

2017

Norfolk Work & Skills

Information and guidance
for young people aged 13-19



Useful websites

Job or training vacancies

National

Apprenticeship Service

search and apply for apprenticeships in England

www.gov.uk/apply-apprenticeship

Universal Jobmatch

search and apply for full or part-time jobs in the UK and abroad

www.gov.uk/jobsearch

jobs24

find jobs and apprenticeships by keywords or location

www.jobs24.co.uk

Help You Choose

find apprenticeships and traineeships in Norfolk

www.helpyouchoose.org

Apprenticeships Norfolk

find out what's available from local apprenticeship providers

www.apprenticeshipsnorfolk.org

Not Going to Uni

what could you do if you didn't go to university?

www.notgoingtouni.co.uk

Adzuna

discover UK job vacancies and labour market info

www.adzuna.co.uk

Searching for employers or recruitment agencies

Agencycentral

UK's leading recruitment agency directory

www.agencycentral.co.uk

Yell

online business directory

www.yell.com

Your rights in work and training

Gov.UK

go to 'Working, Jobs and Pensions'.

www.gov.uk

Advice on starting work and job hunting

Gov.UK

go to 'Working, Jobs and Pensions'

www.gov.uk

Not Going to Uni

find job opportunities and apprenticeships

www.notgoingtouni.co.uk

icould

see the 'Getting a Job' section under the Articles tab

www.icould.com

Jobs and careers information

I Can Be A

find out about career opportunities in Norfolk and Suffolk

www.icanbea.org.uk

Start

find out more about jobs and if they're likely to grow. How well are you matched?

www.startprofile.com

National Careers Service

<https://nationalcareersservice.direct.gov.uk>

Careersbox

case study films showing real people doing real jobs

www.careersbox.co.uk

Prospects

find information on different job sectors

www.prospects.ac.uk

Researching the job market

Careers of the Future

40 top jobs of the future

<http://bit.ly/1BKsMnu>

Unistats

what jobs have UK uni and college students gone on to do?

<http://unistats.direct.gov.uk>

What Do Graduates Do?

what are students doing six months after they finish their degree?

<https://helpyouchoose.org/content/advisers/resource-materials/publications/booklets/2016-what-do-graduates-do/>

Understanding your skills

National Careers Service

Use the Skills Health Check

<https://nationalcareersservice.direct.gov.uk>

The Skills Show

the nation's largest skills and careers event

www.theskillsshow.com

iCould

take the Buzz Quiz

www.icould.com

Barclays Lifeskills

which skills do you need for the 21st Century?

www.barclayslifeskills.co.uk

Volunteering and work experience

Help You Choose

click on the Volunteering tab

www.helpyouchoose.org

Voluntary Norfolk

volunteering opportunities in Norfolk

www.voluntarynorfolk.org.uk

National Citizenship Service

volunteering for 15-17 yr olds

<http://ncseast.co.uk>

Do-it

find volunteering opportunities

www.do-it.org

Prince's Trust

supports unemployed 16-25 year olds with skills and work experience

www.princes-trust.org.uk

Introduction

Norfolk is a great place for young people to study, find work and develop their careers offering a huge number of opportunities in a wide range of sectors. In recent years, Norfolk has seen a growth in service and knowledge-based industries and its key sectors are highlighted in this guide.

Our agriculture, food and drink sectors are going from strength to strength and Norfolk remains a leader in cutting edge innovation. Names in the food and drink sector such as British Sugar, Colman's, Heinz, Kinnerton and Kettle Chips are known across the globe.

The largest sector in terms of employment is health and social care. Another major employer is finance and professional services which is home to world leading

companies such as Aviva, Marsh, Adrian Flux, KPMG and Virgin Money.

In Norwich, the ICT and digital creative sector is growing at an even faster rate than the rest of the UK and we have a cluster of new as well as established businesses. Our two universities have many specialisms: Norwich University of the Arts is the UK's number one specialist arts, design and media university, and the UEA has one of the largest Schools of Computer Science in the country – a great place to learn skills for the future!

We can expect to see a breadth of exciting opportunities for the future across a whole range of sectors and local employers are very keen to attract young people like you to work with them.

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The world of work – the future is now!

Do you wonder what work will be like as you get older? Maybe you're not sure what the world of work is like at the moment... Looking at future trends and the different ways in which we work can help you to plan your future career.

What is the 'labour market'?

When people talk about the 'labour market' they usually mean the jobs that people do and the 'world of work'. Labour market information can tell you the number of people in certain types of jobs, whether they work full-time or part-time, how many people are unemployed and what is likely to happen locally, nationally and even internationally over the next few years. The next few pages look at how changes in the labour market could affect your future career decisions.

Around one third of all jobs in 2020 will require degree or higher apprenticeship qualifications (level 6 and above).¹

The types of job available to us now and in the future will mainly be for people with at least level 2 and level 3 qualifications* but around one third of all UK jobs in 2020 will be for those with higher level qualifications. Why? Because the world is changing fast and the UK needs to compete with the rest of the world in areas such as engineering, research, creativity, science, technology and innovation.

Work facts for the 21st century

Lots of new jobs are going to be created over the next 15 years. Some of these will be jobs we're familiar with but many will be new to us. How much do you know about the jobs listed below? They are all out there right now!

user experience architect

e-commerce merchandiser

sustainability consultant

cyber security manager

app designer

bio-engineer

What does this mean to me?

It means that the more qualifications you have, the more jobs you can apply for. Most employers want someone who has at least five good GCSEs including English and maths, and often science too. If you have these and some experience of work (a Saturday job or volunteering for example) then you're more likely to succeed.

Why do jobs change?

All jobs change over time:

- 150 Years Ago in Norfolk
- ❖ Farming and forestry
 - ❖ Food and drink
 - ❖ Engineering
 - ❖ Tourism
 - ❖ Shoes and leather goods

