

## ADVERTISING & MARKETING

JOBS IN ADVERTISING AND MARKETING INCREASED BY A THIRD BETWEEN 2011 AND 2016 MEANING ALMOST 200,000 PEOPLE NOW WORK IN THIS INDUSTRY.

### CAREER PATHS

- >> ADVERTISING AND NETWORK MANAGER
- >> BRAND SPECIALIST
- >> GRAPHIC DESIGNER
- >> BUSINESS OWNER

## BANKING & FINANCE

62% OF EMPLOYERS SAY THAT THE DIGITAL SKILLS GAP IS WIDENING IN BUSINESS AND THAT TECHNOLOGY IS BECOMING INCREASINGLY IMPORTANT ACROSS THIS INDUSTRY.

### CAREER PATHS

- >> INSURANCE ADVISER
- >> ACCOUNTANT
- >> STOCK BROKER
- >> PAYROLL AND PENSIONS OFFICER

## CONSULTANCY

IN THE FUTURE, CONSULTANTS WITH QUALIFICATIONS IN I.T., DATA ANALYSIS, BUSINESS MANAGEMENT, DIGITAL MARKETING AND CYBER SECURITY WILL BE IN HIGH DEMAND.

### CAREER PATHS

- >> INSURANCE CONSULTANT
- >> PENSIONS CONSULTANT
- >> FINANCIAL CONSULTANT
- >> TAX CONSULTANT

# WHERE CAN BUSINESS TAKE YOUR CAREER?

## RECRUITMENT & HR

THE RECRUITMENT AND HR INDUSTRY EMPLOY OVER 100,000 PEOPLE AND THIS IS EXPECTED TO CONTINUE TO GROW AT A RAPID RATE IN THE COMING YEARS.

### CAREER PATHS

- >> RECRUITMENT AND TALENT MANAGER
- >> LEARNING AND DEVELOPMENT MANAGER
- >> TRAINING MANAGER
- >> INDUSTRIAL RELATIONS MANAGER

## I.T. & INTERNET

PEOPLE WITH QUALIFICATIONS IN I.T. HAVE ONE OF THE HIGHEST RATES OF EMPLOYMENT IN THE UK.

### CAREER PATHS

- >> SOFTWARE ENGINEER
- >> CYBER SECURITY OFFICER
- >> I.T. CONSULTANT
- >> GDPR SPECIALIST

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### CAREER PATHS

- >> EVENT PLANNER
- >> MARKETING ASSISTANT
- >> ADVERTISING SALES REP
- >> PHOTOGRAPHER

## ENTREPRENEURSHIP

OVER 25% OF UK STUDENTS RUN, OR PLAN TO RUN, THEIR OWN BUSINESS. GLOBALLY, ENTREPRENEURS UNDER THE AGE OF 36 EARN MORE MONEY ON AVERAGE THAN ANY OTHER AGE GROUP.

### CAREER PATHS

- >> BUSINESS OWNER
- >> MANAGING DIRECTOR
- >> PARTNER
- >> SHAREHOLDER

## PUBLIC RELATIONS

ACCORDING TO THE PUBLIC RELATIONS AND COMMUNICATIONS ASSOCIATION (PRCA), PR IS ABOUT HOW ORGANISATIONS COMMUNICATE WITH THE PUBLIC, PROMOTE THEMSELVES AND BUILD A POSITIVE IMAGE, A HIGHLY SOUGHT-AFTER SKILL IN THE BUSINESS INDUSTRY.

### CAREER PATHS

- >> COPYWRITER
- >> BLOGGER
- >> EVENT ORGANISER
- >> ONLINE ADVERTISING EXECUTIVE

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### CAREER PATHS

- >> HEALTH AND SAFETY OFFICER
- >> BUSINESS ADMINISTRATION
- >> CUSTOMER SERVICE SUPPORT
- >> PAYROLL OFFICER

## I.T. & INTERNET

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### CAREER PATHS

- >> WEB DEVELOPER
- >> I.T. SUPPORT APPRENTICE
- >> I.T. TECHNICAL SUPPORT OFFICER
- >> DATABASE ADMINISTRATOR