Choosing a Sector

11 NOVEMBER 2016
What is a sector

An industry or an area / field of work

There are thousands of different sectors
  ◦ Work at many different levels
  ◦ For examples see Standard Industry Classification (SIC) Codes
  ◦ Look at news websites and job pages for ideas

Many people feel “trapped” in their sector
  ◦ Tend to get a job based on previous experience
  ◦ Easier to move around when young

New sectors emerge all the time
  ◦ It is never too late to change
### Different views of sectors

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sub-sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFORMATION AND COMMUNICATION</td>
<td></td>
</tr>
<tr>
<td>50 Publishing activities</td>
<td></td>
</tr>
<tr>
<td>50.1 Publishing of books, periodicals and other publishing activities</td>
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<tr>
<td>50.1.1 Book publishing</td>
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<tr>
<td>50.1.2 Publishing of periodicals and mailing lists</td>
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<td>50.1.3 Publishing of newspapers</td>
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<td>50.1.4 Publishing of journals and periodicals</td>
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<td>50.1.4.1.1 Publishing of learned and periodicals</td>
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<td>50.1.5 Other publishing activities</td>
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<tr>
<td>50.2 Software publishing</td>
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<tr>
<td>50.2.1 Programming or computer games</td>
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<tr>
<td>50.2.2 Other software publishing</td>
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<tr>
<td>50.3 Motion picture, video and television programme production</td>
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<tr>
<td>50.3.1 Motion picture and television programme activities</td>
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<tr>
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<tr>
<td>50.3.1.2 Motion picture production activities</td>
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<td>50.3.1.3 Television programme production activities</td>
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<tr>
<td>50.3.2 Motion picture and television programme post-production activities</td>
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<tr>
<td>50.3.3 Motion picture, video and television programme distribution activities</td>
<td></td>
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<tr>
<td>50.3.4 Video distribution activities</td>
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<tr>
<td>50.3.5 Television programme distribution activities</td>
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<tr>
<td>50.4 Sound recording and music publishing activities</td>
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<tr>
<td>50.5 Programming and broadcasting activities</td>
<td></td>
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<tr>
<td>50.5.1 Radio broadcasting</td>
<td></td>
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<tr>
<td>50.5.2 Television programming and broadcasting activities</td>
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<tr>
<td>50.5.3 Television programming and broadcasting activities</td>
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<tr>
<td>50.6 Telecommunications</td>
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<td>50.6.1 Wired telecommunications activities</td>
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<tr>
<td>50.6.2 Wireless telecommunications activities</td>
<td></td>
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<tr>
<td>50.6.3 Satellite telecommunications activities</td>
<td></td>
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<tr>
<td>50.6.4 Other telecommunications activities</td>
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<tr>
<td>50.7 Other telecommunications activities</td>
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</tr>
</tbody>
</table>

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**MONSTER**

Jobs By Category

- Accounting Jobs
- Administration Jobs
- Agriculture Jobs
- Architecture Jobs
- Banking Jobs
- Charity Jobs
- Communications Jobs
- Construction Jobs
- Creative Jobs
- Customer Service Jobs
- Editorial Jobs
- Construction Jobs
- Engineering Jobs
- Environmental Jobs
- Finance Jobs
- Construction Jobs
- Hospitality Jobs
- Human Resources Jobs
- Insurance Jobs
- Healthcare Jobs
- Legal Jobs
- Leisure Jobs
- Maintenance Jobs
- Education Jobs
- Manufacturing Jobs
- Marketing Jobs
- Mechanical Jobs
- IT Jobs
- Manufacturing Jobs
- Marketing Jobs
- Mechanical Jobs
- Management And Executive Jobs
- Operations And Logistics Jobs
- Quality Assurance (QA) Jobs
- Part Time Jobs
- Project Management Jobs
- Public Sector Jobs
- Retail Jobs
- Sales Jobs
- Science Jobs
- Security Jobs
- Social Work Jobs
- Sports Jobs
- Support Jobs
- Travel Jobs
- Web Jobs
## Employment in East of England

### Number of businesses in the private sector and their associated employment and turnover, by number of employees and industry sector in the East of England, 2016

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Employers</th>
<th>Employment '000</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Agriculture, Forestry and Fishing</td>
<td>5,545</td>
<td>4,385</td>
</tr>
<tr>
<td>B, D and E Mining and Quarrying; Electricity...</td>
<td>2,410</td>
<td>17,980</td>
</tr>
<tr>
<td>C Manufacturing</td>
<td>2,015</td>
<td>10,825</td>
</tr>
<tr>
<td>D Financial and Insurance Activities</td>
<td>1,940</td>
<td>7,770</td>
</tr>
<tr>
<td>E Information and Communication</td>
<td>3,825</td>
<td>11,085</td>
</tr>
<tr>
<td>F Construction</td>
<td>4,385</td>
<td>18,360</td>
</tr>
<tr>
<td>G Wholesale and Retail Trade; Repair of...</td>
<td>730</td>
<td>9,000</td>
</tr>
<tr>
<td>H Transportation and Storage</td>
<td>9,000</td>
<td>23,385</td>
</tr>
<tr>
<td>I Accommodation and Food Service Activities</td>
<td>11,085</td>
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Sectors and Job Roles

Some job roles exist in similar forms in many sectors:
- Admin
- Accounts
- Marketing

Some are very specific to a sector:
- Roofer
- Teacher
Some New Job Roles

1. **IOS DEVELOPER**
   - Apple announced the iPhone in 2007, and its app development for iOS took off in 2010 with the release of iOS 3 and the App Store.
   - 2008: 89
   - 2013: 12,634
   - 142x growth in 5 years