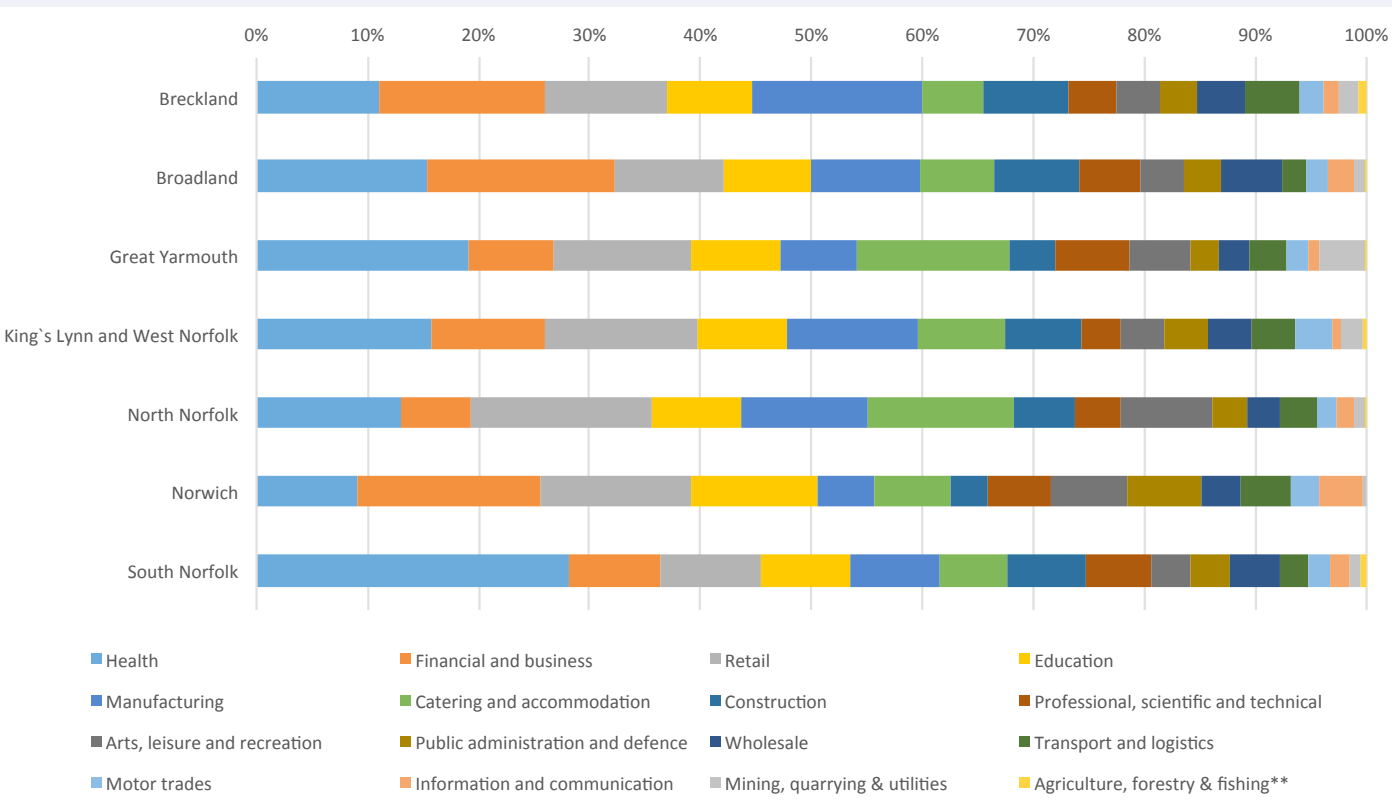


▲ Food production in the 1890s

Most jobs in these sectors only involved manual work. There are far more jobs to choose from in these sectors today.

Norfolk today*

Some jobs that were once very popular have all but disappeared. Other jobs have gone due to advances in technology.



*See page 26 ¹UKCES

* Figures don't include self-employed. Source: Business Register and Employment Survey 2015 (latest at time of going to print). ** Doesn't include farming.

What is changing?	How can it affect jobs?	Think about it!	Which job areas will be important?
New technology is being developed all the time.	New technology is the main reason for old jobs disappearing.	<ul style="list-style-type: none"> → Self-service machines. → Robots on production lines. → Greater demand for people with IT, electrical and engineering skills to fix them and develop new ones. 	<ul style="list-style-type: none"> Electronics Design engineering Creative and media ICT and big data Aerospace Cyber security
People are living longer.	People will need more health care and social care.	<ul style="list-style-type: none"> → More care, health and social workers needed to look after them. → Demand for more drugs research. 	<ul style="list-style-type: none"> Health care Social care Life sciences Pharmacology Leisure
The skills of people around the world are improving.	There is more competition from the rest of the world.	<ul style="list-style-type: none"> → China and Japan both have more than twice as many graduates as the UK. → Competitive apprenticeship programmes in Germany. 	<ul style="list-style-type: none"> Education Science Engineering Creative and media (including gaming) Manufacturing ICT Finance
We must take more care of the environment.	More research into saving energy and developing greener technologies.	<ul style="list-style-type: none"> → If we all start driving electric cars we'll need skilled mechanics to maintain them. → Every home will eventually be fitted with a smart meter. 	<ul style="list-style-type: none"> Engineering including motor vehicle Chemical processing Recycling Agriculture Energy and utilities Innovation
People are thinking carefully how they spend their money, especially on their wellbeing.	Demand for services such as catering, fitness, health spas and gaming.	<ul style="list-style-type: none"> → Some farms are turning to tourism on top of farming. → More overseas visitors. → More hotels offering spa facilities. 	<ul style="list-style-type: none"> Health and beauty Sport and leisure Hospitality and tourism Creative and media Sales and marketing

What is STEM?

STEM stands for science, technology, engineering and maths. Employers value the skills you develop in STEM subjects and careers.

Why? Because there are going to be more skilled jobs available in these areas in the future and young people like you will be needed to do those jobs.

What kind of jobs exactly? Some really exciting ones! Just think, **you** could be responsible for:

→ Inventing a new means of low carbon transport
 → Curing an illness or disease
 → Creating the biggest selling videogame of all time
 → Building the tallest tower in the world.

STEM in fashion:

- Textile technology
- Pattern making
- Measuring

Different ways of working

The ways in which we work are changing too. Here are some of the different ways in which we might work today and in the future.

Flexi-time working – not working to set hours every day such as 9-5.

Temporary or fixed-term contracts – employers take more people on in agriculture, retail, hospitality or manufacturing, at busier times.

Zero or low hours contracts – sometimes employers need flexibility from employees. A zero hours contract might mean you don't know how many hours you will work from week to week.

Freelance and consultancy work – specialists are brought in to a business only when they're needed.

Shift work – people who work in factories, hospitals or hotels often work shifts as they're needed through the night or early in the morning.

Part-time work – some people choose to only work part of a week, for example, if they're also studying, but some jobs aren't available as full-time posts.

Remote working – new technologies mean you don't have to go to your workplace to do your work – you can work from practically anywhere these days!

Portfolio career – Some people have more than one interest or set of skills. Rather than having one full-time job, they do several different part-time jobs at the same time which might include freelancing.

Running your own business – nearly two thirds of young people like the idea of running their own business. You can work for yourself in lots of careers, for example, construction, hair and beauty, finance, hotels and catering. Or you might just have a brilliant idea you want to sell!



Health and social care

A job in the health or social care sector can be extremely rewarding. In health, studying a STEM* subject will open up many opportunities. Jobs in health include caring for patients, working in labs or with diagnostic equipment and there are also support roles in admin, security and maintenance which are essential to the day-to-day running of the health service.

Social care is about providing care for people in different settings such as residential care or in their own home and enabling them to enjoy a sense of wellbeing and independence for as long as possible. There are opportunities to work with people with learning or physical disabilities.



What is happening?

- Health and social care is the largest employment sector in Norfolk employing 53,000 people¹
- An increasing number of disabled younger adults are living longer and a growing number of older people are needing care which means adult social care is growing and the number of social care jobs will increase by 18% (275,000 jobs) by 2025².
- To progress in health and social care, qualifications at level 3 and 4 and above are needed including apprenticeships or a degree. Continuing with a STEM subject will help keep your options open.
- The demand for people working in health and social care is increasing. There are over 350 different careers in the NHS and the number of people working in private healthcare is growing.
- In demand: registered nurses, doctors, care workers, social workers, dental nurses and more.
- New technologies and discoveries will have a huge impact on health including patient monitoring, diagnostics, robotics, genetics and bioscience. In social care, assistive technology and the use of apps are being developed. These are creating new job areas.

