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# The changing careers and skills landscape



**T**he careers and skills landscapes were changing before COVID-19 – and, as with so many things, the pandemic has accelerated this. The make-up of the workforce and careers is going to continue to change and evolve in the coming months and years with greater automation, a shift to digital enabled roles and growth, contraction and transformation happening across many business sectors. All of this has a knock-on impact on the demand for skills and education – the need to adapt so we can support both young people and adults to make progress in their lives.

That is why the recent announcement by the Prime Minister of a Lifetime Skills Guarantee is a welcome one, with a renewed focus on adult education and recognising the importance of lifelong learning and career-focused education. Those working in the education sector are continuing to refocus efforts to ensure we are offering learning that serves the needs and aspirations of learners, whilst meeting the requirements of employers and the wider economy.

In August, Pearson released its

second annual Global Learner Survey, capturing the voice of over 7,000 people worldwide (from seven countries, including 1000 respondents from the UK). Amid the pandemic, the data throws up some interesting questions for the education sector in this increasingly digital environment and disrupted economy.

The findings show learners see COVID as a turning point for shaping the future of education, with online access to learning seen as a key enabler alongside embedding the development of digital skills in the curriculum. Globally, 87% of respondents said that the economic disruption means people now need to be comfortable working remotely and in highly digital environments. To achieve this, traditional education programs will not be enough, with 89% of learners globally saying that people will need to develop digital skills such as virtual collaboration, communication, analysing data or managing remote teams.

Building these core skills for employability through the course of study has always been the central part of our BTEC offer. We place an

emphasis on developing content, curriculum and learning which supports access and progression into a career for a specific sector. A further strength of BTEC is the application of learning to real life situations and the development of the many transferable skills that are so relevant today in careers spanning multiple industries.

As we move forward our mission is to continue to support access and progression for all. This includes developing career focused education and learning which is relevant, accessible, and flexible – responding to demand from emerging and growth sectors such as Esports, AgriTech, Robotics, E-commerce and EdTech, whilst supporting lifelong learning and embedding digital as an enabler for accessing learning.

Access to online learning has never been more important and, this year, we have launched two new online platforms, the Pearson Learning Hub and UK Learns. Both offer a choice of short courses which support individuals to learn new skills, explore a sector, gain a qualification or accreditation that can open support access and progression to further study and / or careers.

Going forward, we will continue to collaborate and work closely with the FE sector and employers to ensure young people and adults are prepared with the knowledge and skills needed to realise their ambitions and access the careers of the future.

**Cindy Rampersaud,**  
Senior Vice President  
BTEC & Apprenticeships, Pearson

**The findings show learners see COVID as a turning point for shaping the future of education, with online access to learning seen as a key enabler alongside embedding the development of digital skills in the curriculum.**



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### About Careermap publications

Careermag is designed to provide quality information about careers and qualifications. Careers are not a linear path and you cannot know what you don't know. We aim to inspire and inform about all sorts of careers and opportunities, now and in the future.

We welcome your input! Please get in touch if you have any questions or something to contribute.

Contact the Editor at:  
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# Welcome to the launch of

# careermag

## FOR LIFELONG LEARNING

**W**hen we set out to create a new publication for lifelong learners, adult career changers and job seekers, we had no idea that it would be launched in the midst of a second lockdown during the coronavirus pandemic! With the impact COVID-19 has had on everyone, it could not have been more timely.

If you are looking for progression, work or a new career (whether or not due to job loss), this issue provides plenty of information on careers and qualifications to help.

It is difficult to search for new and different opportunities, when you do not know what there is to search for. This issue includes two sector spotlights that deep dive into the construction and engineering industries. Don't be put off by common myths. There are far more diverse and interesting careers, not all require wearing a hard hat!



As well as practical supportive information for the job hunt, this issue includes inspiring case studies of people sharing their stories about what they are doing and how they got there. In addition, we explore courses and qualifications to help you progress - many are free!

Best wishes for success in whatever you do,

**Sharon Walpole**  
Editor  
Careermap

## Contents

- |    |  |    |  |
|----|--|----|--|
| 06 | <b>Help for the job search</b>                         | 26 | <b>The Skills Toolkit</b>                    |
| 08 | <b>Meet Matthew Bebbington</b><br>Liverpool FC Coach   | 29 | <b>The Kickstart Scheme</b>                  |
| 10 | <b>Meet Kate Lowdon</b><br>Digital Marketing Executive | 30 | <b>Sector Spotlight on Engineering</b>       |
| 11 | <b>Meet Helen Ireland</b><br>Trainee Solicitor         | 37 | <b>Your AI future</b>                        |
| 13 | <b>Lifelong Learning Week 2020</b><br>Award Winners    | 39 | <b>Tips for the job search</b>               |
| 14 | <b>Pearson Learning Hub</b>                            | 40 | <b>Sector Spotlight on Construction</b>      |
| 16 | <b>Adult Apprenticeships</b>                           | 51 | <b>Become an Employability Practitioner</b>  |
| 18 | <b>Are you an apprentice?</b>                          | 52 | <b>Empowering digital skills</b>             |
| 20 | <b>BAME Apprenticeship Awards 2020 Winners</b>         | 53 | <b>What is LMI?</b>                          |
| 24 | <b>Tips to nail that video interview</b>               | 54 | <b>Getting noticed on LinkedIn</b>           |
|    |  | 57 | <b>NHS Health Careers</b>                    |
|    |  | 59 | <b>Look after YOU and your mental health</b> |

# Help for the job search

As some job markets are showing signs of recovery, now is the time to talk to a recruiter.

**T**he coronavirus pandemic has had an enormous impact on the jobs market - not only in terms of the number of jobs that are available, but also where those jobs are and what industries they are in. And of course, there's the big question - what does all this mean for the future of how we work?

What we've seen over the last nine months has been an astonishing acceleration of trends in the world of work which had already been developing. For example, working from home was becoming more popular for staff to do on a regular basis. But suddenly our living rooms and kitchens became offices, all facilitated by another gradual development - how we use tech. Remote working will remain a large part of how we work, but the value of co-working in office spaces won't be lost either.

## What happened?

The number of job vacancies out there depends on how confident businesses are about their own prospects and that of the wider economy. The more confident a business feels about their ability to succeed in the current economic climate, the more likely they are to take on new members of staff. So much of that depends on how willing people are to go out and spend money.

So, when the Prime Minister announced in March that businesses had to close their doors, what we saw next was no surprise. Business confidence in making hiring and investment decisions fell by 37% percent between February and the beginning of April, according to our JobsOutlook survey. And that translated into a drop in the number of people being placed in permanent and temporary jobs by recruiters. In fact, April saw the steepest drop in

placements in the 22-year history of our Report on Jobs, which counts the number of jobs filled by the recruitment industry. The figures dropped far more than during the 2008 global financial crash.

But this is very different to the crash of 2008. This time it's because we took a decision to protect lives by shutting businesses and introducing restrictions on daily life - not because of weaknesses in the economy. So it follows that as health restrictions were eased, employer confidence grew steadily again. As a consequence, we saw signs that demand for jobs had started to increase. Official vacancy numbers from the ONS showed a rise from 343,000 in April-June to 525,000 in August-October.

## The jobs recovery: there are opportunities out there

Throughout the pandemic we've been counting, in as close to real-time as possible, the number of new job ads posted online. It gives a good picture of the state of the jobs market and how things are recovering. In the first week of November, as England entered a second lockdown, there were 1.36m active jobs in the UK. This is the first time that figure has been passed since the second week of March, and there were 21% more active job adverts than there were three months earlier.

The pandemic has affected different sectors in different ways. As you might expect, job postings for care workers have remained at a relatively stable level from March to October, due to heightened demand for staff in care homes. By October, the number of adverts for nurses had increased to 39% above the level of March, in preparation for a tough winter ahead.

After significant falls in the spring, roles in construction, logistics and food

**But this is very different to the crash of 2008. This time it's because we took a decision to protect lives by shutting businesses and introducing restrictions on daily life...**

and drink manufacturing have also seen notable growth through the summer and autumn. The number of adverts for food and drink processing operatives (+53%) and LGV drivers (+43%) significantly increased as we headed into the winter. Seasonal demand will also have affected these numbers, as the retail sector prepared for Halloween, Black Friday and Christmas.

There has also been an increase in job adverts for carpenters (+37%) and other construction occupations as the sector opened up through the summer. And while job postings for skilled, white collar occupations like software developers and accountants fell during the first months of the pandemic, demand has recovered and there are now around the same level as we saw in March.



At the other end of the spectrum, it is no surprise to see that roles in hospitality and leisure have fared the worst over the past eight months. In October there were 49% fewer adverts for bar staff than in March, despite a notable recovery during the summer months. Job postings for chefs (-46%) and fitness instructors (-37%) also remain significantly lower than before the pandemic hit the UK.

### Recruiters are here for you

As you can see, the labour market is a difficult place to navigate at the moment and there's lots to consider. For example, do you prioritise getting into a job quickly to earn money or gain experience - in which case you might consider a temporary job. It's worth bearing in mind that as things have

been changing quickly for employers, there has been higher demand for temporary staff than usual, and this will only increase further in the run-up to the holiday season. The alternative is to look for a permanent job, which can take a bit longer to achieve.

Recruiters are experts in the jobs market and help people answer these questions and find exciting new job opportunities every day. We know that people who have lost jobs in some industries will need help transitioning into growing areas. Helping jobseekers to identify their interests and transferrable skills, as well as where to seek out training where needed, is exactly what recruiters are for. What many people don't know is that getting help from a recruiter to find a job is something you never have to pay for.

About the author

**Neil Carberry,**  
Chief Executive,  
Recruitment and  
Employment  
Confederation



The REC is the professional body for recruiters. We support our members with all the latest knowledge and training so they can help you find the right role. We make sure our members abide by the highest professional standards so to make sure you're in good hands you should always use an REC member. You can find a directory of thousands of recruitment businesses on the REC website who are ready to help you find your next opportunity.





International  
Academy

# Meet Matthew Bebbington

## Liverpool FC Coach



### CASE STUDY

#### Matthew Bebbington

Liverpool FC International Academy

#### Current role

Coach at Liverpool FC International Academy.

#### Describe your role

My role involves delivering soccer schools in a variety of locations around the world and in the UK, and teaching players how to play the Liverpool way. I also visit affiliate clubs in different countries to deliver coach education as well as the soccer schools. My role includes delivering on Liverpool FC world events which includes marketing events with club sponsors as well as coaching sessions.

#### Qualifications

BTEC National Level 3 Certificate in Sport (Development, Coaching and Fitness).

### What inspired you to pursue a career as a Coach?

I have a huge passion for sport in general as well as helping young people achieve their goals. So, by becoming a coach, I can stay involved in sport in a meaningful way, whilst enjoying what I do for a living.

### What do you enjoy most about being a Coach?

I really enjoy being involved in the process of helping a player/athlete/learner achieve what they set out to do. This can be as small as mastering a certain technique or reaching the long-term goal that they have worked for years to achieve.

### Please explain how studying a BTEC has impacted your career

By studying a BTEC, it helped me develop several practical skills in the football industry, but also gave me experience in a variety of other career roles in the sport and leisure industries. The BTEC qualification also gave me vast knowledge around the theoretical side of coaching re underpinning reasons of using certain techniques and/or specific practical session. My BTEC opened several pathways I could follow after I completed my qualification, but coaching was my true passion.

Learn more [btec-intl.pearson.com](https://btec-intl.pearson.com)



### **How do you think the new BTEC International Level 3 qualification with Liverpool FC will prepare learners for further education and/or a future career?**

The new BTEC International Level 3 in Sport will give learners a real-life insight into Liverpool FC as a club and their coaching methodologies. The qualification will provide students with current industry knowledge that is required to pursue a career in the sport industry, as well as the opportunity to develop skills for a range of sport-related career pathways.

### **Who do you think will benefit from this qualification?**

Students who have a passion for sport and want to work within a sports coaching/sports science environment in the future.

**By studying a BTEC, students will gain hands-on practical experience as well as the skills and confidence they need to progress into a fulfilling, exciting career.**

### **What do you think makes students who take a BTEC qualification stand out against their peers?**

By studying a BTEC, students will gain hands-on practical experience as well as the skills and confidence they need to progress into a fulfilling, exciting career. The sport and fitness industry are always moving and changing and having such experience from a BTEC will help students develop a good sense of adaptability and resilience to succeed.

### **If you were to recommend a BTEC, what are the top three reasons you would give?**

- 1. Rich content delivered by industry professionals.**
- 2. Practical and hands-on learning**
- 3. Gives students the experience and knowledge to pursue a career pathway of their choice.**





# Meet Kayleigh Lowdon

## Digital Marketing Executive, Optimum Skills

**K**ayleigh Lowdon graduated from University with a first-class BA Hons degree in Design. At the age of 21 she wanted to pursue a career in Digital Marketing, however though she had the raw talent, qualifications and was competent with her skills, she lacked

confidence and self-belief. Kayleigh found her lack of interview and work experience was also a barrier to her gaining employment. She had been for a handful of interviews with little success, so decided to seek help from DurhamWorks.

