



# A day in the life of a...

## Content Operations Co-ordinator

Claire Shaw

### Give us a quick overview of what your department does

We make sure that the right content goes to the right platforms in the right format. Our work ensures that viewers can just 'Press play' and have the right version of content.

### Briefly talk about your career journey

I worked for a print company for five years. When it went into administration, I decided to start from scratch and used my degree in American Studies & Broadcast Media to get a job at ITV as a Media Transfer Operative. I joined in 2012 and got my current role in 2014.

### What preconceptions did you have about working here that turned out to be wrong?

I assumed I wouldn't get a job because I had no broadcast experience other than my degree.

### What do you love about your role?

The variety each day; always learning something new; the chance to get involved in projects such as the internship for young adults with learning difficulties which I'm working on now.

### In your role, how are you collaborative and global?

I work with a six-strong team and lots of different departments. I also get to work with UKtx, Choice (Asia & Africa), on demand and purchase platforms like iTunes and Amazon.



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### What network are you in? And why do you like being part of this particular network?

I am part of an Engagement Hub which looks at Diversity and Inclusivity within the workplace and ways to make ITV more appealing to those from different backgrounds. I look after the disability workstream. This part of my job gives so much back to the community.

### What's your most memorable moment here?

Attending filming sessions such as Celebrity Juice and meeting Leigh Francis (Keith Lemon).

### What do you wish you'd known before working at ITV?

I would probably have done an apprenticeship – not a degree. It's more of a foot in the door.

### What advice would you give to someone applying for a role now?

Have self belief. ITV are an inclusive company and they want people to be themselves.



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