

Shape Your Future... in the Humber



Part of the aspire-igen group

Shape your own future

There are lots of things you can do to give you experience which will help you when applying for your next step in your future career.

Here are some tips for getting the most out of this publication;

- If you want to find out more about qualifications, routes and education and training pathways, go to pages 6, 7 and 8.
- Explore work 'sectors'; a sector is name for a collection of jobs that may need similar subjects for entry - such as Construction. Within each sector there are a wide range of careers available. To find out about work 'sectors' visit pages 10-21. There's also a page on self-employment if you're interested in working for yourself.
- Pages 24 and 25 provide some examples of some new and possible jobs in the future.
- We all need to make the most of our skills and experiences - on pages 26 and 27 you'll find some ideas on how to develop your skills.
- No-one likes the thought of job interviews - but pages 28 and 29 are full of useful information about making successful applications.
- There's a page for parents and carers to look at - so encourage yours to read page 30.
- We've provided a page of links and further information - whatever stage you're at in your career always do as much research as possible into the options available - you could find yourself doing a career you would never have imagined!

Top tip!

Whatever stage you are at in your career, always do as much research as possible into the options available - you could find yourself doing a career you would never have imagined!



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About the Area

The region is covered by four local authority areas on both sides of the Humber Estuary. These four councils are:

- Kingston upon Hull
- East Riding of Yorkshire
- North Lincolnshire
- North East Lincolnshire



The Humber Sub Region has a population of over 129,000, people of working age account for 61% of the total population and the employment rate for the Humber is 76%.

The Humber has powered the UK economy for decades, bringing everything from food to freight, coal to cars, passengers to petroleum. As one of Europe's busiest port, the Humber is one of the UK's most important assets.

Today, businesses continue to invest and thrive in the Humber because of our strategic UK coastal location and global connectivity.

The Humber has significant added value strengths in:

Metals and engineering
Manufacturing including food and beverages – the Humber has the largest concentration of food industries in the UK employing around 60,000 people
Construction and construction products

Ports and logistics – having the largest ports complex in the UK and the 5th largest trading estuary in Europe
Manufacture of chemicals
Energy
Creative & Digital

Over 1,000,000 passengers travel through the Humber ports every year and 240,000 through Humberside Airport.

29,000 businesses

There are approximately 29,000 businesses in the Region providing over 400,000 jobs.

- 76% of people are employed, and 13% self employed.
- 1 in 4 are educated to degree level or higher.
- Over half the workforce is classified as managerial, professional or skilled.
- Manufacturing contributes 27% of our Gross Value Added and 17% of our employment, compared to 8.7% for England.
- The Humber is fast becoming an international centre of excellence for Renewable Energy.
- 80% of seafood processed in the UK each year comes from Grimsby.

For further information visit:

www.nationalcareersservice.direct.gov.uk
www.lmihumber.co.uk
www.careersyandh.co.uk
www.bridgingthegaphumber.co.uk

Look in your local newspapers.
Pop in to your local Job Centre.
Check out Social Media.
And talk to family and friends.



Changes in the Labour Market*

FIND OUT MORE ABOUT SKILLS ON PAGES 24 & 25

Change	How will it affect careers of the future?	Which job areas will be important?	
New technology is being developed constantly	<p>New technology is one of the reasons for some jobs disappearing. Think about the self-service machines in supermarkets and robots on production lines; these work a lot of machines that used to be operated by people. We could soon be seeing driverless cars and drones being used for deliveries.</p> <p>New technology creates new jobs especially those using higher level skills, such as 3-D designers and software engineers.</p>	<p>Electronics Design engineering Creative and media</p>	<p>ICT and big data Aerospace Cyber security</p>
People are living longer than before	<p>People will need more health and social care. There will be demand for research into drugs and ways for people to keep their independence.</p> <p>More care, health and social workers will be needed look after an ageing population - especially workers on a mobile basis to deliver services to people.</p>	<p>Health care Social care Bioscience</p>	<p>Pharmacology Leisure</p>
The skills of people around the world are increasing	<p>There is more competition from the rest of the world. China and Japan both have more than twice as many graduates as the UK. There are competitive apprenticeship programmes in countries such as Germany. Workers need to keep their skills and qualifications current to give them the best chance of productive careers.</p>	<p>Education Science Engineering Manufacturing</p>	<p>Creative and media (including gaming) Manufacturing ICT Finance</p>
'Green' issues; We need to take more care of the environment.	<p>More research into saving energy and developing greener technology. If we all start driving electric cars we'll need skilled mechanics to maintain them.</p> <p>New building materials and ways to use less energy. More efficient design and use of materials.</p> <p>Less pollution of the environment. Reduction in the use of plastics and other non-biodegradable materials. We need to eat less meat to make world food supplies go further.</p>	<p>Engineering including motor vehicle Chemical processing Recycling Agriculture</p>	<p>Energy and utilities Innovation Design Research (including into alternative food sources)</p>
People are thinking carefully how they spend their money, especially in their leisure time.	<p>Increased demand for services such as catering, fitness, health spas and gaming.</p> <p>Some farms are turning to tourism on top of farming (diversifying their businesses).</p> <p>There are more overseas visitors coming to the UK. More Hotels are offering spa facilities.</p> <p>People are having longer retirements so need to plan their finances effectively.</p>	<p>Health and beauty Sport and leisure Hospitality and tourism</p>	<p>Creative and media Sales and marketing Financial advice</p>

Which skills will be most important?

Technological

Communication

Creativity including Design

Reasoning and Problem Solving

These skills are important for nearly all the jobs!

*The labour market refers to all the people who are able to work and want jobs in a country or area, in relation to the number of jobs there are available in that country or area.

Want to find out more about automation and the impact on jobs?
Visit: <https://www.bankofengland.co.uk/knowledgebank/will-a-robot-takeover-my-job>

Qualifications and Pathways

On the next two pages we've listed some of the qualifications and their 'levels'.

It's important for you to research qualifications for your future career – remember not all qualifications are offered everywhere!

AGE RANGE 14 to 16 **Level 1**

GCSEs (grades D-G or 3-1)

You will study a variety of subjects and the grades you get can affect your future career choices.

Vocational/applied courses

include BTEC Introduction Diplomas.

Traineeship

A traineeship is an education and training programme which incorporates work experience, preparing young people for their future careers by helping them to become 'work ready'.

AGE RANGE 14 to 16 **Level 2**

GCSEs (grades A-C or 9-4)

Maths and English at Grade 4 or higher is essential for more advanced study and most employment.

Vocational/applied courses

include BTEC Level 2 (First) Diplomas, CACHE and Cambridge Technicals.

Intermediate Apprenticeships

These are the first level of apprenticeship. Apprentices work towards work-based learning qualifications such as an NVQ Level 2.

AGE RANGE 16 to 18 **Level 3**

A Levels

Students study A-Levels at a further education college or sixth form.

Vocational/applied courses

include BTEC Level 3 Diploma Extended Diplomas, T Levels*, Cambridge Technicals and CACHE.

Advanced Apprenticeships

These are a step above Intermediate Apprenticeships. It's a chance to access training, develop skills and gain qualifications whilst working for an employer.

* Available from 2020.

Top tip! Remember qualifications are changing all the time and we've not been able to list every one that is available. Talk to your teachers and tutors for the latest information.





AGE RANGE 18+

Level 4

Degree

A course of study usually undertaken after Level 3 qualification(s) studied at university or college. Normally involves three or four years of study and spans qualification Levels 4-6.

Vocational/applied courses include Higher National Certificates: A full-time Higher National Certificate (HNC) takes one year to complete, or two years part-time. The HNC is equivalent to the first year of a university degree programme.

Higher Apprenticeships

An opportunity to gain Level 4 qualifications including NVQ Level 4, HND or a foundation degree. A higher apprenticeship can take from one to five years to complete and involves part-time study.



AGE RANGE 18+

Level 5

Studying for your Degree

You'll undertake varied study depending on your course: time in lectures, seminars and self-study are all common on most courses.

Vocational/applied courses include Higher National Diploma and some Foundation Degrees: work-related vocational qualifications, 'equivalent' to the first two years of a three year honours degree.

Degree Apprenticeships


Degree Apprenticeships are universities and colleges working with business to offer degree courses that combine academic study and workplace experience.



AGE RANGE 18+

Level 6

Completing your Degree



You'll be able to access support throughout your course on a variety of issues such as study and well-being and help to progress to your next step.

Top tip! Universities often offer opportunities for studying abroad or work experience. This may help you pick your higher education course.



Degree Apprenticeships

Degree Apprenticeships are a way of gaining a high-level qualification, giving you a salary and valuable experience. They can last up to five years.

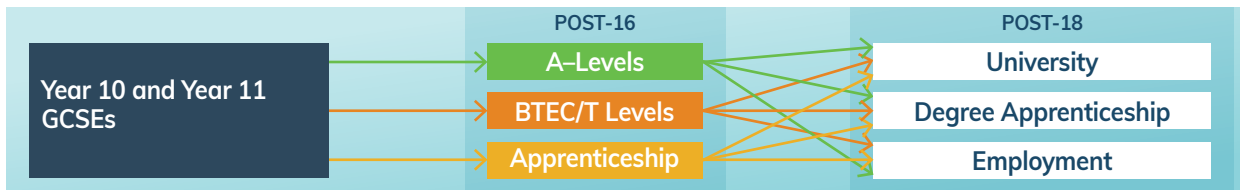
Further study: If you complete a degree course, there are a number of more advanced qualifications you can take including a Masters degree or a PhD. These (with some degree apprenticeships) would be classed as Level 7 qualifications and beyond.