Skills and qualities

Communication • Team working • Problem solving • Customer awareness • Planning and organisation • Negotiation skills • Compassion • ICT • Reliability • Calm under pressure • Flexibility • Initiative

Useful subjects

Biology • English • Maths • Science • Chemistry • Psychology • ICT • Sociology • Physics

What could you earn?***

Care worker	£14,050***
Dental nurse	£17,300
Medical secretary	£21,400
Nurse	£31,950
Social worker	£31,300***
Midwife	£36,250
Pharmacist	£42,200
Doctor	£74,900

On the web

www.healthcareers.nhs.uk
www.nmas.ac.uk
www.norfolkandsuffolkcaresupport.co.uk/promoting-careers-in-care/looking-for-a-career-in-care
www.wanttobeadoctor.co.uk

Local employers

- NHS including Norfolk and Norwich University Hospital, James Paget Hospital, Queen Elizabeth Hospital and many health centres
- Norfolk County Council
- Spire Healthcare
- Various care homes

ICT and digital creative

There are possibly more jobs in digital, information and communication technologies than you realise and new jobs are being created all the time. Whether you enjoy numbers, computers, electronics or have a creative streak there are some exciting roles to be had, especially if you continue to study a STEM* subject. Job areas include computing, wireless technologies, cyber security, film and TV, data organisation, social media, advertising, fashion, computer games and animation.



What is happening?

- The digital creative sector is a major growth area for Norfolk with new jobs being created all the time.
- The UK tech sector is expected to create more than 1.7 million new jobs over the next 10 years¹ in areas such as big data, systems support and cyber security.
- Competition for some creative jobs can be fierce and the number of people with a degree is very high.
- Over 50% of creative jobs are in London and the South-East and 90% of creative companies employ fewer than five people.
- Photo imaging, animation, videogames, film and TV, advertising and marketing are all areas expected to grow over the next few years. Shortage areas include software programmers and designers working in user experience, 3D and VFX.
- The ICT, digital tech and creative industries are desperately seeking girls! Young women make up 17% of the tech workforce² and are in demand for areas such as gaming and computer programming.
- Norwich is a Tech City and supports new digital creative companies.
- The University of East Anglia and Norwich University of the Arts offer a range of courses around computer science.

Skills and qualities

Creativity • Communication • Problem solving • ICT • Attention to detail • Team working • Design • Presentation skills • Planning and organisation • Leadership • Flexibility • Business knowledge • Innovation

Useful subjects

Maths • Design and technology • Science • English • Physics • Art • Media • Business awareness • Psychology • Chemistry • History • Music

What could you earn?***

Photographer	£25,450
Graphic designer	£25,350
TV, video and audio engineers	£29,900
Clothes designer	£28,900
Web designer	£30,400
Software developer	£40,700
IT systems architect	£44,850
Marketing and sales director	£75,000

On the web

www.skillset.org/careers
www.creative-choices.co.uk
www.bubble-jobs.co.uk
www.thetechpartnership.com/tech-future-careers

Local employers

- BBC East
- Archant
- BT
- Anglia Television
- Oneagency.co
- Proxama
- Further
- Foolproof
- Brandbank
- Rainbird

*See page 6 ¹ Business Register of Employment Survey 2015 ² Skills for Care
 ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50. ***NMDS-SC

*See page 6 ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50. ¹ and ² Tech Partnership

Technology is the main reason for old jobs disappearing. With nine out of 10 new jobs today needing some level of IT skills it's hard to escape it. There are so many exciting and rewarding careers within science, engineering and technology – digital design, motor sport, aerospace, clean tech... Why not become an expert and help the UK become the best innovators in the world?

What is happening?

- Norfolk is home to over 1,000 engineering and manufacturing businesses¹.
- Engineering companies are projected to need 182,000 people with engineering skills each year to 2022² across a range of roles. And there's a call out for more female engineers too.
- Automotive (vehicles) electronics, consumer electronics (such as smart phones) are growing areas and need skilled young people to research and design new products and parts.
- Locally, our strengths include precision engineering, clean tech, agri-tech, food processing machinery, advanced composites, advanced electronics, motorsport, marine, aviation and bio-med technology. If you're not sure what some of those are then get researching!
- For an exciting role in advanced manufacturing and engineering which could include international travel it's a good idea to continue to study a STEM* subject – it'll help keep your options open.
- The International Aviation Academy in Norwich aims to train 80 new aviation engineers each year.



Skills and qualities

Communication • Problem solving • Team working • Leadership • Attention to detail • Creativity • Design • Maths • ICT • Reliability • Innovation • Languages

Useful subjects

Maths • Physics • Chemistry • Design and technology • English • Science • ICT • Languages • Business studies

What could you earn?***

Metal working machine operative	£21,350
Electroplater	£22,400
Production technician	£26,300
Precision instrument maker	£25,150
Motor vehicle assembler	£31,950
Engineering technician	£35,050
Design engineer	£39,150
Electronics engineer	£46,500
Mechanical engineer	£41,750

On the web

www.tomorrowsengineers.org.uk
www.futuremorph.org
www.semta.org.uk/careers
www.science-girl-thing.eu

Local employers

- Lotus Group
- Bf1 Systems
- Shell
- KLM UK Engineering
- Perenco
- Musset Engineering
- Syrinix
- Thurne-Middleby
- ATB Laurence Scott
- Lintott Control Systems
- Ardagh
- UCP Zeller
- Hethel Engineering***

*** **Hethel Engineering Centre**, an innovative business dedicated to supporting the growth and success of high performance advanced engineering and manufacturing companies and individuals throughout Norfolk and the East Region. <http://hethelcentre.com>

You might not have thought about a career in food and drink but it's one of the most technologically advanced sectors in the UK and it's growing. There are plenty of opportunities – from nature to plate someone needs to grow it, invent the recipe, make it, test it for taste and quality, package and distribute it. You could be part of the team creating a new line for a leading brand!

What is happening?

- The food and drink sector has over 30 different industries including bakery, dairy, confectionery, pet food, soft drinks, chilled and frozen products; in Norfolk, we have lots of opportunities in meat processing, vegetables and prepared meals – all in an increasingly hi-tech sector.
- There will be thousands of exciting opportunities for young people with the right skills to join the food and drink sector – over one third of the 400,000 strong workforce is due to retire by 2020¹!
- What kinds of roles? Food technologist, chocolatier, marketing professional, quality technician, design engineer, cheese maker, microbial scientist, production planner, environmental technologist or butcher. There are new roles for social responsibility and sustainability.
- The agri-food industry is growing, and with Norfolk home to The Institute of Food Research and The John Innes Centre (Norwich Research Park) that means lots of opportunities for those with STEM* qualifications. These local organisations look closely at the biology of plants and crops and are world leaders in food science.
- Got an entrepreneurial streak? You could set up your own business in this sector – maybe a land-based business or artisan food?