DurhamWorks is funded by the European Social Fund and Youth Employment Initiative. The programme works with unemployed 16 – 24 year olds living in County Durham, helping

them to progress into employment, training or education. Durham County Council leads the programme with thirteen partner organisations and the DurhamWorks Progression Teams. They work together to provide the training and support 16 – 24 year olds need to improve their future.

Through DurhamWorks, Kayleigh signed up to a Digital Marketing course, followed by a course in Search Engine Optimisation (SEO) and web design. Alongside the course, Kayleigh was supported by her DurhamWorks Progression Worker to build her confidence and interview techniques. Once Kayleigh felt ready, she applied for the position of Digital Marketing Apprentice with Optimum Skills and was delighted when she was successful.

Kayleigh said, "After completing my degree, I faced a lot of barriers in trying to secure work through my lack



**The opportunities I have been given have enabled me to not just gain employment but to start a career.**

of experience and shyness. Through my apprenticeship, my confidence has improved, and I have overcome a lot of my shyness. I have been able to use and enhance my skills in design through the creation of marketing material and creating the Optimum Skills website. The opportunities I have been given have enabled me to not just gain employment but to start a career."

Over the last 3 years, Kayleigh has established herself as a key member of the team at Optimum Skills and has gone on to win two internal awards for being the most innovative, creative and most improved member of staff.

Claire Welsh, Head of Stakeholder Management and Planning at Optimum Skills said, "Kayleigh has a great work ethic, completes tasks to a very high standard and is excellent at using her own initiative to complete tasks. Through her time with Optimum Skills on the apprenticeship Kayleigh produced our website from scratch, learning how to interpret programming languages and designed content to showcase our services. We know that there is still more to come from Kayleigh and look forward to seeing her continue to grow and develop".

Now aged 24, Kayleigh completed her apprenticeship with Optimum Skills and has been promoted to Digital Marketing Executive.

Watch Kayleigh's case study video:

<https://www.youtube.com/watch?v=7ktJVDhFzFA>



If you are 16-24, live in County Durham and are unemployed, or you know someone who is, contact DurhamWorks on [durhamworks@durham.gov.uk](mailto:durhamworks@durham.gov.uk), call 03000 262 930 or visit <https://durhamworks.info/>

# Meet Helena Ireland

## Future Trainee Solicitor, Hill Dickinson LLP

In 2018, I was graduating from the University of Leeds with a degree in Law. Unlike a number of my peers, I did not have a training contract or paralegal position lined up, and I began reflecting upon my options.

Although I enjoyed my degree, I felt unsure as to where I saw my future - I did not know the type of firm I wanted to apply to or specialisms I wanted to experience.

I decided to take a break from the law and joined a completely different industry – legal recruitment. Recruitment was fast-paced, social and exciting, and it taught me so much about the legal industry – far beyond what I had learnt on insight schemes and careers fairs.

By interacting with solicitors from a range of backgrounds, firms and PQEs, I was able to gain a comprehensive understanding of the legal sector and what is expected of solicitors. More importantly, I was able to learn why solicitors pick certain specialisms and what type of personalities and characteristics are suited to certain areas.

Feeling more confident in my career path, I began applying for transactional paralegal roles at mid-tier commercial firms. Securing a role in the Corporate team at Hill Dickinson LLP further compounded my interest in transactional work and more specifically, corporate law.

I decided to take the next step and apply for training contracts. Using the transferable skills I had gained in recruitment, such as business development, presentation, communication and influencing skills, I secured a trainee position with Hill Dickinson to commence in



**I decided to take a break from the law and joined a completely different industry – legal recruitment.**

August 2022.

Recruitment gave me the practical skills I needed to present myself well at interviews and stand out among my peers and other graduates. In addition, taking time out to think about my future and to learn more about the legal industry demonstrated to the interviewers my considered and thoughtful approach to life.

I am thankful for my unique journey and the support of my team at Hill Dickinson, who have helped me to achieve my goals.

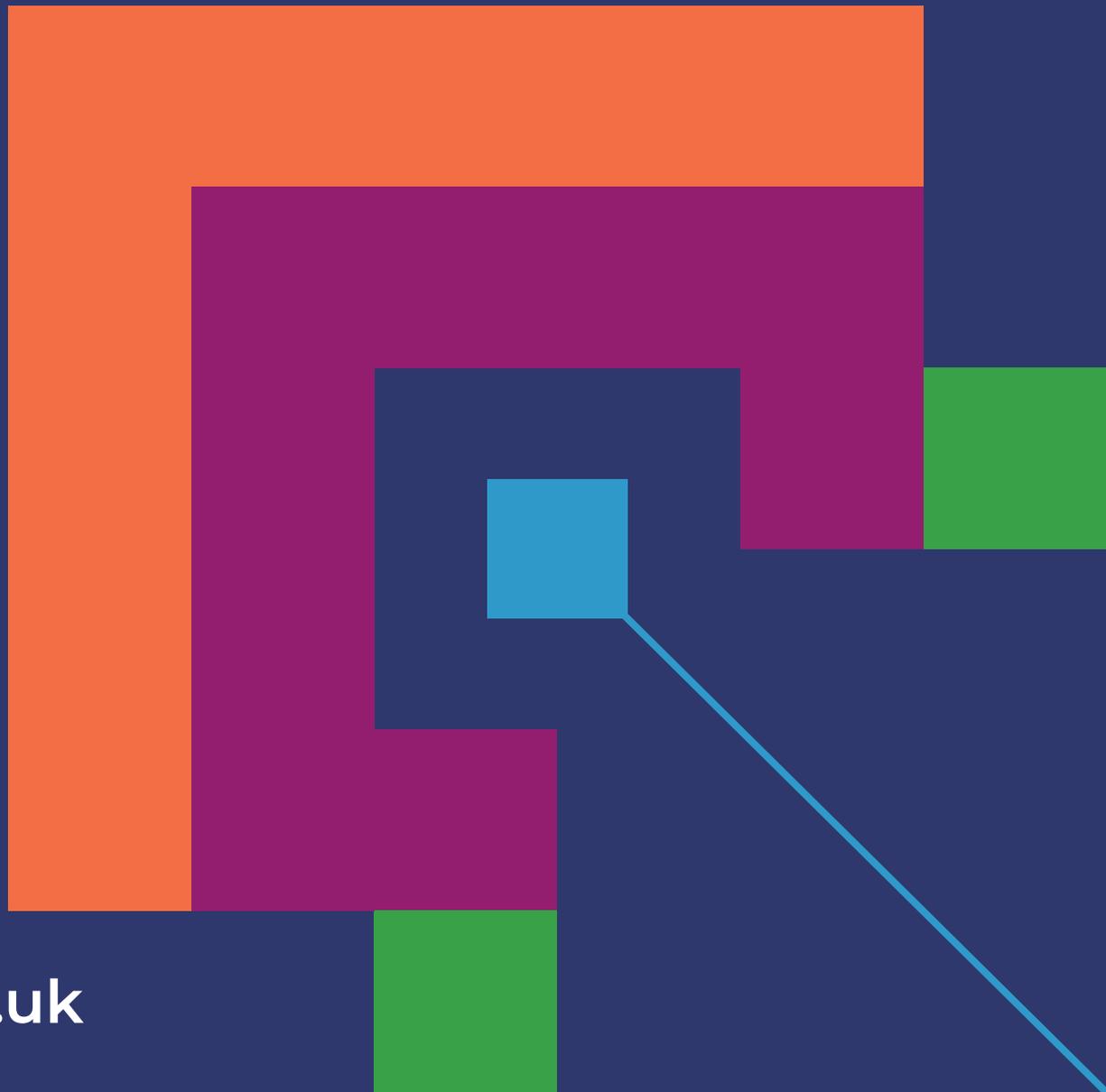


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# Supporting digital learning with Pearson Learning Hub

**P**reparing young people and adults with the knowledge and skills they need for the careers of the future is vitally important.

Pearson Learning Hub supports this preparation by providing skills-training that is relevant, accessible, modular and flexible. Especially for young people and adults in careers that may be impacted by COVID-19 and who must reskill or upskill.

Pearson Learning Hub is a digital learning platform offering bite-size and mobile-optimised learning content that can be accessed by anyone, anywhere, anytime - in schools & colleges, at work, at home or on the go.

Our current learning content supports customers delivering apprenticeships, workplace behaviors and skills training. It also hosts courses supporting the BTEC Level 3 National in Sport, Business and Marketing, and courses in; Artificial Intelligence for Leaders, Artificial Intelligence De-mystified and Digital Technology De-mystified.

## Developing transferable soft skills through digital learning

In a constantly changing world of work where employers are increasingly putting emphasis on soft skills such as adaptability, resilience and problem solving means having a mix of transferable skills is essential for young people and adults to help support them to find new employment and give them the ability to move to other sectors that might offer higher salary opportunities.

On Learning Hub you will find a range of courses such as Resilience, Negotiating and Influencing,

**“It was an eye opening and enjoyable course [Self-management], it was easily understandable and taught me some skills on how to handle situations at work. It also has helped me to improve my productivity.”**

**Boni Agbonto**, Adult Learner

Adaptability and Self-management, the courses provide skills everyone needs to move on from study, or get promoted and further progress to developing a fulfilling career. Other courses include:

- **Accountability**
- **Commercial Awareness**
- **Decision-making**
- **Managing Own Personal Performance**
- **Managing Personal and Professional Development**
- **Problem-solving**
- **Professionalism**
- **Teamwork**
- **Work Ethics**

## A diverse set of skills can take you a long way

Knowing the skills required for the job you have, or the job you want is just as important as learning new skills – a person who clearly identifies their skills will stand out to an employer.

As part of supporting digital learning, we recently launched our Online BTEC Explorer Courses on Pearson Learning Hub, which allow learners to explore or find out more about career opportunities in an industry sector. These courses are designed to help learners assess and understand how their skills, ambitions and personal attributes are compatible with a range of roles and industry sectors, as well as giving an insight into what it's like to work in a particular industry sector.

Online BTEC Explorer Courses are available to learn through college with tutor guidance or as a self-paced course giving learners the opportunity to choose which learning solution is best for them. At the end of the course, learners are awarded a digital

# Essential Digital Skills



Essential Digital Skills qualifications (EDSQs) will be available this year and will be automatically funded for adults who don't have the basic digital skills they need for life and work. Learners with no or low digital skills will benefit from accessing a fully funded and up-to-date qualification that reflects the evolving digital landscape.

The Essential Digital Skills framework defines the digital skills adults need to safely benefit from, participate in and contribute to the digital world. These qualifications are suitable for all ages and support the development of key digital skills such as using devices, creating and editing digital media, using technology to communicate, buying and transacting online, and how to stay safe and secure when using technology.

Qualifications will be available in Entry Level and Level 1 and available to teach in England only.

The Essential Digital Skills standards are:

1. **Using devices and handling information**
2. **Creating and editing**
3. **Communicating**
4. **Transacting**
5. **Being safe and responsible online**

The standards set out the digital skills needed for work and life across two skills levels:

## Entry Level

- designed for adults with no or little prior experience of using digital devices or the internet.

- 45 GLH | 50 TQT
- **Assessment at Entry Level**
- **Task based assessment**
- **Question paper**
- **Observation with the learner.**

## Level 1

– designed for adults with some experience of using digital devices and the internet but lacking secure basic digital skills.

- 45 GLH | 50 TQT
- **Assessment at Level 1**
- **Task-based assessment**
- **Question paper**

These are an important pre-requisite of skills that learners need to have prior to starting EDSQ:

- **Turning on a device (including entering and updating any account information safely, such as a password)**
- **Using the available controls on a device (such as a mouse and keyboard for a computer, or touchscreen on a smartphone or tablet)**
- **Making use of accessibility tools (including assistive technology) to make devices easier to use (such as changing display settings to make content easier to read)**
- **Interacting with the home screen on a device**
- **Connecting to the internet (including Wi-Fi) safely and securely, and opening a browser**
- **Opening and accessing an application on a device.**

To find out more information about EDSQ and the teaching support we offer go to: [Quals.pearson.com/edsq](https://www.pearson.com/edsq)



Pearson

badge which they can add to their online profiles or CV and present to an employer.

## Suitable for a range of audiences

Pearson Learning Hub courses can be used by anyone – by employers who are looking to provide an online learning and development experience for employees; by educators who are looking for a blended learning approach to deliver skills-based knowledge and training. And of course by learners (young people and adults) who are looking for self-paced short modular courses that provide them with bite-size easily accessible learning content.

[go.pearson.com/lh](https://www.pearson.com/lh)

# Adult Apprenticeships

Apprenticeships aren't just for school leavers and young people.

**T**here is no upper age limit for adult apprenticeships so if you're over the age of 16, living in England and not currently in full-time education, you're eligible to become an apprentice!

Whether you decide to gain an apprenticeship qualification to take your career further or would like to retrain on a lower level apprenticeship in a sector completely unrelated to your degree - you have options.