REMEMBER;
IT'S ALWAYS
IMPORTANT
TO DO YOUR
RESEARCH INTO
QUALIFICATIONS
AND CAREERS TO
KEEP AS MANY
OPTIONS OPEN FOR
YOURSELF.



Your Choices



In Year 8 or 9 you will need to choose which subjects you would like to study in Years 10 and 11.

You will need to check with your School/Academy which GCSE subjects are on offer and when you need to make your choices.

You will have to study English, Maths and Science as part of your GCSE programme (these are called 'compulsory' subjects) but you will be able to choose others.

REMEMBER: Not all GCSE subjects will be offered by your school but most will.

In Years 10 & 11 it's time to think about your next steps (post-16 - sometimes called further education and training or FE).

Your Post-16 Options are;

- 6th Form/College - You can carry on with full-time learning in a school sixth form, sixth form college, FE (further education) college or UTC (university technical college). This could be where you are currently learning, but it could mean moving somewhere new, depending on your choices. Find out more about different qualifications on pages 6 and 7. Check entry requirements to courses post-16.
- Work based learning/employment – apprenticeships, traineeships, study programmes.
- Part-time education or training whilst running your own business or volunteering.

Find out more about apprenticeships at:

www.apprenticeships.gov.uk

REMEMBER: you now have to stay in some form of learning until you are 18 years old (this is called Raising the Participation Age (RPA)). RPA **doesn't** mean you have to stay on at school after Year 11.

- You can carry on learning while you are on an apprenticeship with an employer.

REMEMBER: Visit colleges and sixth forms and look into apprenticeship opportunities - it's always good to apply for more than one thing! Look out for any application closing dates.

At the age of 18 you have some really significant choices and decisions to make - potentially entering your higher education (HE) phase.

You may choose to go to university (or a higher education college) to study a degree. There are a huge range of courses and options, so start researching as soon as you can. Visit UCAS <https://www.ucas.com/> to get started.

Look at pages 28 and 29 for some things to consider about university.

At 18, you could also choose to undertake a (Higher) Degree Apprenticeship, which you can access with A Levels/other Level 3 qualifications or you may be able to progress with an Advanced Apprenticeship.

Opportunities for degree apprenticeships are expanding and as with all information, things change. Keep checking relevant websites.

You might decide to get a job at 18, but remember you can always go back into education; part-time study and the Open University are two more options for carrying on learning if you're working.



Self Employment

IN 2018, THERE WERE APPROXIMATELY 71,600 SELF-EMPLOYED PEOPLE IN THE Humber ABOUT 13% OF THE WORKING POPULATION). (FROM NOMIS)

The usual definition of small and medium sized enterprises (SMEs) is any business with fewer than 250 employees. There were 5.7 million SMEs in the UK in 2018, which was over 99% of all businesses.

If you fancy being your own boss, then self-employment may be an option for you.

You will need to think about:

- What is your business offering?
- Who will be your customers?
- Is there a market for your products or services?
- Where and how will you run your business?
- What is the competition?
- How are you different from or better than others?
- How will you let people know about your products or service?

- What will it cost to start your business?
- How much money will you need to survive until your business makes a profit? How will you raise this money?

You'll need to find out about any laws that apply to your business and about things like tax and National Insurance, so it's important to get advice early. See the www.gov.uk pages for guidance.

If you need to borrow money to set up the business, you will need a well-written business plan.

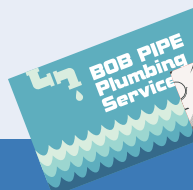
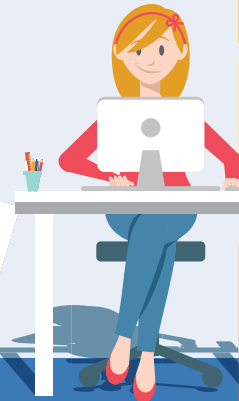
Seek advice about what you will need to include in the plan from either the bank you are applying to, or through a local college course in self-employment start-up.

Skills/qualities

- Determination
- Self-discipline
- Good organisation skills
- Persistency
- Flexibility
- Competitive
- Imaginative
- Willing to take risks
- Communication skills

Useful subjects include;

- Business and finance
- English
- Maths
- Administration
- ICT



Top tip!

Check out local colleges for short business courses such as Marketing, Website Design, Online Selling and Accountancy for small businesses.



For information...

- Federation of Small Businesses <https://www.fsb.org.uk/>
- Confederation of British Industry <https://www.cbi.org.uk/>
- Youth Employment UK <https://www.youthemployment.org.uk/employment-help-young-people/choices/starting-your-own-business/>
- Gov.UK Setting up as a sole trader <https://www.gov.uk/set-up-self-employed>
- Princes Trust <https://www.princes-trust.org.uk/>

- Peter Jones Enterprise Academy (Dragon's Den) <https://www.peterjonesfoundation.org/>
- Shell <http://shell-livewire.org>
- Young enterprise <https://young-enterprise.org.uk/>
- National Citizen Service <https://www.ncsyes.co.uk/>



Business and Retail

23%
of
employment
in the
Humber is
in Business
& Retail

Business services are about the administration and other activities for making the exchange of products and services possible. Retail is the sale of goods in shops and online.

Will there be opportunities available?

■ The increased focus on Northern cities, and the government drive to create a Northern Powerhouse, will create opportunity for business growth and expansion. It is predicted there will be 15% more jobs in this sector in coming years, to add to the 80,000 jobs already in the Humber.

■ 1.2 million jobs nationally will need to be filled as a result of people leaving the sector (replacement jobs) in the coming years. Finance and business services in particular have an ageing workforce and employers are keen to encourage young people into the industry.

■ There is an increasing demand especially for higher level skills (level 4 and 5) to fill management and professional roles. With a variety of jobs in this sector covering over 600 occupations, employers are looking for skills such as

communication, IT and team working as well as formal qualifications.

Did You Know?

■ There are 30,000 businesses in this sector in the Humber region, yet over 80% of retailers employ fewer than 10 people.

■ Also, female workers outnumber males in the retail workforce. A third of retail staff are aged under 25 years.

■ Automation is increasing and due to advances in technology there will be fewer lower and unskilled jobs in the future. Level 3 qualifications and above will be useful when looking for work in this sector.

■ With careers as diverse as Visual Merchandiser, Retail Buyer and Bank Manager, to Stockbroker, Recruitment Consultant and HR Officer, the Business and Retail sector opens many doors!



Types of Job	National Average Salary
Claims Adviser	£15,000 to £50,000
Project Manager	£22,000 to £70,000
Private Practice Accountant	£18,000 to £100,000
Loss Adjuster	£15,000 to £80,000
Store/Retail Manager	£20,000 to £70,000
Customer Service Adviser	£12,500 to £30,000
Solicitor	£12,500 to £30,000

Skills/qualities

- Teamworking
- Communication
- Problem solving
- Flexibility
- Customer focus

Useful subjects include

- Business Admin
- Maths
- English
- ICT
- Design

Some local employers

Debenhams
Next
Boots
Arco
Barclays
KCOM
Andrew Jackson Solicitors
IT@Spectrum

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

Good to Know:

Skills employers are looking for in this sector include Customer Service, IT, Team Work and Problem Solving.



For information... www.nationalcareersservice.direct.gov.uk www.lmihumber.co.uk
www.careersyandh.co.uk www.bridgingthegaphumber.co.uk www.apprenticeships.gov.uk
www.allaboutcareers.com www.skillsmartretail.com www.deliveringyourfuture.co.uk

Search for jobs by... popping in to your local Job Centre

- checking your local newspapers
- attending events and seminars
- checking out YouTube and Social Media
- talking to family and friends



Chemicals

1%
of jobs in
the Humber
are in
Chemicals

The chemical industry comprises the companies that produce industrial chemicals. Central to the modern world economy, it converts raw materials (oil, natural gas, air, water, metal, fibres, paints, pharmaceutical ingredients and minerals) into more than 70,000 different products.

Did You Know?

The chemical industry employs approximately 5,000 people in the Humber region which has the UK's second largest group of employers in this sector, including Total Lindsey Oil refinery at Killingholme.

■ With two major oil refineries providing 27% of the UK's oil refinery production, the demand for a skilled workforce in this region is strong.

■ Along with five power stations is BP's chemical manufacturing facility in Hull, which is the largest producer of acetic acid and acetic anhydride in Europe. Phillips66 production of high-grade graphite coke keeps 500,000 new cars on

the road each day and supplies 20% of all the UK's petroleum products.

Will there be opportunities available?

■ By 2030 it is predicted that the UK Chemical Industry will be leading the way in manufacturing export, enabling the chemistry-using industries to contribute £300 billion to the UK economy.

■ Manufacturing will be dependent on the quality of research and development activity, meaning that new talent within the industry will be valued.

Types of Job	National Average Salary
Chemical Engineer	£29,000 to £60,000
Research Chemist	£18,000 to £50,000
Chemical Engineering Technician	£18,000 to £35,000
Oil and Gas Operations Manager	£35,000 to £65,000
Laboratory Technician	£15,000 to £30,000
Process/Production Worker	£14,000 to £20,000

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics. ©CITB June 2016

Skills/qualities

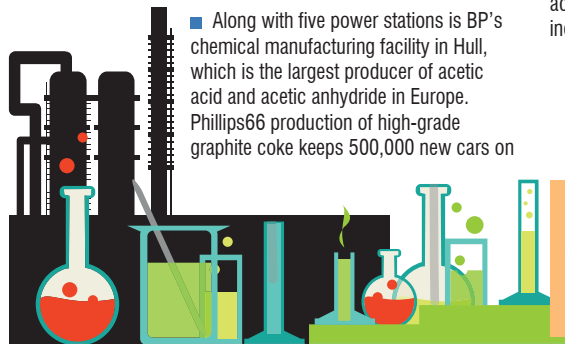
- Communication and literacy
- Application of IT
- Attention to detail
- Health & Safety awareness
- Able to carry out instructions

Useful subjects include

- English
- Maths
- IT
- Science

Some local employers

BP Chemicals Ltd
Croda Europe Ltd
Phillips 66
Centrica Storage
Tonox
Total Lindsey Oil Refinery



Good to Know: A lot of newer and really exciting jobs in the chemical sector that offer a good salary package need a science, technology or maths base.

