

2023

Norfolk Work and Skills



The World of Work – the Future is Now!



Inside

The world of work – the future is now! 2

Ways of working5

Spotlight on job sectors in Norfolk

Health care6

Social care.....8

Transport and logistics.....10

Manufacturing and engineering 12

ICT and digital creative 14

Energy 16

Financial and insurance 18

Tourism and culture..... 20

Hospitality and catering..... 22

Public sector..... 24

Life sciences 30

Retail..... 32

Construction and the
built environment 34

Agriculture, food and drink..... 36

Business administration and
professional services..... 38

Preparing for the world of work40

What do employers look for?

10 top skills and strengths..... 42

Choices at 16+ 44

Choices at 18+ 46

Your next step..... 48

Useful websites..... 50

The world of work – the future is now!

Welcome

Welcome to our Norfolk Work and Skills publication for 2023/2024! This bumper guide is packed full of useful information and advice to help you prepare for the world of work and plan your future career.

Read about the key sectors in Norfolk and the types of jobs available now and into the future, get advice on your learning and training options, and learn more about the skills and qualities employers are looking for.

With some exciting decisions ahead of you, knowing your options will help you to make the right decision for YOU and YOUR FUTURE.

What is the 'labour market'?

Do you wonder what work will be like as you get older and the types of jobs on offer?

Researching the labour market can help you to plan your future career.

When people use the term 'labour market' they're usually talking about job opportunities and the people available for work. Labour Market Information (LMI) can tell you the number of people working in different jobs, how much they earn, what's likely to happen to those jobs over the next few years, and more.

You'll find lots of useful LMI throughout this guide.

Around half of all jobs in the UK today require higher-level skills and qualifications, such as a degree or higher apprenticeship, and the number is growing.

All reasonable efforts have been made to ensure that the information in this publication was correct at time of going to press (July, 2023).



In Norfolk, we can expect these sectors to grow:

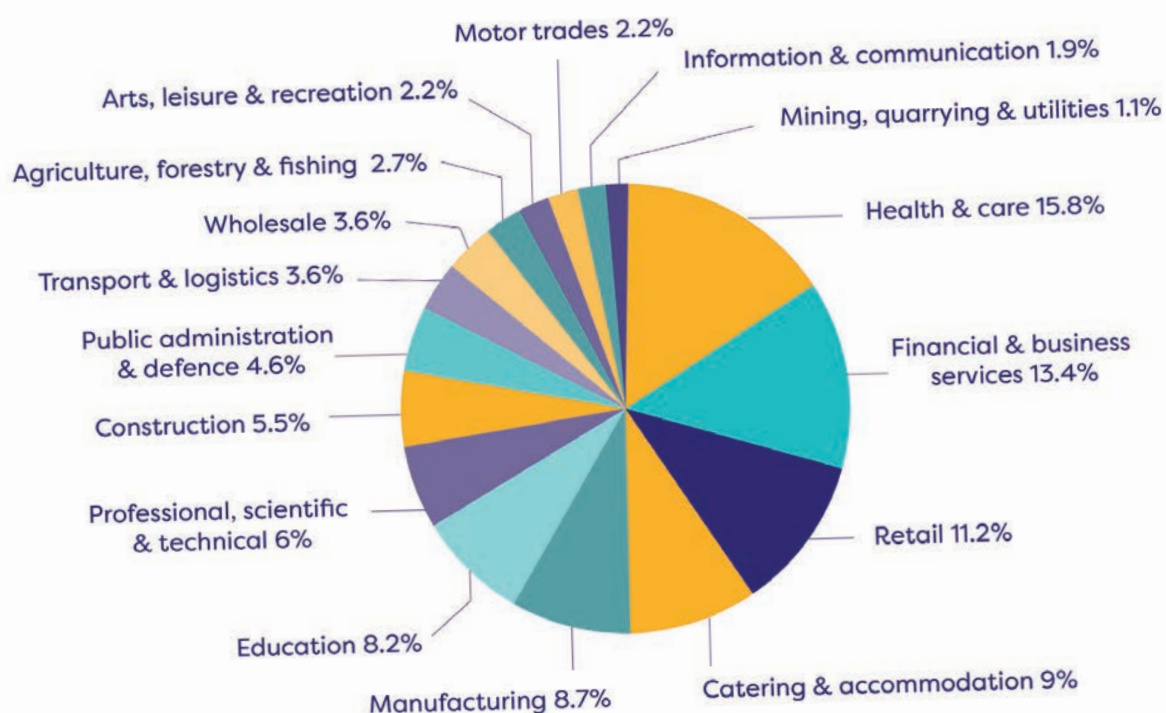
- Health and social care
- Low carbon
- Catering, hospitality and tourism
- Information and communication technologies
- Financial and business services
- Digital creative

The table on the next page explains why some areas of work are growing and the types of jobs that will be in high demand.



The Norfolk labour market

The sectors which employ the most people in Norfolk are: health and care, financial and business services, retail, catering, hospitality and tourism, manufacturing, and education.



Source: Office for National Statistics

A changing world of work

The world of work is always changing and new jobs are being created all the time—some will be jobs we hadn't even considered 15 years ago!

What is changing?	How is it affecting jobs?	Which job areas will be in high demand?
New technology is being developed all the time.	New technology is the main reason for old jobs disappearing and new jobs being created. Self-service machines in shops and fewer checkout staff; robots on production lines; online banking – branches closing. Growing demand for people in emerging areas such as immersive technologies, creative media and drone technology.	Cyber security Computing Electronics Design engineering Creative media Aerospace Agri-tech Transport technologies Biotech Culture and tourism
People are living longer.	People need more health and social care. Self-care technologies. Advances in drugs research, gene therapies and biotechnology. Growing demand for personal care and support.	Health care Social care Life sciences Pharmacology Wellbeing and leisure services Biotech and health tech
We must take action on climate change.	More research and action for reducing carbon emissions and protecting the environment. Low carbon transport development. Renewable energy and greener technologies. Reducing carbon and waste in homes and workplaces. Ecosystem conservation.	Transport technologies Design engineering Chemical processing Recycling Construction Agri-tech Energy and utilities Conservation Environmental science
Demand for higher skills is growing.	We are living in a knowledge economy – influences such as global competition and new technologies mean more jobs for those with higher skills. More cutting-edge research and development. Demand for professional services such as architecture, science, marketing, law and engineering. Food security and environmental consultancy high priority.	Research and development Education Engineering Marketing Business consultancy Manufacturing Cyber security Financial services Creative technologies Agri-tech

Most of the new jobs being created require higher-level skills or a level 4 and above qualification such as a degree, higher or degree apprenticeship, foundation degree, HNC or HND from a college or university. But there will also be lots of vacancies to replace people who retire or move on, and employers will need young talent! Check out the sector pages to find out which roles employers are particularly struggling to recruit for.

Ways of working

There are lots of different ways in which we can work today; we may choose a particular type of job because it allows us to work in a way which suits our lifestyle or commitments. Sometimes it's worth being open-minded - a temporary or short-term contract may give you the experience you need to get a foot on the ladder to your dream job.

Different ways of working

- Flexible working
- Hybrid working
- Temporary or fixed-term contract
- Zero or low hours contract
- 'Gig' or platform work
- Freelance and consultancy work
- Shift work
- Part-time work
- Remote working
- Portfolio career
- Running your own business

Go to **www.helpyouchoose.org** and search for 'different ways of working' to learn more about these terms.

Self-employment

Did you know around 60,000 people in Norfolk are self-employed?

Sectors such as construction and the creative industries have high levels of self-employment, with experienced people running their own businesses and doing freelance work; people who work as consultants or project managers can also work for themselves.

Those with an entrepreneurial streak may choose to set up their own business, especially with digital platforms and social media making this easier. It can be a steep learning curve, but there's lots of support out there.

Remote working

Technology isn't just changing the types of jobs on offer - it's changing the ways in which we work too. More people are working from home or away from the office now than before the Covid-19 pandemic thanks to online platforms, such as Microsoft Teams and Zoom, which allow us to collaborate more easily and cheaply.



Which types of jobs? Working remotely is more likely to be an option if you're in an office-based role or if part of your work is done on a computer. Jobs which involve face-to-face, production or outdoor work are less likely to involve remote working.

Working from home can have its advantages, but there can be downsides too. Some people miss the company of work colleagues, others prefer their work and home lives to be more separate; it can also take a little longer to get used to a new job or team.

Virtual interviews

Virtual interviews are becoming more popular; preparation is much the same as a face-to-face interview but there are a few things to consider...

- ▶ **Test your technology!** Test it a few days beforehand, the day before and just before the interview. Technology is a wonderful thing, but it can be unpredictable.
- ▶ **Prepare your surroundings.** Remember that your background will be on show so make sure it looks tidy or use a filter; check your webcam angle and lighting, and make sure you won't be interrupted by people or noise.
- ▶ **Practice.** Barclays LifeSkills has a virtual interview practice tool (**<https://bit.ly/Virtual-Interview-Tool>**) - well worth a look!

Find out more about recruitment and applying for work on **www.helpyouchoose.org**.



Health Care

Skills and qualities

Listening | Flexibility
 Care and compassion
 Teamwork | Leadership
 Planning & organisation
 Problem solving
 Digital skills | Speaking
 Calm under pressure
 Analytical skills



A job in the health care sector can be extremely rewarding. Jobs in health include caring for patients in hospitals or the community and working in labs or with cutting-edge diagnostic equipment. There are also support roles in admin, security and maintenance which are essential to the day-to-day running of the health service. Studying a STEM (science, technology, engineering or maths) subject will open up many opportunities.

What is happening?

- ▶ Health care is the largest employment sector in Norfolk employing just under 35,000 people¹.
- ▶ The NHS has a shortage of around 100,000 staff² and vacancies are still growing.
- ▶ Other roles where there are shortages include: GP, pharmacist, medical radiographer, nursing assistant, physiotherapist, speech and language therapist, paramedic, dentists, operating department practitioner, and psychologist.

- ▶ New technologies mean new jobs working in Health Tech. These include patient monitoring, diagnostics, genetics, data analytics, robotics, 3D printing, assistive technologies, and artificial intelligence.
- ▶ Did you know, there are over 350 different careers in the NHS? The Health Careers website (www.healthcareers.nhs.uk) has lots of case studies and videos to explore.

Useful Subjects

Biology | Chemistry | Maths
 English | Physics | Psychology
 Sociology | Computer science



On the web

www.healthcareers.nhs.uk
www.microbiologysociety.org/careers.html
www.bps.org.uk/public/become-psychologist
www.abdo.org.uk/for-the-public/careers-in-optics

Local employers

- NHS including Norfolk and Norwich University Hospital, James Paget Hospital in Gorleston, Queen Elizabeth Hospital in Kings Lynn and many health centres
- Norfolk Community Health & Care Trust
- Norfolk County Council - NORSE
- NHS Norfolk and Waveney
- Spire Healthcare
- Various care homes – many employ nursing and therapeutic staff



¹Emsi – economicmodelling.co.uk ²NHS.UK

Pathways into this sector

There are job opportunities at all qualification levels but some jobs in health and care need a degree or postgraduate degree.

Getting good GCSE grades in maths, English and STEM subjects such as biology and chemistry will help you get into this sector and keep your career options open.

Options at 16

A levels – biology and/or chemistry are often looked for by universities for medicine and healthcare courses – check requirements carefully.

Apprenticeship – Health care apprenticeships can lead to work or further study; some intermediate apprentices can gain their GCSE grade 4-9 in maths and English at the same time – check what's available. Examples are:

Intermediate apprenticeship (level 2)

- Pharmacy services assistant
- Healthcare support worker
- Healthcare science assistant

Advanced apprenticeship (level 3)

- Community health and wellbeing worker
- Prosthetic and orthotic technician
- Ambulance support worker
- Dental nurse

T level and other vocational qualifications

in health and healthcare science prepare you for work in a range of healthcare roles such as healthcare, dental nurse and radiography assistant; they may also allow you to apply for a degree in nursing or healthcare.

Options at 18 or 19

Undergraduate degree -

Many careers in the health sector require a degree and some require further training and study, such as pharmacist or clinical psychologist.

Apprenticeship - There's a wide range of higher and degree apprenticeships at different levels in this sector; some open the door for clinical practice, others for essential support roles.