Skills and qualities

Communication • Problem solving • Team working • Business knowledge • People management • Presentation skills • Attention to detail • Creativity • Maths • ICT • Reliability • Innovation • Design • Analytical

Useful subjects

Business studies • Biology • English • Maths • Chemistry • Design and technology • ICT • Physics • Science • Art • Languages

What could you earn?***

Production operative	£18,450
Butcher	£19,250
Farmer	£25,900
Quality assurance technician	£25,700
Production technician	£29,550
Biological scientist	£36,850
Production engineer	£38,650

On the web

www.tastycareers.org.uk
www.brightcrop.org.uk
www.tastesuccess.co.uk
www.lantra.co.uk
www.growcareers.info

Local employers

- Colman's
- Kettle Foods
- Robinsons
- Bernard Matthews
- British Sugar
- Kinnerton
- Heinz
- Penguin Foods
- Pasta Foods
- Hain Daniels



¹ NSAFD *See page 6 ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

*See page 6 ¹ Norfolk Chamber ² Engineering UK ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

Energy (including renewables)



The focus is very much on the future when it comes to the energy sector with low carbon or 'green' technology high on the agenda. The government has targets it has to meet to help reduce climate change around the world. It's not just about constructing, assembling and monitoring - engineers and technicians will be designing and testing the buildings, vehicles and mobile phones of the future!

What is happening?

→ The East of England is the second largest centre for energy in the UK which includes oil and gas, offshore and onshore wind energy, nuclear and biomass-fired power generation.

→ Great Yarmouth and Lowestoft in Suffolk make up an energy-related Enterprise Zone - England's largest cluster of energy businesses - and between them offer 1400 direct and 1000 related jobs¹.

→ The green economy is a priority sector for the UK meaning extra support for 'green collar' jobs: renewables includes wind and wave power; energy and waste management; sustainable construction; carbon capture; bio energy; smart meters; and plug-in electric vehicles.

→ Skilled people are in high demand especially qualification level 4 and above and those with STEM* skills.

→ Many of Norfolk's businesses now operate around the world in places like Africa, USA, Canada, the Middle East, Russia, Asia and Scandinavia.

→ Several wind farms have been built off the East Anglian coast such as Sheringham Shoal, Scroby, Lincs and Lynn. Others are in the pipeline such as Dudgeon, Galloper, East Anglia One and Race Bank. We can expect to see significant job growth in offshore wind across the UK with more businesses locating here.

Skills and qualities

Communication • Problem solving • Team working • Leadership • Attention to detail • Maths • Reliability • ICT • Design • Innovation • Analytical

Useful subjects

Maths • Physics • Chemistry • Design and technology • English • ICT • Science • Business studies • Languages

What could you earn?**

Energy plant operative	£31,450
Wind turbine technician	£30,400
Environmental associate professional	£22,300
Engineering technician	£35,050
Design engineer	£39,150
Electronics engineer	£46,500
Mechanical engineer	£41,750
Research and development manager	£44,200

On the web

www.thinkpowersector.co.uk
www.myoilandgascareer.com
www.futuremorph.org
www.bconstructive.co.uk
www.semta.org.uk/careers

Local employers

- Perenco
- Orbis Energy
- Seajacks
- University of East Anglia
- Statoil
- Shell
- Aker Solutions
- 3sun
- Gardline Marine Sciences
- Hydra Rig

Financial and insurance

The biggest and best private companies in this sector are looking for people with high motivation and enthusiasm. Some jobs within finance and business require a high level of customer service and sometimes shift work, others demand commitment and long hours but the effort can be rewarding. There are also opportunities in the public sector for financial and administrative roles.

What is happening?

→ Financial and business services make the largest private sector contribution to Norfolk's economy. It's the second biggest sector in the county and with over 180 companies, we have one of the largest clusters of finance and insurance businesses outside of London. Norwich is also one of the largest general insurance centres in Europe¹.

→ Technology is constantly changing work in this sector with artificial intelligence, cyber security, big data management, ecommerce and environmental accounting all predicted to grow over the next few years.

→ We can also expect a demand for sales and customer service roles, human resources (HR) managers and high level jobs such as actuaries and legal professionals and in ICT and business intelligence.

→ In Norfolk, the UEA's School of Computer Science is closely linked to the city's insurance sector helping to drive innovation and meet future skills needs and the very first National Skills Academy in the UK for financial services is based in Norwich.

→ Employers are seeking people who are good communicators, have strong IT skills, pay attention to detail and are able to focus on and meet customers' needs. They are also looking for people with a sound understanding of how business works and there's a growing demand for people in roles such as HR and legal to have a wider range of business skills.

→ Modern language skills are growing in demand, especially for companies who operate or trade internationally and there are plenty of graduate opportunities in this sector.

Skills and qualities

Communication • Problem solving • Maths • English • Business knowledge • Customer awareness • ICT • Analytical • Presentation skills • Negotiation skills • Reliability • Leadership • Team working • Initiative • Calm under pressure • Languages

Useful subjects

Maths • English • Business studies • Modern languages • ICT • Sociology • Psychology

What could you earn?**

Receptionist	£16,600
Contact centre worker	£17,650
Sales administrator	£20,450
Finance officer	£24,500
PA (personal assistant)	£25,550
Customer service manager	£27,400
Human resources officer	£28,950
Chartered accountant	£38,400
IT systems architect	£44,850

On the web

www.prospects.ac.uk/jobs-and-work-experience/job-sectors
www.icould.com/stories/job-types

Local employers

- Virgin Money
- Aviva
- Adrian Flux
- KPMG
- Capita
- RBS
- Marsh
- Swiss Re
- Williams Lea
- Moneyfacts



¹ Locate Norfolk *See page 6 ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

¹ Locate Norfolk ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

Norfolk is a top destination for tourists: a beautiful coastline, a rich heritage, excellent food, cultural attractions and drink and good transport links. Local people who do jobs connected to tourism are playing an increasingly important role in supporting the local and UK economy. Also known as the 'visitor economy', attractions and services such as festivals, galleries, museums, shops, boat hire and accommodation are growing and there's a wide range of jobs to be had.



What is happening?

- Did you know, the tourism sector in Norfolk supports more than 54,000 jobs¹?
- Between 2014 and 2024, the hospitality and tourism industry needs to recruit 1.3 million staff: 25% of those will be to new jobs and 75% to replace those who leave².
- The tourism industry is changing: more accommodation options, online apps and growing customer power means that in Norfolk, like other places, more needs to be done to attract visitors. This means raising standards and extending the season which will create better quality and more permanent jobs.
- Marketing plays a large role in the tourism industry and roles such as digital marketer are growing. There's also a high demand for graduates in leadership and management roles.
- Some people involved in the arts will be self employed – up to 74% of actors and entertainers and 80% of artists³ – but there are paid roles for jobs such as theatre attendant, art exhibition organiser, lighting designer. There may also be roles you hadn't considered: how about pyrotechnician, swimming pool technician, cruise ship entertainer or tour manager?
- There's something to suit lots of tastes – cultural activities and festivals cover food and drink, music, literature, street art and more – some of them provide a variety of temporary jobs which could lead on to something amazing!