Don't ever think you're too old to start an apprenticeship. It's just a great way to gain more qualifications and attain new skills. There are a range of apprenticeships across many different sectors, you really are spoilt for choice.

## Benefits of apprenticeships

You may be thinking of applying for an apprenticeship for many reasons, but one of the most common is the desire (or need) to get into an industry that requires different qualifications and work experience to what you already have.

Apprenticeships are designed to give you hands-on experience within an industry of your choice. The main benefit of apprenticeships is that you get to learn new skills, while also earning a qualification and a wage. Importantly, you will gain a qualification that's relevant to your job and industry at no cost to yourself.

If you're currently in the sector you wish to work in, the experience will give you further skills, knowledge and experience and enhance your job progression.

Apprenticeships can take 1 to 5 years to complete depending on the levels you choose to complete and sector you're in.

Apprentices that work more than 33 hours a week are entitled to tax credits, sick pay, a minimum of 20 days paid holiday a year and maternity/paternity.

## What is a training provider?

A training provider is the organisation which is supplying the training element of an apprenticeship. Specific apprenticeship vacancies are often advertised listing the name of the employer, but they work closely with a training provider who also run the recruitment process.

## What are transferable skills?

You likely already possess a range of transferable skills! These are soft skills that are not specific to any one job or sector. These are innate skills that are acquired throughout your life and can be applied to a new job or work environment. These include skills such as communication, critical thinking, teamwork, writing, and integrity.

**Don't ever think you're too old to start an apprenticeship. It's just a great way to gain more qualifications and attain new skills.**

## Applying for an apprenticeship programme

An apprenticeship will provide you with a paid position that includes on the job training. You apply for an apprenticeship just like any other job you've previously applied for.

Some tips on applying for the right apprenticeship programme for you:

- Research the type apprenticeship you want to apply for thoroughly. It's important to know the role inside-out if you want to send the best application you can. This knowledge will also help you if you gain an interview at the next stage. You can research apprenticeship roles on Careermap's website.
- Gather all the information you can on your experiences, hobbies, and interests and have this in front of you while you apply for the position. Match your experiences to

what the employer and training provider are looking for in the job specification. Having a list of your skills in front of you will ensure that you continuously keep connecting these plus your experience to the specifications.

- When talking about your hobbies, match them to a skill they're looking for. For example, if you've been the captain of the university football team, explain how you exercised leadership and teamwork skills during this. You'll get plenty of apprenticeship training but you'll still need to match your existing skills to the specification, including transferable ones.
- Make sure you spell check your application and even get someone else to read through it before you send it. Good spelling, grammar and punctuation are always important.



### Changing direction

During these challenging times, many people may have to reconsider their career direction. The market is uneven and, whether by choice or design, a move to a whole new sector may be the best option to find a job.

Check out Careermap for a whole host of live vacancies right now:

<https://careermap.co.uk/>

### Levels of apprenticeships

Apprenticeships have equivalent educational levels.

Name	Level	Equivalent Educational level
Intermediate	2	GCSE
Advanced	3	A level
Higher	4,5,6 and 7	Foundation degree and above
Degree	6 and 7	Bachelor's or master's degree

Some apprenticeships may also give you additional industry recognised qualifications.

### Funding

Adult learners can apply for grants and bursaries to help pay for courses and training. Usually, you do not have to pay this money back. For most grants and bursaries you apply directly to the organisation that gives them out. They'll have an application form and will be able to tell you if you

Alternatively, you can apply for an Advanced Learner Loan to help with the costs of a course at a college or training provider in England.

If I have a degree, can I do an apprenticeship?

Yes you can! As long as the apprenticeship differs from your degree subject, you can apply for any level of apprenticeship. For example, if you graduated from university with a graphic design degree you are not eligible for an apprenticeship in graphic design, but you could apply for an accounting apprenticeship.



Association of  
**Apprentices**

# Are you an Apprentice?

The Association of Apprentices, a new UK-wide members' organisation that will help apprentices fulfil their potential.

The Association will be for all apprentices regardless of age, level, industry or sector. We're focusing on three aspects where we think we can provide additional support that will benefit apprentices the most:

## Support and social networks

Through our digital platform, apprentices will be able to access online discussions and interact with other apprentices so that they can ask questions and seek support if they find themselves facing any challenges. We will also be holding online events and webinars until it's safe to meet in person again – at that time we will host local events that will enable apprentices to hear from business leaders and network with other apprentices in their area.

We hope that apprentices, especially those in small or micro-businesses who may not know any other apprentices, can build professional and social networks that will support them throughout their career.

## Career awareness

We will work with partners to signpost great careers content on the internet, as well as sharing success stories from past apprentices to show what's possible when you embark on an apprenticeship. Mentors and alumni will be able to share their experiences and stories as well as support apprentices in making decisions on their own career paths.

We believe that by offering support and guidance in these three areas, we'll help the UK's amazing apprenticeship community enjoy their apprenticeship journey more, increase their confidence and address the parity of esteem between apprenticeships and higher education.

## Additional learning opportunities

Our website will offer content that will help apprentices to develop the soft skills and employability skills above and beyond what might be on offer from their training provider or employer. There will be specific information aimed at apprentices and help for those who need a little extra support as well as those who need an additional stretch goal. This development will help apprentices become brilliant and indispensable team members and leaders.

## But are we on the right track?

We'd love to hear your thoughts as we develop our platform. We have a [short survey](#) where you can let us know what you think the Association could do.

You can also [visit our website](#) to find out more. Get in touch and let us know what you think!

# WhiteHat is developing the next generation of leaders through apprenticeships

**WhiteHat** delivers career-focused apprenticeships at some of the world's most exciting companies. Whether you're interested in digital marketing or software engineering, data analysis or project management, WhiteHat will guide you through your qualification and equip you for success.



## HOW TO APPLY

- 01**  
Create a digital profile online at [whitehat.org.uk](https://whitehat.org.uk)
- 02**  
Add experiences and achievements until you reach profile strength 'hot'
- 03**  
Apply for your dream jobs
- 04**  
Interview time! We'll support you throughout the recruitment process
- 05**  
You're hired. Your apprenticeship starts here
- 06**  
Benefit from expert coaching and join a thriving community



IN PARTNERSHIP WITH

# BAME Apprenticeship Awards Winners Revealed

UN Ambassador Kimmy Kimani takes Top Prize at the BAME Apprenticeship Awards 2020

**T**he 2020 BAME Apprenticeships Awards in partnership with Pearson, winners have been announced.

The awards ceremony which was planned to take place at the Edgbaston stadium in July but due to Covid-19 and the current lockdown, was replaced with an awesome online extravaganza. Guests at the event had the opportunity to network with hundreds of others in the virtual lobby sparking some great conversations!

The main event kicked off with a moving musical performance from Aston Performing Arts Academy. Hosts Tez Ilyas, Comedian and star of BBC hit comedy show Man Like Mobeen, and Remel London an award-winning British TV and Radio presenter and host of the Saturday Afternoon show on CAPITAL



XTRA kept viewers engaged and entertained throughout the ceremony.

Cindy Rampersaud, Senior Vice president of BTEC and Apprenticeships at Pearson said, "We were delighted by the number of high-quality applicants received this year. It has been another great opportunity to showcase and celebrate so many inspirational BAME apprentices and to learn about their individual journeys. We are so proud to

be sponsoring these Awards - seeing so many realise their potential, ambition and aspirations. We would like to thank all the participants, the nominees, and winners for taking part in these awards and wish them all continued success".

Over 100 apprentices were shortlisted this year across a wide range of industry sector categories. As well as recognising the apprentices, the awards also recognise employers and learning providers.

"This year has been fantastic; the quality of the apprentices has been phenomenal, and it has been a pleasure to apart of such amazing cause that really highlights diversity in apprenticeships." Olga Bottomley Head Judge of the BAME Apprenticeship Awards.

As with any awards there can only be

**"This year has been fantastic; the quality of the apprentices has been phenomenal, and it has been a pleasure to apart of such amazing cause that really highlights diversity in apprenticeships."**

## Winning Apprentices:

### Accounting and Finance

Haider Ali of Rolls-Royce

### Legal and Professional Services

Kimmy Kimani of Milton Keynes College

### Health, Medical and Social Care

Pal Kaur of Walsall Council

### Carers Award

Chipo Parirenyatwa - Mitchell's Care Homes

### Charity, Voluntary and Public Services

Chantel Fry of EMH Group

### Retail, Hospitality and Tourism

Raginee Scudamore of University of Buckingham

### Engineering and Manufacturing

Ashaan Grewal of Royal Mail

### Construction Services

Romario Cazaubon Mace Group

### Media and Marketing

Sofia Mumtaz of Google

### Digital and Technology

Hammad Shah of Suez Recycling and Recovery

### Transport and Logistics

Hiba Abo Slo of Arup

### Judges Choice

Samah Rafiq of Coca-Cola European Partners

## Winning Employers:

Financial, Legal and Professional Services  
EY

Health, Medical and Social Care  
PJ Care Ltd

Charity, Voluntary and Public Services  
HMRC

Retail, Hospitality and Tourism  
Travis Perkins Plc

Engineering and Manufacturing  
Bombardier

Construction  
JS Wright & Co Ltd

Creative & Digital  
IBM

Transport and Logistics  
Transport for London

Small Medium Employer  
Thrive Law

Large Employer  
Great Ormond Street Hospital

Learning Provider of The Year

The JGA Group

one winner and the overall Apprentice of the Year Award went to Kimmy Kimani from Milton Keynes College. A U.N Ambassador as part of the generation Z, she wishes to end world hunger and has built an online following of 150 thousand to share her message. Having started an apprenticeship unknowingly Kimmy was keen to learn more and share the misconceptions and myths about apprenticeships, showing people the true value of apprenticeships.

It wasn't just apprentices being recognised but a number of employers were awarded for their contribution to equality, diversity and inclusion in apprenticeships. Small Employer of the Year went to multi award winning innovative Law firm Thrive Law and the Large Employer Award went to Great Ormond Street Hospital.

The awards also recognised Learning Providers and the contribution they make to supporting apprentices and employers, this year the Learning Provider of the Year award went to the JGA Group for their leadership in diversity at management level.

## APPRENTICE OF THE YEAR 2020

### Kimmy Kimani

Job Title: **Student Engagement Officer at Milton Keynes College**

Award: **Legal and Professional services award & Bame apprentice of the year award**

Hi I'm Kimmy Kimani, I am a content creator and I also work at Milton Keynes College. I did a Business Administration Apprenticeship L3 with Milton Keynes college which I completed last year and received a Distinction.

I am very passionate about access to education so my apprenticeship project was based on BAME in apprenticeships and have been advocating for apprenticeships since. Outside of the College, I was a YouTube NextUp Women to Watch 2018, I am an award-winning content creator on YouTube with over 150,000 subscribers, I am a MOBO Awards content creator, I was selected to work alongside Google / UN as a creator/ambassador to support and raise awareness for their sustainable development initiatives and last year I was selected to join BBC on their writers retreat.

**BBC Talent podcast** about my experience at the Writers room retreat.

Mobo Awards Ambassador: <https://www.mobo.com/movement>



For more information about the BAME Apprenticeship Awards visit: [BameApprenticeshipAwards.co.uk](https://www.BameApprenticeshipAwards.co.uk)

# Find your ideal career with an online BTEC Explorer Course

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Assess how your skills, ambitions and personal attributes are compatible with a range of roles.

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Get a taste of what it's like to work in a particular industry sector.

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short courses**

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- Construction and the Built Environment
- Early Years and Childcare
- Engineering Processing and Manufacturing
- Health and Social Care
- Hospitality, Travel, Tourism and Events
- IT, Computing and Digital Industries
- Land-based
- Logistics
- Sport and Recreation

### **EXPLORE**

Explore  
different  
career  
routes.

### **DECIDE**

Decide on the  
next steps  
towards your  
career.



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# TOP 10 TIPS

## To excel in your video interview

Even before the coronavirus and lockdown, video interviews have become more and more common for initial stages of recruitment. It can feel remote and impersonal, so it is a good idea to prepare yourself in order to have a successful interview.

Video interviews may be used at any point during the interview process. They can be live or asynchronous, meaning not in real-time. Live video interviews need to be scheduled because the recruiters and candidates must be online at the same time. Asynchronous can be recorded and viewed by the recruiter at another time.

To make sure you perform your best in either situation, we asked Joy Redmond, Head of Research at Sonru, pioneers of automated online video interviewing, to share some tips to help you give your best!



