

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

J	INFORMATION AND COMMUNICATION									
	58	Publishing activities								
		58.1	Publishing of books, periodicals and other publishing activities							
			58.11	Book publishing						
			58.12	Publishing of directories and mailing lists						
			58.13	Publishing of newspapers						
			58.14	Publishing of journals and periodicals						
				58.14/1	Publishing of learned journals					
				58.14/2	Publishing of consumer, business and professional journals and periodicals					
			58.19	Other publishing activities						
		58.2	Software publishing							
			58.21	Publishing of computer games						
			58.29	Other software publishing						
	59	Motion picture, video and television programme production, sound recording and music publishing activities								
		59.1	Motion picture, video and television programme activities							
			59.11	Motion picture, video and television programme production activities						
				59.11/1	Motion picture production activities					
				59.11/2	Video production activities					
				59.11/3	Television programme production activities					
			59.12	Motion picture, video and television programme post-production activities						
			59.13	Motion picture, video and television programme distribution activities						
				59.13/1	Motion picture distribution activities					
				59.13/2	Video distribution activities					
				59.13/3	Television programme distribution activities					
			59.14	Motion picture projection activities						
		59.2	Sound recording and music publishing activities							
			59.20	Sound recording and music publishing activities						
	60	Programming and broadcasting activities								
		60.1	Radio broadcasting							
			60.10	Radio broadcasting						
		60.2	Television programming and broadcasting activities							
			60.20	Television programming and broadcasting activities						
	61	Telecommunications								
		61.1	Wired telecommunications activities							
			61.10	Wired telecommunications activities						
		61.2	Wireless telecommunications activities							
			61.20	Wireless telecommunications activities						
		61.3	Satellite telecommunications activities							
			61.30	Satellite telecommunications activities						
		61.9	Other telecommunications activities							
			61.90	Other telecommunications activities						