Skills and qualities

- Communication • Planning and organisation • Creativity • Customer awareness • Team working • Problem solving • Leadership • English • Reliability • Enthusiasm • Languages • Flexibility • Initiative

Useful subjects

- English • Art and design • Business studies • Languages • Drama • Music • History • Sociology • Maths

What could you earn? **

Housekeeping supervisor	£19,000
Artist	£26,550
Travel agent	£20,650
Museum curator	£26,700
Exhibition organiser	£27,150
Marketing officer	£27,800
Arts officer	£37,600

On the web

www.careerscope.uk.net
www.hospitalityguild.co.uk
www.ccskills.org.uk/careers/advice

Local employers

- | | |
|-------------------------|------------------------------|
| • Norwich Theatre Royal | • National Trust |
| • Bewilderwood | • Norwich City Football Club |
| • Snetterton Circuit | • Searles |
| • Sea Life Centres | • Richardson's Boats |
| • Norwich Castle | |

Retail is the largest private sector employer in the UK – that's big business! As well as sales roles, there are many behind-the-scenes jobs such as buying, merchandising, stock control, logistics and store operations – all important links in the chain. Some of these jobs demand a creative streak, others need IT skills. What's more, if you have the drive, it's easy to move quickly up the career ladder to a management position.

What is happening?

- Norwich is one of the top shopping destinations in the UK and retail is its second largest employment sector. Retail employs 42,500 people across the whole of Norfolk – an increase on last year¹.
- Technology is changing the types of jobs on offer and we could see a reduction in the number of sales and customer service assistants needed. On the other hand, there is a demand for retail managers – 60,000 needed by 2022².
- A growing trend for online shopping means there are some exciting job roles in retail such as e-commerce merchandiser, customer relationship manager, digital marketer, user experience designer, app developer, customer data manager, cyber security expert and social media manager. These types of jobs are usually found at the head offices of major retailers.
- Got an entrepreneurial streak? Online stores, local produce and 'niche' shops are all popular ideas amongst those wanting to set up their own retail business.
- Many big names in food retail, high street and online shopping have graduate schemes with a wide variety of graduate roles on offer – some include overseas travel and company perks. Apprenticeships are another good way to get in.

Skills and qualities

- Communication • Team working • Customer awareness • Problem solving • Leadership • Planning and organisation • Reliability • Business knowledge • ICT • Design • Creativity • English • Maths • Enthusiasm • Initiative

Useful subjects

- Maths • English • Languages • Business studies • ICT • Design and technology • Art and design • Psychology • Sociology •

What could you earn? **

Check-out operator	£14,700
Sales assistant	£16,100
Window dresser	£23,000
Retail manager	£27,100
Clothing designer	£28,900

On the web

www.prospects.ac.uk/jobs-and-work-experience/job-sectors/retail
www.careersbox.co.uk
www.fashionretailacademy.ac.uk

Local employers

- Simply M & S Food
- Roys
- Norwich Lanes (independents)
- Top department store chains such as John Lewis and Debenhams
- Discount retailers
- Supermarkets such as Sainsbury's, Aldi, Co-op



¹ Locate Norfolk ² People1st ³ LMI for All ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

¹ Business Register of Employment Survey 2015 ² People1st ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

Construction and the built environment

The construction industry has had its ups and downs over recent years but compared to other regions, the sector in the East of England is predicted to grow more favourably. The number of jobs within some roles is expected to grow, however there are also jobs such as electrician where the number of jobs isn't expected to rise but skilled people will be needed to replace those who leave. Environmental targets mean there are some exciting new areas to work in such as intelligent buildings.

What is happening?

- Between 2016 and 2020 it's predicted there will be 3,910 new jobs each year in the East of England and 46,420 new construction jobs each year across the UK¹.
- Roles most needing new workers in the region include: electrical trades; plumbing and heating and ventilation engineers; painters and decorators; labourers; bricklayers; civil engineers and logistics specialists².
- A growing population, changes in our living habits and energy savings means money is being put into infrastructure, housing and leisure sectors. Some construction workers will need to update their existing skills to 'green' skills (low carbon or which support the environment).
- There are some large infrastructure projects happening such as the Norwich Northern Distributor Road, planned A47 improvements and major housing schemes, especially in the Greater Norwich area.
- Around 40% of people who work in construction are self employed³.
- Women are enjoying the wide range of careers on offer in construction with more joining year on year.
- There are opportunities for skilled craft work on old buildings in the built heritage sector.
- The National Construction College, whose headquarters are at Bircham Newton near King's Lynn, offers a superb environment and a wide range of training courses.

Skills and qualities

Problem solving • Communication • Team working • Maths • Attention to detail • ICT • Planning and organisation • Leadership • Reliability • Design

Useful subjects

Maths • Physics • Design and technology • ICT • Science • Chemistry • Business studies • Languages

What could you earn?*

Painter and decorator	£23,450
Bricklayer	£24,650
Carpenter or joiner	£25,700
Plumbing / heating and ventilation engineer	£28,550
Scaffolder	£32,150
Electrician	£30,750
Architect	£36,450
Civil engineer	£40,850

On the web

www.goconstruct.org
www.the-nhtg.org.uk
www.summitskills.org.uk/building-services-apprenticeships-careers
www.architecture.com

Local employers

- RG Carter
- Morgan Sindall
- Keir Construction
- Gill Developments



¹ and ² CITB ³ ONS ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

Life sciences

This sector is driven by a growing and ageing population, an increase in chronic (long term) diseases and the fact that people are living longer. It's all about scientific discovery and advanced technology which makes for some very exciting and rewarding roles: imagine developing a drug to cure a disease or helping someone to live a more fulfilling life following an accident... you could make a real difference!



What is happening?

- This sector is a key driver in the UK economy with thousands of new jobs to be created over the next few years.
- It's a priority sector for Norfolk with Norwich Research Park (NRP) one of the largest clusters of food, health, plant and environmental science organisations in the world! NRP is home to many businesses and small research companies as well as major institutions such as the John Innes Centre, Institute of Food Research and the Genome Analysis Centre; over 12,000 people work on the site.
- Of the three main areas: pharmacology (drugs and chemistry), med tech (hi-tech equipment) and bio tech (microbiology), pharma is the largest sub sector.
- Bioinformatics - connecting computing, biology and medicine - is one of the fastest growing areas of research and development.
- Food and energy security, healthy ageing and living with environmental change are important global issues, and more researchers are needed to tackle them. Highly skilled jobs working in these areas can be found at the NRP.
- Roles in demand include intellectual property, microbiologist and antimicrobial resistance researcher.
- Higher level apprenticeships in life sciences means there is an alternative route other than university into technician roles but for any role in this sector, continuing with a STEM qualification* will open up more doors.

Skills and qualities

Problem solving • Communication • Attention to detail • Maths • Negotiation skills • Team working • ICT • Reliability • Analytical • Innovation

Useful subjects

Maths • Biology • Chemistry • Physics • English • ICT • Science • Business studies • Design and technology • Psychology

What could you earn?*

Lab technician	£20,700
Biological scientist	£36,850
Design & development engineer	£39,150
Research professional	£40,650
Pharmacist	£42,200

On the web

www.rsb.org.uk
www.rsc.org/careers/future
www.futuremorph.org
www.microbiologysociety.org/education/careers.cfm

Local employers

- University of East Anglia
- The Genome Analysis Centre
- Anglia DNA
- Institute of Food Research
- iDNA Genetics
- SequenceAnalysis
- Procarta

*See page 6 ** Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

Hospitality and catering

A career in hospitality can be very rewarding. If you like meeting people, are enthusiastic and organised then it could be for you. There are plenty of entry level jobs from which you can move quickly up the career ladder to a management position and better earning power! Where could you work? How about beachfront cafe, hotel, cruise ship, conference centre, exclusive restaurant or local pub... take your pick!



