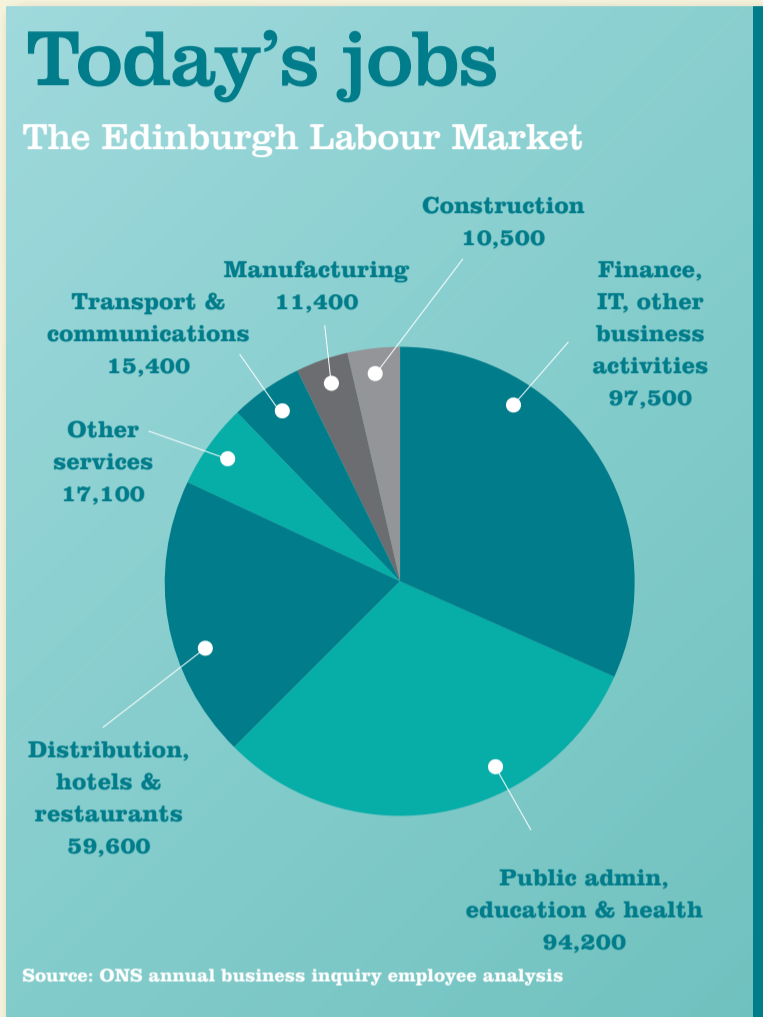


## Edinburgh's Jobs Market What tomorrow's jobseekers need to know



#### Key fact

#### You need QUALIFICATIONS to compete in the job market

Only a tiny minority - 7% of adults in the city - have no qualifications.

That is a big disadvantage at any age, but especially if you are young and competing for jobs with older experienced workers.

Studies have shown that without qualifications you are four times as likely to be out of work as an adult.



#### To stay employable, you need to KEEP LEARNING

Edinburgh has the best-qualified workers in the UK. 44%, close to half, have an HND or a degree. Last year, 53% of Edinburgh's school leavers went to college or university. Another third went straight into work or work-based training.

**If you do decide to leave school at 16, there are more opportunities and support than ever before to continue in education or training.** In Scotland, from December 2010, every 16-year-old will be entitled to stay in some kind of learning to improve their employability.

### What employers want

**Qualifications count but what really matters to most employers is a willingness to learn and work hard, and get along with others.**

Most employers tell us they need new recruits to have the following:

#### The right attitude to work

- honest, reliable and able to take responsibility for yourself
- hardworking, willing to learn and do your best
- the ability to ask for help if you need it.

#### The people skills needed to fit in in the workplace

- the ability to talk to, listen to and get along with customers and colleagues.

#### The ability to think on your feet and cope under pressure

- which requires skills such as the ability to prioritise, plan, organise and problem solve.

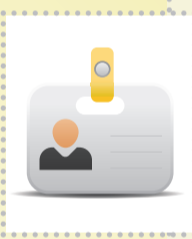
More specialist skills can be picked up later through on-the-job training.

#### Key fact

- **30% of Edinburgh's 308,000 jobs are in public services, health and education**
- **25% are in the retail, hospitality and tourism industries**
- **30% are in business, IT and finance**

Despite the current recession, all these industries will remain big business in Edinburgh. **Health, community care and education** are growing steadily.

Banks, shops and building sites in Edinburgh will continue to employ new people and all industries will need to keep replacing those who retire.