- 1** Research the company and their interview process. Check out their website and LinkedIn company page for information on company size, location, operation, sector. Read their Press Releases for recent announcements and developments. Also, research their competitors' and wider industry information.
- 2** Don't leave it until the last minute to test your equipment. You don't want to miss your chance because of a faulty wire or bad connection. Check if you need to download any software or apps. Tuning in early will give you time to address issues flagged up with your hardware. Make sure your laptop or mobile device is plugged in fully charged in case of a power cut.
- 3** Find a quiet peaceful place to hold the interview where you will not be disturbed during your interview. Check if it has a stable wifi connection. You can test this your internet speed by using a free tool provided by Which? <https://broadbandtest.which.co.uk/>
- 4** Practice really does make perfect so practice, practice, practice! Try recording yourself on your phone, for instance, a couple of questions a day until you feel comfortable in front of the camera.
- 5** Test for the best position and the settings for your device. Try placing your mobile device (on a tripod, you can pick them up in bargain stores) or laptop on a couple of telephone books so that you are facing the webcam. Review your practice interviews and adjust your position, settings, sound and so on until you have it just right.
- 6** Dress as if attending a face-to-face interview. Imagine the expected attire for the role and dress accordingly. Being dressed appropriately also ensures you will approach and complete the interview in the right frame of mind.
- 7** During the interview, read the questions carefully and give answers that are as concise and precise as you can. Also be aware that if you are using notes to reference back, the people reviewing your interview can see you looking at them. Expect the unexpected. For instance, if you are interviewing for a multilingual role then don't be surprised if some of your questions are in that language.
- 8** Make eye contact by looking at the camera, not at yourself on the screen. It is natural to want to watch yourself, but a direct gaze shows confidence and will be more engaging for the recruiter.
- 9** In preparation, take note of the deadline for completing your interview. Check for any videos included – these usually give a glimpse into life at the hiring company or introduce you to the recruiters reviewing your interview. Listen to the tone of voice and language used in these; this will give you insight into the company culture. Make sure to read any attachments within your interview account such as: job description, further instructions or company information. Make the most of this opportunity and try not to miss any detail.
- 10** Relax!



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# Topping up your skills is easier than you think

**The Skills Toolkit** is an online learning platform giving you easy access to more than 70 free, high-quality digital, numeracy and employability courses to help you build the skills you need to boost your CV and progress in work.

**D**eveloped by the Department for Education with advice from some of the country's leading learning providers and employers, The Skills Toolkit packages up a high-quality selection of courses readily available online, so you can start your learning journey in your own time and at your own pace. The platform includes courses on a range of interests and levels, so there is something for everyone.

As we adapt to the changes COVID-19 is continuing to have on our lives, it is crucial that we continue to look after our mental health – whether that means keeping busy, making sure we get some fresh air, or staying connected to family and friends. Learning something new is proven to help keep the mind healthy, so why not use this opportunity to start a new learning journey on The Skills Toolkit?

In a competitive jobs market, taking up a course in digital, numeracy or employability skills such as management and communication, could also help set you apart from other candidates.

## What can I learn?

The Skills Toolkit gives easy access to a selection of free, high-quality digital, numeracy and employability courses from a variety of providers such as The Open University, Cisco Networking Academy, Lloyds Bank, Microsoft and LinkedIn.

### 1. Boost your digital skills

Working-from-home and looking to streamline your work more? Digital skills like managing your workflow remotely and communicating online are becoming increasingly important – 82% of job vacancies online now require digital skills. Courses such as Google's *Manage a Project with Digital Tools* can give you the digital know-how and management skills to help you tackle working remotely.

Maybe you are looking to take your existing digital skills one step further? The Skills Toolkit offers more advanced courses in coding and programming

(including Python and HTML), digital marketing and graphic design, plus more. Over the last few years, the number of digital jobs grew almost three times as quickly as other jobs, so if you want to work in this rapidly growing sector, these courses are an ideal first step.

Keen to improve your presence online and on social media? Digital marketing and social media skills are key, so why not learn how to promote yourself or your business online. Check out courses like LinkedIn's *Become a Digital Marketing Specialist* or Make It Click's range of digital courses, which cover everything from selling on Etsy to working with Excel.

### 2. Build confidence with maths

Wanting to master maths and set yourself apart in the job market? Numeracy skills could help open up more opportunities. The courses on The Skills Toolkit have been packaged up and provided by experts and leading employers who have identified that numeracy skills are transferable and crucial within life and work. The Open University offers courses like *Everyday Maths*, to help you learn those all-important numeracy skills.

### 3. Develop the workplace skills employers say they want

Skills like leadership, communication and decision making are just as important as technical skills to get ahead in work. A recent LinkedIn survey showed that more than half of the senior leaders and managers surveyed identified soft skills as their number one development priority. FutureLearn offer courses via The Skills Toolkit on subjects like *Wellbeing and Resilience at Work*, and Google also run soft skill courses such as *Communicate Effectively at Work*. These can help you gain stronger communication and employability skills.

## Benefit from online learning on your own terms

Exercising your mind is just as important as exercising your body. Learning can improve self-esteem and give an increased sense of purpose, control and motivation – 77% of people who learn online say it's beneficial to their mental health. In particular, online learning allows people to benefit from keeping their mind active without any extra pressures like time commitments.

All the courses on The Skills Toolkit are available online, meaning that it's easy to learn flexibly and at your own pace. Courses range from a couple of hours to a few weeks and there's no long-term commitment or deadlines, so you can dip in and out of your chosen course at your leisure, choosing to learn whenever suits you best.

The Skills Toolkit only directs to quality courses that are designed to be delivered online, so it's simple to get started and learn effectively. If you are uncertain about which course is right for you, the National Careers Service has advisors ready to talk you through your options and help advise on the best course.

## Get started today

Digital, numeracy and employability skills are key to opening up new opportunities, no matter your background. Building up these valuable skills can make you more employable, enhance your CV and support your mental wellbeing.

The Skills Toolkit gives you the opportunity to try something new, without any long-term time or financial commitment – who knows what it might inspire you to do next. It is never too late to learn, so if you are looking to keep your mind moving while we spend more time at home, The Skills Toolkit has a course that is just right for you.

Learn for free with The Skills Toolkit!

## Check out The Skills Toolkit today!

Visit: [gov.uk/theskillstoolkit](https://www.gov.uk/theskillstoolkit)

Or if you'd like to talk to someone about which course would suit you, you can contact a careers adviser by social media, webchat and phone on **0800 100 900**

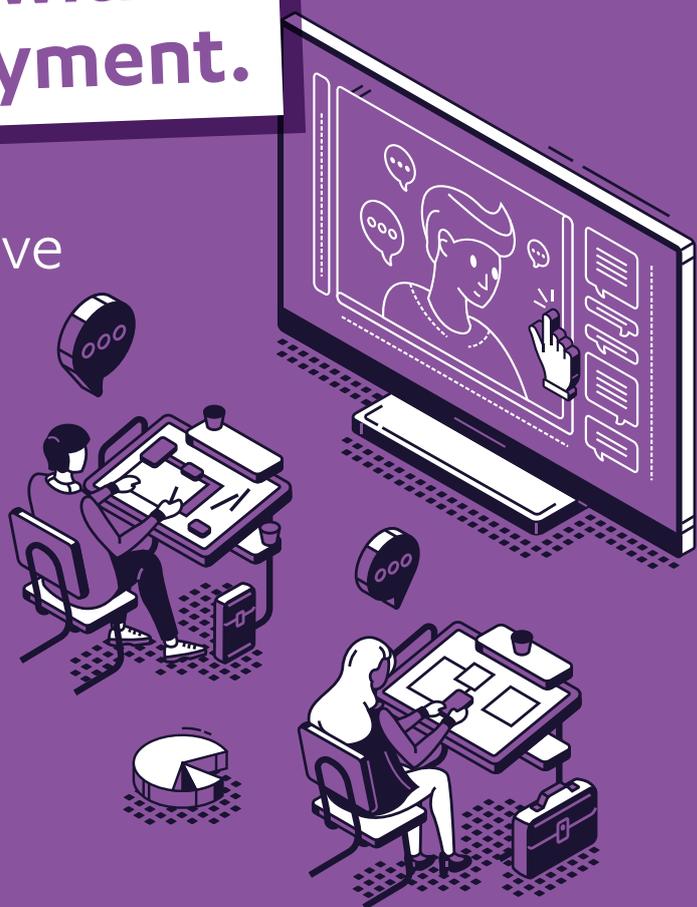
<https://nationalcareers.service.gov.uk/contact-us>



# Go the distance.

Supporting adults with training for employment.

Our go the distance initiative provides focused support for adult learners, supporting them to retrain and reskill during the current climate.



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**KICKSTART  
SCHEME**

# Kickstart your career



Department  
for Work &  
Pensions

The UK Government has launched a £2 billion Kickstart scheme, which is designed to create thousands of new jobs for young people. This new initiative should drive the economy forward and improve employment opportunities.

**W**e understand that leaving education can feel daunting, especially with how challenging the current labour market is due to the consequences caused by the pandemic. The Government has pledged to support young people the best they can and keeping up to date with the latest labour market information has never been more important. See our feature on page 38 to find out more about LMI.

Secretary of State for Work and Pensions, Therese Coffey said: 'As we launch our £2 billion Kickstart programme, putting young people at the heart of our revival – we are urging businesses to get involved in this innovative scheme and take advantage of the enormous pool of potential out there.

There is no limit on the number of opportunities we'll open up through Kickstart and we'll fund each one for six months as part of Our Plan for Jobs to create, support and protect jobs.

Young people taking part will receive on-the-job training, skills development and mentoring, as we get them on.'

**“There is no limit on the number of opportunities we'll open up through Kickstart and we'll fund each one for six months as part of Our Plan for Jobs to create, support and protect jobs.”**

## How can Careermap help?

Careermap is an online careers resource and job board, offering a wide range of opportunities including apprenticeships, courses, graduate schemes, part time and full time job opportunities. We also have links to employers and labour market analytics firms such as Emsi, who provide up to date information on the UK job

market. Through our resources, young people can learn about the local economy, employability skills, apprenticeships plus much more!

Check out **CareermapLive** to connect with employers, get advice from industry experts and learn some techniques for successful job hunting from graduate recruiters. Careermap always aims to bust myths and dispel misconceptions about careers!

The current job market isn't great, but that doesn't mean there aren't opportunities out there. In fact, at the time of writing this, Careermap has over 18,000 graduate vacancies listed! It is true many employers had temporarily paused their recruitment campaigns during the lockdown, but many have now resumed hiring and are preparing for what is being considered the 'new norm'.

So to those of you out there worrying, please don't – you have options! Try to stay positive, use your time wisely and research the labour market.

Find out more:

<https://kickstart.campaign.gov.uk/>

# COVID career opportunities in engineering

Paul Jackson, Pro-Chancellor at the University of Essex and former Chief Executive of EngineeringUK, gives insight into career opportunities in the engineering sector.



**T**he engineering sector, and I would include in that tech, construction and jobs in a wide range of organisations that use engineering, offers great opportunities for young people following full time education paths and mature learners looking to build on their existing experience to switch into the sector.

That sentence is as true today as I write this in a pandemic lock-down in London as it would have been when I took a good look at engineering skills across the UK for the Talent 2050 research report last year but a good deal has changed.

Some engineering skills have seen a rapid rise in prominence: online retail has accelerated in the pandemic, driving the need for web technology and great logistics to ship goods. An awareness of the improved air quality in lockdown has prompted more talk of a shift to all-electric vehicles by the end of the decade; that shift will demand new battery technologies plus better, smarter electricity distribution. On the downside, oil and gas have seen a fall in demand and civil aviation is predicted to take years to recover from the fall in travel. The good news is that many engineering skills are transferable between sub-sectors and the Talent 2050 research

project last year highlighted just how important other non-engineering skills are in actual roles that make career switching a real possibility.

### **A range of pathways and not all tech based**

Routes into engineering include courses in further education colleges, apprenticeships and university degrees. Many engineers go for professional registration, with designations that include Engineering Technician (EngTech), Incorporated Engineer (IEng) or Chartered Engineer (CEng) which broadly ascend in terms of the level of qualifications required and earnings. There is also a Chartered IT Professional (CITP) designation which is broadly equivalent to CEng.

A look through current vacancies gives an idea of the types of work and routes into it that are available and a couple of examples are included (see box) of routes that do not require existing maths or science qualifications although most apprenticeships will now demand the equivalent of maths GCSE.

Apprenticeships offer a route to qualifications and work, ranging in length from two up to four years with the shorter

time leading to level two or three qualifications as a technician and the longer apprenticeships leading to a foundation or bachelor degree. Salaries for the posts currently on offer range from £18,000 to £22,000 and include employers in engineering and construction such as Atkins and BAM Nuttall, as you might expect, but also include Goldman Sachs (four year degree with Queen Mary University London) and the Bank of England in financial services, Kingston Hospital (3 year clinical engineering) in healthcare and Nestle in food manufacturing. Amazon and Facebook are advertising for software engineering and the BBC is advertising for a mechanical engineering apprenticeship. There are also new courses for shortage subjects; a two year foundation degree in Flood and Coastal Engineering has been developed by the Environment Agency and Brunel University and is fully sponsored for 20 places.

This is just a small selection that serves to show the variety of engineering roles and companies employing engineering skills. Those salaries are paid with all education costs, including university fees, covered by the employer.

**Talent 2050: Skills and education for the future of engineering**

If you haven't already studied science and engineering to a high level what other essential skills could you bring to the sector?

To find out, we talked to groups across the UK. Our Talent 2050 sponsors (Barclays, Pearson, NATS and London South Bank University) both funded and facilitated the work which has been undertaken through the education and employers' leadership charity, the National Centre for Universities and Business.