What is happening?

→ Between 2014 and 2024, the hospitality and tourism industry needs to recruit 1.3 million staff: 25% of those will be to new jobs and 75% to replace those who leave¹.

→ Around 27,500 people are employed in accommodation and food services in Norfolk² with event catering jobs rising in number from last year and high value being placed on local food and drink.

→ Chefs are in huge demand with over one quarter of businesses struggling to find qualified people. Employers are also struggling to recruit for front of house roles. An apprenticeship could be a good way to get into these, and other roles.

→ New trends such as people renting their homes out to visitors, pop-up restaurants and catering for people in their own homes along with growing customer power means that, like other places, Norfolk must do more to attract visitors. This means high quality accommodation and services and a longer holiday season which will create better and more permanent jobs.

→ Norfolk is a top destination for tourists and day visitors. A beautiful coastline, rich heritage, excellent food and drink and good transport links along with a wide range of cultural activities and festivals means that there's a growing number of opportunities in this sector.

Skills and qualities

Customer awareness • Communication • Team working • Problem solving • Flexibility • Leadership • English • Reliability • Enthusiasm • Creativity • Languages • Initiative

Useful subjects

English • Business studies • History • Maths • Art and design • Languages • Drama • Music • Sociology

What could you earn?**

Kitchen staff	£14,050
Waiting staff	£13,950
Housekeeping supervisor	£19,000
Chef	£19,800
Bar manager	£20,050
Travel agent	£20,650
Conference or art exhibition organiser	£27,150

On the web

www.careerscope.uk.net
www.hospitalityguild.co.uk

Local employers

- Bourne Leisure
- Norwich City Football Club
- Searles
- Premier Inn
- Blue Sky Leisure
- Barnes Brinkcraft
- Various catering companies

Services to the public

If you want to make a real difference to people's day-to-day or future lives there are numerous roles to be had in public services. Whether in central or local government you could be involved in emergency services, politics, education, planning, health, security or intelligence.

What is happening?

→ Roughly 2.9 million people in the UK work in central government and 2.3 million in local government¹. The NHS is the largest employer in this sector, and actually the fifth largest employer in the world!

→ Growing risks to national security means that there is a real need to recruit people with the right skills to work in security and intelligence including the secret service, cyber security and the armed forces.

→ The police force encourages applicants from all backgrounds and ethnic groups. You can generally start your career at aged 18 if you meet the criteria, and talented officers can progress through the ranks quickly. If firefighting is more your thing, Norfolk Fire and Rescue Service employs 300 full-time firefighters – there are more opportunities for part-time roles.

→ Public sector employment is falling year on year – the number of clerical roles such as admin or finance assistant have fallen either because of technology taking over more tasks or through outsourcing or the sharing of functions, such as payroll, in order to cut spending. However, the public sector is actually one of the biggest growth areas for graduate jobs².

→ Just over 3,000 people work in the civil service in Norfolk³.

→ There's a shortage of nursery, primary and secondary school teachers in the UK and funding is available for those who want to teach 'in demand' subjects.



Skills and qualities

Communication • Team working • Problem solving • Negotiation skills • Calm under pressure • Customer awareness • Planning and organisation • Reliability • Initiative • ICT • Flexibility

Useful subjects

English • Maths • Science • Psychology • ICT • Sociology • Biology • Languages • Physics • Chemistry • Law

What could you earn?**

Army private	£18,305 [#]
Local government administrator	£24,400
Housing officer	£26,150
Police community support officer	£26,350
Nurse	£31,950
Fire officer	£32,950
Town planner	£36,250
Police officer	£39,800
Health services manager	£46,650

On the web

www.army.mod.uk/join
www.raf.mod.uk/recruitment
www.royalnavy.mod.uk/careers
<http://recruit.college.police.uk> or
www.norfolk.police.uk/join-us
www.norfolkfireservice.gov.uk
www.sis.gov.uk/explore-careers.html
www.healthcareers.nhs.uk
www.norfolk.gov.uk
<https://getintoteaching.education.gov.uk>
www.gov.uk/government/organisations/civil-service/about/recruitment