Examples include:

- Paramedic (level 6 degree apprenticeship)
- Midwife (level 6 degree apprenticeship)
- Health play specialist (level 5)
- Public health practitioner (level 6 degree apprenticeship)
- Medical statistician (level 7)
- District nurse (level 7)
- Orthodontic therapist (level 4)

Level 7 apprenticeship degrees for doctor will be available soon.

Gaining experience

Work experience, a paid job or voluntary work will improve your chances of finding a job in health or social care; it will also help when applying for an apprenticeship or degree course.

If you don't quite have the skills or experience to move on, you could consider a traineeship - a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Dental nurse	£16,750-£20,750
Lab technician	£17,250-£26,500
Medical secretary	£17,500-£24,250
Nurse	£24,250-£51,000
Midwife	£31,400-£46,750
Biological scientist	£24,750-£50,500
Pharmacist	£23,500-£51,600
Doctor	£31,500-£97,400+

*Annual Survey of Hours and Earnings 2021



Adults' and Children's Social Care

Skills and qualities

Listening | Speaking
Care and compassion
Teamwork | Leadership
Planning & organisation
Reliability | Flexibility
Calm under pressure
Digital skills



Adult social care is about providing care for people in different settings, such as in residential and nursing homes or in their own homes, and enabling them to enjoy a sense of wellbeing and independence for as long as possible. There are opportunities to work with people with learning disabilities, physical disabilities, mental health and older people.

Children's social care gives you the opportunity to make a real difference to children and young people. It supports children and families with the greatest need focusing on children who are disabled, who have to be protected from harm, or who need to be placed in residential or foster care.

What is happening?

- ▶ Around 27,000 people work in adult social care in Norfolk; around two thirds work in professional or managerial positions³.
- ▶ An ageing population means that of all the sectors, health and care will see the biggest rise in jobs creation over the coming years. However...
- ▶ ...the sector is struggling to recruit people with the right skills: there are typically just under 1,300 vacancies for staff in adult social care in Norfolk at any one time⁴.
- ▶ The number of people working in mental health is growing⁵; areas include children and young people's mental health, adult mental illness, bereavement support, gambling support, and therapeutic care.

Useful Subjects

English | Maths | Music
Biology | Psychology | Sociology
Art | Chemistry | RE/philosophy



Local employers

- Norfolk Community Health and Care NHS Trust
- Norfolk County Council
- NorseCare
- Carebase
- Various nursing and care homes



- ▶ Since the start of the Covid-19 pandemic, care workers have been known as 'key workers'. The public has really appreciated the valuable role they play in society and more people are recognising it to be a highly rewarding career.
- ▶ Demand for children's social care services is rising and children's social workers are dealing with more complex cases. Assessing need, putting in place protection plans and providing care are the core work of children's social care, and there has been a considerable increase in all areas since 2009/10.

Pathways into this sector

There are job opportunities at all qualification levels, but some jobs in social care need a level 4–6 qualification and some need a degree.

Getting GCSE grade 4 and above in maths and English will help you get into this sector and keep your career options open.

Options at 16

Intermediate apprenticeship (level 2)

– adult care worker. This apprenticeship can lead to work or further study. Some employers look for GCSE English and maths at grade 4 and above but others will help you to gain the qualifications.

Advanced apprenticeship (level 3) – lead adult care worker. This apprenticeship plus experience can give career progression to manager level roles. Some employers may ask for GCSE English and maths at grade 4 and above or level 2 in care – always check individual requirements carefully.

T levels and other vocational qualifications in health or education and childcare can prepare you for work or related higher-level apprenticeship or course.

A levels – subjects such as psychology, biology, sociology or law can be useful for gaining an understanding in this area of work but are not essential.

Options at 18 or 19

Undergraduate degree – Degrees in this area of work include social work, counselling and youth work; some health careers such as occupational therapist and mental health nurse are also found in this sector. Some postgraduate courses and accelerated health programmes accept graduates who have studied a different subject for their first degree.

On the web

www.skillsforcare.org.uk/Careers-in-care
www.norfolkandsuffolkcarensupport.co.uk/care-careers
www.healthcareers.nhs.uk
www.aquestionofcare.org.uk
www.socialworkengland.org.uk

Apprenticeship – Higher and degree apprenticeships in this sector include:

- Social worker (level 6 degree apprenticeship)
- Leader in adult care (level 5)
- Play therapist (level 7)
- Children, young people and families practitioner (level 4)

Competition can be high for some apprenticeships – check entry requirements carefully.

Gaining experience

Work experience, a paid job or voluntary work will improve your chances of finding a job in health or social care; it will also help when applying for an apprenticeship or degree course.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Nursery nurse	£12,300–£24,500
Care worker	£14,000–£30,500
Housing officer	£21,200–£33,800
Mental health nurse	£24,250–£51,000
Day care manager	£24,400–£46,200
Play therapist	£24,500–£43,600
Social worker	£27,600–£44,400+

*Annual Survey of Hours and Earnings 2021



Transport & logistics

Useful Subjects

Maths | Engineering
Business studies
Physics | Geography
Design & technology
Computer science
English | ICT



Transporting and storing goods is essential to the smooth running of the economy which is why logistics is a challenging but rewarding area to work in. As well as helping to put food on the supermarket shelves and delivering parcels to our homes, transport is also about getting people from A to B. There are plenty of interesting careers in this sector.

What is happening?

- ▶ Areas of work include supply chain management, passenger transport, traffic management, transport planning, and the movement and supply of goods such as warehousing, road, rail, maritime and air transport.
- ▶ Technology is having a huge impact on roles in this sector. Advances such as robotic warehouse pickers, drone deliveries and driverless technologies means that in the future there will be less work for those who work in lower-skilled roles.
- ▶ People with good digital skills are in demand as tech areas such as GPS tracking, electronic signature scanners and advanced online operations develop.

Skills and qualities

Teamwork | Negotiation skills
Speaking | Customer service
Planning & organisation | Flexibility
Leadership | Business knowledge
Problem solving | Attention to detail
Digital skills | Project management
Calm under pressure | Listening



Local employers

- Greater Anglia
- First Group
- Royal Mail
- Jack Richards, Fakenham
- Bristows
- Norwich Airport
- Saxon Air
- DPD Snetterton
- QTD Snetterton

- ▶ Drivers are in huge demand, especially bus, train and LGV drivers.
- ▶ Did you know, the rail industry is desperately seeking young talent? An ageing workforce means that young people are especially needed in roles such as customer service assistant, train driver, maintenance operative, engineer, and project manager; there are also roles in data analytics and environmental protection. Career progression is good and under-represented candidates are particularly in demand.

On the web

www.think-logistics.co.uk
www.careersatsea.org
www.careersinaerospace.com
www.norwichairport.co.uk/careers-and-vacancies
www.networkrail.co.uk/careers

Pathways into this sector

Getting good GCSE grades in maths and English and being able to demonstrate you have digital skills will help you get into this sector. A positive attitude to continuous learning can also help you get a foot on the ladder and progress your career.

Options at 16

A levels – there are no specific subjects for getting into a non-technical job or higher education course but you may find business or economics useful. If you're interested in an engineering or technical career in this sector, subjects such as maths, physics, computer science or electronics may be useful for getting onto a higher-level apprenticeship or higher education course.

Apprenticeship – An intermediate or advanced apprenticeship can help you get into the sector and can lead to further career progression. Entry requirements vary so check before you apply. Examples include:

Intermediate apprenticeship (level 2)

- Passenger transport operative
- Supply chain operator
- Warehouse/delivery operative

Advanced apprenticeship (level 3)

- Transport and warehouse operations supervisor
- Cabin crew
- Train driver
- International freight forwarding specialist

Options at 18 or 19

Undergraduate degree – Some careers within this sector, such as transport planner or Merchant Navy officer, typically require a degree. For others, such as supply chain manager, passenger transport manager, logistics manager and freight forwarder, a degree may be helpful and graduate programmes are available.

Apprenticeship – There are a few higher and degree apprenticeships for this sector; check entry requirements carefully.

Examples include:

- Aviation operations manager (level 4)
- Air traffic controller (level 5)
- Marine pilot (level 5)
- Express delivery manager (level 6 degree apprenticeship)
- Transport planner (level 6 degree apprenticeship)
- Supply chain leadership professional (level 6 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Experience of working with others – either as a team or with customers – can be particularly helpful when applying for work in this sector.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Merchant Navy deck officer	£12,700-£40,000~
Cabin crew	£15,000-£30,000~
Warehouse worker	£16,900-£36,600
Import-export agent	£18,000-£30,000
Transport planner	£20,000-£45,000+
Air traffic controller	£25,000-£45,000
Rail travel assistant	£26,000-£44,650
Train driver	£32,400-£70,500+
Supply chain manager	£24,000-£50,000+

*Annual Survey of Hours and Earnings 2021
~LMI for All 2020



Advanced engineering & manufacturing

Skills and qualities

Advanced digital & ICT skills
 Problem solving | Writing
 Attention to detail | Maths
 Analytical skills | Speaking
 Creativity | Leadership
 Teamwork | Design
 Languages



The current technological revolution is changing the shape of work. Digitisation, artificial intelligence and automation are taking over a growing number of routine work tasks which means that some jobs are disappearing. On the other hand, it's creating new roles in computing, technology and research including in advanced manufacturing and engineering. Innovator, coder, engineer, technician or scientist – these roles will be in high demand.

What is happening?

- ▶ Low carbon vehicles, smart technology, bio-technology, and robotics are just some of the growing areas which need skilled young people to research and design new products and parts.
- ▶ Engineers are also essential for tackling climate change and sustainability.
- ▶ Advanced digital skills are highly desired in this sector.
- ▶ STEM businesses are experiencing a shortfall of 173,000 workers⁶ across a range of roles – women are desperately needed to join.
- ▶ The share of jobs in this sector requiring level 4 and above qualifications is growing – technicians, engineers, scientists and IT specialists are in demand.
- ▶ Norfolk employers are looking for young people to work and train in these areas: clean tech | agri-tech | food and drink manufacturing | advanced electronics motorsport | aviation | bio-technology marine | renewable energy | precision engineering | advanced composites
- ▶ If you're not sure what some of those are, get researching!

Local employers

- Lotus Group
- Warren Services, Thetford
- KLM UK Engineering
- Mussett Aerospace
- Redpack
- Syrinix
- Thurne-Middleby
- Bepak
- Ben Burgess
- Panel Graphic
- ATB Laurence Scott
- Lintott Control Systems
- Trivium Packaging

On the web

www.neonfutures.org.uk
www.mathscareers.org.uk
www.iop.org/careers-physics
www.electricalcareers.co.uk
www.technicians.org.uk

Useful Subjects

Chemistry | Languages
 Physics | Computer science
 Design and technology | English
 Art | Maths | Business studies



⁶The IET

Pathways into this sector

Skilled people with level 4 and above qualifications are in demand as automation and artificial intelligence (AI) become able to do more routine tasks. Getting good grades in maths, English, science and technology subjects will help you to get into this sector and keep your career options open.

Options at 16

A levels – physics, chemistry, biology, maths or computer science may be looked for when applying for higher education STEM courses or apprenticeships; depending on the course or employer, subjects such as geography, geology, psychology and economics may also be accepted.

Apprenticeship – There's a wide range of manufacturing and engineering-related apprenticeships which can lead to work or further study. Entry requirements vary so check before you apply. These are just a few:

Intermediate apprenticeship (level 2)

- Engineering operative
- Rail engineering operative

Intermediate apprenticeship (level 3)

- Marine electrician
- Engineering technician
- Engineering design and draughtsperson
- Science manufacturing technician

T levels and other vocational qualifications (for example a BTEC) in engineering, manufacturing, science, or design and technology can prepare you for work in a range of careers in this sector or for further study or training.

Options at 18 or 19

Undergraduate degree – degree-level qualifications are highly sought after in this sector; some careers require further training or post-graduate study such as chartered engineer. Many large employers run graduate programmes which offer placements in a variety of careers and locations. A degree in a broad subject such as physics, chemistry, computer science or an earth science may also be acceptable for gaining engineering status depending on the area you want to go into.