With routes into the chemicals industry ranging from traineeship and entry level certificates, to degree apprenticeships and postgraduate level study, the sector offers a wide range of options. From production worker and lab assistant to clerical roles, technicians, managerial positions and opportunities in scientific research, a broad range of skills are in demand.

For information... www.nationalcareersservice.direct.gov.uk www.lmihumber.co.uk
www.careersyandh.co.uk www.bridgingthegaphumber.co.uk www.cogentskills.com

Search for jobs by... popping in to your local Job Centre
• checking your local newspapers • attending events and seminars
• checking out YouTube and Social Media • talking to family and friends



Construction



5%
of
employment
in the
Humber is in
Construction

Construction is the process of creating and building infrastructure such as roads, bridges and railways or a facility such as a business premises, home, hospital or school. Construction starts with planning, design and financing and continues until the project is built and ready for use. Normally, the job is managed by a project manager, and supervised by a construction manager, design engineer, construction engineer or project architect. Craft trades people such as bricklayers and joiners are essential to the construction sector. Jobs that offer a good salary package need a technology, engineering or maths base.

Will there be opportunities available?

■ The region is expanding and growth will bring a demand for affordable new homes. It's estimated that 23% of new work will be in housing. Both professional and trade employees will be recruited into construction in the coming years.

■ Managerial, professional and technical occupations will be in greatest demand in this sector. Construction employment is forecast to remain steady at around 200,000 workers per year between 2019 and 2023 nationally.

■ With a higher than average number of workers aged 55 and over, the need for new recruits will grow as people retire. To fill the gap 120,000 new apprentices will be employed nationally in the next 2 years.

■ Only 12% of the workforce is female and they are mainly employed in professional and managerial roles.

■ Although this has increased over recent years and is set to continue to rise, women are encouraged to look at wider opportunities in construction.

■ 1 in 3 employers are currently struggling to fill vacancies for Electricians, Plumbers and Heating & Ventilation engineers.

■ With qualifications and training available from entry level to level 8, the Construction sector offers a very wide range of opportunities.

■ **Did you know...** Over 80% of Construction companies in the Humber employ less than 10 people. Over 35% of construction companies in the Humber are registered self-employed and more than 2 million people work in Construction in the UK.



Types of Job	National Average Salary
Architect	£27,500 to £90,000
Carpenter/Joiner	£16,000 to £40,000
Electrician	£18,000 to £42,000
Civil Engineer	£24,000 to £80,000
Quantity Surveyor	£18,000 to £80,000
Plumber	£15,000 to £40,000

■ The jobs most in demand over the next five years in the UK will be: Construction Process Managers (3,420), Construction Professional and Technical Staff (3,260) and Wood Trades and Interior fit-out (2,380).



Skills/qualities

- Practical and technical
- Problem solving
- Attention to detail
- Team working
- Communication
- Safety aware
- Able to work at heights
- Able to read drawings
- Accurate measurement

Useful subjects include

- English
- Maths
- IT
- Science

Some local employers

- Sewell
- MKM Building Supplies
- Beal Homes
- Balfour Beatty
- Houlton
- Howdens
- Soper
- Mason Clark Associates

Sources: Annual Survey of Hours and Earnings, ONS 2015
Business Register Employment Survey, NOMIS 2016
UK Business Counts 2015

For information... <https://nationalcareersservice.direct.gov.uk> www.imihumber.co.uk www.careersyandh.co.uk
www.bridingthegaphumber.co.uk www.apprenticeships.gov.uk www.allaboutcareers.com www.goconstruct.org
www.citb.co.uk/careers-in-construction/ www.citb.co.uk/bconstructive/ http://greenporthull.co.uk/jobs-training



Creative and Digital

22%
of
employment
in the
Humber is
in the
Creative
& Digital
Sector

Creative and digital industries are about the creation and development of products and ideas. They include industries such as computer games design, animation, social media, film and TV, graphic design and advertising, music performing arts, and visual arts. New technology skills such as machine learning, mobile development, SEO/SEM marketing, data visualization, data engineering, UI/UX design, cyber-security 8, Cloud computing/AWS, Blockchain and IoT are required now and will be vital to the future of many businesses.

Will there be opportunities available?

■ The Humber is one of the fastest growing digital sectors outside of London. Employment in this sector is predicted to grow both locally and nationally with Software and Applications Developers and Analysts in high demand. There is also accelerating demand from entirely new specialist roles relating to emerging technologies, such as Artificial Intelligence (AI) and Blockchain specialists.

■ The rate of growth is unprecedented and anyone looking to enter the tech industry should start looking at opportunities to learn these new skills. Self-teaching is quite common now. There are plenty of free online resources for anyone looking to get into tech.

■ **Did you know...**Jobs requiring digital tech skills command higher salaries, on average, £42,578 compared to £32,477 per year for other professions, while digitally

enabled jobs — those requiring only some engagement with digital tech – bring in £35,227.

■ Skills shortages are in multiplatform skills, meaning the ability to produce content across all potential platforms such as the web, mobile, i-pad or TV, and to be able to transfer skills from one sector to another.

■ The UK is the fourth largest producer of computer games in the world, this makes the jobs market highly competitive to new entrants. A strong portfolio of work is important to give yourself the edge over others. Both voluntary work and networking through STEM related events in the area will help you gain work experience, as a lot of newer and really exciting jobs in this sector that offer a good salary package require technology and maths skills.

■ Jobs in this sector are not always advertised. Employers may use social



Types of Job	National Average Salary
Web Content Manager	£25,000 to £55,000
Games Developer	£19,000 to £70,000
Copy Editor	£15,600 to £81,640
Web Designer	£18,000 to £40,000
App Developer	£21,000 to £55,000
Social Media Manager	£23,000 to £75,000
Product Designer	£19,000 to £50,000
Software Developer	£20,000 to £70,000

media such as LinkedIn or Facebook. Recruitment Agencies work exclusively with many employers across the region to support them in their search for talent.

Skills/qualities

- Good problem solving skills
- Communication
- Creativity
- Strong ICT knowledge (and experience)
- Attention to detail

Useful subjects include

- Design
- English
- Maths
- ICT
- Art
- Media

Some local employers

- BBC
- Garthwest
- Hull Truck Theatre
- 20-21 Visual Arts Centre
- KCOM
- University of Hull
- Strawberry

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

For information... www.nationalcareersservice.co.uk www.careersyandh.co.uk www.bridgingthegaphumber.co.uk
www.apprenticeships.gov.uk www.allaboutcareers.com www.creativeskillset.org www.deliveringyourfuture.co.uk
www.futuremorph.org www.gamesindustry.biz/ <https://www.thetechpartnership.com/tech-future-careers/> www.lmihumber.co.uk



Energy

5%
of
employment
in the
Humber is
in the
Energy
Sector

The Energy Sector relates to the production and supply of energy. Renewable energy is generally defined as energy that comes from resources which are naturally replenished on a human timescale such as sunlight, wind, rain, tides, and waves. Renewable energy replaces conventional fuels in four distinct areas, electricity generation, air and water heating/cooling, motor fuels, and rural (off-grid) energy services.

The Energy Sector is very closely linked with engineering, manufacturing and ports and logistic sectors.

Will there be opportunities available?

■ With an ageing workforce and the creation of new jobs, the Energy and Infrastructure sectors are growing. By 2024, 8.7 million jobs will be created in the UK. Around 760,000 people will be employed in these industries in the Humber region, which includes 160,000 new jobs.

■ The Humber region will need 36,000 people by 2032 to work in the offshore wind sector alone. Demand for skilled people is set to grow, as the Humber becomes the heart of the UK's renewable energy production.

Did You Know?

■ 3 of the world's largest wind farms are on our doorstep. As part of some of the largest engineering projects in the world, they attract between £75-£100 billion to the economy.

■ The Grimsby, Sheffield & Hull triangle is the largest energy sector in the UK. As home to the company Orsted, the world's leading offshore wind developer, £6bn has been invested in offshore wind alone in the Humber region.

■ The £200m ENERGY WORKS plant in Hull is one of the largest privately-funded power stations of its kind. This major development will power 43,000 homes.

Good to Know: Emerging roles within this sector offer a range of exciting new jobs. Many require a science, technology, engineering or maths base.

From opportunities such as Warehouse Operatives and Drivers, to Solar and Wind Turbine Technicians, the industry offers many possibilities at entry level. Professional and managerial opportunities requiring academic, work-based and apprenticeship training, in turn bring the benefits of a good salary and the opportunity to progress in an interesting, forward thinking career.