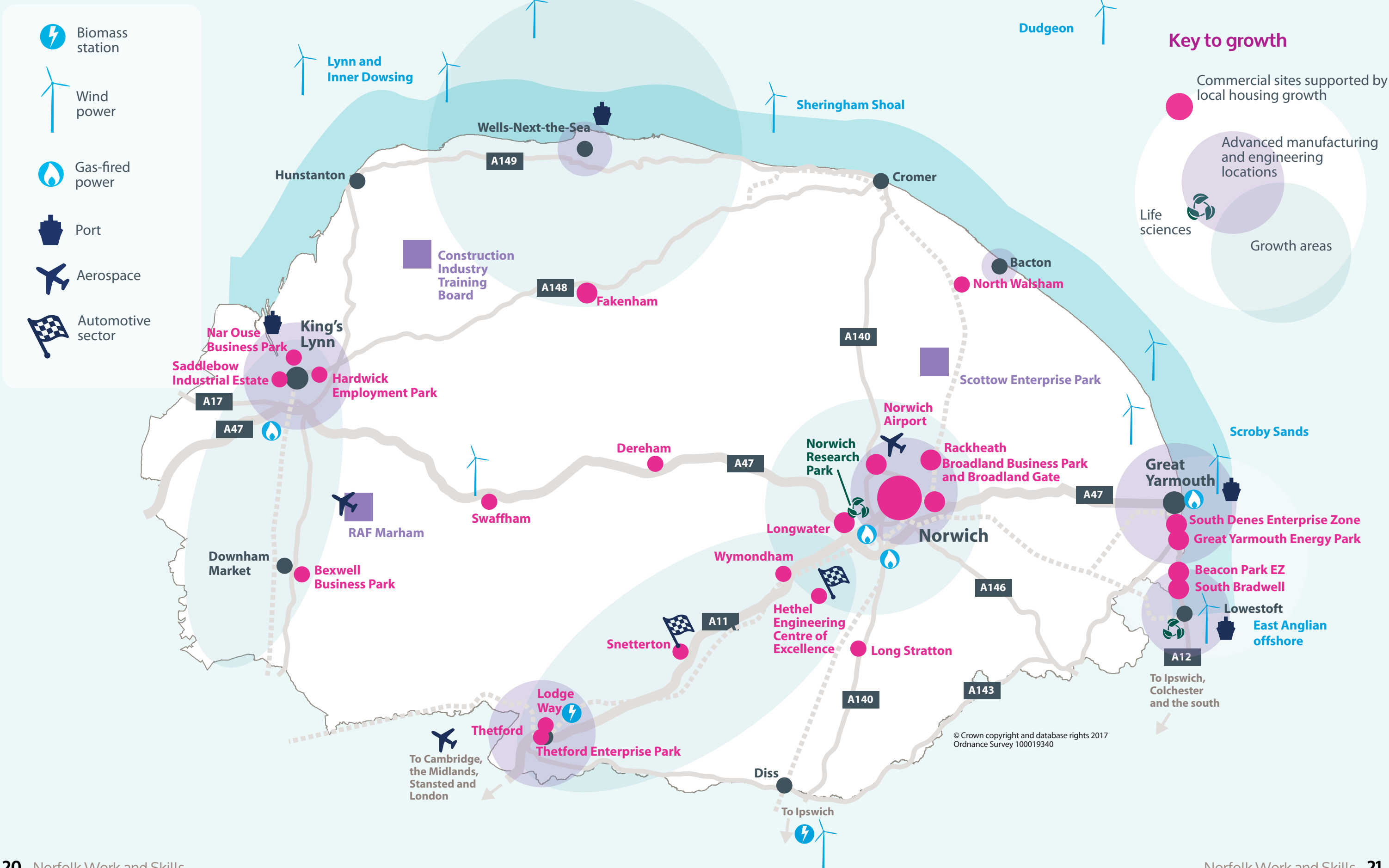
Local employers

- Norfolk County Council
- Norfolk Constabulary
- RAF Marham
- Army (Robertson Barracks)
- Norfolk Fire and Rescue
- Civil service departments/offices
- NHS
- District councils

¹ People1st ² Business Register of Employment Survey 2015 ^{**} Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50.

¹ ONS ² High Fliers ³ ONS
^{**} Annual Survey of Hours and Earnings 2016. Average full-time (median) salary rounded to the nearest £50. [#] Starting salary after training

Major employment and growth areas



As well as qualifications, employers also look for the skills people have when they're applying for jobs. Here are some of the skills that employers are most looking for from you:



How can I show that I've got these skills?

Communication and literacy

Speak up! Join in with discussions, express your opinions thoughtfully, but also listen to what others have to say. If you've done a presentation at school, explain how you presented it clearly and why.

Team working

Good proof of teamwork is having taken part in a team sport, drama production or other activity. This might be within school or in your own time. Show that you can get on well with others, value their opinions and communicate well in order to complete a team task.

Problem solving

Explain how you would identify a problem and how you would solve it. You could come up with different ways of tackling it and who else you would need to involve. If you can think of something you've had to tackle that was difficult then show that you're not afraid of a challenge.

Business and customer awareness

Dealing with the public involves a range of skills and qualities. Show that you understand the need to communicate well and can remain calm in difficult situations.

The benefits of work experience!

Employers really value work experience - you're more likely to get a job if you've had some experience of a working environment. Universities also look for people who can show that they have some work experience when applying. You can learn new skills and understand why they are important by spending time in a workplace. But another real benefit is that **you** get the opportunity to see if a type of work is going to suit you. It might just set you on the right path!



To find out more about your skills and how to brush up on them try the skills health check tools on the National Careers Service website (search for 'national careers service' online)

"It was an opportunity to experience day to day office life being an administration assistant, attending meetings, inputting data and writing reports. Work experience helped me prepare for work life and also mature as a person. It helped me understand there is more than just a computer in an office but different departments which help contribute to make an office work."

Kiran

What is the employer looking for?

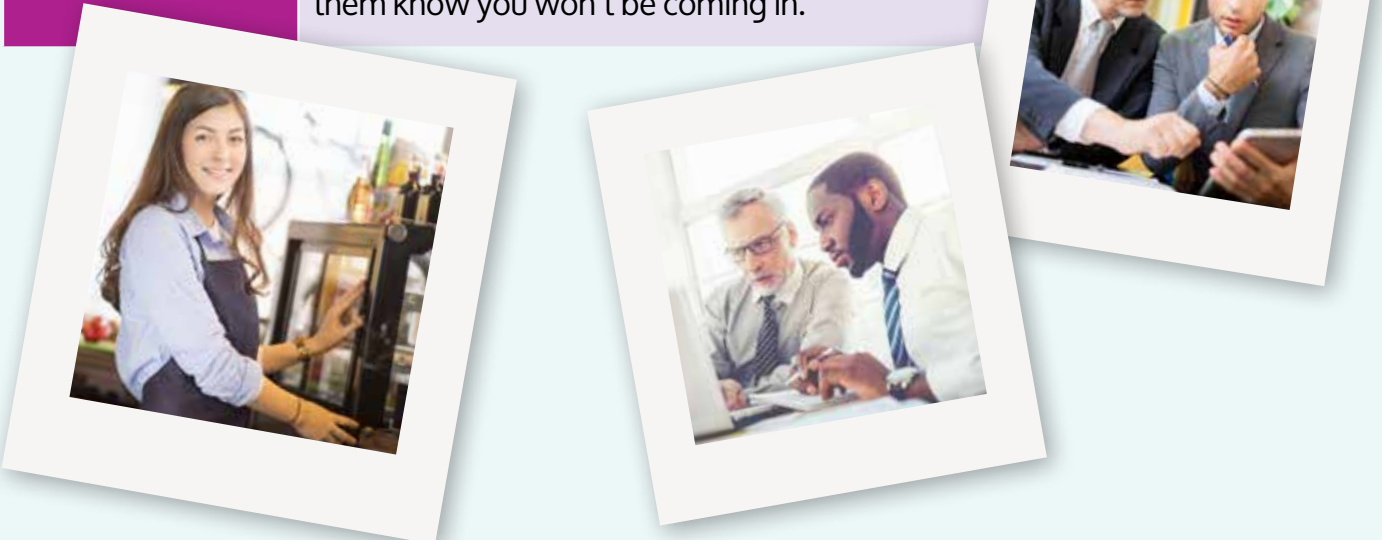
When you're ready to apply for a job or apprenticeship it's important to make sure you've researched carefully what the job actually is and what is expected of you. Just a little extra time spent on your application could be the difference between getting an interview and missing out.

A comic strip with five panels. Panel 1: A boy says, "I'm going to apply for a job that I've seen. I need to earn some money." Panel 2: A girl says, "Cool. If you get it you could afford to come on holiday with me and Jay." Panel 3: A boy says, "It's working in an office somewhere. I'll just fire off my usual CV." Panel 4: A boy says, "Remember last time you got some feedback they said they felt you didn't really know what the job was about and weren't sure you were that keen." Panel 5: A boy says, "It's really hard to know what they're looking for when I haven't worked anywhere before." Panel 6: A girl says, "Get online and do some research on the job you're applying for – and the company – look at what the employer wants and think about how you could fit in." Panel 7: A girl says, "On the next page are some skills and qualities an employer will be looking for from you."

Employers like someone who...

Putting all of this advice into action will help you to secure a job and stay in it!

Employers like someone who...	What you can do
shows initiative	Get a part-time job or do some voluntary work.
takes care in what they do	Fill in your application form clearly, look smart at the interview and always be on time.
is keen and enthusiastic	When applying for a job, think carefully about how you put yourself across. Once you're working, always appear willing.
has employability or transferable skills	Think about something you've done at school or in your spare time that shows how you've used a skill. This could include giving presentations or playing a team sport.
is adaptable	Show examples of how you've adapted to change, such as leaving school. Make it clear that you're willing to learn new skills.
can work well in a team	Use examples from school or out-of-school to show how you can get on with others.
is reliable	Once you've got a job or apprenticeship place turn up on time every day. Ring into work if you're unwell (but not just a sore throat) to let them know you won't be coming in.