### What's in decline?

- Old-style **secretarial and clerical** jobs
- Skilled **machine operators**
- Jobs for **unskilled** workers

All these are being replaced by better qualified, multi-skilled business support staff and hi-tech specialists.

#### Key fact

#### Don't leave education without the BASICS

Nowadays **literacy, numeracy and IT skills are minimum requirements** for most jobs (though special adjustments can be made for workers with disabilities).

Without these basics, you face real problems learning and progressing in a modern workplace.

**Do talk to your teachers and careers advisers and get all the help you can to master these skills while you are at school or college.**

For further advice, call Edinburgh's literacy service, CLAN, on 0800 085 7672.

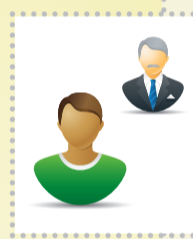


#### Key fact

#### All industries have to REPLACE those who retire

Edinburgh's two biggest employers are the **City of Edinburgh Council** and **NHS Lothian**, each with close to 20,000 jobs. These organisations will need to replace almost a third of their staff over the next 10 years.

That's more than 12,000 career opportunities for new **public sector** recruits – teachers, social workers, planners, health professionals, managers and administrators.



#### Key fact

**Less than one in 10 jobs in Edinburgh is in MANUFACTURING and CONSTRUCTION**

There are good careers in these industries – but the competition is tough for the places available.

Today's factories and building sites require specialist skills and training to use tools and equipment safely. You will also need to get on with people, work in a team and be able to handle the record keeping which goes with most jobs nowadays.



#### Key fact

**9 out of 10 jobs in Edinburgh are in the SERVICE SECTOR**

This work focuses on keeping customers satisfied by caring, selling, helping, training, managing, organising, fixing or delivering goods or services which people want or need.

**PEOPLE SKILLS** and the ability to communicate on the phone, in writing and face-to-face, are very important.



## Tomorrow's jobs market

### What kind of workers will be needed in 2017?

#### SKILLED STAFF FOR SERVICE INDUSTRIES

- **customer services and sales**
- **personal services** especially **caring, leisure and health** (jobs in this sector have doubled in the last decade in Edinburgh, and will continue to grow to meet the lifestyle demands of busy workers, and to care for rising numbers of older people who are living longer)
- **transport services**, including **drivers**.

#### WELL-EDUCATED MANAGERS

(of people, projects and services)

#### TRAINED PROFESSIONALS FOR KEY 'KNOWLEDGE ECONOMY' INDUSTRIES

- **science and technology**
- **engineering and IT**
- **new green energy and environmental industries**
- **education and health professionals**
- **business and public services**
- **culture, media and sports industries.**

**By 2017, around half of workers will have an HND or a degree.**



## MY CAREER CHOICE

### Nick Hogarth from the Mercure Point Hotel

In June 2006, Nick started as a waiter in the Mercure Point Hotel's restaurant. In two short years, he has moved up to the level of **Duty Manager**.



Nick Hogarth

#### What helped me make it?

"My two managers at the Mercure Point Hotel helped me develop a successful career in the hospitality industry.

The support and guidance I have received from General Manager Neil Ellis and Stephen McLay, Food and Beverage Manager, has been astounding, and their own pride and passion for the job is infectious.

My rapid promotion at the Mercure Point Hotel is not only down to my managers, but also down to the amount of effort I have put into my time at the hotel.

**"You will not get anything in life hoping for someone to come along and give it to you. You have to put in the effort"**

With the help of scholarship funding from the Hospitality Trust, I have worked hard to achieve SVQ Supervisory Skills qualifications at level 2 and 3.

I am very enthusiastic about my job, I work hard and am always willing to take on extra shifts and responsibility. These traits are what managers want to see in their staff, and mean that when positions are freed up for internal promotion, you are more likely to be considered for the role."

**"Don't forget the bigger picture – I didn't complete my university degree, but am progressing well in the hospitality industry. University is great but may not be right for everyone"**

## MY CAREER CHOICE

### Stacy Falconer-Smith from the Townhouse Collection

Stacy started as a room attendant at the 5-star The Howard Hotel in 2002. She has since progressed to **supervisor of a team** of seven room attendants at The Edinburgh Residence, another of the Townhouse Collection's five hotels.



Stacy Falconer-Smith

"I started work straight from school with no clear idea of a career or what job to go for. However, I knew one very simple fact - I needed to earn money and be employed.