Picture 1

categories – see picture 2- which we mapped as the “pillars” of a future career: people skills, creative thinking and enterprise, alongside core technical knowledge. It was also noted that ethics will become increasingly relevant as technology changes and artificial intelligence creates opportunities to exploit the existing knowledge base across all occupations. With these broader skills standing out as essential, the possibility of life-long learning to fill in the technical skills becomes a real possibility and is starting to happen.

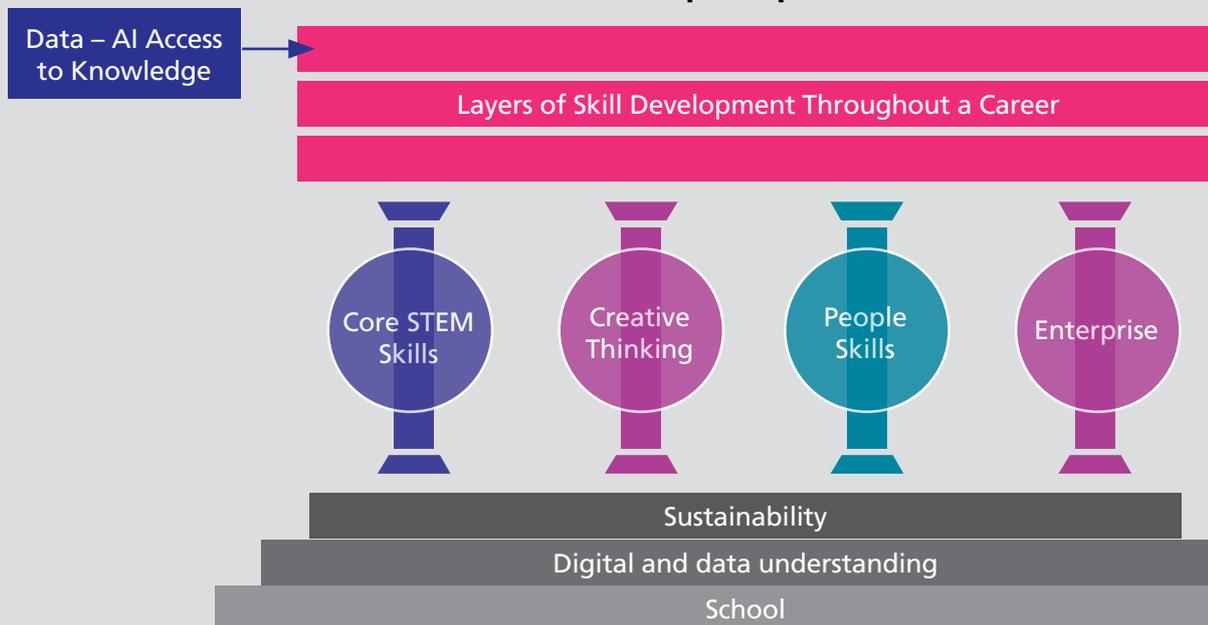
We have found some good examples of this. The Open University is an obvious one where there are no specific qualification requirements to take an undergraduate programme. The Sky Academy trains and recruits into the

The skills identified – see picture 1 – fell into three broad

Continued on page 32

Picture 2

**A broader perspective on skills for engineering in the future that can open up a reservoir of talent**



# TIME TO GET CAREER READY

If you're looking to change career or you simply want to learn something new, we can help you get there. We help thousands of people just like you every year to gain life changing qualifications. With a **FREE** Level 2 online course, you can start your journey towards a new career.

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[www.lcgonline.co.uk/courses-careermag](http://www.lcgonline.co.uk/courses-careermag)

company's IT workforce and has challenged the stereotypes to find talent. Universities are also starting to offer courses in engineering subjects that are open to those without existing science and engineering qualifications and to offer access courses to provide paths into degree-level education for those who missed out on academic goals through the school system.

Talent 2050 has identified that the profession could look very different in the future and the change has already started. It will need to accelerate if the UK is to be at the leading

edge of the next industrial and social revolution and may look very different to the system of education and professional registration developed in the last century. That opens up some tremendous career opportunities.

The Talent 2050 report is available from the National Centre for Universities and Business.

<http://www.ncub.co.uk/reports/talent-2050-engineering-skills-and-education-for-the-future>

## Where switching to engineering works...

### Sky Software Academy

Sky's website says: "It really doesn't matter what you've studied. Genuinely." They do look for an interest in technology and motivation to join their team, rather than specific qualifications and Conrad Langworthy, Head of the Software Engineering Academy at Sky told a Telegraph Leaders of Change Conference that Sky was able to recruit a 50:50 gender balance into IT roles as a result of the courses offered to women and the approach taken, very different to the 9:1 male:female ratio we report for computer science in schools.

The "Get into Tech" courses, which are free, had 600 women apply for places in the first year since launch for a course that is intended to bridge the gap between enthusiasm and broader experience into essential coding skills. It is a clear working example of inter-sectoral recruitment where broader skills are prioritised and training given to a severely under-represented to group to provide the STEM skills.

### Open University

The Open University has been open to all regardless of prior educational attainment and can quote many examples of graduates who have not followed a traditional route to



qualifications through the school system.

Ray Barber left school with no qualifications and took a job as a technician for a local college in Bradford. He embarked on an OU degree and became a science lecturer at the college, travelled the world with work and was the lead in setting up the inaugural Star Centre in Bradford, to encourage children to consider STEM and engineering careers

Faye Banks did take academic qualification but not at schools. Faye grew up in care and left school at 16 with no qualifications and started working in low skilled manual jobs. She has gone on to win numerous awards including UK Young Woman Engineer of the year in 2004, and a National Higher Educational Gold

Award in 2005. In 2015 she became the IET's Youngest Fellow was named in the Telegraph's Top 50 UK Female Engineers 2016. She has gone on to become Director of Energy at Costain.

### Artificial Intelligence

As a final example, the University of Essex is now offering a Masters Degree in AI, specifically the MSc Artificial Intelligence and its Applications, where there is a requirement for at least a second class honours degree but it can be in any subject rather than requiring a STEM (science, technology, engineering and mathematics) subject in advance, opening up the possibility of switching into to this important area for individuals who bring different life skills and experience.

About the author

**Paul Jackson,**  
**Jasia Education Ltd.**

Paul led "Talent 2050: skills and education for the future of engineering" for the National Centre for Universities and Business.

Paul is well known for STEM Career initiatives like the Big Bang Fair and commenting on skills issues as the former CEO of Engineering UK and a current school and university board member.

He graduated in electronic engineering and has experience in research, journalism, local government and the charity sector, particularly in education and skills.

Paul's current roles include Pro-Chancellor at the University of Essex, Chair of Governors, Kingsford Community School, Board Chair, Wyvenhoe House Hotel Ltd. and non-exec Director at the Infrastructure Intelligence Unit.



**Faye grew up in care and left school at 16 with no qualifications and started working in low skilled manual jobs.**

# YOUNG PEOPLE WORK

Get some  
experience,  
*get ahead!*

If you're 16-30 years old and looking for a job, then doing work experience can give you the skills and confidence you need to get the career you want.

**Movement to Work** is an organisation dedicated to building the bridge between young people who want to build-up their CVs and leading employers willing to give them on-the-job experience to boost their prospects.



## *Interested?*

Simply head to the **Movement to Work website** and find the tab 'Young People', where you can search opportunities, find tools, and much more.



**Follow us** on Instagram for all the latest updates  
@MovementToWork  
#YoungPeopleWork

**Find out more**

[www.movementtowork.com](http://www.movementtowork.com)



**Brunel**  
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1,000 scholarships and paid work placements available for new AI and Data Science Conversion Courses

# Join Your AI Future

**W**hen was the last time you asked Alexa to play your favourite song while cooking, used a satnav to navigate to your friend's house or noticed that your Facebook profile is advertising that pair of trainers you were just browsing online?

Artificial intelligence (AI) and data science is being used everywhere to make our daily lives easier, including in everyday technologies such as smart phones and for crucial life-changing research such as the race to find a coronavirus vaccine.

According to the government's Digital Strategy [LINK: [bit.ly/38cjM68](https://bit.ly/38cjM68)], within 20 years, 90% of jobs will require some elements of digital skills. To respond to this demand, in partnership with the Department for Digital, Culture, Media and Sport and the Office for AI, the Office for Students has funded 18 universities across England to deliver postgraduate conversion courses in AI and Data Science. The courses are aimed to equip you with the skills you need to join the UK's digital transformation and begin a career in the sector.

## What is a conversion course?

A conversion course is a programme of study that trains graduates in a new subject to prepare them for a specific profession. These courses offer a chance for people to redirect their careers, or transition from an academic to a vocational subject. So whether you are looking to change career, are

returning to work after having a child, or you would like to learn something new, this could be a great opportunity for you.

## Why we need you

The sector is looking for creative individuals from diverse backgrounds to use their transferable skills to support the development of these new and exciting AI and Data Science technologies. Currently, the workforce is not representative of the wider population. Did you know that women represent only 17% of tech workers in the UK and under 2% of technical roles in the tech industry are filled by Black people (Inclusive Tech Alliance 2018 LINK: <https://www.inclusivetechalliance.co.uk/wp-content/uploads/2019/07/Inclusive-Tech-Alliance-Report.pdf>)? This needs to change. To encourage diversity, 1000 scholarships, each worth £10,000 are available for students to support study. They will be prioritised for underrepresented students, particularly Black students, women and disabled students.

## Kickstart your career

With a year's paid work placement on offer with each course, students can maximise their opportunities for a career in the sector once they graduate. Courses have been designed to begin at entry level, with



flexible and part time learning options to help balance study with other commitments including work and caring responsibilities.

Find out more about the courses at [www.officeforstudents.org.uk/JoinYourAIFuture](https://www.officeforstudents.org.uk/JoinYourAIFuture)

If you have specific course queries, please email the participating universities directly.

#JoinYourAIFuture

# FIND YOUR NEXT JOB THROUGH AN APPRENTICESHIP

Lifetime Training, the UK's largest apprenticeship provider, could help you secure your next job.

If you are looking for your first role, are keen to change careers or can bring your skills and experience to an organisation, then an apprenticeship could be perfect for you.

## WHAT IS AN APPRENTICESHIP?

- Work-based training programme where you learn on the job
- Earn a wage while you learn
- Gain new skills and grow in confidence and ability
- Supported by an apprenticeship trainer as well as a mentor in your organisation
- Gain a nationally recognised apprenticeship qualification from the Institute of Apprenticeships

## MORE ABOUT LIFETIME TRAINING:

- Recruit from entry to experienced, from level 2 to level 5
- National Provider – we cover roles across the UK
- Patron Members of the BAME Apprenticeship Alliance
- Provide supportive information, advice, and guidance
- Dedicated to supporting Diversity and Inclusion

## WE OFFER APPRENTICESHIPS IN THE FOLLOWING AREAS:

- Health & Social Care
- NHS Trusts and Hospitals
- Public Sector and Civil Service
- Childcare and Teaching
- Business and Professional Services
- Customer Service
- Hospitality
- Retail
- Active Leisure

We also offer **professional qualifications** in Adult Care and Childcare and Teaching.

