

START YOUR CAREER IN BERKSHIRE RIGHT HERE!

INSPIRATION FOR GETTING THE JOB YOU WANT

BE INSPIRED BY
BERKSHIRE'S KEY
CAREER SECTORS

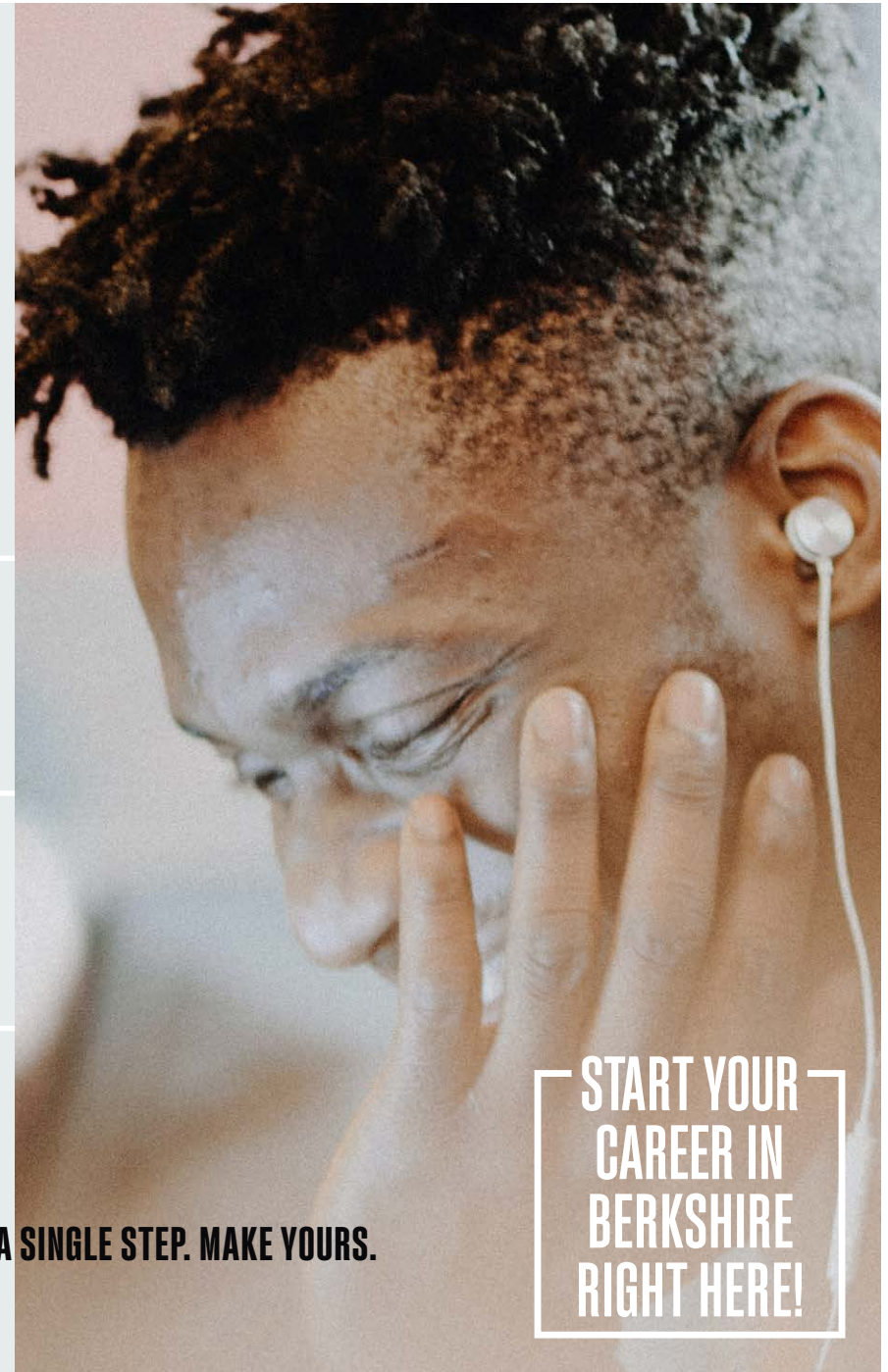


Find an exciting career you'll love

Get the right skills for the future

Discover what employers are looking for

EVERY JOURNEY STARTS WITH A SINGLE STEP. MAKE YOURS.



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HOW TO GET THE BEST FROM THIS GUIDE

This booklet is designed to get you thinking about the kind of job you might want to have in the future. There are lots of exciting opportunities around and many of them are right here in Berkshire.

You can find out more in the following pages about how the world of work is changing and which industries are likely to grow in the future.

On pages 08-17 you'll find information about specific industries that will be looking for skilled people as you enter the world of work. As you read about these sectors, think about which ones interest you.

DO YOU ENJOY THE SUBJECTS RELATED TO THAT SECTOR?