Preparing for your next step

As well as searching for work through the usual routes there are a number of local websites and events which can help to give you information, build your confidence, develop your skills and put you in touch with employers, colleges or sixth forms:

Help You Choose Norfolk's careers information, advice and opportunities website and online applications system for young people. Help You Choose has a directory of all courses in sixth forms and colleges, apprenticeship vacancies and other training opportunities for young people together with loads of information and advice to help you make a choice that is right for you. Go to www.helpyouchoose.org



Norfolk Skills and Careers Festival at the Norfolk Showground on 8th and 9th March 2017; an opportunity to meet with employers, colleges, sixth forms and apprenticeship providers from across Norfolk. www.norfolkskills.co.uk

Icanbea... a website designed to educate you in the massive spectrum of opportunities we have in Norfolk and Suffolk. Provides Information about all the most important industries in the East as well as a direct link with the key companies in them! www.icanbea.org.uk

icanbea...

Further education

If you want to continue learning in an education setting then sixth form, college or **sixth form college** could suit you provided they offer you the right subjects. You could choose academic qualifications such as A levels, or vocational (work-related) study such as a tech-level qualification. Both **further education** or an **apprenticeship** could lead to higher education. For further information on your next move read the '**Choices at 16**' booklet or go to the Info & Advice area on Help You Choose.



Work experience and volunteering

A work placement is a great way to gain experience of the world of work and to learn new skills. Employers are especially keen on people who have got some sort of work experience and it could give you the edge at an interview. Your teacher or careers adviser can help.

Alternatively you could develop your skills and experience whilst studying by volunteering. There are lots of opportunities to choose from including the National Citizen Service. Check out the websites on the inside front cover of this guide.

There are around
28,000
UK apprenticeship
vacancies at any
one time.

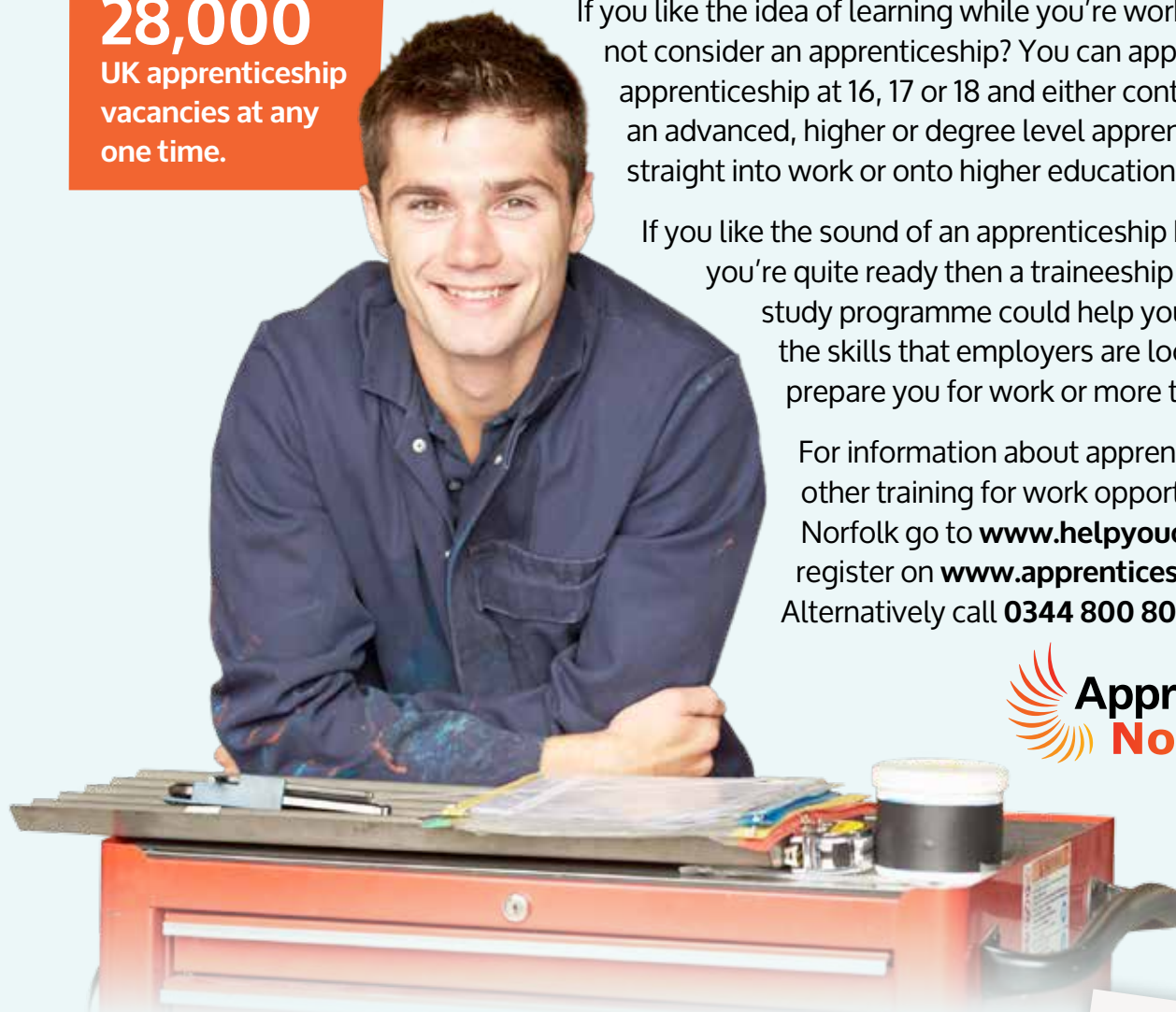
Apprenticeships and Traineeships

If you like the idea of learning while you're working then why not consider an apprenticeship? You can apply to start an apprenticeship at 16, 17 or 18 and either continue onto an advanced, higher or degree level apprenticeship, go straight into work or onto higher education.

If you like the sound of an apprenticeship but don't feel you're quite ready then a traineeship or a full-time study programme could help you to develop the skills that employers are looking for and prepare you for work or more training.

For information about apprenticeships or other training for work opportunities in Norfolk go to www.helpyouchoose.org or register on www.apprenticeshipsnorfolk.org. Alternatively call **0344 800 8024**.

**Apprenticeships
Norfolk**



Looking for work if you are disabled or have additional needs

Once you've completed your education you might need a little extra support to get you on the right track.

Norfolk's Local Offer

details the provision and support that is available across education, health and social care for young people in Norfolk who have special educational needs and disabilities (SEND). www.norfolk.gov.uk/children-and-families/send-local-offer

Job Centre Plus

Your local Jobcentre can help you find a job or gain new skills and tell you about disability-friendly employers in your area. Every Jobcentre will have a Disability Employment Adviser (DEA) who can help you. They'll be able to help explain Access to Work, Residential Training and the Work Choice programmes and other practical support available – which could lead to your dream job!





If you need this information in large print, audio, Braille, alternative format or language please contact us on 0344 800 8020 and we will do our best to help.



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