Apprenticeship – There's a wide range of higher and degree apprenticeships at different levels in this sector. The higher and degree apprenticeships vacancy listing is a good source of openings with large employers, it usually comes out towards the end of the year. Start looking when applications become open and check entry requirements carefully – competition can be high for some positions. Examples include:

- Fashion and textiles product technologist (level 4)
- Food and drink engineer (level 5)
- Geotechnical engineer (level 7 degree apprenticeship)
- Electronic systems principle engineer (level 7)
- Materials science technologist (level 6 degree apprenticeship)
- Space engineering technician (level 4)
- Aerospace software development engineer (level 6 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work will improve your chances of finding a job in health or social care; it will also help when applying for an apprenticeship or degree course.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Metal working machine operative	£19,800-£35,750
CAD technician	£17,750-£35,150
Motor vehicle assembler	£19,000-£38,600
Engineering technician	£24,600-£48,100+
Quality assurance professional	£26,350-£61,650
Design & development engineer	£32,200-£50,900+
Robotics engineer	£27,350-£59,000+

*Annual Survey of Hours and Earnings 2021



ICT & Digital Creative

Skills and qualities

Advanced digital & ICT skills
 Creativity | Listening
 Speaking | Design
 Business knowledge
 Attention to detail
 Planning & organisation
 Teamwork | Flexibility
 Problem solving



New technologies are creating most of the new jobs in today's labour market and transforming how things are delivered and made. Some roles are technical, others are more creative but all require digital skills. Exciting job areas include cyber security, artificial intelligence, CreaTech (such as virtual reality), film production, the Internet of Things, and gaming.

What is happening?

- ▶ Did you know that over 82% of employers list digital skills as a job requirement?⁷ Skills range from basic (knowing how to send an email) to advanced (coding).
- ▶ There are currently around 11,000 cyber security-related vacancies each month⁸. These are especially in sectors such as finance, information and communications, and professional services
- ▶ Other shortage areas include cloud-based computing, artificial intelligence, big data analytics, 3D printing, VFX and graphic design.
- ▶ Women are also highly sought after – more tech companies want to increase the diversity of their workforce.

Useful Subjects

Maths | Computer science
 Design and technology | ICT
 Art | English | Business studies
 Sociology | Music | Psychology
 History | Media | Physics



Local employers

- BBC East
- Archant
- BT
- Rainbird
- ITV Anglia
- OneAgency
- Gravity Global
- Foolproof
- NielsenIQ
- Brandbank
- Epos Now
- Osiris
- Net Matters



- ▶ Around 23,000 people are employed in the creative digital sector in Norfolk in over 3,000 businesses⁹, many of them employing fewer than 10 people.
- ▶ Norwich is a hotspot for tech development and both the University of East Anglia and Norwich University of the Arts offer a range of courses around computer science and in digital/creative subjects.
- ▶ Remote working has opened up more opportunities to work for companies based elsewhere in the UK, or even overseas.

Pathways into this sector

This sector employs a high number of graduates but there are openings for those who can prove their expertise. As well as good GCSE grades in maths and English, being able to demonstrate you have digital skills will help you get into this sector and keep your career options open.

Options at 16

A levels – depending on whether you're looking for a technical or creative career, subjects such as maths, physics, computer science, art and design, design technology, and psychology may be helpful for applying for work, an apprenticeship or higher education course.

Advanced apprenticeship (level 3) – most apprenticeships in this sector begin at level 3 (A level equivalent). They include:

- Information communications technician
- Cyber security technician
- Broadcast production assistant
- Software development technician

T level and other vocational qualifications in digital, computing or creative areas prepare you for work or further study or training in a range of roles which can be found across all sectors.

Options at 18 or 19

Undergraduate degree –

there are many careers in tech for which a degree is helpful. This is a sector which requires the latest skills and some people may follow their degree with specialist training such as cybernetics or robotics.

Apprenticeship – competition can be high for some apprenticeships – check entry requirements carefully.

On the web

www.techeast.com
 www.screenskills.com/starting-your-career
 www.discovercreative.careers
 www.bubble-jobs.co.uk
 www.techskills.org/careers
 technation.techcityuk.com/cluster/norwich

Examples include:

- Junior VFX artist (level 4)
- Business analyst (level 4)
- Digital user experience (UX) professional (level 6 degree apprenticeship)
- Data scientist (level 6 degree apprenticeship)
- Cyber security professional (level 6 degree apprenticeship)
- Games programmer (level 7)
- Artificial intelligence data specialist (level 7)

Gaining experience

Being able to demonstrate your interest and skills in this area can help when applying for work, an apprenticeship or course; for creative roles, it's very useful to keep a portfolio of your work. Work experience, a paid job or voluntary work will also allow you to demonstrate your skills and qualities.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Photographer	£19,600-£34,250+
Graphic designer	£30,250-£34,200+
Marketing associate professional	£22,850-£37,750+
Web designer	£22,000-£40,050+
Clothing designer	£22,400-£39,050+
Software developer	£27,350-£59,000+
IT systems designer	£29,250-£67,500+
Cyber security professional	£35,000-£60,000

*Annual Survey of Hours and Earnings 2021



Energy (including renewables)

Skills and qualities

Analytical skills | Design
Advanced digital skills
ICT skills | Maths
Problem solving
Leadership | Teamwork
Attention to detail
Communication



The focus is very much on the future when it comes to the energy sector. New technologies will help us to reduce climate change and achieve global net zero targets. Engineers and technicians are needed to build, service, maintain and repair energy facilities; they will also be needed in the future to design and test the buildings, vehicles and smart technology of the future!

What is happening?

- ▶ Norfolk and Suffolk together are a leading producer of clean energy in the UK and up to 27,000 new job opportunities could be created by 2030¹⁰. With a mix of onshore and offshore renewables, gas and nuclear generation plus emerging opportunities in hydrogen, the area will play a leading role in decarbonising the country's electricity grid by 2035.
- ▶ Around 11,800 people work in offshore energy (windfarms) across Norfolk and Suffolk¹¹ and we can expect to see significant job growth in offshore wind here in the future; Dogger Bank is expected to be the world's largest offshore windfarm when it is completed in 2026.
- ▶ As well as energy generation, we can also expect to see a growth in energy storage, battery technologies and waste management.
- ▶ A new £20 million renewable energy business park in Wymondham near Norwich could create over 300 jobs in research and development companies related to sustainable energy generation.
- ▶ Many of Norfolk's energy businesses operate around the world in places like Africa, USA, Canada, the Middle East, Russia, Asia and Scandinavia; people with STEM skills are in high demand.

Local employers

- EDF Energy – Sizewell B/C
- National Grid
- Perenco
- Orbis Energy
- Seajacks
- Aquaterra Energy
- University of East Anglia
- Equinor
- Shell
- Worley
- Vattenfall
- Gardline Marine Sciences
- Hydra Rig
- Scottish Power Renewables
- Dudgeon Offshore Wind Farm

On the web

Skills for Energy East of England: www.eeegr.com
www.myenergyfuture.co.uk
www.myoilandgascareer.com
www.goconstruct.org

Useful Subjects

English | Business studies
Physics | Maths | Chemistry
Computer science | Languages
Design & technology



¹⁰New Anglia LEP ¹¹Norfolk and Suffolk Unlimited

Pathways into this sector

Employers are looking for people who have good GCSE grades in maths and English. Science and technology subjects will also help you to get into this sector and keep your career options open.

Options at 16

A levels – physics, chemistry, maths or computer science may be looked for when applying for higher education STEM courses or apprenticeships; depending on the course or employer, subjects such as geography and geology may also be accepted.

Apprenticeship – A range of construction and engineering-related apprenticeships could lead to work or further study for this sector. Entry requirements vary so check before you apply. These are just a few:

Intermediate apprenticeship (level 2)

- Engineering operative
- Welder
- Nuclear operative

Advanced Apprenticeship (level 3)

- Installation electrician
- Marine electrician
- Maintenance and operations engineering technician
- Engineering design and draughtsperson
- Gas network operative
- Metal fabricator

T levels and other vocational qualifications (for example a BTEC) in engineering, manufacturing, construction, or design and technology can prepare you for work in a range of careers in this sector or further study or training.

Options at 18 or 19

Undergraduate degree – Degree-level qualifications are highly sought after in this sector; some careers require further training or post-graduate study such as chartered engineer. Many large employers run graduate programmes which offer placements in a variety of careers and locations. A degree in a broad subject such as physics, chemistry, computer science or an earth science may also be acceptable for gaining engineering status depending on the area you want to go into.

Apprenticeship – The higher and degree apprenticeships vacancy listing is a good source of openings with large employers in this sector, it usually comes out towards the end of the year. Start looking when applications become open and check entry requirements carefully – competition can be high for some apprenticeships. Examples include:

- Commissioning technician (electrical power) (level 4)
- Science industry process and plant engineer (level 6 degree apprenticeship)
- Nuclear engineer (level 6 degree apprenticeship)
- Electronic systems principle engineer (level 7)
- Power and propulsion gas turbine engineer (level 7)
- Geotechnical engineer (level 7 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work can improve your chances of finding a job in this sector; being able to demonstrate a genuine interest in the subject will also help when applying for an apprenticeship or degree course.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Wind turbine technician	£19,300–£46,350
Chemical process operative	£19,500–£43,100
Environment professional	£24,850–£43,400+
Renewable energy engineer	£32,200–£51,000+
Mechanical engineer	£27,100–£62,500
Electronics engineer	£25,000–£60,000+
Research and development manager	£30,100–£53,250+

*Annual Survey of Hours and Earnings 2021



Finance & insurance

Skills and qualities

Speaking | Languages
Customer awareness
Leadership | Maths
Advanced digital skills
ICT skills | English
Business knowledge
Presentation skills
Analytical skills
Teamwork



Norfolk has a large financial and insurance services sector and is home to a number of high-profile companies. As well as roles requiring people with numerical and analytical skills, and logical minds, there are careers in customer service, sales, HR (people management), consultancy, marketing and public relations.

What is happening?

- ▶ Norfolk is home to one of the largest clusters of finance and insurance businesses in Europe¹². Norwich is also one of the largest general insurance centres in Europe including companies like Aviva and Marsh.
- ▶ Financial companies are moving towards more digital and virtual services requiring people who are skilled in FinTech (financial technologies), cyber security, AI (artificial intelligence) and big data analytics. AI is increasingly able to do more routine tasks, reducing the number of clerical and customer service assistants.
- ▶ There's demand for computer scientists, data analysts, cyber security professionals, accountants, actuaries and legal professionals.

Local employers

- Aviva
- Adrian Flux
- KPMG
- Capita
- Marsh
- Williams Lea
- RBS
- Moneyfacts
- Virgin Money
- Lovewell Blake
- Chadwicks

- ▶ The Norwich Business School at UEA is one of the most highly rated business schools in the UK offering accounting, finance and management courses.
- ▶ Employers are seeking people who have digital and analytical skills, and logical minds. Watch this short video to learn more: www.bit.ly/work-in-finance

Useful Subjects

Computer science | Psychology
Maths | English | Sociology | Law
Business studies | Modern languages
History | Politics | Religious studies



On the web

www.ciistepforward.co.uk
www.prospects.ac.uk/jobs-and-work-experience/job-sectors
www.aat.org.uk
www.kpmgcareers.co.uk

¹²New Anglia LEP

Pathways into this sector

Getting good grades in English and maths will help you to get into this sector; advanced digital skills can also help, however this sector is open to a wide range of talents.

Options at 16

A levels – many subjects are useful for getting into this sector, you don't have to have studied maths to find a role that suits you. Subjects which encourage you to think logically, critically or analytically are helpful.

Apprenticeship – An apprenticeship can lead to work or further study or training; entry requirements vary so check before you apply. These are just a few for this sector:

Intermediate apprenticeship (level 2)

- Finance assistant
- Investment operations administrator
- Financial services customer adviser

Advanced apprenticeship (level 3)

- Payroll administrator
- Advanced credit controller
- Compliance and risk officer
- Insurance practitioner
- Assistant accountant

T level and other vocational qualifications -

T levels in accounting and in finance will be on offer from September 2023. If you're interested in accounting, you can start an AAT course from the age of 16. Business-related qualifications also include finance modules.

Options at 18 or 19

Undergraduate degree -

Graduates from any discipline can apply for roles in areas such as financial risk, compliance and accountancy. However, employers typically look for candidates strong numerical skills from degrees such as mathematics, economics or statistics for investment analyst or actuary. Look out for graduate schemes once you've graduated – they typically look for a 2:1 and above degree.