Microsoft Excel



Microsoft Excel
97-2003 Worksheet

MONSTER

Search for Jobs

Location

Search



CVs

Jobs

Career Resources

Communities

Browse Jobs By Category

Accounting Jobs
Browse more

Banking Jobs
Browse more

Creative Jobs
Browse more

Engineering Jobs
Browse more

Hospitality Jobs
Browse more

Legal Jobs
Browse more

Manufacturing Jobs
Browse more

Part Time Jobs
Browse more

Retail Jobs
Browse more

Social Work Jobs
Browse more

Travel Jobs
Browse more

Administration Jobs
Browse more

Charity Jobs
Browse more

Customer Service Jobs
Browse more

Environmental Jobs
Browse more

Human Resources Jobs
Browse more

Leisure Jobs
Browse more

Marketing Jobs
Browse more

Project Management Jobs
Browse more

Sales Jobs
Browse more

Sport Jobs
Browse more

Web Jobs
Browse more

Agriculture Jobs
Browse more

Communications Jobs
Browse more

Editorial Jobs
Browse more

Finance Jobs
Browse more

Insurance Jobs
Browse more

Maintenance Jobs
Browse more

Mechanical Jobs
Browse more

Public Sector Jobs
Browse more

Science Jobs
Browse more

Support Jobs
Browse more

Architecture Jobs
Browse more

Construction Jobs
Browse more

Education Jobs
Browse more

Healthcare Jobs
Browse more

IT Jobs
Browse more

Management And Executive Jobs
Browse more

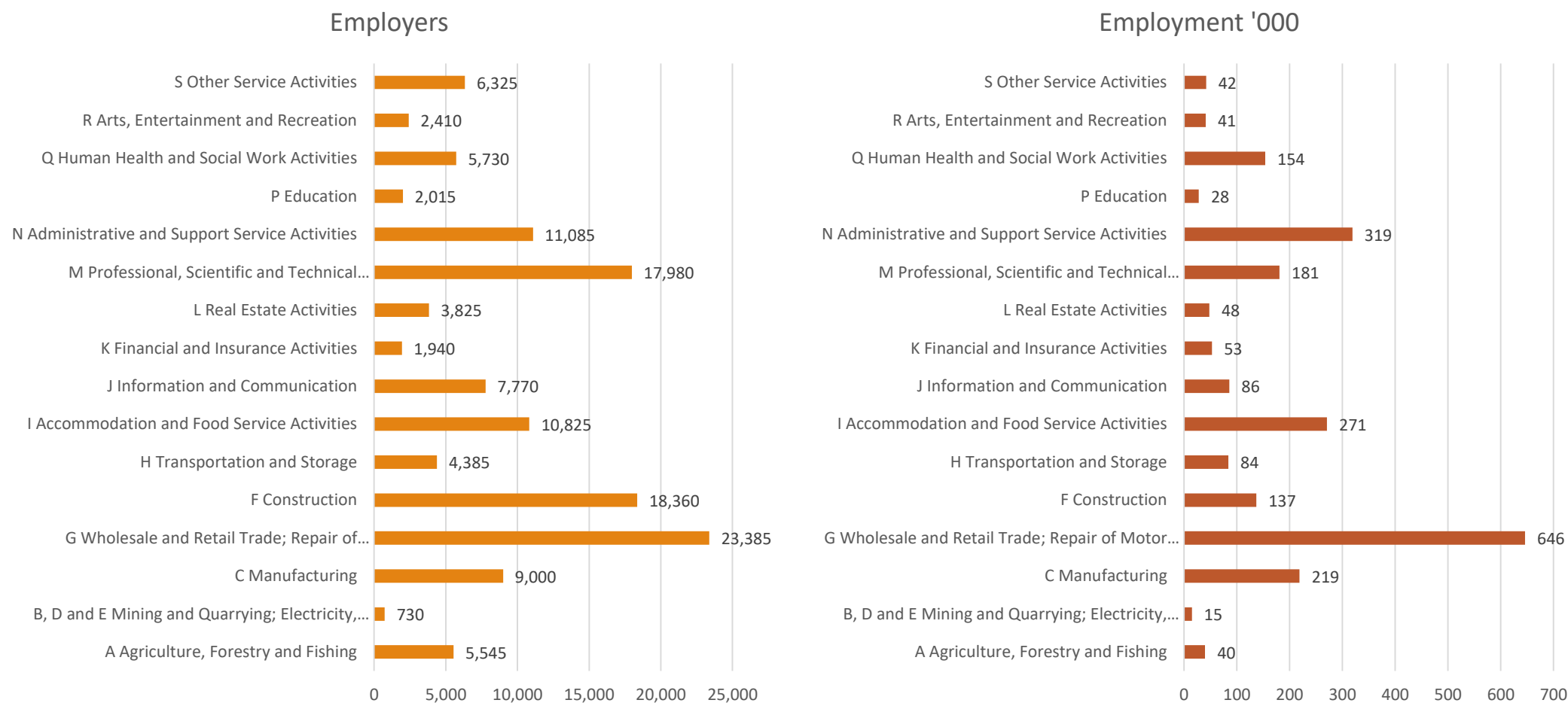
Operations And Logistics Jobs
Browse more