DOES THE INDUSTRY RELATE TO YOUR INTERESTS OR HOBBIES IN ANY WAY?

DO YOU HAVE THE RIGHT PERSONALITY THAT SECTOR?

In each sector, you'll find a short list of job roles. In reality, each industry offers a huge range of careers – too many to list here – so think of this booklet as a starting point.

USEFUL INFO:

The pages contain a mix of useful information, data, tips and tasks. Work through the pages to get to grips with the world of work and use the links to find out more.



These are simple **exercises** to help you reflect on the information you've just read



Read **handy tips** to help you prepare for the world of work



Labour market information – this data is helpful for deciding where to focus your research



When you're ready to find out more, use the **web links** to get more in-depth information

WHAT'S SO GREAT ABOUT BERKSHIRE?

Every single day, people in Berkshire are changing the world we live in through the jobs they do. You are part of the next generation of people who will shape how we live.

Berkshire is home to companies of all sizes. We have innovative start-ups as well as global giants such as Microsoft, whose services are used by more than 1 billion people around the world.

If you're wondering what your future holds, Berkshire is a great place to start exploring your options. **It's all on your doorstep!**



TOP TIP

This booklet will help you understand what the future of work looks like. Read on to find out how you can use data to make good choices for your future.

WHAT'S SO GREAT ABOUT WORKING IN BERKSHIRE?

Global

There are more international companies in Berkshire than anywhere else in the UK outside London. You could be paid to travel and work in different countries.

Diverse

Talented people from across the world choose to live and work here. Across the county there are opportunities for people from all types of backgrounds and a range of skills.

Digital

There are many more jobs in the computer science / digital technology sector in Berkshire than elsewhere in England. If you love tech, this is a great place to start your journey.

STEAM Savvy

STEAM stands for 'Science, Technology, Engineering, Arts and Maths'. These skills areas will be increasingly in demand in the future. More than 118,800 jobs in Berkshire rely on STEAM skills – that's almost twice the national average.

High Earning

Outside London, salaries in Berkshire are the highest in the country. There are lots of well paid jobs on offer locally that you might never have heard of. You can find out more about some of them here.

Well Trained

Almost 2,500 Berkshire employers offer apprenticeships, which allow you to work and study at the same time. These schemes start at age 16+ and equip you with skills that employers really want.

Inspiring

Follow in the footsteps of thousands of people who have launched and developed their careers in Berkshire. With so many possibilities, there are lots of opportunities to find the pathway that's right for you.

WHAT'S LMI AND HOW CAN IT HELP ME?

When you're thinking about the type of job you'd like to do in the future, it's helpful to understand trends in the job market so you can make informed choices. This is known as 'labour market information' and is often referred to as LMI.

LMI can give you lots of useful information including:

- which job areas are growing and which are declining
- the number of people employed in certain jobs
- which industries are recruiting, and where
- which skills employers are looking for.

In Berkshire, we collect lots of labour market information so we can predict the types of jobs that will be available in the future. It helps us plan and means we can let you know what to expect in the future so you can prepare.

Right here, across the UK and around the world, the world of work is changing. Some jobs that were around ten years ago no longer exist. Some of today's jobs might not be available by the time you start your first job.

TASK

Think about the following jobs and decide if they will be MORE or LESS in demand in the future. Circle your answers below.

Social media strategist

MORE / LESS in demand

Parking warden

MORE / LESS in demand

Artificial intelligence (AI) engineer

MORE / LESS in demand

Factory assembly line worker

MORE / LESS in demand

Fruit picker

MORE / LESS in demand

Sustainability advisor

MORE / LESS in demand

MARKET INSIGHT

The most popular job role in Berkshire is IT / Software development. There are currently more than 55,000 jobs in this area. At the other end of the scale, there aren't many jobs for vets and competition is high!



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OUR KEY SECTORS

Thanks to labour market information (LMI), we can see which industries in Berkshire offer the best opportunities and, we think, will demand skilled people in the future. All of these sectors offer a wide range of interesting roles in both large and small organisations.

On the following pages we'll highlight these areas. The roles in each industry require people with specialist skills; employers in these sectors also look for people with good general or soft skills. Read through them and think about any that you can do further research into. Which sectors and roles might suit your personality, passions and subject interests?

At the end of this booklet, in the Useful Links section, you can find websites where you can explore the skills needed and types of jobs in each of these areas.

DIGITAL TECH

WHAT IS IT?

Digital technology now impacts almost every aspect of our daily lives, from smartphones and music downloads to online gaming and booking systems. In Berkshire, digital tech is one of our strongest sectors and is only set to get bigger. In fact, local employers can't fill some jobs fast enough and find it a challenge to find qualified people for some tech roles.

Consider this sector if... you want to work in a future-focused industry that never stays still.

Useful subjects

Maths; D&T; Computer science.