Apprenticeship – Competition can be high for some apprenticeships – check entry requirements carefully.

Examples include:

- Financial adviser (level 4)
- Accounting technician (level 4)
- Insurance professional (level 4)
- Financial services professional (level 6)
- Senior compliance and risk specialist (level 6)
- Actuary (level 7)
- Internal audit professional (level 7)

You can also study for an AAT or other accountancy qualification through work-based learning.

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Attending careers fairs and keeping up with current affairs in business and finance may also help.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Contact centre worker	£17,200-£24,850
Customer service manager	£19,800-£40,000+
Finance officer	£20,050-£31,900
Sales executive	£21,000-47,700+
Investment analyst	£22,250-£52,250+
Chartered accountant	£24,100-£53,900+
Economist	£28,500-£61,200+

*Annual Survey of Hours and Earnings 2021



Tourism & culture

Skills and qualities

Planning & organisation
 Listening | Speaking
 Emotional intelligence
 Resilience | Leadership
 Customer awareness
 Creativity | Digital skills
 Problem solving
 Teamwork
 Languages



Norfolk is a top destination for tourists, and local people who do jobs connected to tourism are playing an increasingly important role in supporting the local and UK economy. Also known as the 'visitor economy', attractions and services such as festivals, galleries, museums, holiday parks, boat hire and accommodation are looking for skilled people to do a wide range of jobs.

What is happening?

- ▶ Tourism has been one of the hardest hit sectors by the pandemic with international tourism much lower than usual; however, the sector is bouncing back and technology and data will play a large part in this. Around 61,000 people work in tourism and culture¹³.
- ▶ In Norfolk we can expect to see accommodation grow and the creation of new tourist attractions. These will offer year-round skilled careers, moving away from the seasonal work typically associated with this industry.
- ▶ Digital technologies such as online apps and virtual tours means roles such as digital marketer, web designer and social media manager are growing in this sector.

Useful Subjects

Business studies | English
 Languages | Drama | Music | ICT
 History | Sociology | Art & design
 Psychology | Religious studies | Maths



Local employers

- BeWILDerwood
- Snetterton Circuit
- Sea Life Centres in Great Yarmouth and Hunstanton
- Haven
- Norwich Castle
- National Trust
- Norwich City Football Club
- Sandringham Estate
- Richardson's Boating Holidays
- Searles Leisure Resort & many other caravan parks
- The Broads Authority
- Norwich Theatre Royal and other theatres across the county
- Holkham Hall



- ▶ Conservation, sustainability, and heritage roles are important for the future; employers are playing an increasing role in reducing the UK's carbon footprint and minimising damage to the environment.
- ▶ Did you know that a very high number of people involved in the arts, such as actor and artist, are self-employed?
- ▶ Cultural activities such as music, street art or food and drink festivals can be a good source of volunteering or temporary work which could lead to a new and exciting career!

¹³Emsi – economicmodelling.co.uk

Pathways into this sector

Getting good grades in English and maths can help you to get into this sector; art and design, digital skills and the performing arts may also help depending on the career you are interested in.

Options at 16

A levels – many subjects are useful in this sector, it depends on the type of role you're interested in. Researching a variety of jobs and careers will help you choose the best subjects for you.

Apprenticeship An apprenticeship can be a good way to get a foot on the ladder. Examples include:

Intermediate apprenticeship (level 2)

- Aviation customer service operative
- Hospitality team member
- Maritime mechanic

Advanced apprenticeship (level 3)

- Travel consultant
- Hospitality supervisor
- Creative venue technician
- Museums and galleries technician
- Cultural learning and participation officer
- Junior content producer
- Digital marketer
- Live event rigger

Vocational qualifications – in areas such as travel and tourism, sport and outdoor activities, subjects such as business studies and the performing arts can lead to careers in this sector; there are also qualifications leading to technical roles such as sound and lighting technician.

Options at 18 or 19

Undergraduate degree -

Graduates from any discipline can apply for roles in this sector but there are some jobs which require specific qualifications such as sound or lighting engineer, curator, web developer, and IT systems architect. Many large employers run graduate schemes for management roles.

On the web

www.careerscope.uk.net
www.discovercreative.careers
www.museumsassociation.org/careers
www.visitnorfolk.co.uk

Apprenticeship – Apprenticeships for roles in this sector include:

- Hospitality manager (level 4)
- Software developer (level 4)
- Countryside ranger (level 4)
- Curator (level 7)
- Cultural heritage conservator (level 7 degree apprenticeship)
- Historic environment adviser (level 7)
- Archaeological specialist (level 7 degree apprenticeship)
- Sustainability business specialist (level 7 degree apprenticeship)

Competition can be high for some apprenticeships – check entry requirements carefully.

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Look out for local cultural or leisure events which may be able to offer work experience or volunteering positions.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Travel consultant	£18,000-£27,000
Photographer	£19,600-£34,250+
Exhibition organiser	£20,150-£31,150+
Web designer	£22,000-£40,050+
Public relations professional	£22,000-£36,700+
Marketing associate professional	£22,450-£77,400
Museum curator	£26,000-£40,000

*Annual Survey of Hours and Earnings 2021



Hospitality & catering

Skills and qualities

Customer awareness
 Listening | Speaking
 Emotional intelligence
 Resilience | Leadership
 Planning & organisation
 Digital skills | Teamwork
 Problem solving
 Languages



The hospitality industry is a major employer across Norfolk. A career in hospitality can be very rewarding. If you like meeting people, are enthusiastic and organised then it could be for you. There are plenty of entry level jobs from which you can move quickly up the career ladder to a management position and better earning power! Where could you work? How about hotel, beachfront cafe, cruise ship, conference centre, exclusive restaurant or local pub... take your pick!

What is happening?

- ▶ The pandemic has hit this sector hard and employers have been struggling to fill positions; at the beginning of 2022 there were around 400,000 UK vacancies in hospitality¹⁴.
- ▶ High demand roles include chef, front of house and waiting staff, and restaurant manager; the government is hoping that traineeships and new apprenticeship opportunities will encourage more people to apply.
- ▶ Norfolk is a top destination for tourists and day visitors and attracting bigger numbers is important to the future local economy. This means improving the quality of accommodation and services and creating better, year-round skilled jobs. Around 35,500 people currently work in hospitality and catering in Norfolk¹⁵.
- ▶ Catering staff are also in high demand; you can find them in schools, colleges, universities, larger offices and in many factories as well as events and conferences.

Local employers

- Bourne Leisure
- Norwich City Football Club
- Searles Leisure Resort + many holiday parks
- Morston Hall
- Premier Inn, Travelodge and many hotels and guest houses
- Blue Sky Leisure
- NORSE Catering
- The King's Conference Centre
- University of East Anglia
- Various catering companies
- Plus thousands of restaurants, cafes, public houses and takeaways across the county

Useful Subjects

Languages | Business studies
 English | ICT | Maths | Drama
 Psychology | Sociology



- ▶ Digital technologies are driving new trends such as people renting their homes out to visitors, pop-up restaurants, restaurant table ordering apps and takeaway services. People with digital skills are needed to create and manage these apps.

Pathways into this sector

Getting good grades in English and maths can help you to get into this sector; digital skills may also help, however this sector is open to a wide range of talents.

Options at 16

A levels – many subjects are useful in this sector but business studies may be particularly useful for a career in management.

Apprenticeship – The government wants to increase the number of apprenticeships in hospitality. They include:

Intermediate apprenticeship (level 2)

- Commis chef
- Hospitality team member
- Production chef
- Facilities services

Advanced apprenticeship (level 3)

- Chef de partie
- Hospitality supervisor
- Senior production chef

Vocational qualifications in areas such as catering and hospitality, travel and tourism, and business studies can lead to careers in this sector.

Options at 18 or 19

Undergraduate degree -

Graduates from any discipline can apply for roles in this sector but a related degree such as business, hospitality, travel and tourism may increase your chances for a career in management; languages may also help. Many large employers run graduate schemes for management roles.

On the web

www.careerscope.uk.net
www.hittraining.co.uk
<https://bit.ly/hospitality-events-sector>

Apprenticeship – Apprenticeships for roles in this sector include:

- Senior culinary chef (level 4)
- Hospitality manager (level 4)
- Facilities manager (level 4)
- Marketing manager (level 6)
- Chartered manager (level 6)
- Sustainability business specialist (level 7 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Employers are particularly looking for candidates who can show that they're good at understanding people and can communicate well.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Waiting staff	£11,700-£19,200
Kitchen assistant	£11,250-£21,400
Restaurant manager	£15,000-£30,000+
Housekeeping supervisor	£15,700-£26,100
Chef	£14,300-£30,000
Bar manager	£16,000-£24,750
Human resources officer	£20,000-£39,000
Conference manager	£20,150-£31,150+

*Annual Survey of Hours and Earnings 2021



The Public Sector

- Do you want to make a positive impact on communities?
- Have you thought about working in the public sector?
- Do you want to deliver vital local services?

What is the public sector?

The 'public sector' is a range of organisations, such as councils, police, NHS, who are responsible for providing all the public services in the UK, including:

- education
- emergency services such as police, ambulance and fire
- healthcare
- housing
- refuse collection
- adults' and children's social care

Skills and qualities

Planning and organisation
 Problem solving | Communication
 Leadership and management
 Team working | Business skills
 Customer awareness | Initiative
 Digital and ICT skills | Reliability



Proud to be part of the Norfolk Public Sector Apprenticeship Scheme

Useful Subjects

English | Maths | Science
 Psychology | ICT | Sociology
 Law | Biology | Languages
 Physics | Chemistry



What does the public sector offer you?

There are loads of different career opportunities to choose from, which can have a real impact on the lives of individuals and communities in Norfolk.

The public sector offers:

- many career opportunities
- good pay and benefits
- job security
- plenty of opportunities for continuing professional development
- good working conditions
- good pension

From the emergency services and healthcare to education and social care, by choosing a career in the public sector you'll get to work on issues that have a real impact on society and on the lives of others.

Work experience, internships, apprenticeships, and graduate programmes are on offer*

Here is what apprentices say:

Environmental Health Apprentice, Breckland District Council

I enjoy the diversity of the apprenticeship. I'm spending time within several different departments meeting lots of people doing various jobs which I'm finding very informative. My degree course running side by side with the day job enables me to draw on real life experiences to help me with my university assignments. The wealth of experience all my colleagues have within environmental health is another useful resource to compliment my studies. So far, every day has been different, giving me a wide variety of cases to get involved in to enhance my learning and development.

Once my course has finished and I'm a qualified environmental health officer (EHO), I hope to get a job with a council as I'm finding my current job very dynamic. So far, I have experienced many different things from going to a Magistrates' Court to hear a nuisance case to visiting a rabbit breeder to conduct a welfare inspection and lots in between.

This variety gives a real insight into the scope and diversity of an EHO's role, and these experiences would have to be the most rewarding thing to date. To think that you are doing a job that makes a real difference to people's lives is an amazing feeling. I am really looking forward to the next four years and advancing in my apprenticeship and career and becoming a qualified EHO.



What could you earn?*

Teaching assistant	£13,800-£24,500
Catering manager	£15,000-£30,000
Leisure centre assistant	£16,400-£23,500
Housing officer	£21,000-£35,000
Nurse	£24,250-£51,000
Building control surveyor	£25,600-£60,000
Prison officer	£26,000-£38,000
Adults' or children's social worker	£27,600-£44,400+
Special educational needs teacher	£27,600-£46,000
Police officer	£28,000-£53,500
Data analyst	£28,500-£61,000
Public health manager	£29,750-£62,000+
Cyber security professional	£35,000-£60,000

*Choices on offer are dependent on the individual organisations

**Annual Survey of Hours and Earnings 2021



Laura, Business Administrator Apprentice at Norfolk County Council

I love how I can take what I have learned in workshops and apply it straight away in a day-to-day job and see results. The practical content of the workshops is designed specifically to develop your skills for the workplace, while the job role alongside the workshops is giving you first-hand, real-life experience of carrying out a job. Because of what the apprenticeship has taught me already, I feel more confident, more motivated, and more capable to carry out my job role. I hope to develop my communication skills. I also hope to gain more knowledge so I can always go above and beyond for every client. Doing the Business Administration Apprenticeship gives you the transferable skills to apply yourself to a wide range of job roles in a wide range of industries.

