

**HAMPSHIRE**  
Careers Partnership



# Career Coach

Careers information specific to your area!

[www.hants.emsicc.com](http://www.hants.emsicc.com)



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# Welcome to Career Coach!

**We have provided some information in this booklet to help you maximise the use of Career Coach with students and easily embed it into your careers programme.**

## **What is Career Coach?**

A FREE tool to embed in your careers programme and to help you meet Gatsby Benchmark 2, Career Coach has information on different jobs including what the role involves, hours you might be expected to work, pay, entry requirements, job projections, live job postings and jobs which are similar, all aimed at raising students' aspirations.

Alongside, there is a free careers assessment tool, with the option of completing 6, 30 or 60 questions giving students their top career matches and a CV builder tool (please note the CV builder is generally aimed at post16 students).

## **What is the benefit of Career Coach?**

Career Coach is FREE and has the benefit of providing specific labour market information (LMI) for the pan Hampshire region and bespoke details can be provided for Portsmouth, Southampton, Isle of Wight or Hampshire. As the data is live, it is already reflecting the impact of the COVID-19 pandemic on various career areas, and the live job postings are showing which industries are already back to recruiting.

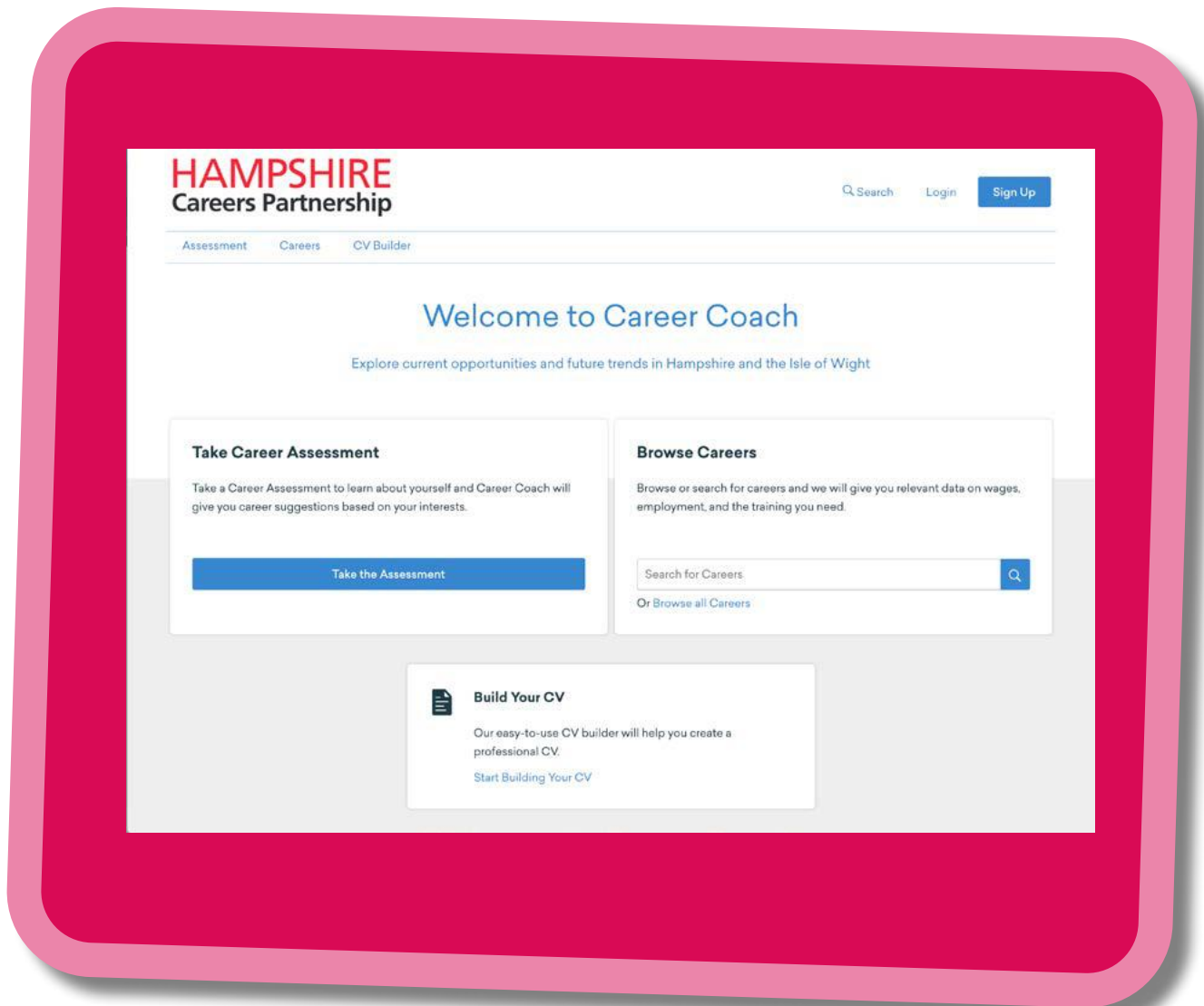
## **How can I use Career Coach?**

In addition to this booklet which includes a 'how-to' guide and lesson plans, we have also prepared a short introduction video covering everything you need to know about Career Coach. To access the video please **click here**. Or scan the QR below.