MARKET INSIGHT

There are over 55,000 jobs in Berkshire in IT and software development BUT if you wanted to work as video game developer here, be warned there are very few opportunities.

POTENTIAL ROLES

- IT business analyst
- IT systems architect
- Software developers
- Web developer
- Cyber security specialist

Local employers

Vodafone; Black Swan; NHS; Visa; Microsoft; O2; User Replay; Black Duck; CA Technologies; Advanced.

TASK

Research which digital tech jobs are on offer in Berkshire at the moment? Do any of these appeal to you?

Use the **Berkshire Opportunities** website to help you.



Turn to **page 24-25** to find useful websites for your next steps.



ENGINEERING AND SCIENCE

WHAT IS IT?

People in engineering and science-related jobs solve problems in the world and aim to improve our future. In Berkshire there is high demand for these skills thanks to the types of companies that are found in the county.

Consider this sector if... you like solving problems and making things work more efficiently.

Useful subjects

Physics; Chemistry; Biology; Maths; D&T; Computer science.

POTENTIAL ROLES

- Biological scientists and biochemists
- Electrical engineers
- Environment professionals
- Research and development managers
- Environmental health professionals

Local employers

GlaxoSmithKline; Morgan; Lonza; UCB; 3M; AWE; Thales; Stryker; Stantec; Covance; Xtrac; UCB.



On pages 24-25 you'll find websites for exploring further.



MARKET INSIGHT

In Berkshire, engineering firms are more concentrated to the west of the area and life sciences firms are more concentrated in central and eastern Berkshire.



TASK

Go to one of the websites of the local employers mentioned above and find out what types of careers they offer.



TOP TIP

People who graduate from university with engineering and technology degrees start out earning almost 20% more per year than the average salary for all graduates*.



Go to **pages 24-25** to find more resources



MARKET INSIGHT

Employee jobs in construction are predicted to grow by 2% in Berkshire between 2019-2027



TASK

Who earns more, an architect or a plasterer?

Find out at goconstruct.org



TOP TIP

The University of Reading's School of Construction Management and Engineering is ranked 4th in the UK for Building in *The Complete University Guide 2020*

CONSTRUCTION

WHAT IS IT?

Construction offers a wide range of careers, from designing and working on skyscrapers and bridges to ensuring workers are safe on site and preserving heritage buildings. There will be increased demand locally for those with construction skills due to planned building of new infrastructure and homes in Berkshire.

Consider this sector if... you enjoy practical tasks or like to see your ideas and plans become reality.

POTENTIAL ROLES

- Building site inspector
- Carpenter
- Civil engineer
- Electrician
- Land surveyor
- Town planner

Useful subjects

Maths; D&T; Art and Design.

Local employers

Amec Foster Wheeler; Costain; Kier Group; Persimmon; Francis Construction; Balfour Beatty; Jacobs; BSRIA; NG Bailey; Crest Nicholson.

HEALTH, CARE AND WELFARE

WHAT IS IT?

People are living longer which means the exciting and rewarding health and care sector is a good area to consider for a future career. The sector provides opportunities to work with the public at every stage of life, from new-born babies to the elderly, and with people from all backgrounds.

Consider this sector if... you can focus under pressure or want to work with the latest technology and science to improve people's lives.

Useful subjects

Maths; Science; Biology; Chemistry; Physics; English; Computer science; Psychology, Sociology.

POTENTIAL ROLES

- Social worker
- General Practitioner (GP)
- Hospital porter
- Midwife
- Paramedic

Local employers

Royal Berkshire Hospital; Berkshire Health Care; Heatherwood Hospital; Wexham Park Hospital; Broadmoor Hospital; Berkshire Independent Hospital; Local authorities; BMI Healthcare; Sunrise Senior Living; Voyage Care.



Find useful websites on pages 24-25



MARKET INSIGHT

Around 40% of those working in health and care in Berkshire work in professional occupations the majority of whom are nurses or medical practitioners. Just over 45% work in caring occupations, the majority of whom are care workers, home carers and nursing auxiliaries.



TASK

Take the career quiz...

healthcareers.nhs.uk/FindYourCareer

and see which healthcare roles you are suited to.



TOP TIP

Reading College has a £500,000 immersive Care Skills Suite which includes a simulated care ward, IT facilities to build research and study skills, and an immersive classroom where tutors and learners collaborate on complex challenges.



Is this for you? Go to **pages 24-25** for useful websites



MARKET INSIGHT

Employee jobs in education are predicted to grow by 3% in Berkshire between 2019-2027



TASK

How much do you think an average teacher earns?

Tip: Research teacher salaries and benefits **here**.



TOP TIP

Nationally, there is a shortage of secondary school teachers for Maths, Physics, Science, Computer Science and Mandarin.

EDUCATION

WHAT IS IT?

Share your knowledge for a subject you love and help others succeed. Education offers you the chance to work with people of all ages, from young children who are just starting out in the big wide world to adults who want to learn new skills.