QA Jobs
Browse more

Security Jobs
Browse more

Training Jobs
Browse more

Employment in East of England



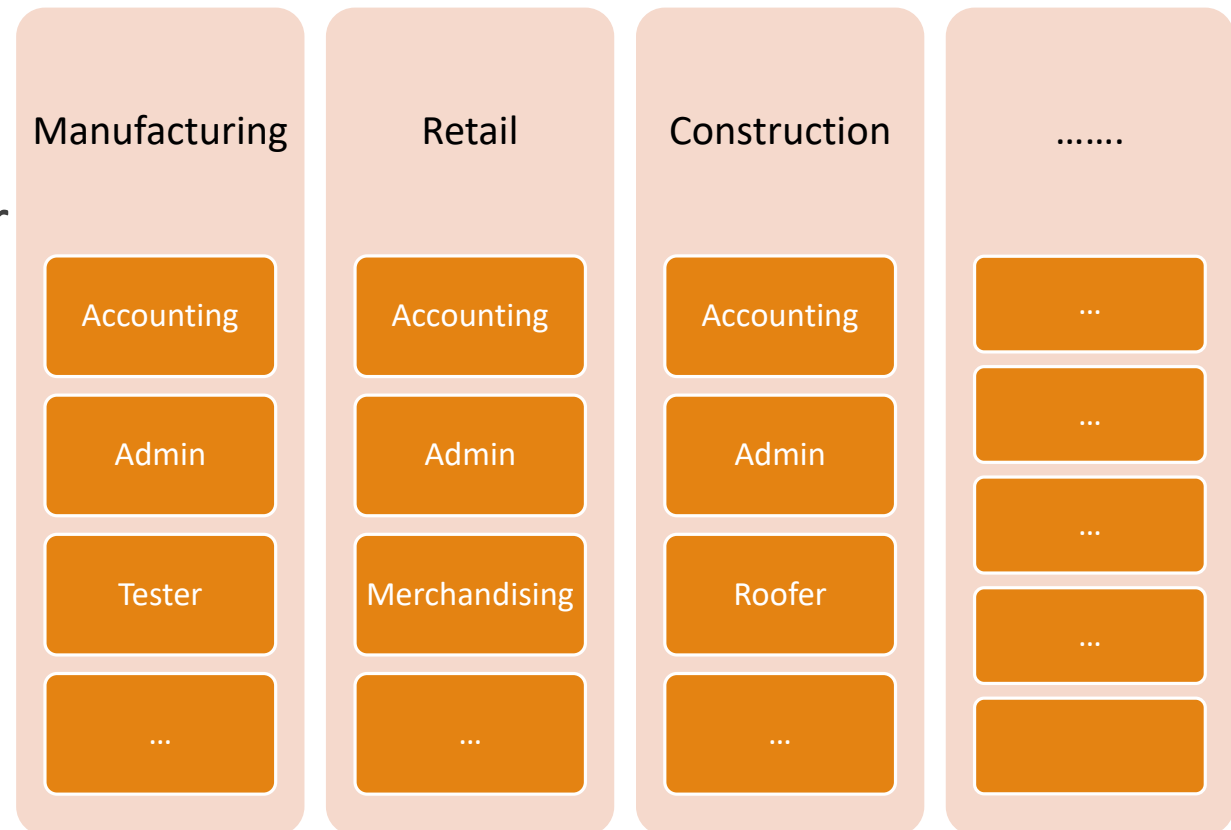
Sectors and Job Roles

Some jobs roles exist in similar forms in many sectors

- Admin
- Accounts
- Marketing

Some are very specific to a sector

- Roofer
- Teacher



Some New Job Roles



10 hot job titles that barely existed 5 years ago

We examined over **259,000,000** LinkedIn members' profiles to determine the 10 most popular job titles that were barely on the map in 2008. Technology and fitness are the biggest drivers for these fascinating changes.

1

THE IOS DEVELOPER

Apple announced the iPhone in 2007, and 3rd party development for iOS took off in 2008 with the release of iOS 2 and the App Store.



142x growth in 5 years



2

THE ANDROID DEVELOPER

Google's Android platform was also announced in 2007, with the release of the first Android-powered handset in 2008.



199x growth in 5 years



3

THE ZUMBA INSTRUCTOR

Zumba started in the early 2000's and quickly gained traction in 2007 as fitness centers started popping up all over the US.



396x growth in 5 years



4

THE SOCIAL MEDIA INTERN

LinkedIn, Facebook, YouTube and Twitter were all founded between 2003 and 2006. These networks really started hitting their stride after 2008 and are currently at peak popularity. Not a shocker that this is a surging profession.



174x growth in 5 years



7

THE BIG DATA ARCHITECT

Although it's been around for at least 2 decades, the concept of big data took off around 2008. That year, the Computing Community Consortium published a white paper which propelled the term into the limelight.



3,440 x growth in 5 years



9

THE CLOUD SERVICES SPECIALIST

Salesforce.com and Amazon were the 2 companies that introduced cloud computing to businesses throughout the early 2000s. The stark contrast in the number of jobs shows how popular and reliable cloud services have become.



17x growth in 5 years



10

THE DIGITAL MARKETING SPECIALIST

Social media and digital marketing have become significant facets of many businesses (and we're pretty glad that's the case!).