Find out more, register your interest or access our advice and guidance by visiting us today [LifetimeTraining.co.uk](https://LifetimeTraining.co.uk)



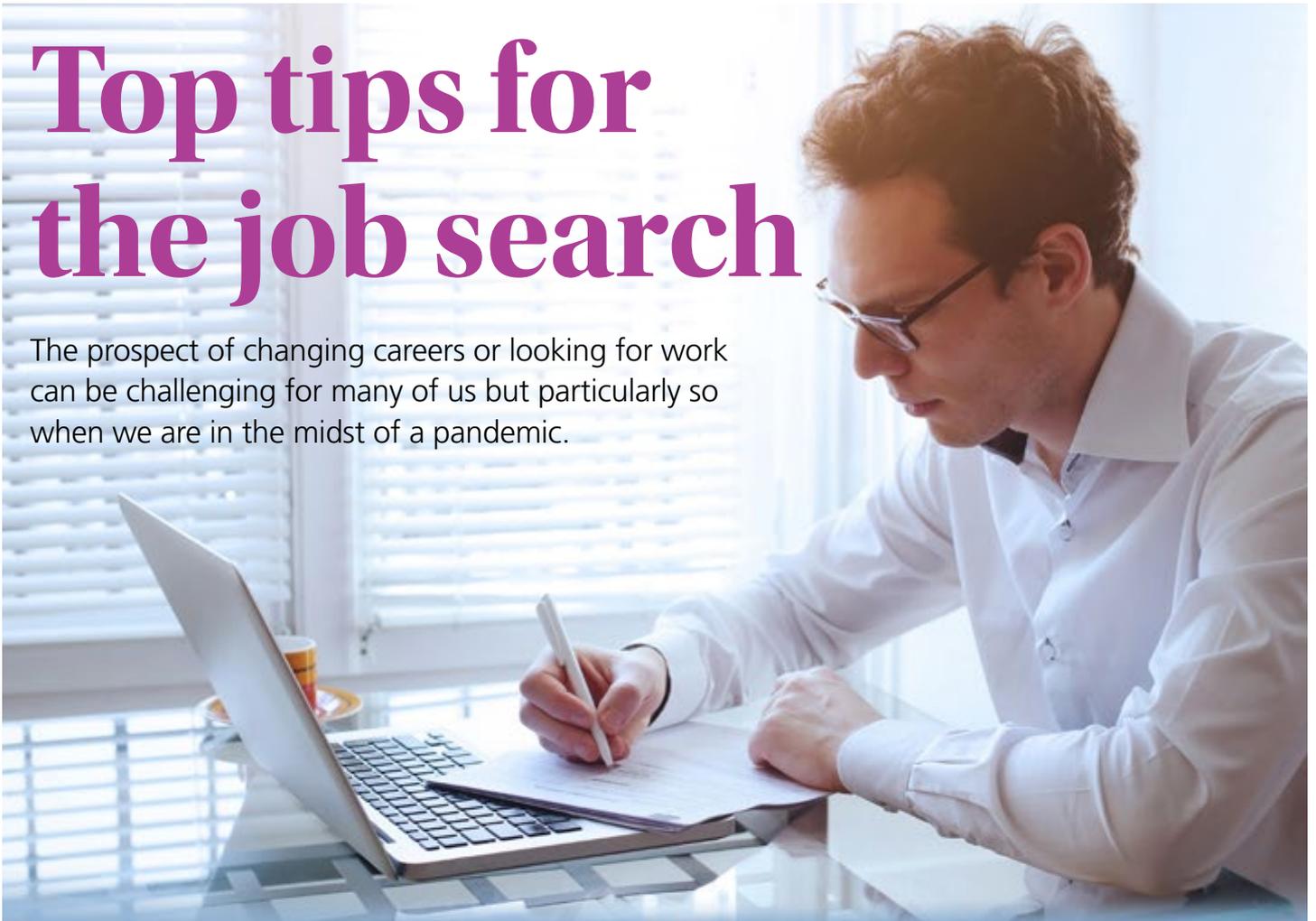
You can register online for job alerts and updates!

Check our website for CV writing and interview tips!



# Top tips for the job search

The prospect of changing careers or looking for work can be challenging for many of us but particularly so when we are in the midst of a pandemic.



It's more important than ever to make sure you know how to access all the support that is available to help you through the process.

The National Careers Service has come up with five golden tips to guide you through the steps you can take. We have also produced a range of tools and tips to help you make informed choices and improve your employability.

Remember you're not alone, our qualified careers advisers are here to help, if you need any advice or support just give us a call on **0800 100 900** or get in touch via the webchat.

**1** Review your skills and needs. Knowing what your strengths are and what experience you already have will help you understand what you can take with you into your new job or career. You should also think about what you're looking for and what your needs are.

Read our article on identifying skills to help you consider the skills you already have.

**2** Explore careers. Use labour market information (LMI) to find out more about jobs or careers that might suit you. You can also use LMI to find out which sectors are more prevalent in your area or prepare for the future by looking at emerging industries.

Try our Explore careers tool which has LMI for over 800 job profiles with advice on routes in, typical responsibilities, and links to current opportunities. Our careers advisers can show you where to find LMI and how to use it.

**3** Look at learning. Whether it's gaining a new skill or refreshing an existing one, boosting your skills can make you more competitive in the labour market.

We have some great advice online about developing skills and choosing online learning.

**4** Know where to look for work. Employers are using more channels than ever. Make sure you know where and how vacancies in your chosen job or career are advertised. Get familiar with using social media to find jobs and don't underestimate the power of networking, let everyone know what you're looking for!

Our advice page on finding job vacancies will give you all the tips you need to look for work.

**5** Revisit your CV. Take what you have learned about yourself and tailor the relevant skills and experiences to the vacancy to show why you are the best person for the job.

We take you through the steps in our How to write a CV article, you can also get help to write your covering letter, learn how recruitment is changing and prepare for virtual interviews.

**National  
Careers  
Service**

To find out how COVID-19 has affected the world of work or how to build resilience in the current job market visit [Making Career Choices](#).



# Building the future

Making construction your career





**T**here's much more to construction than just building sites. Whilst bricklayers are important, construction offers a wide range of jobs to suit your skills and knowledge. So, whether you're starting your career, or wanting a career change there are many opportunities from designer and IT, administrator to manager, driver to mechanic and everything in between. Make construction your career.

## About Construction

Construction is diverse and rewarding. It uses some of the latest technology including Building Information Modelling, Computer Aided Design and Nanotechnology and not just for house building. Commercial projects cover everything from shopping centres to sport stadiums. Infrastructure erects roads, bridges, water and electricity stations and more. Off-site manufacturing makes components and parts in factories and transports them to site.

All this progress means many construction careers focus on green technologies and sustainability, helping to ensure the environment is protected.

### What can I do?

Construction offers a diverse range of jobs; you may prefer to be active working outdoors or in manufacturing, or be office-based working on plans and processes; or a combination of both. Whatever your skills and aspirations, you're sure to find a role within the construction industry that plays to your strengths. Discover which job is right for you on the [Go Construct Career Explorer](#), based on your interests, skills and qualifications.

### How many of these jobs have you heard of before?

- |   |  |                                    |
|---|--|------------------------------------|
| Plant Operative                             | Environment Adviser                    | Procurement Manager                |
| 3D Visualiser                               | Facilities Manager                     | Property Sales Manager             |
| Accountant / Assistant                      | Fire Protection Installer              | Purchasing Manager                 |
| Archaeologist                               | Forklift Driver                        | Quality Assurance Manager          |
| Architect                                   | Gas Service Installer                  | Quantity Surveyor                  |
| Bench Joiner                                | Geo-Technical Engineer                 | Receptionist                       |
| BIM Technician / Manager                    | Glazier                                | Regeneration Officer               |
| Bricklayer                                  | Goods In Manager                       | Remediation Specialist             |
| Business Development Manager                | Health, Safety and Environment Adviser | Rig Driver                         |
| Buyer                                       | Heritage Consultant                    | Risk Manager                       |
| CAD Operator                                | HGV driver                             | Safety Net Rigger                  |
| Ceiling Fixer                               | Human Resources Personnel              | Scaffolder                         |
| Chimney Engineer                            | Interior Designer                      | Self-employed Contractor           |
| Civil Engineer                              | Land and Property Valuer               | Setting Out Engineer               |
| Commercial Manager                          | Landscape Architect                    | Shopfitter                         |
| Compliance Manager                          | Landscape Manager                      | Steel Fixer                        |
| Concrete Finisher                           | Legal Adviser                          | Stonemason                         |
| Contracts Manager                           | Lightning Conductor Engineer           | Sustainability Manager             |
| Corporate Social Responsibility Coordinator | Logistics and Plant Manager            | Tiler                              |
| Crane Operator                              | Marketing and PR Manager               | Town Planner                       |
| Design Manager                              | Mastic Asphalter                       | Traffic Safety and Control Officer |
| Diamond Drilling Operative                  | Painter and Decorator                  | Transport Manager                  |
| Ecologist                                   | Piling Operative                       | Transport Modeller                 |
| Economist                                   | Planner                                | Tunnelling Section Engineer        |
| Electrical Engineer                         | Plasterer                              | Welder                             |
| Electrical Tester                           | Plumber                                | Window Fitter                      |
|   |  | Wood Machinist                     |

## Skills

Although building walls is an option, you don't have to have bricklaying skills to work in construction. You may be surprised what skills fit in the construction sector. See if you got what it takes!

First make a list of all the things you love to do; your interests, hobbies and skills. Then try the [Career Explorer](#) to find your perfect job role match. Put together a shortlist of jobs from the list which interest you the most. You may also find inspiration from trade websites and magazines, to grasp the range of opportunities out there in construction for you.

Personal skills that would be helpful to have; or you are likely to gain working in the construction industry are:

- **Adaptable**
- **Attention to detail**
- **Customer focused**
- **Deal with people at all levels**
- **Finance, good with numbers, managing budgets or stock control**
- **Good communication skills**
- **Initiative and drive**
- **Negotiation and influencing skills**
- **Problem solving**
- **Responsible and 'work ready'**
- **Results-driven**
- **Self-motivated**
- **Team player**
- **Work on your own**

## Get 'CSCS carded' (Construction Skills Certification Scheme)

To work on a construction site you need your own CSCS card to prove your skills and qualifications are valid and have a valid CITB Health, safety & environment test, as safety on site is critical. There is a Provisional card for people working on a trial, which is valid for 6 months to enable employers to assess your abilities.

[Learn more about CSCS cards here.](#)

CSCS also partners with specialist industry sectors like demolition, landscaping and scaffold to ensure all training, assessments and qualifications meet construction industry standards. Generally, all cards are referred to as 'CSCS' cards and use the CSCS logo. For full details view CSCS partner cards [here](#).



## Routes into construction

In construction there are so many roles to choose from and so many ways in to the industry.

Do you know someone who does the job you want to have? If so, ask them what it's really like. But if not, contact a local construction firm for advice. Here are some successful routes into construction, starting with:

### Work experience

If working in construction fits your interest, knowledge or skills, but you would like to try it first, organise some work experience to gain first-hand experience shadowing professionals to see if the work matches your expectations. Work experience is useful to have on your CV and gives you an opportunity to build your network of contacts.

### Traineeships

If you don't have many qualifications, a traineeship could be an ideal solution for you. Ranging from a couple of weeks to six months in length, a traineeship will help build your skills to prepare you for a job, or an apprenticeship.

### Apprenticeships

Apprenticeships are a great way to start in the industry if you want to earn while you learn.

Length of study depends on the level of apprenticeship, from one to five years, usually at a local training provider. Focusing on a specific job role, so you learn the skills required.

Anyone over the age of 16 can apply online for an apprenticeship. Find out more click [Go Construct apprenticeships](#)

## TOP TIPS

### Being self-employed

You could choose to be self-employed with the flexibility to manage the jobs you take on, hours you work and your pay. Or seek employment with local, national or global construction businesses. Construction gives you the opportunity to work closer to home, or travel the world. Whatever suits you, your skills and knowledge, make construction your career.

# Talent Retention Scheme

Your skills are needed in construction!

The current period of employment instability is unfortunately seeing valued construction sector people finding themselves out of work. But with projected skills gaps and the central importance of construction in powering the country back to economic growth, the sector cannot afford to lose your skills.

The Construction Leadership Council has launched a Government-backed Talent Retention Scheme (TRS), with the aim of matching experienced but unemployed construction workers with employers who need you to help them meet the very real demand across home building, commercial construction and development of infrastructure.

Whatever the reason for your current job search the Construction Leadership Council's new Talent Retention Scheme

(TRS) can help you showcase your experience and expertise. Employers are adding new vacancies daily and you will be able to search for businesses, services, vacancies as well as news & events.

TRS is an online portal which allows redeployment of staff at risk of redundancy to cross into the construction industry and enables temporary employee loans between businesses. It also enables people who have been made redundant in other sectors to find a job in construction.

The TRS online portal is free to use until April 2021. TRS was created to secure and retain essential talent in the UK construction sector by helping businesses quickly recruit people to help reduce skills shortages, at this pivotal time in the nation's economic recovery from Covid-19.

## What does the Talent Retention Scheme offer you?

- Free matching service which will showcase your CV to interested organizations
- Ability to search new vacancies added daily, locally, regionally and nationally
- Stay across the latest opportunities by subscribing to automated job alerts and saved searches
- Keep on top of your applications and any expressions of interest from companies via a simple and easy to use tracking system.



## TOP TIPS Applying for jobs

If you're looking to go straight into work by applying for vacancies or making enquiries to construction firms you are interested in working for, make sure your CV is up to date. Alternatively, if you need to fill in an application form, make sure you read it very carefully and ensure the right information goes in the right places.

### CASE STUDY

**Sophie Turner**

**Trainee Site Manager**



After graduating from university and working in retail and hospitality, I hadn't really found the career I wanted to go into. Then I saw the opportunity for an apprenticeship in construction and decided to go for it!

I've been able to secure a role as a Trainee Site Manager with Robertsons, working on a new hospital build in Orkney.

### What skills do you need in your job?

In site management I think teamwork is a key skill as there are so many people involved both on site and behind the scenes, so you need to be able to work with lots of people from different backgrounds and trades – from tradesmen to engineers.

You also need to be organised and thorough in your approach, as you're involved in both quality of the work and the health and safety on site."

*Continues over*



CASE STUDY

**Carl Bugler**

Senior Assistant Engineer, Structures

When I left school I had eight CSEs and took on various job roles including apprentice fabricator and welder, HGV driver, heavy plant machinery operative and manual labourer.

I also spent five years in the Armed Forces within their Logistics Corps. When I was 32, I decided to enrol on an ONC construction course to further my career, with the view of becoming a Civil Engineer.