Consider this sector if... you like working with others and enjoy helping them to develop new skills.

POTENTIAL ROLES

- British Sign Language Teacher
- Dance teacher
- Learning mentor
- Nursery worker
- Special educational needs (SEN) teacher

Useful subjects

All school subjects; relevant specialist skills and professional qualifications.

Local employers

Primary and secondary schools; Sixth forms; Local authority; Further and higher education colleges; University of Reading; Private tuition schools.

TRANSPORT AND DISTRIBUTION

WHAT IS IT?

Every time we press 'click and collect', the goods we buy must be ordered, stored, dispatched and transported before they get to us. Berkshire has a well established and growing logistics sector, and e-commerce is on the up.

Consider this sector if... you enjoy problem solving, being part of a team or thinking on the move.

Useful subjects

English; Maths; Science; Computer science; Languages.

POTENTIAL ROLES

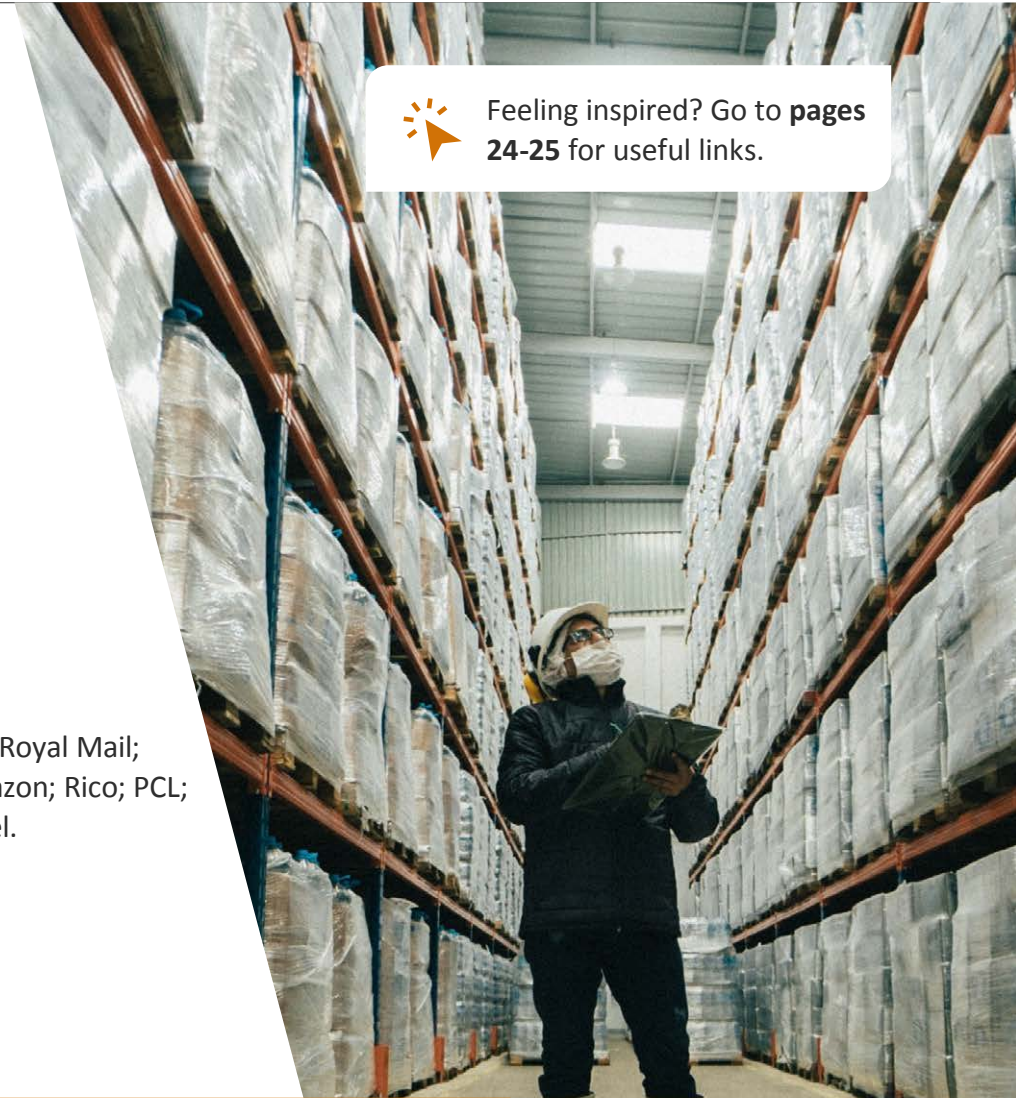
- Large goods vehicle driver
- Warehouse operative
- Forklift driver
- Airport baggage handler
- Distribution manager

Local employers

UPS; Argos; Harrods; Tesco; DHL; Royal Mail; BidFood; West Coast; Saints; Amazon; Rico; PCL; Waitrose; Brakes. Kuehne & Nagel.