17x growth in 5 years

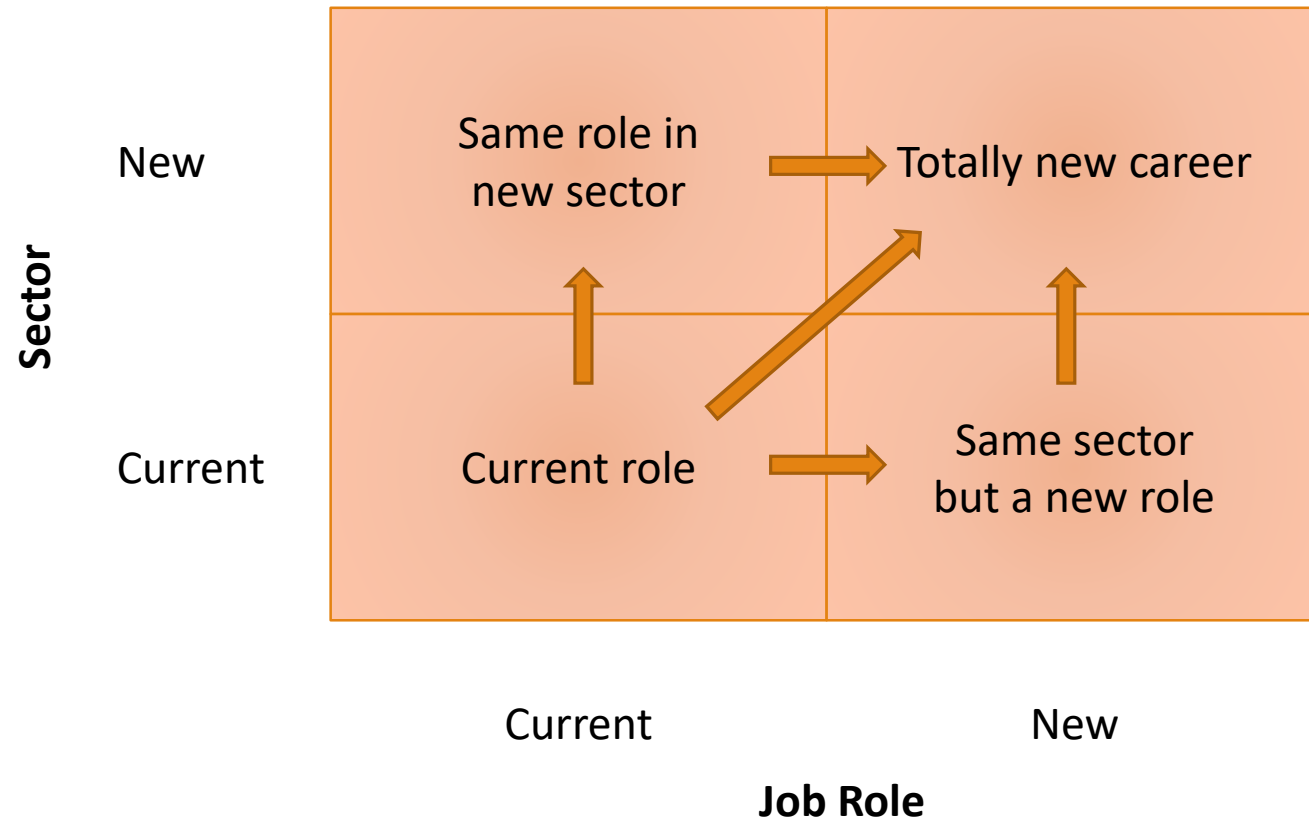


*2013 vs. 2008 English word/phrase frequencies found in job titles on LinkedIn. Data current as of November 26, 2013. Source: LinkedIn Insights Team

What candidates are YOU looking for?
To find and engage them faster go to [talent.linkedin.com](https://www.linkedin.com/talent)

LinkedIn Talent Solutions

Moving to a New Sector



Moving to a New Sector example

Sector	Current	New
	Current	New
New	Finance for a sixth form college	Teaching in a sixth form college
Current	Finance in manufacturing	Training in manufacturing

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

	Sport	Writing	Finance
Gardening	Heritage restoration	Author of gardening books	Estate management
Safety Management	Performance advisor	Journalist on Health and Safety	Insurance assessor
Geology	Trekking organiser in remote areas	Blogger on rock collections	Mining investment analyst

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