2. **ANDROID DEVELOPER**
   - Google’s Android platform was also introduced in 2007, with the release of the first Android-powered handset in 2008.
   - 2008: 53
   - 2013: 10,554
   - 199x growth in 5 years

3. **ZUMBA INSTRUCTOR**
   - Zumba started in the early 2000s, and its popularity grew exponentially in 2002 as fitness series started popping up all over the US.
   - 2008: 16
   - 2013: 6,331
   - 396x growth in 5 years

4. **SOCIAL MEDIA INTERN**
   - LinkedIn, Facebook, YouTube and Twitter were all founded between 2003 and 2004. These networks rapidly grew during these years after 2008 and are currently a popular choice.
   - 2008: 25
   - 2013: 4,350
   - 174x growth in 5 years

5. **DATA SCIENTIST**
   - Data science has become an essential part of business.
   - 2008: 1142
   - 2013: 4,326
   - 30x growth in 5 years

6. **UI/UX DESIGNER**
   - User interface and user experience designers focus on making the technology intuitive and user-friendly.
   - 2008: 159
   - 2013: 3,509
   - 22x growth in 5 years

7. **BIG DATA ARCHITECT**
   - Although it’s been around for about 7 decades, the concept of big data took off around 2008. That year, the Computing Carenity survey published a white paper which proposed the term like “big data.”
   - 2008: 0
   - 2013: 3,440
   - 3,440 x growth in 5 years

8. **BEACHBODY COACH**
   - Beachbody coaches have distribution of fitness products produced by Beachbody LLC, the most famous of which is P90X, launched in 2004.
   - 2008: 0
   - 2013: 3,360
   - 3,360 x growth in 5 years

9. **CLOUD SERVICES SPECIALIST**
   - Salesforce.com and now more than 1,000 companies that introduced cloud computing to businesses throughout the early 2000s.
   - 2008: 195
   - 2013: 3,314
   - 17x growth in 5 years

10. **DIGITAL MARKETING SPECIALIST**
    - Social media and digital marketing have become significant shifts in marketing strategies.
    - 2008: 160
    - 2013: 2,886
    - 17x growth in 5 years

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*Source: The infographic was created from data last updated as of November 2013. The numbers include job titles that were barely on the map in 2008. Technology and fitness are the biggest drivers for these fast-rising changes.*
Moving to a New Sector

- Same role in new sector
- Totally new career
- Same sector but a new role
- Current role

Job Role

Sector

Current

New
Moving to a New Sector example

<table>
<thead>
<tr>
<th>Sector</th>
<th>Current</th>
<th>New</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Role</td>
<td>Finance in manufacturing</td>
<td>Teaching in a sixth form college</td>
</tr>
<tr>
<td></td>
<td>Finance for a sixth form college</td>
<td>Training in manufacturing</td>
</tr>
</tbody>
</table>
Exercise to find possible new sectors

First Phase: Generate a large list
- Aiming for about 20
- Similar to brainstorming - expand your thinking
- Don’t worry if you confuse sector and job role
- Put it down even if you are thinking “yes, but....”

Second Phase: Prioritising
- Aiming to get to a manageable list
- Explore combinations to generate more/better ideas

Third Phase Investigation
- Find out what is involved in the target sectors
- Speak to people
Exercise to find possible new sectors:

Generate a list: Remembering

Dream jobs you had as a child – what sectors did they suggest?
The most enjoyable subjects you have studied
Sectors where you have had some work experience
Sectors that appeal to you when you see them in documentaries or articles
Jobs done by family or friends that you find fascinating
Advertised jobs that appealed even if you did not apply for them
Exercise to find possible new sectors:
Generate a list: Imagining

What jobs have you ever imagined doing?
If you could do someone else's job for a day what would it be?
If all jobs paid the same what would you choose?
Who are your role models or champions – what sectors are they in?
If you won the lottery and didn’t have to work what would you do for nothing?
What do other people suggest?
Exercise to find possible new sectors: Prioritising/Exploring

Pick out 20 from the generation sheet and write each on a small card
  ◦ Combine ones that seem similar eg design, product design

Split these 20 cards into 2 columns
  ◦ Sectors I would like some contact with in the next 12 months
  ◦ Sectors that I found interesting but don’t need to be part of my work in the next 12 months

Look at the first column and pick your top 10

Look carefully at your top 10
  ◦ Refine any that are a bit broad/vague eg management or admin
Exercise to find possible new sectors: Prioritising/Exploring

Spend some time looking at your choices

Try arranging them in a 3x3 grid
  - Think about what could happen at the intersection of two sectors

<table>
<thead>
<tr>
<th>Sport</th>
<th>Writing</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening</td>
<td>Heritage restoration</td>
<td>Estate management</td>
</tr>
<tr>
<td>Safety Management</td>
<td>Performance advisor</td>
<td>Insurance assessor</td>
</tr>
<tr>
<td>Geology</td>
<td>Trekking organiser in remote areas</td>
<td>Mining investment analyst</td>
</tr>
</tbody>
</table>
Exercise to find possible new sectors: Investigating

Research and investigation is the key step

Find out about your sectors of interest
- Entry routes
- Qualifications and training needed
- Skills needed
- Possible target employers

Talk to people actually working in these areas
- Find out what the day to day reality of working in the sector is like

Go back and have another look
- The list is not fixed – it’s a work in progress