Feeling inspired? Go to **pages 24-25** for useful links.



MARKET INSIGHT

There are over 20,000 jobs in warehousing and distribution in Berkshire and competition is low.



TASK

Do logistics companies offer apprenticeships and graduate schemes?
What are the opportunities for women in this sector?

Use local employer websites such as **dhl.com** and **jobs-ups.uk** to do your research.

HOSPITALITY

WHAT IS IT?

Making sure your guests have a great experience is just one of the responsibilities of those who work in hospitality. Behind every bar, restaurant, club and tourist attraction there is a team with the skills to ensure every visitor leaves with a smile.

Consider this sector if... you enjoy meeting new people, love to travel, like making others feel welcome and are flexible about working evenings and weekends.

Useful subjects

English; Maths; Computer science; Languages; Leisure & Tourism; Business Studies.



MARKET INSIGHT

Local jobs that are hard to fill include chefs; catering roles, housekeepers, front of house staff, waiting staff.

POTENTIAL ROLES

- Barista
- Wedding planner
- Hotel manager
- Tourist officer
- Head chef

Local employers

Baxter Storey; Harvester; WSH; NHS; Hilton; Fullers; Legoland Windsor; Compass Group; Principal; Stoke Park.



TASK

Make a list of the pros and cons of being a restaurant manager. Is working weekends a pro or con for you? How would you cope under stress? Do you enjoy meeting new people? What else about the job might you need to consider?



Interested? Find useful websites on **pages 24-25**.



BUSINESS & FINANCE

WHAT IS IT?

Business skills and services are the key to the smooth running of organisations. They might not always be the most visible people in an organisation but those with business skills ensure the numbers add up, laws are adhered to and everything behind the scenes runs smoothly.

Consider this sector if... you enjoy working with others and contributing to the success of a project or organisation.

Useful subjects

Maths; English, Computer science; Languages; Business Studies.



MARKET INSIGHT

There are over 7,300 jobs for accountants in Berkshire.

POTENTIAL ROLES

- Accountant
- Insurance broker
- Legal advisor
- School business manager
- Tax inspector

Local employers

Deloitte; EY; PWC; KPMG; GrantThornton.