I work for the Caerphilly County Borough Council, in their Engineering Projects Group, structures team. My workload is extremely varied and includes: designing, assessing, maintaining and inspecting bridges and culverts (tunnels carrying a stream or open drain under a road or railway), compiling tender documents and bills of quantities for projects, and checking and processing invoices.

I also inspect and supervise construction works on-site, check the setting-out and I ensure that the works are carried out in accordance with the project's specification. Another aspect of my job is to assist the junior members of the team, new to construction jobs and develop their skills further.

**What would you say to someone thinking about a career in construction?**

“ My advice would be to research the various construction careers options carefully and seek advice from people working within your preferred choice of profession.

I'd also say set your sights on the career you want and go for it. When I went back into education at 32 it was a bit of a shock to the system, but I persevered and was rewarded when, at the age of 35, I was offered a job within the Engineering Projects Group Structures Section as a Technician following a successful interview. If I can do it, then so can you!”

**BUSTING THOSE MYTHS!**



**Myth:** Construction is an old-fashioned and very traditional industry

**Fact:** New building methods and materials are constantly developing; although traditional methods of building (such as heritage skills), are essential to maintain older and listed buildings. These heritage skills are very specialist and require a great deal of training.

Even old and historic buildings are expected to meet new low carbon and waste reduction targets. So it's a big job to maintain the aesthetics of a building, but ensure they meet modern standards

Modern construction develops and uses some of the latest technology including Building Information Modelling (BIM), Computer Aided Design (CAD) and even nanotechnology.



**Myth:** Construction is just 'jobs for the boys'

**Fact:** Over 320,000 women have a career in construction



**Myth:** The industry is dominated by cowboy builders

**Fact:** Smaller responsible companies will register with federations and associations such as checkatrade.com, Federation of Master Builders, National Federation of Builders that have strict membership criteria and assess the quality of the work of their members.



**Myth:** I did well at school, so construction is not for me.

**Fact:** There are lots of well-paid career opportunities for successful people who are educated to degree level in the construction industry. Once you have your degree, many employers have a recognised development graduate programme.



**Myth:** Construction only benefits the people who work or invest in it.

**Fact:** Society benefits from construction because it builds infrastructure to: supply clean water, waste management, flood defence systems and improved transport systems.

**Still not sure?**

Check out Mimi-Isabella Nwosu's engineering myth buster video: <https://youtu.be/EXW655Be174>



# LEARNING NEVER STOPS

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### Think Short Courses

We also offer over 1,250 innovative short courses. Our courses are led by our expert trainers who will help you build and develop your knowledge and skills on some of the most in-demand topics. Choose from Agile training, Project Management, Excel courses and more.

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### Think Consulting Opportunities

Become a specialist in in-demand technologies (such as DevOps, Cloud Computing and Software Development) with the QA Academy. Our 12 week programme will fast-track you into a career as an IT Consultant and empower you with the most in-demand digital skills. We've already placed over 1,500 consultants in exciting and rewarding roles - our consultants have gone on to work at leading businesses like IBM, Santander and Talk Talk. We look at tech potential not tech skills and our application process is simple - no CVs, covering letters or awkward assessment centres.

[Click here to find out more](#)



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# Apply for your CPCS Card

- and help build Britain's future

The Construction Plant Competence Scheme (CPCS) provides skills cards for the plant sector of the construction and allied industries. Join over 300,000 CPCS card holders who are helping to rebuild Britain's economy, improve our local communities and build our housing for the future.

Plant operators control large scale machinery to dig, lift and move materials onsite. Many of our CPCS card holders become managers, technicians and tutors. Find your nearest [CPCS Training Centre](#).

CPCS is managed by NOCN Group, NOCN Group also offer a wide range of [construction qualifications](#), [SiteRight](#) assured short courses, [Apprenticeship End Point Assessments](#) and [Access to Higher Education](#) courses. Find your nearest [NOCN training Centre](#).

## Wonder if a career in plant is right for you?

### Danielle Taylor

Previous Job: **Auditor**  
Employer: **Flannery Plant Hire**  
Training Provider: **CITB NCC**  
Course End Date: **October 2021**  
Course: **Plant Operator Apprenticeship**



“I took a dramatic change from working as an Auditor in a bank to pursuing my career in construction, but one thing is for sure, I would never look back.

I expected some resistance, as there was definitely some preconceived perceptions that working onsite was a man's role. That couldn't be further from the truth.

After college, I started my site experience on a roller and gradually progressed onto a 30T dump truck. I'm given opportunities to work on large scale earthworks projects, and I really feel like I am a big part of the team.

In September, I was delighted to be awarded the CPA Star of the Future Award for Plant Operator Apprentice of the Year. My company believes in me and I am so excited to be contributing to such an important industry.

I want to progress to become a senior plant operator or a foreman, I love mentoring and supporting others. I also want to pursue my ambition and encourage other women to enter the industry and I am grateful that Flannery are giving me this opportunity.”

### Michael Phillips

Previous Job: **Royal Navy**  
Employer: **MOD**  
Training Provider: **CITB NCC**  
Course End Date: **August 2021**  
Course: **Plant Operator Apprenticeship**



“After completing 4 years' service with the Royal Navy where I had developed a strong work ethic and learnt many valuable skills in teamwork, I was keen to change my career and was excited for an opportunity within construction. I love working in the outdoors and in challenging environments and have no objection to long hours and hard work.

I wanted to transfer my skills that I attained in the Royal Navy into a new industry, and construction seemed like the perfect fit. I have never looked back.

Health & Safety is critical in my current environment and I am aware of the importance of accurately following Health & Safety procedures to ensure the safety of everyone.

With no prior experience within the industry, I have been lucky enough to have been on the same job for the past 10 months on a flood defence scheme, which has provided me the opportunity to operate a variety of machines, whilst developing my skills.”





## Kyle Parr

Previous Job: **Royal Engineer**

Employer: **MOD**

Training Provider: **Ainscough Training Services**

Course End Date: **October 2020**

Course: **CPCS Slinger Signaller & Mobile Crane**

“ Kyle started his working career as a Royal Engineer for the MOD. He served for 7yrs and left the forces in September 2018 on a medical discharge.

As with many service leavers, Kyle was uncertain about his civilian career path, and looked to his father for inspiration. As a highly experienced Crane operator, Kyles Father commended a route into Lifting operations could be a great option. Kyle started his journey with CPCS Training as a Slinger Signaller followed shortly after by a Mobile Crane course. With his newfound skills, he has now secured employment at Ineos Runcorn operating a 55 ton Liebherr all Terrain Mobile Crane”



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### DO YOU HAVE A RELEVANT VQ IN PLANT OPERATIONS?

**NO**

**YES**

1 Complete basic training

1 Complete refresher training

2 Pass the CITB HS&E test

2 Pass the CITB HS&E test

3 Pass the relevant CPCS technical tests

3 Pass the relevant CPCS technical tests



4 Achieve a VQ Upgrade to a Blue Competent Operator Card

4 Renew your BLUE CARD every five years

# All routes lead to construction

**W**hen I started my career in construction, it was by accident. I was given work experience as a receptionist at a building surveyor's office in the years when the girls were given the admin tasks and the boys got the (to me) interesting technical roles and I found myself getting hooked on the industry. It was through support of my colleagues and mentors that I pursued a career in construction but I look back and wonder; if I'd known more at a younger age, would I have taken to that path quicker? When do you stop enjoying Lego, sandcastles and Minecraft? I realised that you can follow a career that you thoroughly enjoy and this can use the skills and interests that you have from your hobbies.

There was a barrier, it wasn't clear construction was even an option for me. Even now, if you Google the term 'construction manager', you see hundreds of images predominantly of white men in hardhats on a building site. But working in the built environment is so much more diverse, exciting and varied than that. Wherever your interest and your skill set starts, there are so many paths open and available to you into a long and exciting career in construction.

What I love about the built environment is how we bring all of those skills together to create change. Because we have such a mix of roles we are constantly working together and relying on each other, which makes the achievements of construction managers





**Do you wish you could save the environment? In construction, we work hard to use sustainable resources and find better, greener ways of constructing.**

even more impressive! It's what we achieve together as a strong team that motivates me.

Do you wish you could save the environment? In construction, we work hard to use sustainable resources and find better, greener ways of constructing. Our members across the globe support and educate remote communities to build urgent structures such as wells and pumps for water, schools, and hospitals.

Perhaps you want to influence the world and leave your mark? Our members have built some of the most prominent features on the landscape, from Sydney Opera House to the Petronas Towers. Others have built important structures, like bridges, that have become integral to their local communities.

For me, my passion was to restore

and conserve historic structures from the past, giving them relevant and sustainable uses for the future. From finding fallen Kings in car parks to using intricate methods to allow buildings to breathe and find space in a modern setting, your work could preserve history in our industry.

For others, you may be looking to the future and, in construction, we aim to lead technological advances. We fly drones over sites to carry out surveys, we use digital imaging to predict challenges before we get on site, and I even saw an idea for 3D printing on the moon!

Construction is a broad and exciting industry to be a part of. It's why I've spent over 25 years dedicated to it. If you have passion and determination, think construction and join us.

About the author

**Rebecca Thompson**

Past President of the Chartered Institute of Building (CIOB)



Find out more [www.ciob.org](http://www.ciob.org)

# SKILLS THAT LAST A LIFETIME

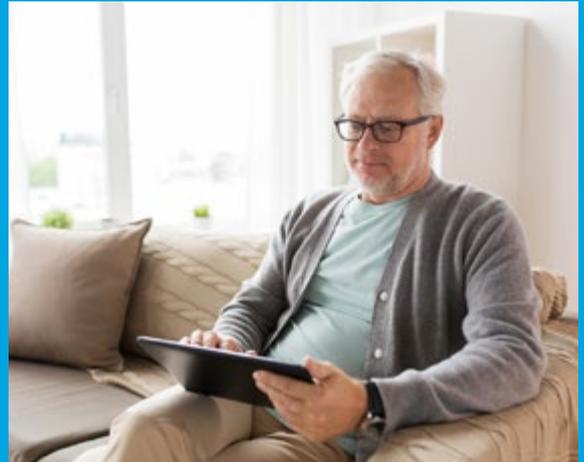
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# Employability Practitioners – career opportunity

Probation officers, crisis workers and employment specialists could lead the way in filling new job coach roles, a recent report published by the Institute of Employability Professionals and Aptem finds.

**T**he new report ‘Exploring alternative talent pools for recruiting employability professionals’ investigates the various skills which job coaches possess and how these link closely with different sectors.

To increase the speed and accuracy of filling these new job coach positions, the necessary skills and characteristics must be understood, measured against relevant sectors, to benchmark retention rates and bridge the skills gaps.

Emsi, who are labour market data specialists, collected information from a database of 30,000 job listings, online profiles and CVs to identify the skills related to the role. To discover which sectors are most related to the skills of a job coach, Emsi carried out a skills match analysis revealing that the role of

a probation officer achieved the highest score, followed by zone managers and crisis workers.

Supporting skills such as management / leadership skills, people skills / personal attributes and organisational / administrative skills, were also examined with identity management engineers, repair managers, finance managers and support services managers all coming out top to have acquired this skillset.

These findings suggest strong public service, IT and administration skills are fundamental to the roles. There is a clear need to identify targeted local recruitment campaigns, which is further highlighted by the fact the positions currently being advertised are driven by regions.

The report concludes that many skills can be transferred across different occupations.

It really isn’t that surprising that the ‘in demand skills’ required for a job coach are most needed within social services and healthcare sectors. This further supports the fact that there is a much-needed talent pool within these sectors which must not be overlooked.

Download the full report here:  
[https://cdn.ymaws.com/www.myiep.uk/resource/resmgr/docs/aptem\\_report\\_final\\_version.pdf](https://cdn.ymaws.com/www.myiep.uk/resource/resmgr/docs/aptem_report_final_version.pdf)

About the author

**Scott Parkin**

Chief Executive of the Institute of Employability Professionals (IEP), Founder Director of Bridge Consultants and Director of Partnerships at the



good employability company. Passionate about the development of people across the public services sector he has spent over 25 years in the Employment, Social Care, Housing, Justice and Health-related service sectors within a number of private, public and voluntary sector organisations, from large national employers to SMEs.

As Chief Executive of the IEP Scott has overseen the strategic development of the institute, creating new opportunities for Members’ personal and professional development through sector qualifications, knowledge building and networking.



**The data found in this report will significantly help recruitment specialists identify talent pools for the new employment adviser roles. Quickly finding the best people will be essential in delivering a robust response to the projected growth in unemployment in the UK.**

Richard Alberg, CEO of Aptem

# Unemployed or at risk of redundancy? It's time to boost your skillset!

FREE digital and IT courses.

DSS Essentials offer short and flexible courses that will help you reach your full potential and progress into higher education, an apprenticeship or employment.

Our levels range from absolute beginners to advanced, including the **Microsoft Office, E-Safety and Digital Skills for Life and Work** accredited qualifications.

DSS offer training online via workbooks and you can work through the content at your own pace with support from our experienced team of trainers.