Personally, I hope to stay in Norfolk County Council and develop my skills further, so I can continue to help the people of Norfolk in their day-to-day lives.

I love that my apprenticeship job role is about helping people practically. You can directly see the positive impact that you are having on people's lives every day. My apprenticeship job role has lots of variety; no day is the same. I am learning so many skills that are essential for success in the workplace. These are social skills such as teamwork and communication, as well as practical skills such as how to handle financial processes, how to speak to clients, and how to manage projects.



Teagan, Business Administration Apprentice South Norfolk and Broadland Councils

An apprenticeship helps you discover your skills, and you are constantly benefitting from ongoing and personalised support. Doing an apprenticeship is an excellent way to do a good job and become a valued member of the team which puts you in a strong position when there are permanent job opportunities where you can transfer skills. Local government has such a vast array of jobs so there are lots of opportunities.

Every day is different and there are new challenges to face which keeps it interesting. To balance working and studying, each week it is agreed that I set aside 7 hours, be it a day or spread across the week, to focus on my studies. This way I can complete any assignments that I have been set whilst keeping up to date with my daily work tasks. On reflection I feel an apprenticeship helps you gain independence and real work experience.



Marzena, Assistant Accountant Level 3 Apprentice, Norfolk County Council

I like the possibility to learn through practice. I have been supported by all my colleagues and observed different ways people approach their work. I like the idea of having many teachers.

I first joined the council as a level 2 Accounts/Finance Assistant. I hope to have the knowledge and skills needed to progress to a Senior Finance Assistant role. Additionally, I would like to continue my studies on AAT level 4 apprenticeship to further develop and progress in accounting.

▼ Local employees

- **Borough Council of King's Lynn & West Norfolk**
www.west-norfolk.gov.uk
- **Breckland District Council**
www.breckland.gov.uk
- **Broadland District Council & South Norfolk Council**
www.southnorfolkandbroadlandgov.uk
- **East of England Local Government Association**
www.eelga.gov.uk
- **Great Yarmouth Borough Council**
www.great-yarmouth.gov.uk
- **Norfolk Constabulary**
www.norfolk.police.uk
- **Norfolk County Council**
www.norfolk.gov.uk
- **Norwich City Council**
www.norwich.gov.uk
- **North Norfolk District Council**
www.north-norfolk.gov.uk
- **Norfolk and Norwich University Hospitals NHS Foundation Trust**
www.nnuh.nhs.uk

Martha, Business Administration Level 3 Apprentice, Norfolk County Council

Joining the council as a business support apprentice in an Adults' Social Care team has enabled me to build on my knowledge of the social care sector, and I am now working as an Assistant Practitioner reviewing adults with Learning Disabilities. This is a completely different job to where I started within the council, but completing the apprenticeship meant I had the skill set to be able to progress and apply for a job in the social care team.

When completing my apprenticeship, I loved the flexibility of learning and using these skills, which I was learning the theory for, and putting them into practice in my job in the workplace. I found that my apprenticeship enabled me to progress within the council as I had learnt transferable skills which I have been able to take with me into different jobs within the council.

Max, Civil Engineering Apprentice at Norfolk County Council

I have already progressed from a trainee technician to a project technician, so once I have gained more experience in this role and have completed more schemes, I will then be able to apply for an engineer role later on.

I enjoy the wide range of different schemes that I have been able to help with, and also complete myself. I enjoy the design aspect of my role the most and using the different software that we use at Norfolk County Council.

The most rewarding part so far has been completing a scheme from the beginning - going through all the design that is needed, completing the contract documents, and then seeing the work completed and people using it.



Aaron, Chartered Town Planner, South Norfolk and Broadland Councils

I joined South Norfolk and Broadland Councils in October 2021 as a Graduate Apprentice Planning Officer. After studying my undergraduate degree in economics, I took a break from structured work and decided to work on my personal projects and businesses. My future in terms of formal work was quite unclear, I wasn't sure what to pursue. I knew I wanted to experience a 'graduate level' job, but also didn't want to feel too restricted or controlled by an office job. I wanted to enjoy my work and not resent it like so many do. My degree left me with an interest in working within the public sector and with an aim to contribute to positive change and continue my learning. Thus, when I stumbled upon the chance to study towards my master's degree whilst also gaining practical experience in an area of interest within my local government, it seemed a perfect fit.

The experience so far has been a positive one. My team have been very welcoming and willing to share their knowledge and experience within planning. The chance to build on-the-job experience whilst expanding my level of education is what makes the apprenticeship route a great place to start a career.



Ellie, PR and Communications Apprentice, South Norfolk and Broadland Councils

Over the next five years, I'd love to finish my apprenticeship and then continue with my PR career within the council.

Something I've noticed about South Norfolk and Broadland Councils is that they really value their apprentices and those with less experience as much as they value those who have had many years of industry experience. From my first day, I was told that no idea is a bad idea and to never feel afraid to speak up if I have an idea, as it will always be considered and listened to. I've found this to be true; I really do feel like part of the team and that I am taken just as seriously as any other colleague. However, I am also given an appropriate level of guidance and training which I'm always grateful for and which helps me to upgrade my skills.

Ellie, Business Administration Apprentice South Norfolk and Broadland Councils

The most rewarding part on my apprenticeship so far has to be developing an understanding of the council and how they operate. This includes understanding the departments and job roles within them, the political processes as well learning the different levels of Government and the duties of the various councils.

Economic development is a fast paced and constantly changing environment that links to everything in everyday life, and I get to see daily how we are helping the local community, by getting involved and hearing about what everyone has been up to.

I hope that by completing my apprenticeship it will give me valuable work experience which will give me a solid foundation. In the future I hope to continue working for a government authority whilst gaining further qualifications to build my knowledge base.

Contact us and see our opportunities!





Life sciences

Skills and qualities

Maths | Leadership
Advanced digital skills
ICT skills | Languages
Problem solving
Speaking | Teamwork
Attention to detail
Analytical skills



People are living longer and with more complex health needs, antibiotics don't work as well as they used to, we want to know more about inherited diseases... these and other challenges mean that scientific discovery and bio-technologies are essential to improving people's lives. The Covid-19 pandemic has shown us just how important science is to our health - you could make a real difference!

What is happening?

- ▶ The East of England is home to the second largest cluster of life sciences businesses and it's growing. Around 15,000 people work in life sciences in Norfolk in over 1700 businesses¹⁶.
- ▶ Areas of work include pharmacology (drugs and chemistry), med tech (hi-tech equipment including digital health) and bioinformatics (connecting computing, biology and medicine).
- ▶ Food and energy security, healthy ageing, and climate change are important global issues.
- ▶ People with high skill levels are needed to work in areas such as microbiology, genetics, artificial intelligence and intellectual property.

Useful Subjects

Computer science | Biology
Chemistry | Sociology | Physics
English | Business studies | Maths
Design & technology | Psychology



Local employers

- University of East Anglia
- John Innes
- Briar Chemicals
- Earlham Institute
- Anglia DNA
- Quadram Institute
- iDNA Genetics
- Procarta Biosystems



- ▶ Apprenticeships are a growing route for this type of work.
- ▶ Did you know that Norwich Research Park (NRP) is Europe's largest cluster of food, health, plant and environmental science organisations? Watch this video to find out more about what goes on there: <https://bit.ly/NorwichRP>
- ▶ Continuing to study a STEM subject will keep your options open for a career in life sciences.

¹⁶Emsi – economicmodelling.co.uk

Pathways into this sector

Getting good GCSE grades in maths, English and STEM subjects such as chemistry, biology, and physics will help you get into this sector and keep your career options open.

Options at 16

A levels – chemistry and biology or another core maths or science subject are often looked for by universities for life science courses.

Advanced apprenticeship (level 3) – most apprenticeships in this sector begin at level 3 (A level equivalent). They include:

- Laboratory technician
- Metrology technician
- Animal technologist

T level and other vocational qualifications

– a T level in health or healthcare science or options such as a BTEC in applied science can prepare you for work in a technician role or lead to an apprenticeship or higher education course.

Options at 18 or 19

Undergraduate degree – most professional careers in life sciences require a degree, often followed by a postgraduate degree-level qualification for research positions.

Apprenticeship

– a higher or degree apprenticeship can be a good way of getting into this work. Some people choose this route following experience at technician level. Competition can be high for some apprenticeships – check entry requirements carefully.

On the web

<https://bit.ly/NorwichRP>
www.rsb.org.uk
www.edu.rsc.org/future-in-chemistry
www.microbiologysociety.org/careers.html

Examples include:

- Senior metrology technician (level 5)
- Technician scientist (level 5)
- Clinical trials specialist (level 6)
- Laboratory scientist (level 6)
- Clinical pharmacology scientist (level 7 degree apprenticeship)
- Research scientist (level 7)
- Bioinformatics scientist (level 7 degree apprenticeship)
- Regulatory affairs specialist (level 7)

Gaining experience

Employers look for people who have enquiring minds and who are good at analysing information. Relevant work experience can help but any paid or voluntary experience will allow you to demonstrate the skills and qualities you have when it comes to applying for work, an apprenticeship or higher education course.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Lab technician	£17,250-£26,700
Science professional	£19,700-£46,550
Environmental health professionals	£32,250-£43,000+
Biological scientist	£24,650-£50,450
Pharmacologist	£25,000-£50,500+
Design & development engineer	£32,200-£51,000+
Research professional	£26,850-£70,400

*Annual Survey of Hours and Earnings 2021



Retail

Skills and qualities

Teamwork | Speaking
Customer awareness
Business knowledge
Emotional intelligence
Advanced digital
ICT skills | Creativity
Leadership | Design
English | Maths
Planning & organisation



Retail is the largest private sector employer in the UK – that's big business! As well as sales roles, there are many behind-the-scenes jobs such as buying, social media, stock control, logistics and store operations – all important links in the chain. Some of these jobs demand a creative streak, others need digital skills. What's more, if you have the drive, it's easy to move quickly up the career ladder to a management position.

What is happening?

- ▶ The retail sector employs around 37,500 across the whole of Norfolk¹⁷ with Norwich one of the top shopping destinations in the UK.
- ▶ Technology is changing the types of jobs on offer. Automation such as self-service machines is reducing the number of sales and customer service assistants needed but retail managers will be in demand.
- ▶ The trend for online shopping became stronger during the Covid-19 pandemic, increasing the number of tech roles. Jobs such as e-commerce merchandiser, data analyst, digital marketer, app developer and social media manager are in demand. These types of jobs are usually found at the head offices of major retailers.

Useful Subjects

Art & design | Sociology
Business studies | English
Maths | Computer science
Design & technology | Languages
Psychology | ICT



Local employers

- Norwich City Centre is THE major retail destination in the East of England. Shopping areas:
 - Chantry Place – Norwich
 - Castle Quarter – Norwich
 - Market Gates – Great Yarmouth
 - Norwich Lanes
 - Vancouver Quarter – Kings Lynn
- Main large shops are:

• Marks & Spencer	• Roys
• Jarrolds	• Simply M&S Food
• John Lewis	
- Supermarkets: Morrisons, Tesco, Sainsburys, ASDA, Lidl, Aldi, Coop

- ▶ The future? Look out for virtual try-ons, augmented reality and other experiential retail coming to online and bricks and mortar shops soon.
- ▶ Got an entrepreneurial streak? Online stores, local produce and 'niche' shops are all popular ideas amongst those wanting to set up their own retail business.

¹⁷Emsi – economicmodelling.co.uk (not including motor vehicles)

Pathways into this sector

Getting good grades in English and maths can help you to get into this sector; digital skills may also help, however this sector is open to a wide range of talents.

Options at 16

A levels – many subjects are useful in this sector but business studies may be particularly useful for a career in management.

Apprenticeship

Intermediate apprenticeship (level 2)

- Trade supplier
- Fishmonger
- Customer service practitioner

Advanced apprenticeship (level 3)

- Retail team leader
- Procurement and supply assistant
- Marketing assistant
- Advertising and media executive
- Customer service specialist

T level and vocational qualifications

The new T level in management and administration or business studies courses can prepare you for a career in retail.

Options at 18 or 19

Undergraduate degree

Graduates from any discipline can apply for roles in this sector but a related degree such as business may increase your chances for a career in management. Many large employers run graduate schemes for management roles.