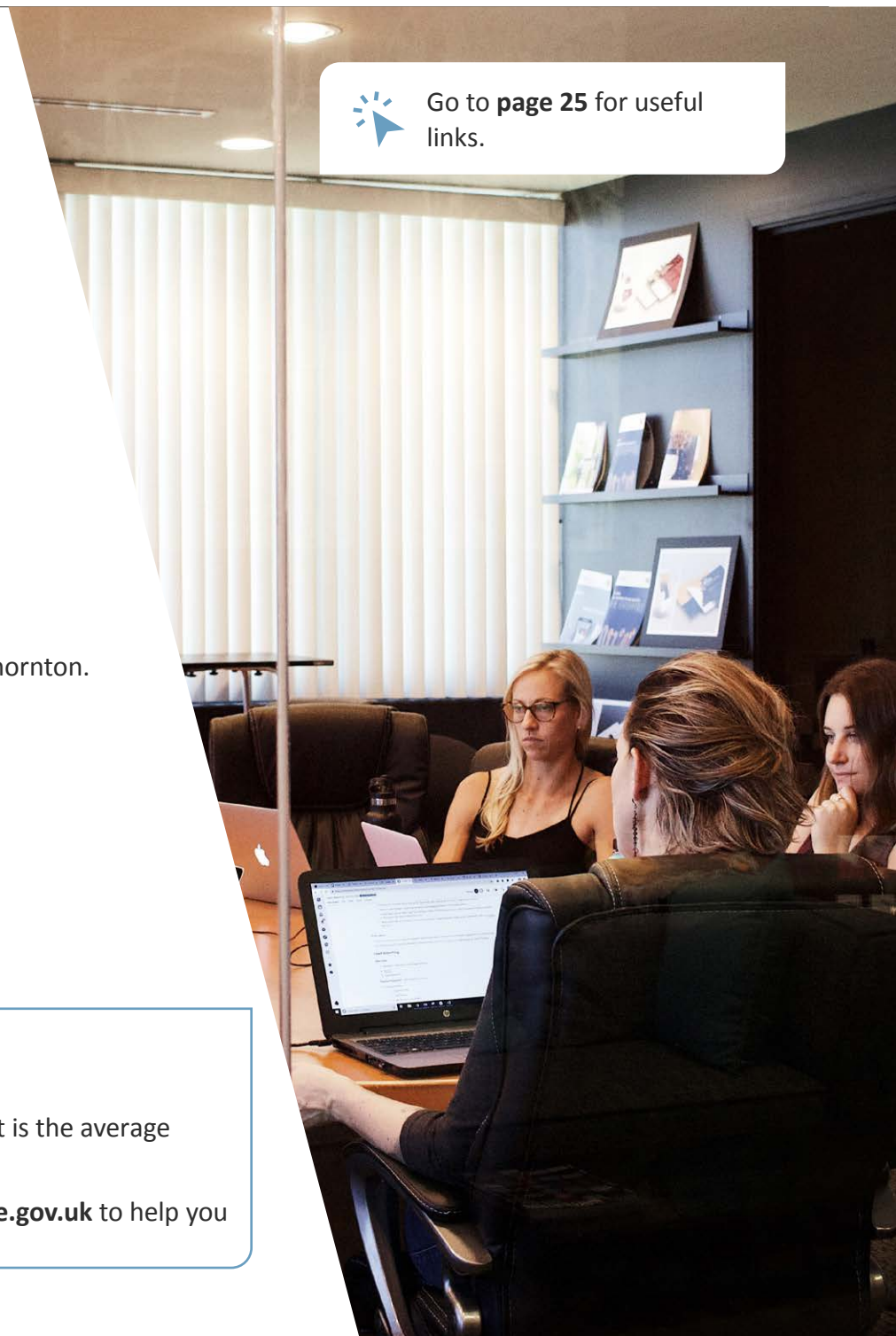
TASK

What does an actuary do? What is the average salary for an actuary?

Tip: Use nationalcareers.service.gov.uk to help you



Go to **page 25** for useful links.



SALES AND CUSTOMER SERVICE

WHAT IS IT?

Every organisation needs people with the skills to promote and sell its products or services. People who can ensure customers keep coming back are also essential. In Berkshire, as in the rest of the UK, these are in high demand.

Consider this sector if... you enjoy communicating with others and get a kick from influencing opinion and behaviour.

Useful subjects

Maths; English, Computer science; Business Studies; Languages.

POTENTIAL ROLES

- Sales assistant
- Customer services advisor
- Sales director
- Call centre operator
- Marketing manager

Local employers

Vodafone, Telefonica O2, Waitrose, Tesco, IKEA.



Found your career? Go to **pages 24-25** for helpful links.



MARKET INSIGHT

In Berkshire, sales and customer support are two of the most in-demand specialist skills.



TASK

Which jobs are available locally in customer service?
Tip: Use **Berkshire Opportunities** to help you search.



CREATIVE

WHAT IS IT?

Imagine a world where films, video games, music and fashion didn't exist? Creative thinkers have the skills to solve problems in original ways – this is vital to the success of every business.

Consider this sector if... you are a visual thinker, like to be original or believe the best way to tackle problems is with a sketchpad!

Useful subjects

English, Maths, Art; Computer science; D&T.

POTENTIAL ROLES

- Journalist
- Graphic designer
- Arts officer
- Interior designer
- Furniture maker

Local employers

Virgin Media, Adobe, Konami, Nintendo, Take2Interactive.



You'll find lots of useful links on [pages 24-25](#).