## The courses:



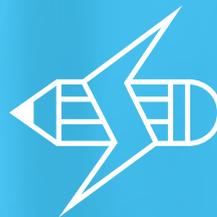
### Absolute Beginner

- Learn how to use simple digital devices.
- Learn how to shop online, upload pictures, and use social media.
- Take the first step towards your digital future.



### Beginner

- Learn cybersecurity and stay safe online.
- Find and share information using outlook and emails.
- Create documents on Microsoft Word, including editing and formatting.



### Intermediate

- Become competent in Microsoft Excel and get better at Microsoft Word and PowerPoint.
- Have fun designing graphics and adding images to your documents.



### Advanced

- Learn to use different sources to create digital files, data modelling, web development, and more!
- At this point, you will be a pro at using the Microsoft package.

Please complete our easy online application form and a member of our team will contact you within 24 hours.

How to apply –

<https://digitalskillsuk.com/dss-essentials-apply-now/>

 **DSS**  
Digital Skills Solutions

# What is LMI – and how can it help with making career choices?

**Y**ou can't hide from the fact that we are in turbulent times economically speaking – the Covid-19 pandemic has caused a profound shock to the economy, and the jobs market has been turned on its head. Unemployment is rising, whilst hiring activity has slowed. The headlines are stark, but does that mean you should pack up your job-hunting suitcase and prepare for the worst? Well, I would certainly not advocate that, because the stark headlines hide some fascinating nuances in the job market that should provide great hope. And it is thanks to Labour Market Information – LMI – that I can make this statement.

So, what is LMI? Well, LMI is the common term for data that describes the size and nature of the world of work and helps us to understand key dimensions like where work happens, which industries and job roles the work relates to, and what job requirements and skills employers are seeking. What's more, this data is tracked over time so we can understand not just what is happening at any given point, but how this is changing. This data can be gleaned from a wide range of different sources, ranging from official government statistics (from sources such as the Office for National Statistics),

through to detailed studies and research activities (such as polls commissioned through sector bodies like the CBI), and even through the interpretation of transactional recruitment activity (such as mining insights from online job postings).

Hopefully, in describing what LMI is, it is becoming clear just how valuable it can be in building an evidence-base to inform a wide range of key decisions that are being made by millions of people and organisations as they consider how they engage with and support the world of work. This includes designing education course content, shaping local economic investment plans, and even helping growing companies locate new offices, to name just a few applications. Like any economic marketplace, the labour market functions more efficiently when there is good data available upon which to make informed decisions and reduce risk. Much like having product reviews, pricing information and customer feedback at your fingertips on Amazon when choosing which pair of headphones, or laptop to purchase.

But what does this mean for you? Well,

ultimately as we wave goodbye to the 'job for life' notion, we will all have some big decisions at some point or other that relate to the labour

market – What jobs should I be seeking? Who is hiring for these roles? Where are these roles located? Do I have the skills needed? Should I invest in learning new skills? And if so, what courses might give me the best opportunities? Clearly having good LMI is going to help you to make more informed, better understood choices around questions like these, empowering you to confidently make the best possible choice and perhaps even illuminate new opportunities you had never considered. In short, LMI is indispensable to your career planning, no matter where in your career journey you find yourself.

About the author

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UK Managing Director for labour market data firm Emsi.

 **Emsi**

<https://www.economicmodelling.co.uk>



# Getting noticed on LinkedIn



Whether you're looking for a career change or want to get back into work after a career break, optimising your LinkedIn profile is a step in the right direction

to get noticed by recruiters and hiring managers. It is no secret that employers and recruiters check!

A compelling, engaging and up-to-date LinkedIn profile is essential to help you stand out from the crowd in a competitive job market. We explore techniques to make your profile stand out from the crowd - from crafting a gripping summary that sells all your achievements and skills to optimising tricks that will bring your profile to the top of a search.

## Making a professional eye-catching profile:

### 1. Get a headshot taken

A headshot image can go a long way in getting more job offers from recruiters. Enlist the help of a friend with a good eye for photography, or seek professional help. Cropping a group photo is a big no-no. Try to smile so you come across as inviting and friendly, this will increase the number of clicks your profile will get and in turn grow your job offers. Also, consider the setting. What is in the background can say a lot about you. Make sure it gives the right message.



### 2. Make your headline gripping

Your professional headline shows below your name in the introduction card within your profile. LinkedIn will auto set this to your current position, however, this doesn't always tell the full story so it's important to enhance your headline to really catch the eye of the recruiter. Use strong adjectives to describe who and what you are. Build an image in the recruiter/hiring manager's mind to show your value.

Be original. Remember that hiring managers and recruiters sieve through hundreds and even thousands of LinkedIn profiles, so ask yourself, 'what makes my profile unique?'

### 3. Use your summary to sell yourself

This section is all about supporting your headline statement. It is your chance to sell yourself. Don't be afraid to brag about your achievements, make it clear and concise but give context to your career journey.

Remember to proofread your work,

get someone else to read it and even run it through a grammar software like Grammarly. First impressions count so make this a good one.

It's also a good idea to include optimised search terms, but we'll give you more on that shortly!

### 4. Experience and past roles

Showcasing your experience and previous roles is crucial. You need to show you are seriously committed to career progression and development. Briefly show what you've gained from each. Recruiters love commitment, dedication and passion, ensure your examples to back this up.

LinkedIn allows you to group positions as you have progressed within an organisation, meaning you can show the stages you undertook at a company. For example:

- Full-time
- Self-employed
- Contract
- Apprenticeship
- Part-time
- Freelance
- Internship

You can also upload multimedia to really highlight your accomplishments and prove your drive and success.

### 5. Build your reputation with recommendations and endorsements

Building your endorsements is a great way to show your key skills. However, it can feel like you're waiting a lifetime for people to endorse you so why not recommend them first? This will give them a little push to return the favour.

Another good way to build endorsements/recommendations is to ask your colleagues past/present. You can always offer to write them one as well, that way you'll both reap the benefits. LinkedIn has a built in feature that allows you to request a recommendation.



## Get technical and optimise your LinkedIn profile

LinkedIn is the world's largest professional network with 722+ million members in more than 200 countries and territories worldwide. Using SEO (search engine optimisation) techniques will help you be found in the crowd.

### 1. Use keywords

To increase your searchability, you need to use keywords which are high-valued. Wondering where the best place to figure that out might be? Head over to LinkedIn's job board, analyse the job descriptions and qualifications of those which fit a desired role/job title you're looking for and sprinkle them throughout your profile. Try to look for keywords which are niche to the industry/position.

### 2. Make meaningful connections

Think quality not quantity when it comes to LinkedIn connections. Although, yes, it's true LinkedIn does show your number of connections until the 500 mark is reached (where it will then show 500+), this doesn't necessarily matter.

The more meaningful connections you have, the more they will engage with your content which is relevant to the position you're interested in working in, which will subsequently increase your chances of appearing in LinkedIn's search results.

### 3. Make your activity feed relevant

When commenting, liking and posting on LinkedIn, it's important to remember that this is a professional site. While sharing photos from your best friend's birthday is great for Facebook, it's not something you'd expect to see on LinkedIn. Another thing to mention is that you should always title your photos appropriately.

Don't forget about publishing articles too - these are a great way to stand out and be original, while also adding SEO value to your profile.

When used to its full potential, LinkedIn really can be an invaluable tool to capture the attention of recruiters and hiring managers so you can advance your career. To make this step a little easier, remember to... Be professional. Be relevant. Be bold.

# Have you ever considered a career in *childcare*?

***Are you looking to re-train with career progression in mind?***

Parenta can help you get started with your career in childcare, whatever your age ... **there is no better time than now.** The government is even paying employers to take on apprentices!

**With a childcare apprenticeship, you will...**

- ★ Earn as you learn
- ★ Have no student loan!
- ★ Have no classrooms to attend
- ★ Have virtual classes, online and telephone support from your personal tutor

***Doing a childcare apprenticeship is so rewarding! You will:***

- Help children's learning and development
- Help promote the health and wellbeing of children
- Have many opportunities for personal development within an early years setting

***Earn while you learn and join thousands of learners - of all ages - who train with Parenta each year.***

***Funded childcare courses are available!***



**[CLICK HERE to start a long and rewarding career in childcare today!](#)**



# The NHS is all doctors and nurses, right?

Definitely not! In fact the NHS has more than 350 careers to choose from – probably more than in any other organisation in the world.

## You'll be amazed!

Whether you've always wanted to work in health or your circumstances have changed recently, the huge range of jobs in the NHS will amaze you. It's a revelation to most people.

There are clinical and non-clinical careers. You could be on the front line on a ward or never see a patient and still make a difference to people's lives. From the person who manages the finances to the administrator who books in an operation, everyone makes a contribution to vital services.

It all comes down to skills, attitudes, values and teamwork.

We need everyone from biochemists to bricklayers and receptionists to rehabilitation specialists.

## Wherever you start, that's OK

The great benefit of the NHS is that you can join at any stage of your life. If you're looking to change your career path or if your circumstances have changed recently, give the NHS a try.

Some roles have a specific training route and need academic qualifications. For others, you can study a range of different subjects and apply them to jobs in the NHS. We also have apprenticeships, conversion courses and on-the-



**“It's not always easy, but it is rewarding. How many people can leave work every day knowing that what they did really mattered?”**

job training.

We're always looking for people with transferable skills who can bring life experience and insights from working in other sectors.

The really important thing is not to rule yourself out because you don't have an NHS background, or because you don't have clinical or degree-level qualifications.

As long as you share the NHS values, we want to talk to you.

## Take the next step

- Search NHS careers and take the [Health Careers quiz](#) for career ideas that suit you.
- Look at our [booklet](#) and the [Health Careers role information](#) for more details.
- See if a [healthcare support](#) worker role is up your street.
- Register with the [Health Careers website](#) for information based on careers you're interested in.
- Have a good look around the [NHS Jobs](#) website for opportunities and vacancies in your area. You can set up an alert so you don't miss anything and get in touch with the named contact on the ad to discuss whether or not you have what's needed for the job.



Hand on heart.  
Have you made  
a difference at  
work today?



# Are you ready for a Fresh Start?



## Take a positive step to a fresh start!

We are here to help you up-skill and retrain to get you back into employment. Our short programmes can help you build the skills and confidence you need.

## At the Fresh Start remote academies you will get:

- Skills training in various sectors including: warehousing and logistics; health and social care; digital; infection control; hospitality; customer service and retail
- Help with CV writing, job applications, interview techniques and online job search
- Ongoing support to access employment, apprenticeship and training opportunities

## Our remote programmes take place over 2 weeks, in the comfort of your own home! You will benefit from:

- Courses that are fully funded and FREE to access
- Lessons with an experienced tutor offering 1-2-1 support
- Access to an engagement coach with employer interviews
- Information, advice and guidance on which course to choose and next steps
- Support with your mental health and well-being
- Certificates after the course has completed

For more information, eligibility requirements and to register your interest please visit:

[www.remit.co.uk/funded-remote-learning/](http://www.remit.co.uk/funded-remote-learning/)

or email [aeb.admin@remit.co.uk](mailto:aeb.admin@remit.co.uk) or call 07825 818308



# Looking After Your Mental Health



Adult life is challenging enough but this year COVID-19 has been thrown into the mix, and in a time with so much uncertainty, feelings of fear, worry, and stress can begin to take over. Perhaps you've been furloughed and are worried about how safe your job is, maybe you've been made redundant, you're worrying about your loved ones or lack of human interaction is causing feelings of isolation...

## Top 5 tips to looking after your mental health during COVID-19

1. Avoid overexposure to COVID-19 news

2. Keep connected with friends, family and colleagues

3. Exercise

4. Avoid too many duvet days

5. Acknowledge your emotions

## Where to turn to for support?

There are free and supportive mental health services and charities out there. If you're struggling, don't be afraid to ask for help. Although you may feel alone, believe us when we tell you, you're not. Here are some charities/services who can help you:

### SHOUT

You can call for free on 116 124 or for 24/7 confidential support and immediate assistance, text 'SHOUT' to 85258.

[Visit the SHOUT website.](#)



### Samaritans

Whatever the time of day, the Samaritans are there to lend a listening ear when life gets challenging. No matter how difficult things seem there is always support when you reach out to the Samaritans.

[Visit the Samaritans website](#)



### Mind

If you're experiencing a mental health illness, Mind offer supportive and reliable information. You can call their Infoline on **0300 123 3393** or email **info@mind.org.uk**. If you feel more comfortable texting, you can send your message to **86463**.

[Visit the Mind website](#)



### CALM (Campaign Against Living Miserably)

This service is for people living in the UK, who are feeling low and down, whether there is a reason for this or not. You can call 0800 58 58 58 (daily, 5pm-midnight) or start a webchat, which is free and anonymous with trained members of staff.

[Visit the CALM website](#)



### Visit your GP

Although GP's are often visited for signs of physical illness, it's also important to remember that you can also visit them for mental health illnesses. They will be able to support you and point you in the right direction of a professional who can too.

[Find a GP](#)



Although life is far from normal right now, remember that things will get better. To help, why not check out our positive vibes quotes?