**"Build a reputation for being reliable and trustworthy. As a result of this trust, opportunities will flow"**

#### What helped me make it?

"I was fortunate to have a manager who encouraged me to enrol on a Scottish Vocational Qualification. This is very practical and I have progressed to Supervisory Skills at level 3, which I am about to complete. Another key factor in my career progression is the ability to remain positive and committed. The hospitality industry is all about providing a service to paying guests, and you can only achieve this by working with others and gaining a reputation as a person who can be relied upon."

#### Key fact The hospitality industry

- Edinburgh is Scotland's number one destination for visitors.
- Good people are always in demand to give visitors a warm welcome.
- Hospitality work extends across a whole range of jobs in retail, hotels, restaurant, travel and leisure industries.
- There are many opportunities to build a career, or run your own business.
- Low exchange rates in a UK recession can be an advantage to help attract more foreign tourists to Scotland.



## Useful information sources for teachers, pupils and parents

### LABOUR MARKET - UK AND SCOTLAND

**Futureskills Scotland**  
www.scotland.gov.uk/Topics/Economy/labour-market

**UK - Working Futures Report 2007-2017 UK Commission for Employment and Skills**  
www.ukces.org.uk/default.aspx?page=4685

### EDINBURGH LABOUR MARKET INFORMATION

**Joined up for Jobs Website and Working Capital magazine**  
www.joinedupforjobs.org.uk/employment/workingcapital.shtml

### Inspiring Capital

www.edinburgh-inspiringcapital.com/invest.aspx  
**City of Edinburgh Council (including Edinburgh Labour Market Bulletin)**  
www.edinburgh.gov.uk/economicdata  
**Edinburgh Chamber of Commerce**  
www.edinburghchamber.co.uk

### STARTING YOUR OWN BUSINESS

**Princes Scottish Youth Business Trust**  
www.psybt.org.uk/Home.aspx  
**Enterprise in Education Edinburgh**  
www.eie-edinburgh.co.uk

### OPTIONS FOR SCHOOL LEAVERS

**Training and Career opportunities**  
www.skillsdevelopmentscotland.co.uk  
www.careers-scotland.org.uk  
**City of Edinburgh School College Partnership**  
www.cecsop.co.uk  
**More Choices More Chances**  
www.edinburgh.gov.uk/internet/Learning/Programmes\_and\_initiatives/More-choices-more-chances  
**CLAN Edinburgh - literacy help**  
www.clanedinburgh.org or telephone: 0800 085 7672

### ADVICE FOR PARENTS

www.careers-scotland.org.uk/HelpingYourChild/ParentsHome.asp

You can download this document from [www.joinedupforjobs.org.uk/employment/workingcapital.shtml](http://www.joinedupforjobs.org.uk/employment/workingcapital.shtml)

## MY CAREER CHOICE

### Pedro Riera Sales Manager

Pedro Riera, originally from Venezuela, studied at Edinburgh Napier University. After graduating, he found the job he had always wanted, as a **European Sales Account Manager** with a Scottish company which develops and distributes data storage solutions.

He is now Sales Manager for Europe. Pedro was part of the UK's Fresh Talent scheme

which allows people who study in the UK to have a two-year visa to stay on to find work. Pedro's new employer has now helped him secure his work permit to stay in Scotland, where he is now starting a family.

**"Talk to people who already have the sort of career you are thinking about"**

#### What helped you make it?

"The skills I had established - fluency in a European language, and my motivation and ability to reach and exceed sales targets - all helped me find a job. I started planning my future career when I was finishing high school, although I was not sure what I wanted to study. I wanted to be involved in a job where I could meet people from different nationalities. With help from the school adviser, and good family support which pushed me to go for my dream, I decided to go abroad and study a foreign language - in my case, English. From that point, I never lost focus on my goal to work for a multinational organisation. I found out

**"After deciding, set yourself goals and time frames and get help from student advisers"**

**"Make sure you really have a passion about the subjects you choose, don't rush in"**

what qualities and qualifications a person needs to achieve this with the help of my university tutors, and I got involved in university activities relevant to my career choice. In my final year of study I researched the jobs market."

#### Key fact It's a global jobs market

- Widening your horizons can be a good career move.
- There are lots of ways for you to build your experience.
- Many university/college courses include options to study abroad.
- A summer spent travelling or a gap year, could help you discover your own talents and provide useful learning about other cultures and languages.
- Voluntary work, or pursuing special interests/community involvement closer to home, can also help build your confidence and social skills.
- A part-time student job could open the door to future opportunities.



**"Aim high, because everybody can achieve - no matter how impossible it seems"**

**"Take your time to think carefully about what to study, and why you are choosing it"**