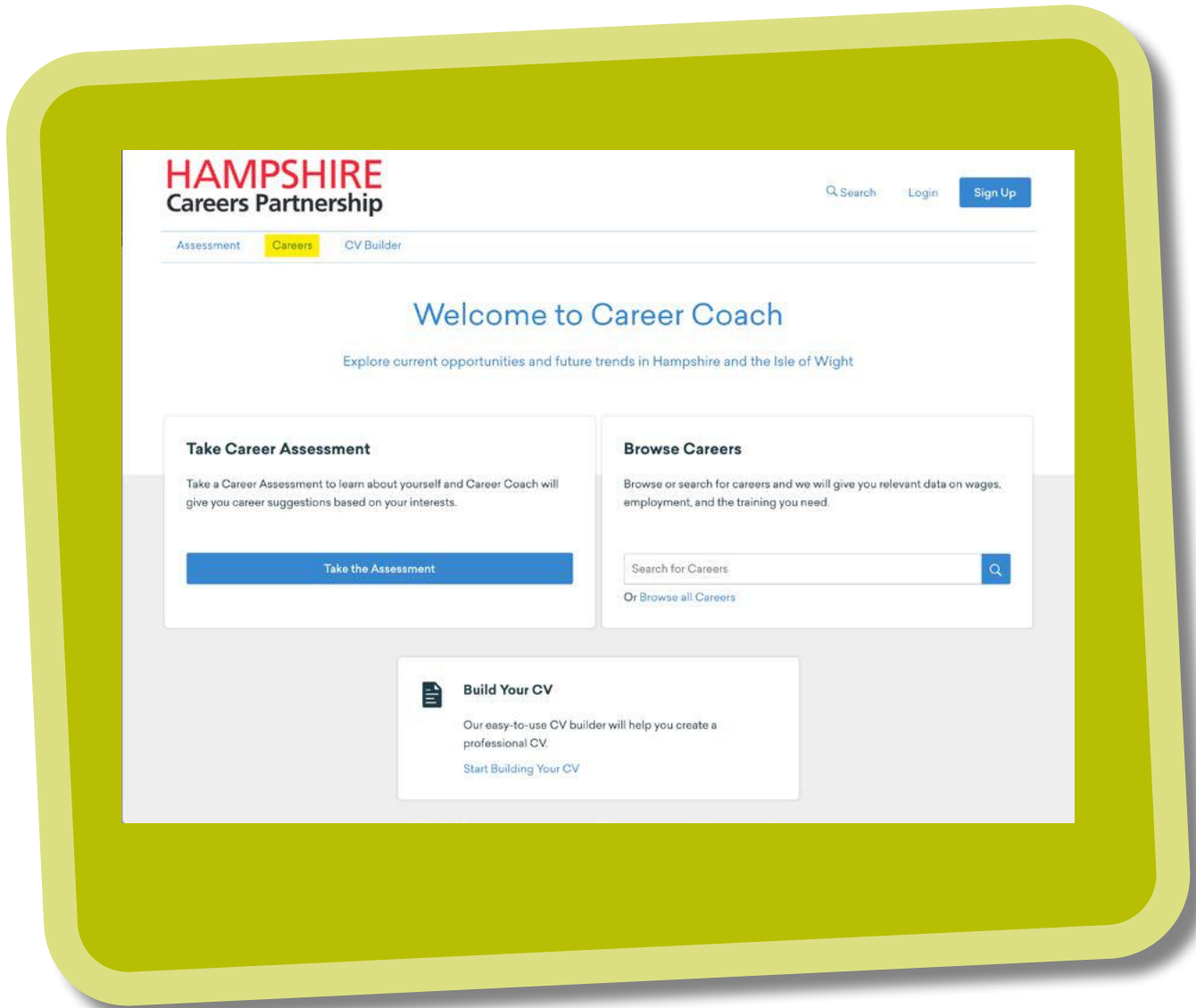


# How to Guide

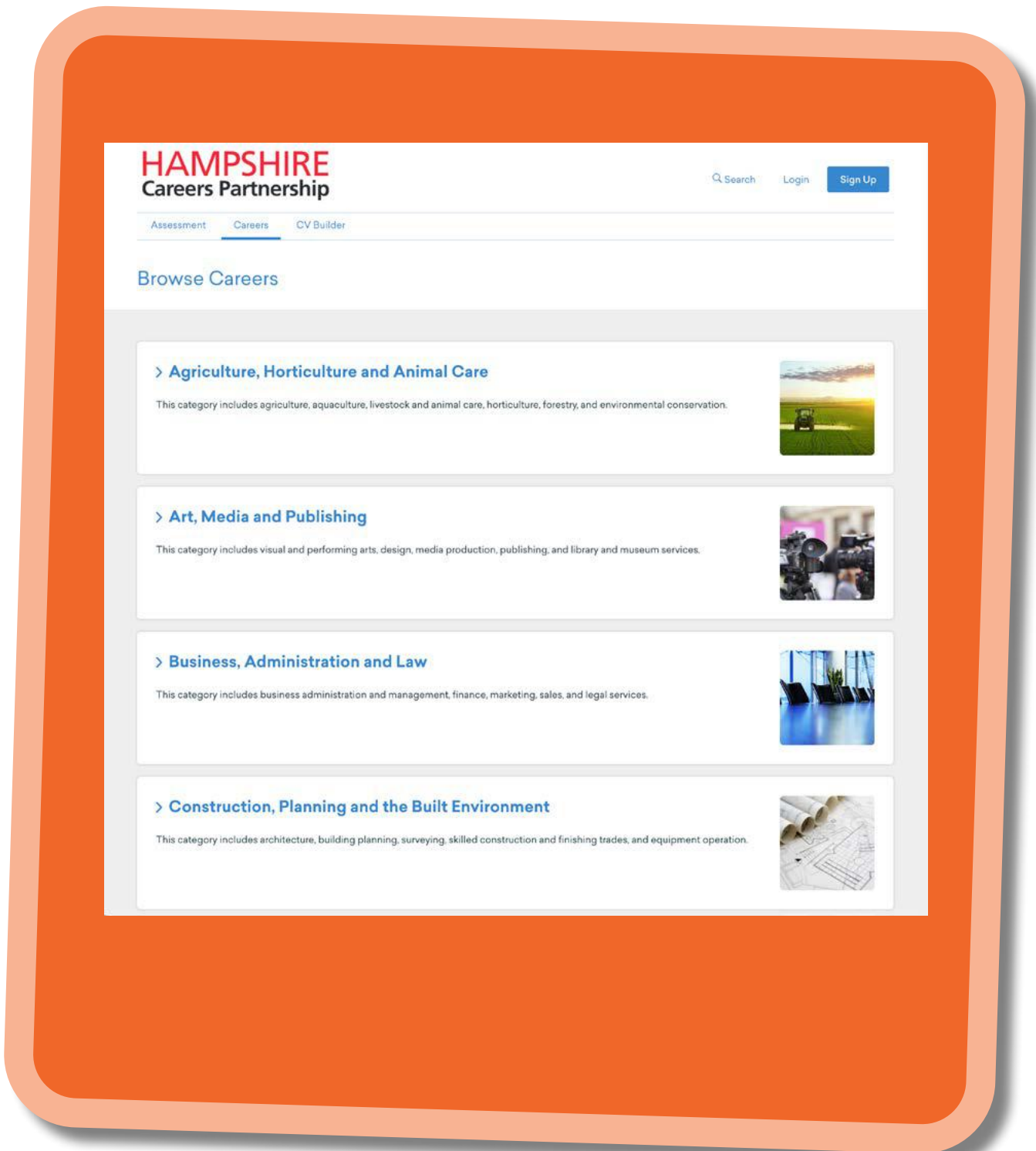
The landing page for Career Coach will look like the image below. Here you have the option of selecting the 'Assessment', 'Careers' or 'CV Builder' sections.