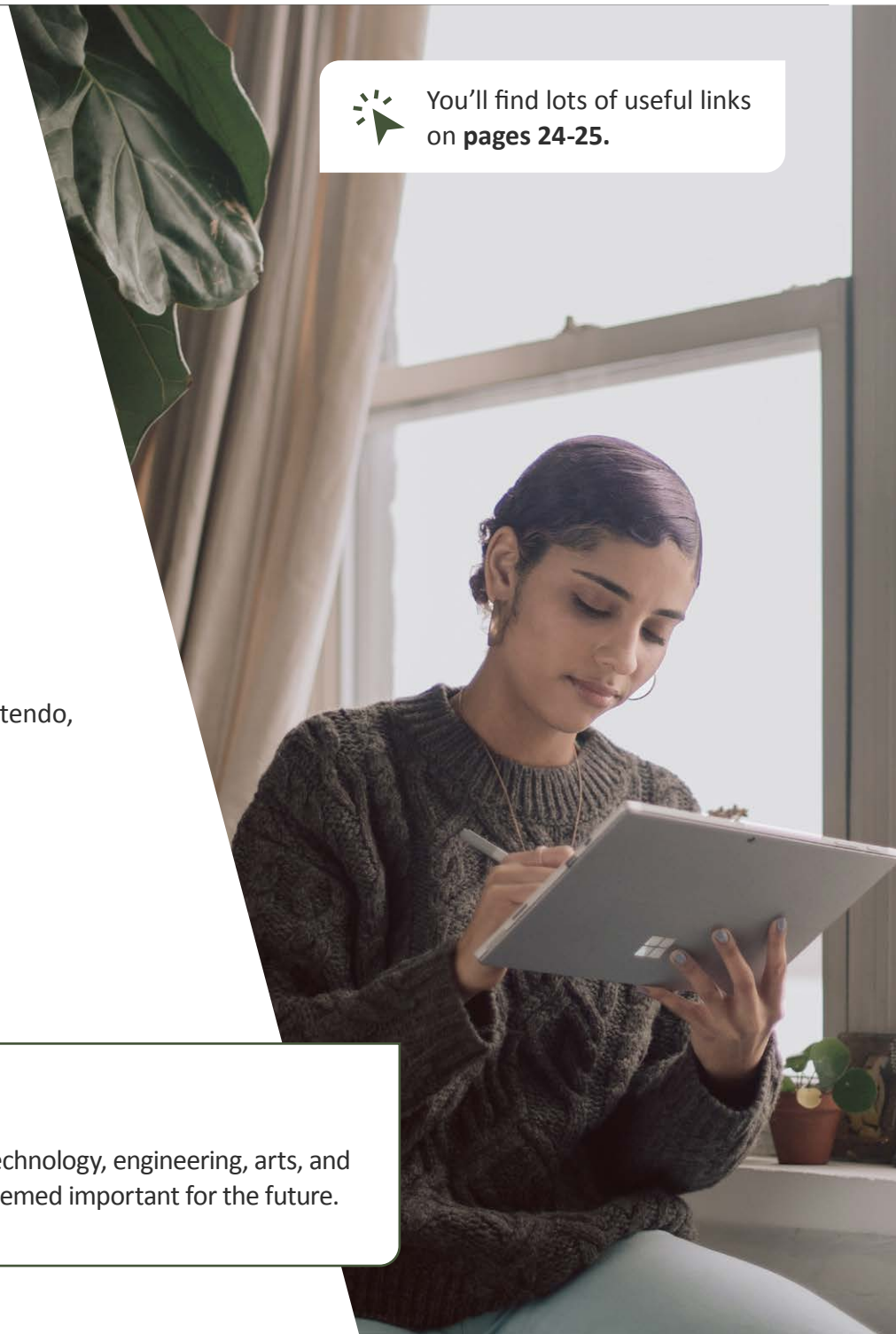
TASK

Use the 'I enjoy..' task at [discovercreative.careers](#) to find out which creative pathways suit you best.



TOP TIP

STEAM stands for science, technology, engineering, arts, and maths – the skills that are deemed important for the future.



GETTING THE RIGHT QUALIFICATIONS & SKILLS

The higher the level of qualifications you have, the more career options will be open to you.

Most of the jobs available now and in future require at least Level 2 (GCSE grades 9-4 or equivalent) and Level 3 (A level or equivalent) qualifications. In 2020, 40% of UK jobs were open to those who had graduated from university or equivalent.

Post 16, there are a number of pathways into the job you want. The pathway you take will depend on the kind of job you want and the type of learner you are.



VOCATIONAL OR NON VOCATIONAL?

Vocational study focuses on work-related subjects and can even include some work experience. They suit those who want a more practical focus or have a good idea of the job they want.

Vocational qualifications include BTEC, City & Guilds and HND. The new T level is a level-3 vocational qualification that combines career-focused study with an industry placement.

Non-vocational study takes a more academic approach and includes AS and A levels. These qualifications are well suited to those who wish to keep their options open.

Both types of study can lead to studying at university.



SPECIALIST OR NON-SPECIALIST?

Some jobs require specialist qualifications and skills. It's good to be aware of this if you're interested in a specific career so you can get on to the right study pathway as early as possible.



In Berkshire, specialist roles that are hard to fill include engineers; social workers; chefs; waiting and bar staff; software developers; lorry drivers; health workers and teachers.

Some jobs do not require specific skills however employers will still state the minimum qualification level needed to apply. They will also expect you to demonstrate general or soft skills (see the next page for more on this).

There are many jobs in Berkshire that are predicted to be in demand in the future that do not require specialist skills. They include roles in sales and customer services, health and care, and transport and distribution. Other sectors will also offer roles that do not require specialist skills.

APPRENTICESHIPS

Another option is to gain useful work skills and qualifications by doing an apprenticeship. These are available from Level 2 (equivalent to GCSE) right through to Level 7 (Masters degree). They include time away from work to attend college and study.



TOP TIP

Do plenty of research so you don't rule out any options. Check the Useful Links at the end of this booklet for websites that can help you find pathways into careers.

SOFT SKILLS – WHAT ARE THEY AND WHY DO YOU NEED THEM?

Aside from qualifications and specialist skills, the other type of skills employers look for are known as soft skills. These cannot be learned by studying books and are often developed through life experience. Soft skills include being a confident communicator and coping well under pressure.

Being able to show that you have these types of skills is important for helping you get the job you want. They indicate that you have what it takes to do well in the role.

27% of Berkshire employers who recruit school leavers believe they are poorly prepared for work. This means that if you develop your soft skills, you're going to be one step ahead! People often gain soft skills while working in a part-time job or doing a sport or hobby.

LOOK WHO'S TALKING!

