleigh 16:52

And what do you think the impact has been on S3 Advertising of having this role?

**Becky 16:58**

I think it's made us up our game with how serious we're taking TikTok and how serious we can offer it to clients as well. Kayed’s role is absolutely ‘creating’, but it's also his job to make sure he's got his finger on the pulse of being the expert on TikTok. He’s signed up to all the seminars and workshops and insight that comes directly from TikTok: how to make your videos perform that tiny few percent better, because that all leads into our “why”. So, I think it gives us the confidence to go to clients and say: if you want to invest in this platform as a real advertising platform, we can absolutely make it happen and we've got all the credit to prove it.

**Kayleigh 17:37**

Kayed can make it happen. Yeah. That can be your next TikTok!

## Kayed 17:44

Kayed can make it happen!

## Kayleigh 17:46

We actually don't have much time left. I really love talking to both of you but let's just look to the future… Kayed what hopes do you have for the role and for your own career going forward?

## Kayed 17:57

I just hope that it keeps expanding. Already in the couple of months that I've been here we're seeing results and we're seeing growth and I think, anyone that goes into a job wants their work to be getting results and that's what's happening. So, I just hope that it keeps growing and growing and growing and then one day, I'll be the TikTok CEO of S3… or whatever role that will become…

I'm hoping that - well I know that they are – actually seeing the work and they're loving it and that it keeps getting better and better.

## Kayleigh 18:25

And Becky, what do you see as the kind of future for roles like this one? Not just necessarily this role, but anything to do with digital and creativity, blending those skills together really to make new content. What's the future for that?

**Becky** **18:40**

Oh, my goodness, they are absolute key. Digitally going anywhere: we all know that. In an advertising social context as well. There's so much scope to bring digital skills and bring creativity and use them to achieve goals for businesses.

I’m really interested, now that Kayed’s on board, in thinking about how we take the TikTok style of video and content and using it in paid adverts as well. TikTok for business have this whole campaign (B2B Campaign) that they were doing to marketers last year which was called “Don't make ads, make TikToks”. i.e. The worst thing you can do is take your 30 second TV ad and just whack it on TikTok and expect it to perform.

You need to be crafting this video, because ultimately it gets you better ROI and it gets you better business results. So, there's this whole world really of: the more we can have creative people applying their creativity to the digital world, it's going to create higher and higher content performance which ultimately means higher and higher business results.

## Kayleigh 19:46

The sky is your limit.

## Becky 19:48

Yeah exactly! I’m sat here thinking what's the next channel we're going to have in three years’ time and things like that as well because we might need another apprentice around the corner who knows…

## Kayed 19:58

Nothing! TikTok forever.

## Kayleigh 20:02

You don't need anything else!

## Kayed 20:04

No! No more, just Kayed!

## Kayleigh 20:06

We’re just going to end with a quick recommendation if you don't mind. At Creative Cardiff, we believe in passing on knowledge and learning to our community. So, do you have like a resource that you'd encourage creatives to engage with when they're thinking about their career, or they're trying to get inspired creatively? It could be a podcast or a book or a website, or maybe a TikTok account, you don't need to limit your imagination. Any thoughts there?

## Becky 20:32

I'd say, one for me is S3 and members of the IPA, which is the institute’s practitioners in advertising, and they run awards every two years; effectiveness awards. They basically get a load of case studies of these really amazingly performing advertising campaigns and they get entered into the awards. They then publish a lot of the winning case studies online and I find that, you know, as somebody who works in advertising for an agency (and yes, absolutely, we're creative, and we're endless creatives) but as Kayed said: we have to harness that for the client and for the goal. It's so amazing to see how creativity can be so powerful to change a whole business around. I'm always in awe looking at those case studies and feel like I learn a thing or two about how, when you've got a silly advert with Meerkats that seems mad and out of this world, how that turns into pounds at the end of it.

I’d absolutely encourage people to go on the IPA websites, and to look at the advertising case studies there.

## Kayleigh 21:37

It's a great insight into the world of advertising, I feel like I've learned a lot and we’ll definitely put a link to that into our show notes. What about you Kayed, any thoughts there on recommendations?

## Kayed 21:47

For me personally, looking at all there is, there's not really a “one” that I would go for but if you follow any of the Adobe channels on TikTok; they just give you quick tips on how to edit your videos and how to just give them that little bit of a push to make them stand out a bit more.

As Becky said, TikTok is growing and everyone's starting to do it now. So, just posting that video of you just saying something is cool and it'll get you the views, but if you want something that's really going to stand out, you want to be following those channels about how to edit videos… how to clip it together, and just give it a little “pizzazz”. That's just going to step it up above everyone else.

## Kayleigh 22:22

Yeah, everyone's doing it, but not everyone's doing it well, yet.

Thanks to both of you for joining me today it was really great to chat.

## Becky 22:31

Thanks, Kayleigh. Thanks so much for your time.

## Kayed 22:33

Thank you for having us.

## Kayleigh 22:35

And thank you for listening. What do you think will be the creative jobs of the future?

Tag us @creativecardiff on Twitter, Facebook, Instagram or Linked-In.

We're not actually on TikTok yet, sorry! But we'll investigate it… we'll talk after.

If you enjoyed this episode, be sure to subscribe to our podcast to receive the next episode as soon as it drops.

‘Get a Proper Job’ is made by Creative Cardiff with and for the creative community.