On the web

www.prospects.ac.uk/jobs-and-work-experience/job-sectors/retail
www.fashionretailacademy.ac.uk
www.autocity.org.uk/index.php/cars

Apprenticeship – roles in this sector include:

- Market research executive (level 4)
- Sales executive (level 4)
- Public relations assistant (level 4)
- Retail manager (level 4)
- Assistant buyer (level 6)
- Digital marketer (level 6)
- Retail leadership (level 6 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Employers are particularly looking for candidates who can show that they're good at understanding people and can communicate well.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Check-out operator	£15,000-£21,000
Sales assistant	£13,900-£30,850
Visual merchandiser	£18,300-£30,000
Marketing associate professional	£22,450-£77,400
Retail manager	£18,450-£54,450
Clothing designer	£22,400-£40,000
User experience (UX) designer	£25,000-£50,000~
Business analyst	£29,250-£67,500+
Chief executive	£44,750-£120,000

*Annual Survey of Hours and Earnings 2021
 ~LMI for All 2020



Skills and qualities

Leadership | Teamwork
Advanced digital skills
ICT skills | Speaking
Attention to detail
Maths | Design
Planning & organisation
Problem solving



The construction industry is a vital part of the UK economy and in the East of England we can expect it to grow by 4.2% each year¹⁸. Affordable homes, energy efficient buildings and infrastructure developments all require skilled people to work in trades, management, and professional roles. Think it's not for you? See what's on offer first.

What is happening?

- ▶ Between 2020 and 2025 it's predicted there will be 3,400 new jobs each year in the East of England¹⁹. Roles most in demand include: electrical trades; building envelope specialists; wood trades and interior fitters; civil engineers; plant operatives; and labourers²⁰.
- ▶ Norfolk will be helping to deliver the UK's Net Zero Strategy through retrofitting and more sustainable methods of construction. And there are new materials and technologies such as intelligent buildings, 3D modelling, drone surveys, and printing.
- ▶ Self-employment is high in construction – currently around 37%²¹.
- ▶ Apprenticeships are a good way into this sector and there are around 90 different types to choose from; also look out for courses in heritage craft skills for the opportunity to work on older buildings.

Local employers

- RG Carter
- Morgan Sindall
- Lovell
- Kier
- Construction
- Persimmon
- Construction
- Munnings
- Construction
- CITB
- Construction Skills - National
- Construction College East (Bircham Newton)
- Norfolk Homes
- Grocott and Murfit Ltd

- ▶ Electricians are just one of the current skills shortage roles which will be crucial for the future, for both the construction and low carbon sectors. To meet demand, employers are keen to attract a diverse workforce.

Useful Subjects

Design & technology
Geography | Computer science
Law | Chemistry | Business studies
Physics | Maths



On the web

www.goconstruct.org
www.ice.org.uk/what-is-civil-engineering
www.architecture.com
www.chooselandscape.org
www.electricalcareers.co.uk
www.cstt.org.uk
www.women-into-construction.org

Pathways into this sector

Getting good GCSE grades in maths and English will help you to get into this sector. Science and technology subjects can help to keep your career options open.

Options at 16

A levels – depending on the career area, physics, maths, or computer science may be useful when applying for higher education courses or higher apprenticeships in this sector; always check requirements carefully.

Apprenticeship There's a wide range of construction-related apprenticeships which can lead to work or further study. Entry requirements vary so check before you apply. These are just a few:

Intermediate apprenticeship (level 2)

- Construction plant operative
- Roofer
- Bricklayer
- Joiner

Advanced apprenticeship (level 3)

- Smart home technician
- Geospatial survey technician
- Digital engineering technician
- Installation electrician and maintenance electrician

T levels in building services engineering, onsite construction, and design, surveying and planning, and **other vocational qualifications** in trades areas and construction and the built environment are available. These courses can prepare you for work in a range of careers in this sector or further study or training.

Options at 18 or 19

Undergraduate degree Degree-level qualifications are typically required for careers such as building services engineer, architect, quantity surveyor and town planner; some careers require further training or study – check different pathways carefully. Many large employers run graduate programmes.

Apprenticeship The higher and degree apprenticeships vacancy listing is a good source of openings with large employers, it usually comes out

towards the end of the year. Start looking when applications become open – competition can be high for some positions.

Examples include:

- Town planning assistant (level 4)
- Construction site supervisor (level 4)
- Civil engineer (level 6 degree apprenticeship)
- Geospatial mapping specialist (level 6 degree apprenticeship)
- Quantity surveyor (level 6 degree apprenticeship)
- Geotechnical engineer (level 7 degree apprenticeship)
- Architect (level 7 degree apprenticeship)

Gaining experience

Work experience, a paid job or voluntary work can improve your chances of finding a job in this sector; being able to demonstrate a genuine interest in the career area will also help when applying for an apprenticeship or degree course.

You must hold a Construction Skills Certification Scheme (CSCS) card or equivalent to work on a site.

If you don't quite have the skills or experience to move on, you could consider taking a level 1 course at college or a traineeship, a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

What could you earn?*

Painter and decorator	£17,000-£31,500
Carpenter or joiner	£19,000-£33,000
Bricklayer	£19,500-£32,000
Plumber/heating and ventilation engineer	£20,250-£38,000
Electrician	£21,500-£45,000
Quantity surveyor	£22,500-£80,000
Construction project manager	£25,500-£52,400
Civil engineer	£28,000-£70,000
Architect	£28,000-£90,000

*Annual Survey of Hours and Earnings 2021



Agriculture, food & drink

Skills and qualities

Maths | Problem solving
Advanced digital & ICT
Communication
Leadership & management
Teamwork | Creativity
Problem solving
Attention to detail
Business knowledge
Presentation skills
Analytical skills



Norfolk has a large food, drink and agriculture sector; it's one of the most technologically advanced sectors in the UK and it's growing. There are plenty of opportunities – from nature to plate someone needs to grow it, make it, test it for taste and quality, package and distribute it. That means lots of different careers to choose from!

What is happening?

- ▶ The agriculture, food and drink sector has over 30 different industries. In Norfolk, we have lots of opportunities in agriculture, horticulture, meat processing, vegetables and prepared meals but there are also roles in bakery, dairy, confectionery, drinks and more.
- ▶ What kind of roles? Food technologist, marketing professional, quality technician, design engineer, farmer, microbial scientist, production planner, environmental technologist or butcher to name but a few.
- ▶ This sector is becoming increasingly hi-tech - automation and AI (artificial intelligence) are changing the way we produce our food and drink. There will be thousands of exciting opportunities in agri-tech for young people with the right skills.
- ▶ The challenges of food security, sustainability and climate change means

Useful Subjects

Chemistry | Business studies
Computer science | Maths
English | Religious studies | Physics
Biology | Design & technology
Sociology | Languages | English



Local employers

- Kettle Foods
- Bernard Matthews
- British Sugar
- Cranswick
- Kinnerton
- Penguin Foods/ Greenyard
- Quadram Institute
- Pasta Foods
- Hain Daniels
- John Innes Centre
- Quorn Foods

that problem-solvers -such as scientists, mathematicians, engineers and technicians - are in high demand.

- ▶ World-leading organisations based at the Norwich Research Centre are looking closely at the biology of plants and crops. Watch this video to find out more about what goes on there: bit.ly/NorwichRP

- ▶ Easton College near Norwich is a specialist college for further and higher education and training in land-based industries including agriculture, horticulture and animal management.

On the web

www.tastycareers.org.uk
www.easton.ac.uk
www.horticulture.org.uk/grow-careers
www.landbasedengineering.com

Pathways into this sector

Getting good GCSE grades in maths and English will help you to get into this sector. Science and technology subjects can help to keep your career options open.

Options at 16

A levels – a wide range of subjects could help you get into this sector but for higher education STEM courses or apprenticeships chemistry, biology, maths or computer science may be looked for.

Apprenticeship There's a wide range of manufacturing and engineering-related apprenticeships which can lead to work or further study. Entry requirements vary so check before you apply. These are just a few:

Intermediate apprenticeship (level 2)

- Food and drink process operator
- Butcher
- Land-based service engineer
- Farm worker

Advanced apprenticeship (level 3)

- Food and drink maintenance engineer
- Food technologist
- Crop technician

T level and vocational qualifications

A T level in science or engineering (available from September 2023) can prepare you for work in a range of careers in this sector or further study or training. Courses (for example a BTEC) in a land-based subject, engineering, manufacturing or business could also be a route in; Easton College is a specialist college offering land-based courses.

Options at 18 or 19

Undergraduate degree

There are many options for degree-level qualifications depending on the area you want to go into. For example, you could choose a science, engineering, technology, or business-related subject.

Apprenticeship – Apprenticeships are available for different career areas in this sector – competition can be high for some positions.

Examples include:

- Hygiene specialist (level 4)
- Automation engineering technician (level 4)
- Food and drink engineer (level 5)
- Marketing manager (level 6)
- Agriculture or horticulture professional adviser (level 6)
- Packaging professional (level 6 degree apprenticeship)
- Food industry technical professional (level 6 degree apprenticeship)
- Environmental practitioner (level 6)

Gaining experience

Work experience, a paid job or voluntary work can improve your chances of finding a job in this sector; being able to demonstrate a genuine interest in the subject will also help when applying for an apprenticeship or degree course.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Food production operative	£16,000-£27,500
Agri-tech technician	£18,000-£35,000+
Farmer	£22,400-£50,000
Environmental consultant	£25,000-£45,000+
Agronomist	£25,000-£50,450
Quality assurance professional	£26,350-£61,650
Production engineer	£26,000-£51,500

*Annual Survey of Hours and Earnings 2021



Business administration & professional services

Skills and qualities

Advanced digital skills
 ICT skills | English
 Communication | Sales
 Maths | Problem solving
 Business knowledge
 Teamwork | Languages
 Customer awareness
 Leadership & management skills
 Analytical skills
 Presentation



The UK is home to a high number of multinational companies and is a great place to do business. Behind public and private sector organisations are professionals who can deliver services in areas such as finance, legal, marketing, construction, and IT services. Consultants, managers and administrators are also important to the smooth running of an organisation.

What is happening?

- ▶ Clerical and customer service roles are decreasing in number as more tasks are done by computer software. AI (artificial intelligence) is also performing more tasks in financial and legal services.
- ▶ Many job types in this sector overlap with other sectors. For example there's high demand for people who have skills in cyber security, accounting, sales, marketing, and who can work with data.
- ▶ Did you know, over 88% of businesses in Norfolk employ fewer than 10 people²²? Small businesses often look for people who can offer a range of business skills such as bookkeeping, HR (human resources) and legal experience.
- ▶ Look out for apprenticeships which offer training in many professional service roles.
- ▶ Businesses are becoming increasingly socially and environmentally aware and

Local employers

- Aviva
- KPMG
- Capita
- RBS
- Marsh
- Moneyfacts
- Breakwater IT
- Hansells
- Spire Solicitors



there are careers in sustainability and corporate social responsibility.

- ▶ Employers are seeking people who have a good understanding of how business works – in the UK and internationally; management and modern language skills are in demand.
- ▶ The Norwich Business School at UEA is one of the most highly rated business schools in the UK offering a range of business, finance and management courses.

Useful Subjects

Politics | Psychology
 Modern languages | Sociology
 Business studies | Law | History
 Computer science | Maths
 English | Religious studies



On the web

www.cipd.co.uk/careers
www.prospects.ac.uk/jobs-and-work-experience/job-sectors
www.cim.co.uk/qualifications/get-into-marketing
www.aat.org.uk
www.figornorwich.org

Pathways into this sector

Getting good grades in English and maths will help you to get into this sector; digital skills may also help, however this sector is open to a wide range of talents.

Options at 16

A levels – many subjects are useful for getting into this sector. Subjects which encourage you to think logically, critically or analytically are helpful.

Apprenticeship An apprenticeship can lead to work or further study or training; entry requirements vary so check before you apply. These are just a few:

Intermediate apprenticeship (level 2)

- Finance assistant
- Investment operations administrator

Advanced apprenticeship (level 3)

- Payroll administrator
- Compliance and risk officer
- Business administrator
- Learning and development practitioner
- Recruitment consultant

T level and other vocational qualifications

You can study a T level in digital business services with accounting and finance options on offer from September 2023. Business-related vocational qualifications (such as a BTEC) are also available.

Options at 18 or 19

Undergraduate degree

A wide number of degrees can lead to a career in this sector – research and check requirements carefully for the areas you're interested in. Look out for graduate schemes with large organisations once you've graduated.