Types of Job	National Average Salary
Renewable Energy Technician	£23,000 to £42,000
Engineering Maintenance Technician	£18,000 to £40,000
Renewable Energy Engineer	£20,000 to £80,000
Project Manager	£22,000 to £70,000
LGV Driver	£18,500 to £35,000
Engineering Operative	£14,000 to £25,000

Skills/qualities

- Problem-solving
- Attention to detail
- Computer skills
- Communication
- Team working

Useful subjects include

- Science
- Maths
- Engineering
- Technology
- Business

Some local employers

Siemens
C Spencer Ltd
Able UK
Ecotricity
Smart Wind
Orsted
GEV Wind
Boston Energy

Sources: Annual Survey of Hours and Earnings, ONS 2015
Forewind Annual Report 2015 Amey UK

For information... www.nationalcareersservice.co.uk www.bridgingthegaphumber.co.uk
www.lmihumber.co.uk www.careersyandh.co.uk www.allaboutcareers.com www.euskills.org.uk
www.greenporthull.co.uk www.deliveringyourfuture.co.uk www.apprenticeships.gov.uk

Search for jobs by... popping in to your local Job Centre
• checking your local newspapers • attending events and seminars
• checking out YouTube and Social Media • talking to family and friends



Engineering

2% of employment in the Humber is in Engineering

Engineering is the application of scientific, social, and practical knowledge in order to invent, design, build, maintain, research, and improve structures, machines, devices, systems, materials, and processes.

The discipline of engineering is extremely broad, and encompasses a range of more specialised fields of engineering, each with a more specific emphasis on particular areas of applied science, technology and types of application.

Will there be opportunities available?

■ The Engineering sector is growing. With new industries and technologies emerging and 203,000 people with Level 3+ engineering skills are needed every year to meet demand, the region offers many interesting opportunities at all levels.

■ Up to 59,000 engineering graduates and technicians are required every year nationally to fill core engineering roles, a demand which is not currently being met.

■ Over the next five years it is expected that 186,000 more people with engineering skills will be needed by companies nationally.

Did You Know?

■ The average graduate starting salary for engineering is £27,079 – over a fifth more than for all graduates.

■ Nationally 12% of the Engineering workforce is female and this is increasing year on year.

■ Women are encouraged to enter this rapidly changing and varied sector.

■ Engineering is no longer a traditional heavy industry. Creativity and problem-solving abilities, along with a knowledge of tech to design new products are now key skills.

■ Engineers work in many different industries including chemicals, food manufacturing, technology and the motor and aerospace industries. More qualified and skilled people are needed to forge a bright future for Engineering, which will in turn bring work to other sectors and boost the economy of the country as a whole.

Good to Know: A lot of newer and really exciting engineering jobs that offer a good salary package need a science, technology, engineering and maths base.

With skills in demand from entry level to postgraduate, Engineering offers a wide range of opportunities. Routes into the sector include apprenticeships, BTEC certification and academic qualifications up to doctorate level. From CAD Technicians, Electricians, Gas Service Technicians and Welders to Civil Engineers and Project Directors, careers in Engineering welcome both academic and hands-on practical talent.

Types of Job	National Average Salary
Robotics Engineer	£27,500 to £55,500
Maintenance Fitter	£16,000 to £35,000
Mechanical Engineer	£22,000 to £55,000
Design Engineer	£20,000 to £55,000
CAD Technician	£15,000 to £35,000
Electronics Engineering Technician	£18,000 to £35,000
CNC Machinist	£18,000 to £35,000

Skills/qualities

- Problem solving
- Attention to detail
- Communication
- Accuracy
- Creative thinking
- Interest in how things work

Useful subjects include

- Design and Technology
- Maths
- IT
- Science
- Engineering

Some local employers

- BAE Systems
- Point
- British Steel
- Kingston Engineering
- GWF Engineering
- Britcon
- APT
- Alliedprotek

Sources: Annual Survey of Hours and Earnings, ONS 2015
Business Register Employment Survey, NOMIS 2016 (2014 figures).

For information... www.nationalcareersservice.co.uk www.deliveringyourfuture.co.uk
www.careersyandh.co.uk www.bridgingthegaphumber.co.uk www.apprenticeships.gov.uk www.semta.org.uk
www.allaboutcareers.com www.engineeringuk.com www.lmihumber.co.uk www.wisecampaign.org.uk

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Food and Agriculture



5% of employment in the Humber is in Food & Agriculture

The food & agriculture sector involves the cultivation of animals, plants, and other life forms to enable us to manufacture food and drink. Think livestock - dairy cows, cattle for beef, sheep for wool and lamb, pigs and poultry. Think crops – wheat, oats, peas, oilseed rape and grass for your livestock.

Will there be opportunities available?

■ Opportunities in Food and Agriculture are growing. In the next ten years Lantra (one of the leading awarding bodies for land-based industries) estimate that the agriculture sector will need a minimum of 194,000 more people nationally to meet demand.

■ With advances in technology, higher level jobs are now opening up in Food & Agriculture, and the sector accounts for 5% of the region's workforce, employing over 18,000 people.

Did You Know?

■ The Humber region is vital to the UK's fishing industry, processing 70% of the UK's chilled and frozen seafood. The local and very popular brand Young's are the UK's leading fish & seafood business, selling 225 million products every year, and around

£1million of business is conducted weekly at Grimsby Fish market. Selling 15,000 tonnes of seafood every year, Grimsby Fish Market has opportunities for workers at all levels.

■ British farmers and growers produce 63% of all the food we eat, and in the future this amount will need to increase to feed a growing population.

■ The East Riding of Yorkshire is home to over 2,000 agricultural and food manufacturing businesses. Over 95% of land-based businesses in the Humber employ fewer than 10 people.

Good to Know:

A lot of newer and really exciting jobs that offer a good salary package need a science, technology, engineering or maths base.

Pathways into work There are a broad range of pathways into work, from opportunities for school leavers to do in-house training, to graduate level roles. From jobs in horticulture, farm labouring, forestry and agricultural engineering, to farm management, conservation, baking and veterinary practice, the Food and Agriculture industries offer interesting and varied opportunities at all levels.

Types of Job	National Average Salary
Farm Manager	£20,000 to £50,000
Agricultural Engineer	£25,000 to £40,000
Rural Surveyor	£20,000 to £45,000
Tractor Driver	£16,000 to £30,000
Food Manufacturing Inspector	£15,500 to £30,000
Food Technologist	£20,000 to £45,000
Baker	£13,750 to £40,000

Skills/qualities

- Problem solving
- Attention to detail
- Team working
- High standards of hygiene and safety
- Able to follow instructions

Useful subjects include

- Technology
- Maths
- IT
- Science
- English

Some local employers

- William Jackson Food Group
- JZ Flowers int Ltd
- Coletta & Tyson
- Young's Ltd
- Cranswick plc
- JSR Farms
- Premier Plant Producers
- TSC Foods



For information... www.nationalcareersservice.co.uk www.lmihumber.co.uk
www.lantra.co.uk www.improveltd.co.uk www.brightcrop.org.uk www.careersyandh.co.uk
www.bridgingthegaphumber.co.uk

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Health and Social Care

14% of employment in the Humber is in Health & Social Care

Health care is about the treatment and support of medical conditions in hospital, health centres and in the community. It includes Dentists and Opticians. Social care is about the care and support of people within the community.

Will there be opportunities available?

■ The number of Health & Social Care jobs is predicted to grow to around 2.6million by 2025 nationally. The NHS remains the biggest employer in the UK and the 5th largest employer in the world, employing over 1.7 million people.

■ An additional 174,000 social care workers will be needed across Yorkshire & Humber by 2035 to meet predicted demands, and Hull York Medical School will train an extra 90 doctors per year from 2019 to meet the demands of the NHS.

Did You Know?

■ Around 20% of the workforce in the Humber is aged 55 or over but only 12% of workers are under 25 years old. New employees will be required by the sector to meet demand in the future.

■ 16% of Adult Health & Social Care workers in the Humber are male and 84% are female, showing that men are under-represented in this sector.

■ Nearly all Health and Social Care organisations offer apprenticeships.

■ Due to an ageing population Health & Social Care is one of the fastest growing sectors in the UK with 7,200 vacancies at any given time across the Yorkshire & Humber region. Over 50,000 people are employed in the sector in the Humber.



Types of Job	National Average Salary
Social Worker	£24,000 to £40,500
Care Home Assistant	£12,500 to £25,000
Residential Home Manager	£20,000 to £54,000
Pharmacist	£30,500 to £45,000
Midwife	£24,214 to £43,772
Dental Nurse	£18,813 to £30,112
Doctor (GP)	£37,191 to £87,003
Medical Secretary	£16,500 to £27,000
Occupational Therapist	£24,214 to £43,772
Physiotherapist	£24,214 to £43,772
Podiatrist	£24,214 to £37,267

Skills/qualities

- Communication
- Sense of responsibility
- Good timekeeping and organisational skills
- Team work
- Empathy and compassion

Useful subjects include

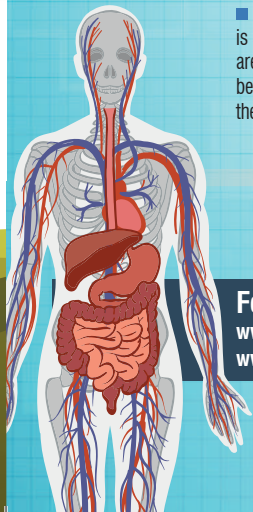
- English
- Maths
- IT
- Science

Some local employers

NHS
 HICA Group
 Relate
 Busy Bees Childcare
 Dove House Hospice
 Spire Healthcare
 Sue Ryder Care
 City Health Care Partnership
 Oasis

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

For information... www.nationalcareersservicedirect.gov.uk www.lmihumber.co.uk www.careersyandh.co.uk www.ukhca.co.uk
www.bridgingthegaphumber.co.uk www.apprenticeships.org.uk www.allaboutcareers.com www.stepintothenhs.nhs.uk www.caringcareers.gov.uk
www.skillsforcare.org.uk www.deliveringyourfuture.co.uk www.healthcareers.nhs.uk www.hcpc-uk.org www.communitycare.co.uk





Manufacturing

22% of employment in the Humber is in Manufacturing employing over 80,000 people

Manufacturing is the production of goods from raw materials to after sales services. Manufacturing today is usually high-tech production on a large scale. Most manufacturing processes are automated to ensure that products meet quality standards and can be produced in large volumes to meet demand. Advanced manufacturing involves the use of technology to improve products and processes.