Good communication skills are the number one soft skill employers in Berkshire look for. Here are some ideas for improving your communication skills.

- Get a part-time job or do some volunteering. These are good ways to get used to communicating with different people.
- Next time you're about to text a parent or relative, pick up the phone and have a conversation instead!
- Get into the habit of re-reading emails and texts before you send them to make sure you have corrected any spelling errors.
- Think about your body language – do you smile and look people in the eye when you meet them for the first time or do you avoid their gaze?



TOP TIP

Resilience is the ability to manage and bounce back from stressful situations and events. You can start to build your resilience by embracing change, being optimistic and developing problem-solving skills.

 **TASK 2**

Read through this list of soft skills. For each, think about whether you have developed this skill yet. If the answer is yes, how have you developed that skill? E.g. you may have a flexible attitude thanks to your willingness to play in a different position when your team is a player short. If you are trusted at home to complete a weekly household chore, this shows you are reliable.

If there are any skills you think you still need to work on, write down how you could take steps to develop them.
If you have this skill, think about how you acquired it, so you can explain that to future employers.

Soft skill

Do I have this skill?
Yes or No

If Yes, how did I develop this skill?
If No, what could I do to develop this skill?

Organisation

Good timekeeping

Flexibility

Team-working

Positive attitude

Reliability

Confidence

Resilience

GLOSSARY

APPRENTICESHIP

An apprenticeship is a real job where you learn, gain experience and get paid. There are a variety of apprenticeships, each one has an equivalent educational level, from GCSE to degree level and above.

LMI OR LABOUR MARKET INFORMATION

Data, statistics and research about the workplace including unemployment rates, salary and demand and supply of labour. Reliable sources of LMI are the Annual Survey of Hours and Earnings, Labour Force Survey, Employer Skills Survey and Working Futures.

SKILLS GAP

A skills gap happens when people do not have the right skills that employers need. Different industries will have smaller and larger skills gaps. When skills gaps occur, people may find it harder to get rewarding work and employers might experience lower levels of production.

STEAM/STEM SKILLS

STEAM stands for Science, Technology, Engineering, Arts and Mathematics, skills that are considered extremely important for future careers. When Arts is omitted, these are referred to as STEM skills.

USEFUL LINKS

APPRENTICESHIPS

Amazing Apprenticeships amazingapprenticeships.com

Government information apprenticeships.gov.uk

JOBS, SKILLS AND COURSES IN BERKSHIRE

Berkshire Opportunities berkshireopportunities.co.uk

LABOUR MARKET INFORMATION

LMI for All lmiforall.org.uk

TVB LMI* tvbintelligence.co.uk/people

SOFT SKILLS AND LIFE SKILLS

Barclays barclayslifeskills.com

Princes Trust princes-trust.org.uk



Watch a video! Get more inspiration from the Careers and Enterprise Company

View the videos

CAREERS EXPLORATION AND ADVICE

Adviza adviza.org.uk

BBC Bitesize bbc.co.uk/bitesize/careers

Careers and Enterprise Company resources.careersandenterprise.co.uk

Career Pilot careerpilot.org

Cegnet cegnet.co.uk

Future Finder futurefinder.yourlife.org.uk

Icould icould.com

Inspiring the Future inspiringthefuture.org

Learning to Work learningtowork.org.uk

National Careers Service nationalcareers.service.gov.uk

Not going to Uni notgoingtouni.co.uk

U-explore u-explore.com

*All local LMI in this publication is taken from the Berkshire Data and Intelligence Hub at tvbintelligence.co.uk

SPECIFIC SECTOR ADVICE

BUSINESS & FINANCE

cipd.co.uk

icaew.com

CREATIVE INDUSTRIES

thecreativeindustries.co.uk

designcouncil.org.uk

discovercreative.careers

CONSTRUCTION

architecture.com

goconstruct.org

greenpower.co.uk

housebuildingcareers.org.uk

EDUCATION

getintoteaching.education.gov.uk

teachfirst.org.uk

ENGINEERING AND SCIENCE

ice.org.uk

nationalcareers.service.gov.uk

ogdentrust.com

raeng.org.uk

rsc.org

tomorrowseengineers.org.uk

wisecampaign.org.uk

womeninstem.co.uk

HEALTH, CARE AND WELFARE

stepintothens.nhs.uk

skillsforcare.org

HOSPITALITY

hospitalityguild.co.uk

TRANSPORT AND DISTRIBUTION

ciltuk.org.uk

ANSWERS TO QUIZ PAGE 6

MORE in demand: Social media strategist; Artificial intelligence (AI) engineer; Sustainability advisor.

LESS in demand: Parking warden; Factory assembly line worker; Fruit picker.

Contact us

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Connect with us

 Thames Valley
Berkshire Local Enterprise
Partnership

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THE CAREERS &
ENTERPRISE
COMPANY