Apprenticeship There's a wide range of higher and degree apprenticeships at different levels in this sector. Competition can be high for some apprenticeships – check entry requirements carefully.

Examples include:

- Paraplanner (level 4)
- Conveyancing technician (level 4)
- Corporate responsibility and sustainability manager (level 4)
- Data protection practitioner (level 4)
- HR consultant (level 5)
- Improvement leader (level 6)
- Senior compliance and risk specialist (level 6)
- Chartered legal executive (level 6)
- Project manager (level 6 degree apprenticeship)
- Internal audit professional (level 7)

You can also study for further qualifications to progress your career while you are working.

Gaining experience

Work experience, a paid job or voluntary work will allow you to demonstrate your skills and qualities. Keeping up with current affairs in business and economics may also help, along with gaining digital skills.

If you don't quite have the skills or experience to move on, you could consider a traineeship – a course with work experience that can help prepare you for work or an apprenticeship. You can find out more about traineeships on page 45.

Find more information on courses, apprenticeships and other options at www.helpyouchoose.org.

What could you earn?*

Contact centre worker	£17,200-£24,850
Payroll manager	£17,800-£36,750
Sales executive	£21,000-47,700+
Public relations professional	£22,000-£36,700+
Marketing associate professional	£22,450-£77,400
Financial accounts manager	£25,000-£53,000+
Legal professional	£26,950-£92,250+
Human resources officer	£20,000-£39,000
IT business analyst	£29,250-£67,500+

*Annual Survey of Hours and Earnings 2021



Preparing for the world of work

Developing your skills

The next few pages aim to give you some ideas for how you can prepare yourself for your next steps – whether that's applying for an apprenticeship or college course, thinking ahead to university, or preparing for your first job.

Qualifications are important but employers are also looking for people who can show that they have skills and strengths worth investing in.

So how can you show your interest in a subject or topic, develop your skills, and broaden your experiences ready for your future?

Work experience	Employers and universities really value work experience – it's an opportunity to gain an understanding of what employers expect and to gain insight into how business works. A work placement also gives you the opportunity to find out more about a work area and whether that type of work is going to suit you. Work experience opportunities can lead to offers of an apprenticeship so a great way to get a foot in the door!
Summer schools	These offer you the chance to experience what university life is like and to sample different subjects. Some are free and some are open to those age 15 and above – check to see if your local university is running them. The Sutton Trust summer schools open for applications in January.
Attend careers talks and job or apprenticeship fairs	Research shows that when young people meet with employers it has a positive effect on what they do next. It's amazing what you can find out!
Volunteering	Becoming a volunteer is a great way of gaining experience of work to put on your applications, CV or personal statement, and it can help build your confidence too. There are lots of different types of volunteer work – you can find out more at www.helpyouchoose.org .

Part-time work	Why not earn money while gaining valuable experience? Depending on your age there are different options but all are worthwhile. Hospitality, retail and catering roles can be good choices for young people. You could also consider the gig economy or a side hustle alongside your studies.
Activities outside school	These might include cultural outings, travel, sport activities, or group challenges. All of these can help to broaden your experiences and knowledge and give you something to talk about.
Learn something new	Have you thought about doing an online course and learning something new? It could be coding, a new language, financial skills or first aid. There are lots of free, short courses available on platforms such as Future Learn, Open Learn and Barclays Lifeskills.
Do your research!	Spending a little time researching careers, courses or apprenticeships can help you to gain knowledge and take control of your future. It's also a way of demonstrating that you are keen to develop yourself.

The Skills Builder Framework (www.skillsbuilder.org) provides a step-by-step way of learning about and developing eight essential skills. Reading through the steps can help you to learn more about yourself and identify ways to present your skills and qualities.

Strengths-based recruitment

Strengths-based recruitment is becoming increasingly popular, especially with graduate employers. Some organisations recognise that when people use their strengths - the things they are good at and the things they enjoy doing - they are happier, more motivated, and more productive.

Neurodiversity and employment

Recruitment based on individual characteristics and strengths can be a more positive experience for people who describe themselves as neurodivergent.

Employers can benefit hugely from having a workforce which approaches problem solving, visualisation, creativity and innovation in lots of different ways.

The Civil Service, for example, uses strengths-based recruitment in order to attract a more diverse workforce.

Questions for a strengths-based interview might include:

- What do you enjoy doing in your spare time?
- Can you name something you've done that you're really proud of?
- What were your favourite subjects at school?
- What do you prefer - starting tasks or finishing them?

You can prepare for questions like these by thinking about what you enjoy doing, what you don't enjoy so much and situations you've been in that may be able to back up your answers. Like competency-based recruitment, you'll still need to research the company and role beforehand. You can find some examples of strengths on the next two pages.

What do employers look for?

10 top skills and strengths for the 21st Century

How could you develop these skills and strengths?

Emotional intelligence

Being able to respond appropriately to people's non-verbal language, tone and actions can be important in lots of jobs.

It can be particularly useful when working with customers, service users, in a team, or across different departments or organisations.

Digital skills

Digital skills are now essential for around two thirds of UK jobs (Gov.UK), and most openings will expect candidates to have at least some basic digital skills.

Skills can range from being able to send an email or fill in an online form, to coding and data science.

If they aren't included in the qualifications you're taking, brush up your skills with a free, short online course (see page 41) or look for activities at your local library.

Did you know...

jobs requiring digital skills pay 29% more than those that don't? (Gov.UK)

Creativity

Being creative is not so much about being artistic or musical as being imaginative and able to come up with new ideas.

Creative individuals who also have tech skills are highly sought after.

Develop your creative skills in subjects at school and think about how they might be used in areas such as engineering, marketing, cuisine and web design.

Growth mindset

As work changes, we will have to respond and change with it. A growth mindset, along with a positive attitude towards learning new things, allows us to keep developing as individuals and in a work setting.

It's a quality that employers highly value—people who ask questions, enjoy collaborating with others, and can step outside their comfort zone can be an asset to an organisation.

It can also help you to bounce back from rejection and stay motivated when looking for new opportunities.

Having a growth mindset is probably the most important strength for managing a career over the coming years.



Critical thinking

Critical thinking can be developed in a range of subjects including history, religious studies, English literature, music, drama and art.

Critical thinkers are able to challenge, question and reason.

It's a strength that's important in a wide range of careers: from lawyer, doctor and logistics manager to film producer, design engineer and data architect.

If neurodivergence is your strength, see page 41 for what to look for in strengths-based recruitment.



Resilience

Developing resilience is about learning how to bounce back from setbacks.

Thinking positively about yourself is part of being mentally resilient. You may not have control over a situation, but you can control how you respond to it.

Being flexible, accepting constructive criticism and being able to reflect on your own actions are all useful traits to have in work.

Curiosity

Curiosity is a trait that employers are increasingly looking for.

Being curious is linked with wanting to learn new things, being interested in people or in how things work, and being able to innovate; curiosity can also lead to finding solutions.

Develop your curiosity by reading, having interests, learning new things, and asking lots of questions!

Communication

The majority of jobs involve working with other people—whether that's people in a team or organisation, collaborating with individuals, or working with the public or other service users.

It might be spoken, written, non-verbal or listening but if we can communicate effectively, we're more likely to avoid misunderstandings and get better results.

Subjects which can help you to develop your communication skills include English and other languages, business studies, geography, sciences, PE, history, drama and design technology.

We may need to adapt our communication skills for different situations.

Problem solving

There are many real-world issues and situations where problem-solving and analytical skills are needed.

These skills are particularly useful in areas of work which involve science, technology, and engineering but also in areas such as logistics.

How have you used problem-solving skills in the subjects you're studying? Have you had to use them in something you've done outside of school? Did you have to be creative, methodical, critical or innovative?

In today's knowledge economy, people who can problem solve are highly sought after.

Leadership

Leadership skills, along with management skills, are in high demand from employers, with shortages across all sectors.

More than just about your own strengths and weaknesses, it's also about bringing out the best in others and being able to motivate and empathise.

Think about situations within and outside school where you may have used leadership skills. Perhaps in a sport or club activity or with younger family members. Were you able to recognise others' feelings and create a successful situation?



Choices at 16

You've reached the end of Year 11 and you now have some choices to make. Remember that the more informed you are about the pathways ahead of you, the more likely you are to make the right decision for you.

In Norfolk, after Year 11 you can choose to:



	Options include...		Where could it lead?
Study full-time at sixth form or college or with a training provider (further education)	Level 3 qualification	- A levels - BTEC or similar - T level	- Degree, foundation degree, HND - Higher or degree apprenticeship - Level 4+ vocational qualification - Employment
	Level 1 or 2 qualification	- Vocational qualification - GCSE maths and English	- Level 3 qualification - Intermediate or advanced apprenticeship - Employment or employment with training
Start an apprenticeship	Intermediate (level 2) or advanced (level 3) apprenticeship		- Advanced, higher or degree apprenticeship - Degree, foundation degree, HND - Employment
Prepare for work with additional support	- Traineeship - Supported internship		- Intermediate apprenticeship - College course - Employment with training
Work or volunteer full-time with part-time study or training			- Progression in employment - Apprenticeship - Return to study

Don't forget that whatever choice you make, you have to stay in education or training until you are 18.

Which course?

Each place will offer a different range of courses so it's time to do your research and find out which qualifications or subjects will help you continue on the pathway to your chosen career if you have one. Continuing to study a STEM subject (science, technology, engineering or maths) will keep more options open to you.

How do you like to learn?

You might want to consider which type of learning suits you – whether you prefer academic subjects with exams at the end of the course or whether you learn best through a more ‘hands on’ approach.

Sixth form centres tend to offer mostly A level options; further education colleges offer a variety of options – from A levels to vocational courses such as T levels with the addition of a period of work experience, BTECs and others which link to specific industries; with an apprenticeship you learn ‘on the job’.

Sixth form or college?

As well as the type of qualifications on offer, it’s also worth considering whether the familiar setting of a sixth form would suit you better than a further education or specialist college which tends to be much bigger with more relaxed rules. If both offer the same course, what might the benefits of one be over the other? If you think you might need additional support it’s worth checking out what is offered.

Visit

Look out for open days or evenings where you can visit the college or sixth form centre and find out more about the courses on offer and what student life is like.

Thinking of applying?

Begin your research early in the autumn term of Year 11 to give yourself plenty of time to check out the application process for any college you are thinking of applying to. Some colleges accept applications from October but you can apply to more than one and make your final decision at a later point.

T levels

T levels are a new range of vocational level 3 qualifications; taken over two years, one T level is equivalent to three A levels. They aim to provide the skills and knowledge needed in specific work areas – visit tlevels.gov.uk to see what subjects are available and where they could lead. Like A levels, T levels are allocated UCAS points and can be a route to university.

These Norfolk institutions are offering T levels in some subjects with more on offer by 2023 – always check what’s available and what you need when applying.

You can study T levels at:

- City College Norwich
- East Coast College
- East Norfolk Sixth Form College
- Hellesdon High School
- The College of West Anglia
- Thorpe St Andrew Sixth Form
- University Technical College Norfolk

These are just some of the T level subjects you can study in Norfolk:

- Digital production, design and development
- Healthcare science
- Building services engineering
- Education and childcare
- Business management and administration

Apprenticeships

If you like the idea of learning while you’re earning then why not consider an apprenticeship? You can apply from the age of 16 and then either continue onto the next level, go on to higher education, or start work (if you’re 18).

Find out more about apprenticeships at www.helpyouchoose.org or www.apprenticeshipsnorfolk.org.

Traineeships and short courses

If you like the sound of an apprenticeship but don’t feel you’re quite ready, you could consider a traineeship or full-time study programme. These can help you develop the skills that employers are looking for and prepare you for work or more training.

A traineeship is a course which offers a work experience placement alongside help with maths and English if you need it. You don’t get paid but you may be given help with travel expenses and it’s a very good opportunity for getting that valuable work experience that employers are looking for.

Choices at 18

After you've completed Level 3 qualifications at sixth form or college or through an apprenticeship, you might want to think about going on to higher education or applying for an advanced or higher-level apprenticeship; you could also start applying for jobs or consider working for yourself.