Will there be opportunities available?

- Currently 40% of manufacturers say 40% of their workforce is above the age of 50, and while they are keen to keep hold of these workers, who often possess specialist skills, there is a growing need to attract the next generation.
- 76% of manufacturers currently have at least one EU national working in their business, and on average EU nationals make up 11% of a manufacturer's workforce.
- The manufacturing sector has adopted new technologies and provided new jobs for workers.
- Technologies such as artificial intelligence (AI), robotics, and Internet of Things (IoT) are rapidly changing the workplace.
- Manufacturing supports young people, with 66% of manufacturers planning to recruit an engineering apprentice in the next 12 months.

■ Manufacturing is creating high-skilled jobs. The sector will need 750,000 science, technology and engineering professionals to replace those leaving the industry by 2020.

Did You Know?

- 25% of people employed in the sector nationally are women and this is increasing year on year. Around 10% of the workforce is aged 16-24.
- Manufacturing workers are frequently shift workers, and the industry operates 24 hrs a day, 365 days a year.
- Manufacturing pays higher wages than the national average, with the average weekly pay in the manufacturing sector being approximately 17% higher than the whole economy average.

Good to Know: A lot of newer and really exciting jobs that offer a good salary package need a science, technology, engineering and maths base.

With a range of entry level positions such as Food Processing Worker, Labourer and Machine Operative, progression is possible to higher level roles such as Quality Assurance Technician, Shift Manager and Production Manager.

Types of Job	National Average Salary
Manufacturing Operative	£14,000 to £20,000
Textiles Production Manager	£22,000 to £65,000
Purchasing Manager	£20,000 to £60,000
Quality Assurance Manager	£23,000 to £55,000
Materials Engineer	£20,000 to £45,000
Maintenance Fitter	£16,000 to £35,000
Bench Joiner	£16,000 to £40,000
Manufacturing Systems Engineer	£22,000 to £40,000

Skills/qualities

- Mechanical aptitude
- Problem solving practical and theoretical
- Decision making
- Communication
- Teamwork
- Health and safety aware
- Budget management

Useful subjects include

- Maths
- Engineering
- Science
- Design and Technology
- Computing

Some local employers

- Swift Caravans
- Cranswick plc
- William Jackson Food Group
- Reckitt Benckiser
- Humdinger
- BAE Systems
- Siemens Gamesa

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

For information... www.nationalcareersservice.co.uk www.deliveringyourfuture.co.uk www.lmhumber.co.uk www.careersyandh.co.uk
www.allaboutcareers.com www.cogent-ssc.com www.bridgingthegaphumber.co.uk www.apprenticeships.gov.uk www.semta.org.uk





Ports and Logistics

7% of employment in the Humber is in Ports & Logistics, employing around 27,000 people

Ports have, throughout history, been a place where goods and people arrive or leave the country by sea. Logistics is the management, movement & storage of products. It is about getting the right product to the right place, at the right time. It is also about the movement of people by road, rail, sea and air. It includes postal and courier services. Large companies such as supermarkets run their own logistics while other companies outsource all their logistics to specialist companies.

Will there be opportunities available?

■ Following investment in the Humber region in the Energy and Renewables sector, employment opportunities in Logistics are set to grow by 16% nationally.

■ The supply of both deck and engine officers is predicted to fall by 30% nationally creating an urgent need for fresh talent.

■ The skills profile of the maritime sector will change significantly over the next 30 years. As new data driven technology creates wider opportunities, science, technology and maths subjects will lead the way into exciting new careers including robotics.

Did You Know?

■ One in twelve people working in the UK are working in logistics related industries. Incredibly that's 2.3 million people spanning some 196,000 companies, and only 36% of the workforce are under 34.

■ The Humber Ports make up the biggest port complex in the UK. Around 1 million P&O Ferries passengers pass through the port of Hull each year.

■ Activities at the Humber Ports supply 10% of the UK's energy needs.

■ Logistics is not just about driving, there are a wide range of occupations within the industry. Did you know for example, that Humberside International Airport has England's fourth largest heliport? The helicopters make 70,000 passenger journeys to the North Sea each year, to serve the offshore energy sector.

■ Freight by rail produces 70% less CO² than the equivalent journey by road. At Immingham, we handle around a quarter of all UK rail freight, which reduces carbon emissions and helps the environment.

■ Here in the Humber region our logistics companies ship to over fifty countries. The



Types of Job	National Average Salary
Airport Baggage Handler	£15,000 to £20,000
Storage and Warehouse Manager	£16,000 to £35,000
Mechanical Engineer	£22,000 to £55,000
Large Goods Vehicle Driver	£18,500 to £35,000
Crane Operator	£20,000 to £30,000
Import-export Clerk	£18,000 to £30,000
Merchant Navy Deck Officer	£20,500 to £80,000

Skills/qualities

- Team working
- Problem solving
- Good organisation
- Attention to detail
- Confidence
- Communication
- Ability to work under pressure

Useful subjects include

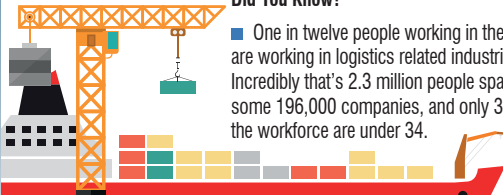
- Maths
- IT
- Science
- English
- Business Studies
- Languages

Some local employers

- Associated British Ports
- P&O Ferry Masters
- DFDS
- PD Ports
- Rix Shipping Company Ltd
- Royal Mail
- Nigel Rice
- First Hull Trains

UK port sector overall is the second largest in Europe, handling around 5% of the world's total maritime freight traffic at some point in its journey.

■ Our amazing Humber Bridge carries 10 million vehicles, 200,000 pedestrians and 50,000 cyclists every year!



For information... www.nationalcareersservice.co.uk www.apprenticeships.gov.uk
www.lmihumber.co.uk www.careersyandh.co.uk www.bridgingthegaphumber.co.uk
www.allaboutcareers.com www.skillsforlogistics.org www.deliveringyourfuture.co.uk

Search for jobs by... popping in to your local Job Centre
• checking your local newspapers • attending events and seminars
• checking out YouTube and Social Media • talking to family and friends



Public Sector

5% of employment in the Humber is in the Public Sector, employing around 18,000 people

Public sector organisations provide a service for everyone: for example, education (schools) and security and safety (police and armed forces). These services are paid for via taxation.

Will there be opportunities available?

- The government's push to reform the public sector means jobs and industry within the sector are in an uncertain position. However, opportunities will be available with the natural turnover of staff and an ageing workforce.
- The East Riding of Yorkshire Council is the largest employer in the East Riding, employing Over 6,000 staff within the local authority and over 5,000 in schools. The organisation has a workforce with 57% of staff aged 45 and over, and 27% of the workforce over 55. Young talent is now needed to fill the gaps as people leave, to ensure essential services are delivered.
- Local authorities report they are struggling to recruit to a variety of roles including; Social Workers, Care Workers, Engineers, Construction Professionals at all levels, Drivers & Refuse Collectors,

Environmental Officers, Licencing Officers, Lifeguards, Swim & Gym Teachers and Instructors.

- A new prison is expected to be built in East Yorkshire which could create over 250 new public sector jobs, in addition to the construction and manufacturing jobs required to build the facility.

Did You Know?

- Employment in the public sector, which encompasses public administration, defence and health, is higher in the Humber than the Yorkshire & Humber wider region, and England as a whole.
- There are a variety of different career opportunities within Local Authorities ranging from solicitors, accountants, marketing/media, Engineering, IT and conservation.
- There are over 50 different careers to choose from in the RAF, 220 in the army and well over 5,000 in naval services.



For information... www.nationalcareersservice.co.uk www.apprenticeships.gov.uk
www.lmhumber.co.uk www.careersyandh.co.uk www.bridgingthegaphumber.co.uk
www.allaboutcareers.com www.sjuk.com www.civilservicejobs.service.gov.uk



Types of Job	National Average Salary
Economic Development Officer	£22,000 to £50,000
Civil Engineer	£24,000 to £80,000
Police Community Support Officer PCSO	£17,500 to £23,250
Facilities Manager	£17,500 to £23,250
Payroll Administrator	£15,000 to £28,000
Highways Maintenance	£16,000 to £40,000
Trading Standards Officer	£19,000 to £90,000
IT Support	£16,000 to £35,000

- The fire service has changed radically in the last 10 years. Today, the job's as much about promoting community safety as it is about putting out fires.

Skills/qualities

- Communication and literacy
- Team working
- Attention to detail
- Customer awareness
- Good with numbers

Useful subjects include

- Maths
- IT
- Science
- English
- Business Administration

Some local employers

East Riding of Yorkshire Council
Hull City Council
North Lincolnshire Council
North East Lincolnshire Council
Fire Service
HMP Prison Service
Humberside Police
HM Courts

Sources: Business Register Employment Survey, Annual Survey of Hours and Earnings, Office for National Statistics.

Search for jobs by... popping in to your local Job Centre

- checking your local newspapers
- attending events and seminars
- checking out YouTube and Social Media
- talking to family and friends



Visitor Economy

8% of employment in the Humber is in The Visitor Economy

This sector covers events food and service management, gambling, hospitality services, hotels, pubs, bars, nightclubs, restaurants, self-catering accommodation, holiday parks and hostels, tourist services and visitor attractions. Good people skills are essential for most jobs as most roles involve dealing with customers on a daily basis.

