



# Career Choice & the Labour Market

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*Career Connect*

# How to choose a career



- There are no rules!
- It is only ever your best guess.

Self awareness



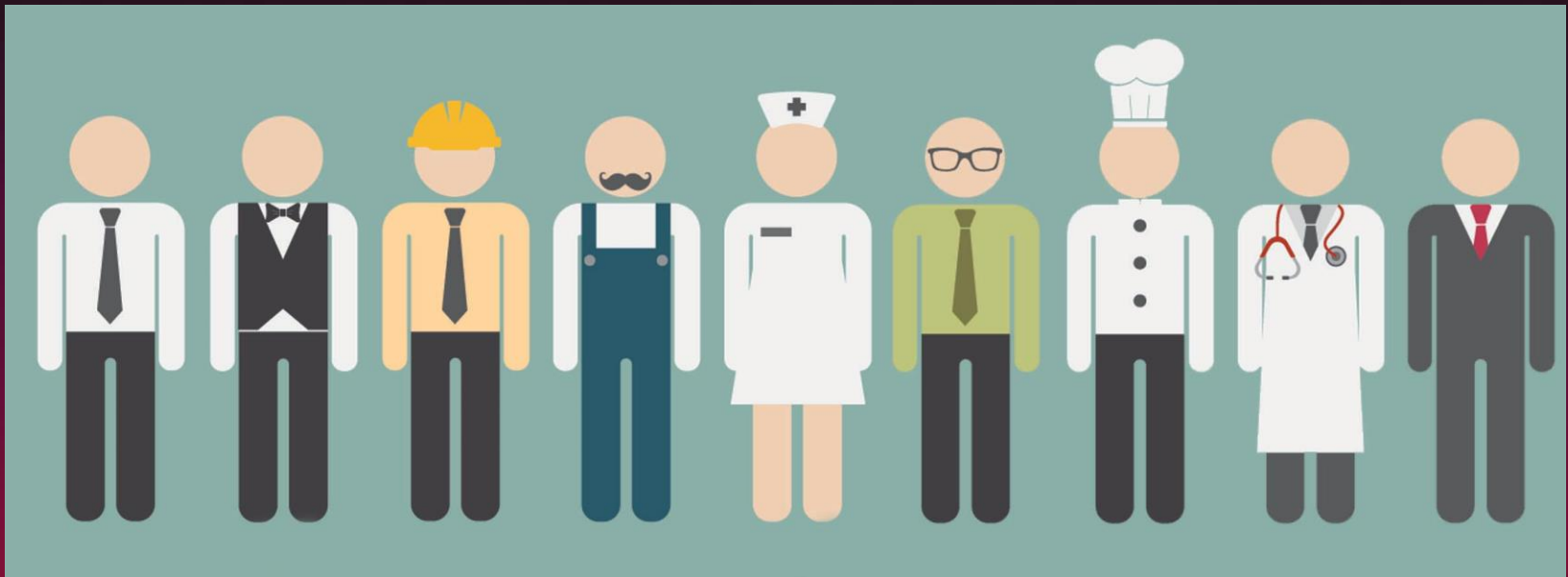
Decision making



Career awareness



# What careers are there?



# Limited choice?



- A good database has over 800
- It needs updating all the time
- You won't have heard of most of them
- Most know a limited list
  - too much competition for them
  - desperate for people to do other work
- Stereotyping

# Making a decision



- *Only 1 thing out there for you*
- *Predetermined at birth what this thing is*
- *You just have to 'get lucky' and find it*

**WRONG**



- There may be **many** great careers for you
- You can **choose** your 'destiny' by using **initiative**
- Relying on luck is hugely risky

# *Future-proof your career*



- Many careers may suit you
  - You may have many interests/passions/skills
    - E.g. Brian Cox – Physicist and keyboard player, TV presenter
- Your interests and skills develop over time
  - You may not get it right first time
  - More/different careers may become a possibility
  - People change jobs frequently
- Consider if it can be done by a robot/computer in future – know about the labour market...



# The Labour Market



- What are the jobs?
- How many are there?
- Where are they?
- How do you get into them?
- Future Trends

This should ideally be a factor in your career choice

# Top 10 industries in Liverpool



- Human health & Social Work – hospitals and care workers
- Wholesale, retail, car repairs – city centre shopping
- Education – 3 universities
- Accommodation & Food Service – city centre hotels and restaurants
- Professional, scientific and technical – universities and ‘biosciences cluster’
- Admin & Support services – city centre business district
- Public Admin, Social Security – tax office, border agency, passport office
- Transportation and Storage – deep water container port
- Manufacturing – Jaguar Landrover and many other companies
- Arts, Entertainment & Recreation – city centre



# What are the most available jobs in the North West?



- Sales and retail assistants
- Care workers
- Nurses
- Cleaners and domestics
- Administrative roles
- Warehousing
- Payroll/book keepers
- Sales Managers

# What are the most in demand jobs today?



- **IOS developers**
- **Android Developers**
- **Data Scientist**

## **Other 'in demand jobs' ....**

- **Engineers**
- **Health Care Specialists**
- **Customer Service Reps**

# Where will Liverpool jobs be in the future?



- Visitor Economy
- Super Port – Logistics
- Low Carbon e.g. domestic renewable energy, waste management
- Knowledge Economy
  - Life Sciences
  - Advanced Manufacturing
  - Financial and Professional Service
  - Creative and Digital

# Part time job hunting



- Most commonly available
  - Paper rounds
  - Cafes and restaurants
  - Shops
- Ask family and friends
- Visit employers – look in shops windows and/or ask
- You can legally work under age 16 (but not in certain physical careers or many hours during the week).