Higher education (HE)

Higher education (HE) includes degrees, foundation degrees, Higher National Diplomas (HND), Higher National Certificate (HNC) and Diplomas of Higher Education (DipHE). Courses are offered throughout the country at universities, colleges of higher education and some further education colleges. All courses are advertised on the UCAS website at www.ucas.com.

You can study HE locally at:

- The University of East Anglia (UEA)
- City College Norwich
- The College of West Anglia
- Easton College
- East Coast College (UCS)
- Norwich University of the Arts (NUA)
- University of Suffolk (several sites in Suffolk)
- Open University

Plan ahead

Your choice of post-16 subjects may have an impact on which university courses will accept you so if you have an idea about what HE course you want to take, check out what the entry requirements are on www.ucas.com or in the book HEAP 2023: University Degree Course Offers.



Starting your own business

Self-employment is popular among young people, with one in five 16–21-year-olds saying they'd like to become self-employed in the future²³. Most young people with an entrepreneurial streak gain at least a level 3 qualification (A level, advanced apprenticeship, T level or equivalent) – you'll need a good business idea, enterprise skills, advice from experts and must be prepared to work really hard. But it can also be extremely rewarding.

There's plenty of support and advice available for those motivated to go it alone – try The Prince's Trust (www.princes-trust.org.uk), Shell LiveWIRE (www.livewire.shell), enterprise agency Nwes (www.nwes.org.uk) or the New Anglia Growth Hub (www.newangliagrowthhub.co.uk).



²³Office for National Statistics

Apprenticeship

After completing a Level 3 course at sixth form or college or an advanced apprenticeship you may be able to progress onto a higher or degree apprenticeship.

There are relatively few higher apprenticeships available at the moment in Norfolk, although the number is rising. While working, you study for a relevant professional qualification such as a Higher National Certificate or Diploma or a foundation degree.

You might find higher apprenticeship vacancies for careers such as:

- data analyst
- technician
- hospitality manager
- scientist
- chef
- sports coach
- store manager
- project manager
- quantity surveyor
- vehicle damage assessor

Degree apprenticeships make it possible for you to achieve a Bachelor's or Master's degree while working full time. They tend to last between three and six years and are a way of getting a degree without student debt. They are available across a wide range of sectors and roles including:

- nursing
- IT
- engineering
- business management
- social work
- cyber security
- health care
- construction
- police
- the environment
- accountancy

Find out more about apprenticeships at www.apprenticeshipsnorfolk.org



Find a job

If you're ready to start applying for jobs, remember to 'sell yourself' in job applications and interviews and tailor each application to the individual job. Gain as much experience of work or volunteering as you can and demonstrate to the employer that you have the skills and qualities they're looking for.

Go to pages 40-43 for tips on developing your skills. For advice on looking for work and applying for jobs there's a wealth of information on Help You Choose and other websites listed at the back of this guide.



Did you know?

Degree apprenticeships enable you to gain a full undergraduate or master's degree while working (and no uni fees). You could train to become a...

- paramedic
- data scientist
- ecologist
- sustainability business specialist
- arts therapist
- geotechnical engineer
- digital marketer
- and more!
- quantity surveyor



Your next step

A little bit of research can go a long way! Finding out as much as you can about different careers, your options and the labour market will give you that all-important knowledge to help you make those big decisions.

There are several local websites and events which can help give you information, build your confidence, develop your skills and put you in touch with employers, colleges, sixth forms or training providers.



Help You Choose

Norfolk's careers information, advice and opportunities website and online applications system for young people. Help You Choose has a directory of all courses in sixth forms and colleges, apprenticeships vacancies and other training opportunities for young people together with loads of information and advice to help you make a choice that's right for you.

Go to **www.helpyouchoose.org**

Norfolk Skills and Careers Festival

Held at the Norfolk Showground in March, this event is an opportunity to meet with employers, colleges, sixth forms, and apprenticeship providers from across Norfolk. **www.norfolkskills.co.uk**

Icanbea...

Find a career that suits you, explore the key industries and employers across Norfolk and Suffolk, and look for the latest opportunities. **www.icanbea.org.uk**

Apprenticeships Norfolk

Find out all about apprenticeships and what local apprenticeship providers have to offer. www.apprenticeshipsnorfolk.org

Open days and evenings

Look out for open days or open evenings at local colleges, sixth forms and apprenticeship providers. These take place at certain times of the year and can be a good way of finding out more information about courses and apprenticeships. You can find the latest dates for these at www.helpyouchoose.org

Looking for work if you are disabled or have additional needs

Once you've completed your education you might need a little extra support to get you on the right track into further education, training and work.

Find out what support and provision is available across education, work, health and social care for young people in Norfolk who have special educational needs and disabilities (SEND) at www.norfolk.gov.uk/SEND



Free careers advice

If you're unable to see your careers adviser in school, the National Careers Service provides careers advice for anyone aged 13 and above: Monday to Saturday via webchat, email or phone.

<https://nationalcareers.service.gov.uk>

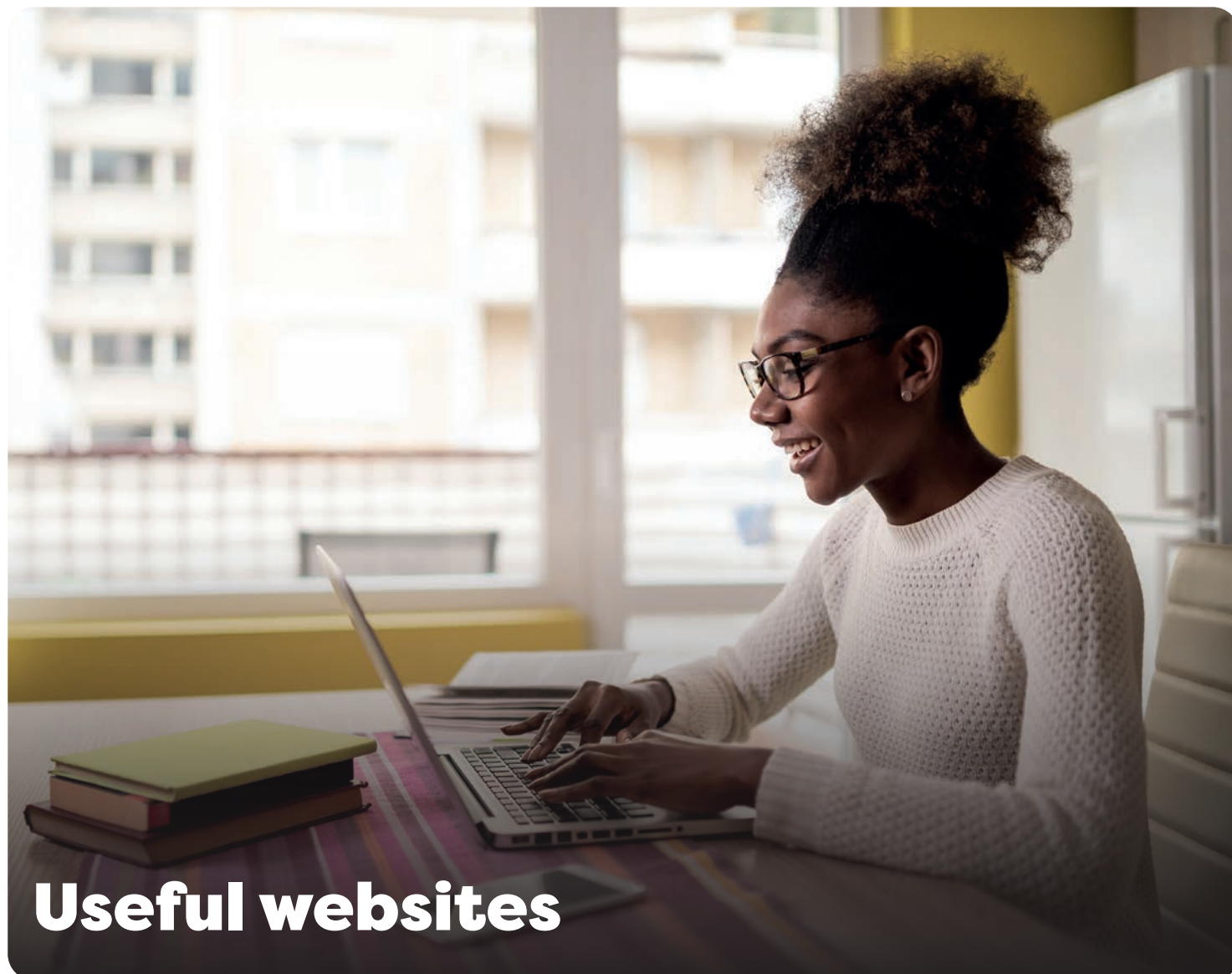
Job Centre Plus

Your local Jobcentre can help you find a job or gain new skills and tell you about disability-friendly employers in your area. Every Jobcentre has a Disability Employment Adviser (DEA) who can help you. They'll be able to help explain Access to Work, the Work Choice programme and other practical support available – which could lead to your dream job!

Disability Confident Employers

When looking for a job or apprenticeship, look out for the Disability Confident logo





Useful websites

Going to university

Ucas

search courses, explore unis & colleges and get info on applying

www.ucas.com

What Do Graduates Do?

what are students doing 15 months after they finish their degree?

www.luminate.prospects.ac.uk/what-do-graduates-do

Discover Uni

search and compare undergraduate courses in the UK

www.discoveruni.gov.uk

Jobs and careers information

Icanbea

find out about career opportunities in Norfolk and Suffolk

www.icanbea.org.uk

Bitesize Careers

videos, articles, Q&As, careers A to Z and lots more

www.bbc.co.uk/bitesize/careers

Start

explore careers and see how well you're matched to them

www.startprofile.com

National Careers Service

browse over 800 jobs and careers: how to get in and which skills?

<https://nationalcareers.service.gov.uk>

Prospects

info on graduate careers, sectors and graduate employers

www.prospects.ac.uk

Starting work

Gov.UK

your rights in work and training (go to 'Working, Jobs and Pensions')

www.gov.uk

Skills & self-awareness

Start

what are your skills and strengths? match yourself to careers

www.startprofile.com

Buzz Quiz

take the fun quiz and learn more about yourself

www.icould.com

The Complete Guide to Digital Skills

digital skills explained

www.futurelearn.com/info/blog/the-complete-guide-to-digital-skills

Barclays Lifeskills

which skills do you need for the 21st Century?

www.barclayslifeskills.co.uk

Volunteering and work experience

Help You Choose

learn more about volunteering and local organisations

www.helpyouchoose.org

Prince's Trust

supports unemployed 16-25 yr olds with skills and work experience

www.princes-trust.org.uk



Future of work

21 Top Jobs for the Future

which jobs are likely to be in demand over the next 15 years?

www.parentalguidance.org.uk/labour-market-information/top-jobs-of-the-future

Future of Work Guide

find out more about what the future of work will be like

<https://ncw2020.co.uk/booklets-guides/>

Labour market information

Adzuna

labour market information (LMI) gathered from UK job vacancies

www.adzuna.co.uk

Job options: Does it matter where you live?

learn more about LMI in this short video

www.bbc.co.uk/bitesize/articles/zyjyydm

What Do Graduates Do?

what are students doing 15 months after they finish their degree?

www.luminate.prospects.ac.uk/what-do-graduates-do

LMI for All

use the Careerometer to explore pay, trends and compare careers

www.lmiforall.org.uk/explore_lmi



Apprenticeships and T levels

Amazing Apprenticeships

employer info, quizzes, apprenticeships and T levels

www.amazingapprenticeships.com

Find an Apprenticeship

search and apply for apprenticeships in England

www.gov.uk/apply-apprenticeship

T levels

what are T levels, which subjects, where can you study?

www.tlevels.gov.uk

Higher and degree apprenticeship vacancy listing

the latest vacancies for higher and degree apprenticeships

www.gov.uk/government/publications/higher-and-degree-apprenticeships

Apprenticeships Norfolk

find out what's available from local apprenticeship providers

www.apprenticeshipsnorfolk.org



If you need this information in large print, audio, Braille, alternative format or language please contact us on 0344 800 8020 and we will do our best to help.

Norfolk Work & Skills is produced by the Participation and Transitions Strategy Team, Norfolk County Council, Martineau Lane, Norwich NR1 2DH Tel: 0344 800 8020.
Content supplied by Helen Janota MClip MCDI RCDP of Archway Careers

© Norfolk County Council, July 2023