Will there be opportunities available?

■ Britain will have a tourism industry worth over £257 billion by 2025 and the sector is predicted to grow at an annual rate of 3.8% over the next 6 years. With jobs at all levels, opportunities are available both in entry level work such as Kitchen Assistant and Waiting Staff, where you can earn as you learn and graduate entry roles which build a career in Management, HR, IT, Marketing and Entertainment.

■ With an estimated need for a further 135,000 staff to support the visitor economy,

it's the right time to learn more about this varied and interesting sector.

Did You Know?

■ Hull UK City of Culture boosted the region's economy by over £300 million, creating 800 new jobs and bringing the total number of local jobs to over 29,000. That's 8% of the total workforce in the region!

■ The majority of the travel sector workforce is employed full time and women make up approximately 60% of the travel sector workforce.

■ Most tourism workers are aged 20-29 years old and skills shortage roles include Chefs, Kitchen Assistants, Cleaners and Waiting Staff.



Types of Job	National Average Salary
Hotel Manager	£20,000 to £60,000
Tourist Information Centre Assistant	£14,000 to £35,000
Travel Consultant	£14,000 to £40,000
Chef	£13,000 to £50,000
Restaurant Manager	£18,000 to £45,000
Events Manager	£17,000 to £80,000
Waiting Staff	£12,000 to £27,000
Catering Manager	£19,000 to £40,000
Kitchen Assistant	£11,500 to £16,500

Sources: Labour Force Survey, NOMIS, Annual Survey of Hours and Earnings, ONS.

Skills/qualities

The Visitor Economy sector offers a wide range of opportunities at entry level. From Barista to Theme Park Worker and Cinema Projectionist, interesting entry level jobs are available offering the opportunity to use great people skills. With A Levels or an apprenticeship, roles in Air Traffic Control and Events open up, and higher education gains entry to work as an Art Gallery Curator or Hotel Manager.

Useful subjects include;

- Maths
- English
- Languages
- Customer Service
- ICT
- Business Administration

Some local employers

Hull Truck Theatre
Humberside Airport
KC Stadium
P&O ferries

For information... www.nationalcareersservice.co.uk www.bridgingthegaphumber.co.uk
www.hospitalityguild.co.uk www.deliveringyourfuture.co.uk www.apprenticeships.gov.uk
www.allaboutcareers.com www.skillsactive.com www.careersyandh.co.uk www.lmihumber.co.uk

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What about going onto Higher Education (HE*)?



Here are a few common issues and facts to reassure you.

I'm worried about the money side of things.	Higher education is a big step but there is loads of help and support available. The repayments of the loan are manageable and you won't need to spend any of your own money to pay for anything upfront. Most universities offer bursaries (extra money that you don't have to pay back) depending on family circumstances and other reasons.
What if I don't get a job afterwards?	Many degrees involve placements and time in industry to help you get started on your career. Every university and higher education college has a careers and employability team who are there to help you get a job when you graduate and beyond.
I'm not clever enough to go to university.	Different courses have various methods of assessment, so don't be put off. There is lots of study support available in higher education. Entry requirements for courses vary widely at different universities, so undertake research to find the best ones for you. You may surprise yourself so aim as high as you can!
I think I've had enough of studying, I just want to get a job.	Higher education is different to previous study. Many courses have practical and applied elements, plus you manage your own learning. You could look at part-time study or there's the Open University. There is an increase in the number of jobs needing a degree, so you need to check you're not closing doors on potential careers.
I don't want to move away from home.	If you want to stay locally for your higher education, that is an option, but you might like the idea of living somewhere new!
What if I'm homesick? I'm worried I won't make friends.	When you start at university, it is new to everyone. In your first few weeks there will be activities designed to help you settle in and find out about things like student societies you can join. It's a great chance to make new friends. Visit universities and colleges (such as on open days) to get a feel for the environment.
I don't know anyone who's been to university.	Ask in school about your 'alumni'; these are ex-students who sometimes come back to school to explain about their career path and experiences. They can help to act as role models for younger students. Higher education will help you increase in self-confidence so don't let being nervous put you off applying.
My family are not that keen on me going to university.	It's important to talk to your family to see what they are worried about. If it's money have a look at the information together. You can help to reassure them about your future. They can look at the family page near the end of this publication to find out more.
I'm not sure what courses are available.	The best place to start is the UCAS website to get an overview of all the higher education courses (including degree apprenticeships). You need to think about where you want to study and what; you'll get help from school/college with your decisions, remember to do your research and ask as many people as possible!

* This is studying at university or a college where they run higher education courses.

Glossary

The world of education and training is full of confusing terms (jargon). Here are a few commonly used words and phrases; part of your research into your future career can be investigating others you will come across!

Apprenticeship - 'Learning on the job' whilst working towards a qualification. See pages 6-8 for more information about the different types of apprenticeship that are available.

Bachelor of Arts (BA) - A bachelor's degree with a focus on the arts, social sciences or humanities.

Bachelor of Science (BSc) - A bachelor's degree with a focus on the sciences.

Campus - The grounds and buildings of a university or college.

Clearing - A process for HE applicants who did not receive offers, declined their offers, did not meet entry requirements or some cases did better than they were expecting.

CV/Resume - Curriculum Vitae (story of your life) - usually no longer than two pages.

Foundation Degree - Combines academic and vocational skills in a higher education course. Equivalent to two years of a bachelor's degree.

Graduate - A person who has successfully completed an undergraduate course.

HE - Higher Education.

Maintenance loan - A loan for students to help them pay for their living costs while studying.

Personal statement - either a section on a job application form or a part of a UCAS application; a chance to sell yourself.

Referees/references - These are people who can provide your potential future employer or university with some information about you - not someone from your family they would usually be your teacher or previous employer.

STAR technique - This stands for Situation, Task, Action, Result - it's a good way of describing your skills and competencies.

Tuition fees - Tuition fees are set by higher education providers. Currently, the maximum they can charge per year is £9,250.

Tariff (points) - A scoring system used by UCAS to measure students' academic achievements. They show if a person qualifies for specific higher education courses.

UCAS - University Centralised Admissions Service - runs the university and colleges higher education application process, plus holds information on degrees, degree apprenticeships and how to make your choices.

Undergraduate - A student who is studying for a bachelor's degree.

Unique Selling Points - Your USP's are what makes you stand out - you may have a particular skill or talent which can help you succeed. Sometimes you will be asked at interviews about your strengths and weaknesses/areas of development.



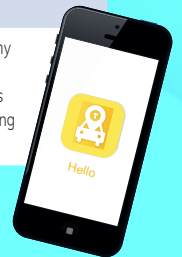


Jobs in the Future

Some examples of 'new jobs' that didn't exist 20 years ago. Many more new roles will be created in the future!

Job	What is it?
Social Media Strategists	Social Media Strategists take the traditional skills of the marketer online and into the 'social' world to reach a global audience. They increase website traffic and work with multidisciplinary creative and technical teams, to promote and sell products, services and ideas. The role uses a wide range of skills, including the strategist's knowledge of how the internet works (such as SEO and algorithms), the psychology of selling and brand awareness.
Social Media Manager	The Social Media Manager uses social media activity to promote the products and services of a company. Using platforms such as Facebook, Twitter, Flickr, YouTube, Pinterest and Instagram, the Social Media Manager's skills set includes copywriting specifically for new media and video creation. With a keen eye for what's on trend, this fast-paced role is becoming increasingly more important in promoting the image of forward-thinking companies.
Chief Listening Officer	Closely related to the role of Social Media Manager, the Chief Listening Officer monitors social channels to gain feedback on customer opinions. The information and data they collect is used by the company to improve products and services and to find innovative new ways of selling to the public. A lucrative and rapidly developing role in the commercial world.
User Experience Design	The role of User Experience Designer (or UXD, UED, or XD) enhances user satisfaction with a product by improving the usability, accessibility, and desirability provided in the interaction with a product.
User Experience Analyst	User Experience analysts look for ways to make using a web site easier, more pleasant and more engaging for consumers.
Web Content Strategist	A Web Content Strategist is responsible for the creation, delivery and management of content in written, visual and audio formats.
Robotics and Artificial Intelligence	Developments in the field of robotics and artificial intelligence will create a range of opportunities in the science and technology sectors of the future.

Search Engine Optimisation Specialist	SEO Specialists manage search campaigns for their clients by researching keywords and increasing the ranking of websites on search engines such as Google. Logical thinking and an analytical mind are essential in this role.
Data Scientist	The data scientist does not simply collect and report on data, but analyses it from all angles, draws conclusions and recommends ways to apply their findings.
Market Research Data Miner	Customer information is valuable to businesses, and the role of the Market Research Data Miner is to compile and effectively use information gained through market research in future marketing campaigns.
The Digital Marketing Specialist	The digital Marketing Specialist manages the execution of all digital and online marketing.
The Cloud Services Specialist	The Cloud Services Specialist uses their in-depth level of proficiency with mechanisms, devices, technologies, practices and overall assessment criteria relating to cloud storage technologies and services.
The Big Data Architect	The Big Data Architect provides advanced technical support in the research, experimentation, business analysis and use of systems technology, including architecture, integration capabilities and database management.
Android Developer	The Android Developer works on new and existing applications and frameworks for Android devices. A growing and lucrative area of the tech industries.
App Designer	App Designers design the look and feel of apps for an increasingly more sophisticated technology sector.
App Developer	Plans all aspects of how a user will navigate their way around an app.
Virtual Business Service Providers	The way we work is changing. With developments in technology, many traditional 9 to 5 commuter jobs are being replaced by telecommuting roles. Customer Service, PA's, Public Relations and Administrative jobs are increasingly worked at a distance from the employee's home, saving companies money and changing the working day.



DIGITAL MARKETING



Bloggers	Using a conversational style to engage online readers, Bloggers both market products and promote a wide range of ideas. Working either for companies or promoting their own businesses and interests online, Blogging and Vlogging (using Video) can quickly reach a global audience through viral campaigns, generating celebrity status for the Blogger!
Video Journalists	In the 1980's, due to a lack of resources and manpower, reporters had to shoot and edit their own stories. Again, in a drive to save money this role is back, with large-market news groups hiring small-market reporters as video journalists at a fraction of the cost.
3D Printed Clothing Designer	3D Designs are now appearing on catwalks, presenting affordable manufacturing possibilities and innovative new trends.
Chief Privacy Officer	The Chief Privacy Officer is a senior level executive within a business or organisation who is responsible for managing the risks and business impacts of privacy laws and policies.
Virtual Lawyer	As more of our daily lives go online, we will need an increasing number of specialist lawyers to resolve legal disputes.
Interior Re-designers	Upcycling is environmentally friendly, on-trend and big business! Working as freelance consultants or as in-house interior design staff, re-designers will redesign a client's home using objects they already own or upcycle their possessions for other uses.
Green Deal Assessor	The Green Deal allows consumers to make energy-saving improvements to their home or business without having to pay all the costs upfront.
Sustainability Expert	Sustainability Experts are hired by companies to share their expertise in the 'green or alternative energy space', so companies can help their businesses move forward with more sustainable practices in place.
Patient Advocates	In the healthcare sector there are several types of patient advocate, and although their services vary, all of them aim to ensure that patients and families are well informed and reassured in what can be a stressful situation.

Senior Move Management	Senior Move Management companies help older adults and families with the physical and emotional demands of downsizing, relocating and modifying their homes.
Elderly Care	With high levels of healthcare increasing life expectancy and an aging population, attention is being given to care of the elderly and future provision in this growth sector.
Genetic Scientist	Genetic scientists working in a clinical setting use their knowledge to guide and treat patients with hereditary diseases or disorders. Genetic counsellors test patients for inherited conditions and advise them on possible treatments. Counsellors often specialize in one field, such as oncology.
Retail	Opportunities are growing for entrepreneurs to sell their goods and services online in the global marketplace. While large high-street stores are suffering because of the popularity of online shopping, smaller, more specialist shops are appearing on the high street, and supermarket staff roles are changing with the introduction of self-service checkouts. The way we shop will undoubtedly have an impact on the retail jobs of the future.
Meditation and Yoga Teacher	As life moves at an ever-faster pace, trends in health and wellbeing have opened up more opportunities for meditation and yoga teachers to work in the community, workplace, schools and colleges.

STEM science, technology, engineering and maths

Many of the jobs listed in this brochure rely on high level STEM skills and qualifications that employers will continue to value in the future.

For more ideas, see <http://www.futuremorph.org.uk>





Top tip!
Other skills are really important such as creativity and problem solving.



It's all about skills!

These are skills which are sometimes called 'transferable skills'. They are needed in many different types of jobs by employers. Think about how you can show and develop your skills.



Skill	What is it?	Why is it important?	What can I do to develop it?
Communication 	Getting along well with others, listening and understanding instructions, joining in with discussions.	Effective communication is essential for all aspects of life. It helps to keep organisations running smoothly. Being a good communicator allows you to share information or ideas to different audiences.	Get involved in class discussions, take opportunities to present your work, write a blog, join a debating club.
Problem Solving 	Being logical and finding solutions to difficult situations or tasks.	Problem solving is a really valuable skill to have. Employers want someone who can help them find solutions to problems and this will often involve team work, creativity and resilience.	Have a go at solving puzzles in magazines or online, challenge yourself with your work in school by working on the harder concepts, read the news and get to know more about the world.
Organisation 	Good time keeping, efficiency and being well prepared.	Being organised is vital as an employer will want to know that you will be able to stick to deadlines and be prepared for the work that you do.	Stick to deadlines you're set, set yourself targets or goals, get a part-time job alongside your studies, keep a diary or calendar.
Leadership 	Being able to manage situations, using all resources effectively and, understanding and applying the skills of those around you appropriately.	Having leadership qualities shows a potential employer that you can be strategic, have potential to progress further and maybe even manage a team of staff one day.	Take part in programmes like the Duke of Edinburgh Award or National Citizen Service (NCS), join a cadet programme, take opportunities to lead on projects in school or college.



Skill	What is it?	Why is it important?	What can I do to develop it?
	<p>Creativity doesn't just mean being artistic. To a lot of people creativity is thinking bigger and coming up with ideas or solutions that work well and might not have been thought of before.</p>	<p>Being creative is a great skill to have, it helps with problem solving. Being able to think creatively and think about new ways of doing things will help.</p>	<p>Keep up to date with the news, keep your brain active, write a blog or create videos about something you are interested in.</p>
	<p>Working well with others, knowing each other's skills and talents, and supporting everyone in the team.</p>	<p>All job roles include some form of team working whether it is direct or not. Being able to work effectively and efficiently with your colleagues is a must!</p>	<p>Get involved with team sports or activities, contribute to group projects, volunteer for a local organisation.</p>
	<p>Being able to pick yourself up after being knocked back. Taking a moment to evaluate and then trying again from a different angle.</p>	<p>Being resilient is a great skill, it shows you can take constructive feedback and build it into the way you work. It shows an employer or tutor that you are flexible and willing to grow.</p>	<p>Reflect on feedback you are given whether that's in your studies or after an interview, evaluate your work, understand what works well for you and what you might need to do differently and try it that way.</p>
	<p>Understanding your own strengths and areas for improvement and how you can improve on these.</p>	<p>Being self-aware allows you to understand your own skills and abilities and how you can apply them but also how you can improve on them.</p>	<p>Push yourself out of your comfort zone, do some adventurous activity, take up a sport, challenge yourself with your studies.</p>

Making Successful Applications

Whatever age you are, gaining experience can help you succeed in your future, by building your skills and knowledge.

This can be work experience organised by your school or college, experience you organise yourself, but it also includes a range of other things you might not think are important. Things like:

- Volunteering in your community
- Playing sport and helping to coach younger students

- Doing dance or drama
- Being part of a club or society at school
- Mentoring younger students at your school
- Looking after your younger siblings
- Helping older members of your family
- Hobbies and interests, such as music, photography or computers

Look at pages 24 and 25 to find out more about skills and ideas to help you develop your strengths.

While you're at school you'll get chance to visit employers, colleges and universities, plus representatives will come to school to talk about their jobs and industries.

Make the most of these opportunities to think about what sort of career you are interested in.

Do your research into what sort of qualifications are needed. What sort of person do you need to be to make a success of your ideas?

So, where's the best place to start to gain work experience?

Volunteering with an organisation in the field in which you would like to work is a great place to start.

You might be able to get experience through your family and friends (always check with school that this is appropriate).

All relevant experience looks good on your CV, and good references from voluntary work can make the difference to you being successful.

For some future career areas, you need to have relevant work experience. This includes many health careers such as nursing, medicine and dentistry. Start your research here;

<https://www.healthcareers.nhs.uk/career-planning/improving-your-chances/gaining-experience>.

Remember that as well as the work experience itself, what you learn and the skills you develop are equally important to record and talk about.

Don't be afraid to explore the unusual. Famous writers, artists, musicians and actors all started somewhere. Make the most of all your experiences.

Recruitment

There are several ways that employers recruit, so make sure you read the instructions carefully. Is a CV acceptable or do you need to complete a separate application?

Will there be an assessment centre? This could be a group task or an aptitude test. Read all the information carefully so you know what to take with you and what to expect.



CV

CV stands for 'Curriculum Vitae' which means 'story of my life'. This is a short document completed by you, about you.

Along with your CV you should send a short cover letter to your potential employer to introduce yourself and say why you would be suitable for the job. This is your opportunity to sell your skills and to grab the employers' attention.

A CV is usually a maximum of two pages A4.

Keep the design simple and use either 12-point Times New Roman or Arial font. Black text on white paper is standard. CV templates are available online.

Photographs are not usually added to a CV in the UK but if this is asked for include a professional looking passport style head shot.

Use plain and positive language and clear, concise content. Be factual, honest and grammatically correct. Check for spelling mistakes and ask a friend or family member to check your CV for mistakes and to give feedback.

Your CV is the first and only chance you have to sell yourself to an employer. Start with a personal profile, which is a few concise lines to sum up your skills and experience. Then list your paid work or voluntary work experience. Usually you put your most recent work experience and qualifications first and work backwards.

After your work experience, list your qualifications. Include both academic qualifications and any professional development achievements.

Save your CVs on your computer so you are ready to apply when you see an interesting job opportunity.

Application forms

Sometimes you need to complete an application form too. It's vital to complete the Supporting/Personal Statement section of the form as fully as possible; this is your opportunity to outline all the skills you hold that are relevant to the job/apprenticeship or course.

If the application form is hand written, be neat and remember to check your spelling and grammar (whatever the format). The document, like your CV represents you and must give a good impression!

If you are applying to Higher Education, your school or college will help you through the process. <https://www.ucas.com/undergraduate/applying-to-university>

Interviews – Your chance to shine.

There are several types of interview, and you may go through two or three interviews for each job before being made an offer.

Sometimes an initial interview might be done through Skype or by telephone before proceeding to a face-to-face meeting.

When attending a face-to-face interview:

- Dress appropriately and be on time.

- Smile, be professional. Ask questions, be interesting and interested and learn from each interview experience.

- Be prepared. Read about the company/organisation online and think about what you would like to ask them. Think of the interview as a two-way process. You are learning about the people and organisation you will be spending a lot of your time with, just as much as they are finding out about you. Thinking about the experience in this way helps to calm any interview nerves.

- Here are a few things an employer might talk about ...

- Your skills and strengths.
- What you know about the company or role.
- Your ambitions and motivation.
- Your work history and education/qualifications.
- Points covered in the 'person specification' of the job description and how your background might fit with this.
- Your experience of working in a team or of being able to work on your own initiative. People will often ask for examples so it's wise to think these things through in advance.

- Enjoy the experience and good luck!

Find out more:

<https://nationalcareersservice.direct.gov.uk/get-a-job/top-10-interview-questions>

<https://nationalcareersservice.direct.gov.uk/get-a-job> <https://www.cv-library.co.uk/cvtemplates>

<https://www.prospects.ac.uk/careers-advice/interview-tips/assessment-centres>



Calling all Parents and Carers!

Parents and families are a huge influence when it comes to young people and their career decision making. This is backed up by a survey by the National Citizen Service.

This booklet provides information on some of the large employment sectors within the local region and shows how your son or daughter can help them apply for their next step.

Many of the new and emerging jobs are focused on high level skills in all sectors, so encourage your son or daughter to make the most of experiences they have both within school and their free time.

It's important for you to encourage your son/daughter to get advice from advisers/teachers and speak to training providers, employers and colleges and universities.

Your son/daughter's school/academy has the responsibility to provide access to independent and impartial careers guidance. Contact the school they attend to find out more.

The more they talk to people and the more information you can gather, the easier it will be to make the right decision.

There are some key things to think about at key ages/stages for your son or daughter.

Year 8 and 9

This is when GCSE options are selected. The core subjects such as English, Maths and Science will be compulsory, but there will be choices. Speak to your son or daughter and their school.

If they are thinking about a particular career, check if they need particular qualifications.

Year 10 and 11

During Year 10 and 11 students may get a chance to do work experience or volunteering which can help them develop skills and/or their career planning.

In Year 11, students should be focusing on their exams, but also researching subjects and qualifications needed for their next step.

If they are thinking about a particular career, check if they need particular qualifications.

After Year 11, all students need to stay in some form of education or training; this could be full-time at college or sixth form or through an apprenticeship.

Year 12 and 13

In Year 12, students will be in their first year of sixth form or college and they will be preparing to apply to higher education if this is their preferred next step.

They will be supported to research courses, visit open days and undertake the application process (visit www.ucas.com)

In Year 13 they will make their applications. Encourage them to check when their school or college deadline is (usually it is earlier than the official UCAS deadline).

Whatever route your son or daughter takes you can help and support them.

See below for some useful links

<http://www.parentadviser.co.uk> <http://www.careersadviceforparents.org/p/free-expert-advice.html>

www.ucas.com - for information about higher education (including student finance) www.hepp.ac.uk/resources/parents/

Further information and contacts

The aim of this brochure is to provide key messages about the labour market in the Humber. On the next two pages you will find some key local contacts and some further relevant websites. Please note this is not an exhaustive list.

Bridging the Gap is the central portal for education and skills opportunities across the Humber region with information for learners and careers professionals including The Energy Campus and information on apprenticeships.

<http://www.bridgingthegaphumber.co.uk/>

This site can also link you to local portals across the region:

<https://www.logonmoveon.co.uk/>
for Hull and East Riding

<https://www.lincs2.co.uk/>
for North East Lincolnshire

<http://www.lincs4u.co.uk/>
for North Lincolnshire

LMI Humber

Visit <http://lmihumber.co.uk/> for a wide range of useful information and resources on growth sectors, the local job market and employment skills needed in the region.

Humber LEP

<http://www.humberlep.org/>

The Local Enterprise Partnership (LEP) brings together business leaders and local politicians to make decisions that drive economic growth and create new jobs.

University of Hull

Visit www.hull.ac.uk or email scls@hull.ac.uk to find out all you need to know about going to university and the wide range of courses on offer at the University of Hull.

HOP

www.hop-humber.co.uk

Humber Outreach Programme is a regional network whose aim is to help schools and education professionals support their pupils to achieve their potential through raising aspirations and increasing participation in FE and HE.

Enterprise Adviser Network in The Humber

The Humber Enterprise Advisor Network is part of a national campaign launched by the government backed Careers and Enterprise Company (CEC). It aims to benefit students and employers by bridging the gap between education and work and promote the skills needed by the workforce of the future.

Find out more about the CEC here

<https://www.careersandenterprise.co.uk/>

Find out more about your local contacts and CEC initiatives here <http://www.humberlep.org/skills/careers-enterprise-company/>

National Citizen Service

<http://ncsy.es.co.uk/>

Provides opportunities for 15-17 year olds to develop by taking part in team projects to help their community.

Inspirational Portal

<https://careersyandh.co.uk/Inspiringyandh>

The 'Inspiration Portal' brings together the best of resources and organisations to inspire young people about their career choices and futures. The site includes local job market information at regional and local level (down to local authority districts).

Jobs, Careers, Routes

The National Careers Service website is suitable for all ages and includes general information on routes into careers, skills and qualities required, and pay.

Find out more on:

www.nationalcareersservice.direct.gov.uk
(or search online for National Careers Service)

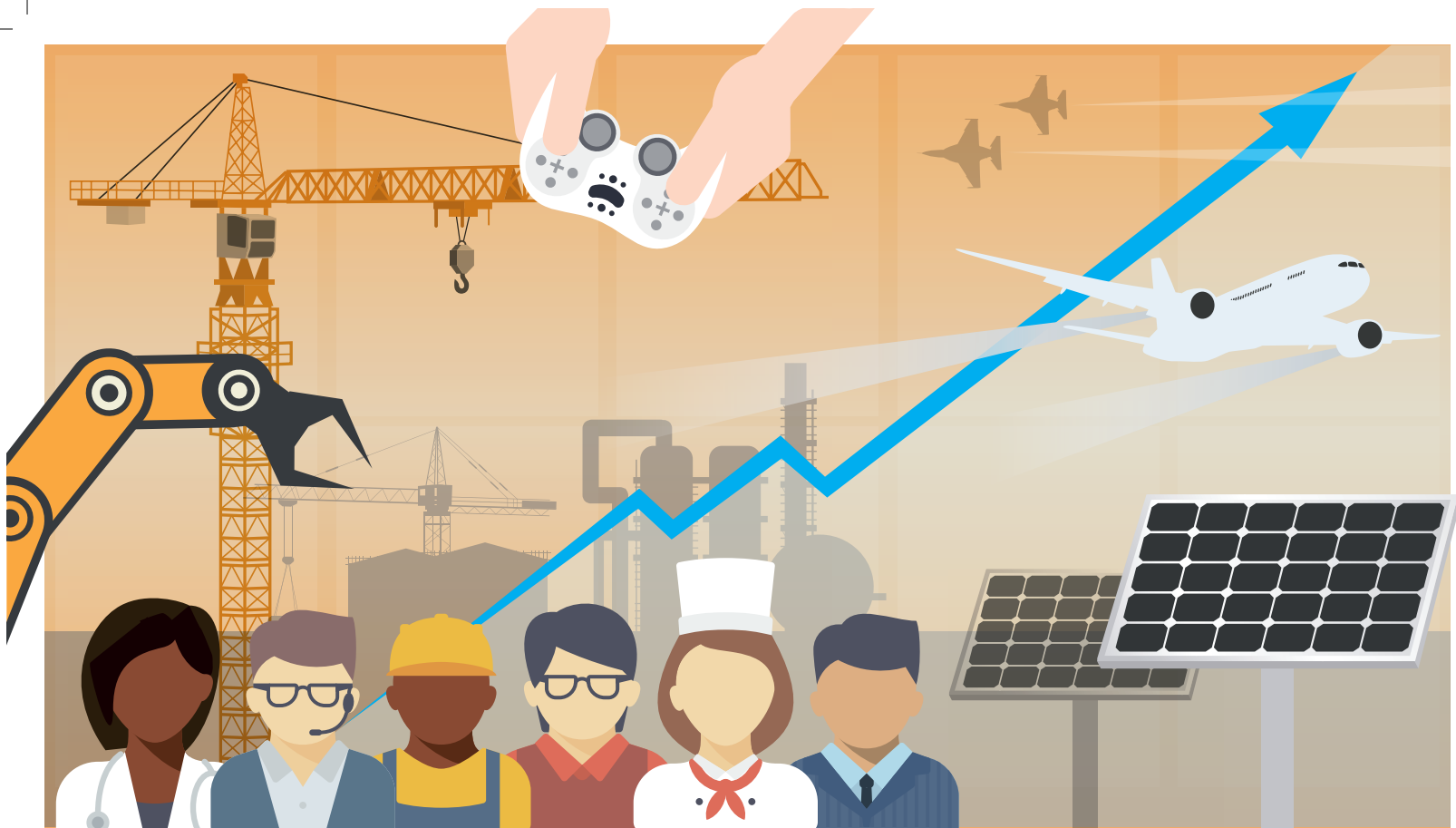
Careersbox <http://www.careersbox.co.uk/>

Plotr <https://www.plotr.co.uk/>

iCould <http://icould.com>

Apprenticeships <https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch>

Ring 0800 015 0400 for information.





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Aspire-igen staff have researched the web links referenced in this publication. However, website information can change rapidly. Aspire-igen does not endorse organisations or accept any responsibility for the content of external sites.

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