You can access the careers section by clicking on the 'Careers' tab highlighted below, typing the name of the career into the 'Browse Careers' search bar or selecting 'Browse all Careers'.



If you choose 'Browse all Careers', you will be given a list of career areas to choose from. There are currently 11 options.



Once you have selected the area which interests you, you will be given an overview of the careers available including a short description, the median salary and the top entry level education. On the right hand side you have the option to sort & filter your options.

The screenshot displays the Hampshire Careers Partnership website interface. At the top, the logo 'HAMPSHIRE Careers Partnership' is visible alongside search, login, and sign-up options. The main navigation includes 'Assessment', 'Careers', and 'CV Builder'. The current page is titled 'Media, Publishing and Information Services' with a brief description of the role. Three career profiles are featured:

- Journalists, Newspaper and Periodical Editors:** Median Salary £43,158. Top Entry-level Education: Level 6 (50%), Level 7 (26%), Level 3 (10%).
- Arts Officers, Producers and Directors:** Median Salary £36,057. Top Entry-level Education: Level 6 (57%), Level 7 (16%), Level 3 (11%).
- Public Relations Professionals:** Median Salary £34,604. Top Entry-level Education: Level 6 (56%), Level 7 (18%), Level 3 (14%).

On the right, 'Career Filters' allow sorting by 'Salary' and filtering by 'Top Entry-Level Education' with checkboxes for levels 0 through 8.

By clicking on the job title, you will be able to find out more information regarding the role. On the 'Overview' page you will be given information on the median salary and the job count. The source of this data can be found by clicking on the question mark next to 'Jobs'.

The screenshot displays the Hampshire Careers Partnership website. At the top, the logo 'HAMPSHIRE Careers Partnership' is visible on the left, and 'Search', 'Login', and 'Sign Up' buttons are on the right. Below the logo, there are navigation tabs for 'Assessment', 'Careers', and 'CV Builder'. The main heading is 'Public Relations Professionals' with a 'Save' button. Underneath, there are sub-tabs: 'Overview' (highlighted), 'About', 'Wages', 'Employment', 'Similar Careers', and 'Live Job Postings'. The 'Overview' section contains three main data points: a 'Median Salary' of £34,604, a 'Jobs' count of 1,178, and a 'Region Selection' dropdown menu. The salary and jobs sections include explanatory text: 'New workers start around £22,897. Normal pay is £34,604 per year. Highly experienced workers can earn up to £63,760.' and 'Job counts include both employed and self-employed persons, and do not distinguish between full- and part-time jobs.' The region selection dropdown is currently set to 'Hampshire, Portsmouth and So...'. There is also a small image of three people in business attire.

**HAMPSHIRE**  
Careers Partnership

Search Login Sign Up

Assessment Careers CV Builder

Public Relations Professionals Save

Overview About Wages Employment Similar Careers Live Job Postings

**£34,604**  
Median Salary

New workers start around £22,897. Normal pay is £34,604 per year. Highly experienced workers can earn up to £63,760.

**1,178**  
Jobs

Job counts include both employed and self-employed persons, and do not distinguish between full- and part-time jobs.

Region Selection

Region  
Hampshire, Portsmouth and So...



By clicking on 'About' you can see the daily tasks, national education attainment level and the skills employers are asking for. The skills being asked for here are taken from key words on live job postings and also reflect key duties required in the career area.

**HAMPSHIRE Careers Partnership**

Assessment Careers CV Builder

Public Relations Professionals

Overview **About** Wages Employment Similar Careers Live Job Postings

**Daily Tasks**

- Develops and implements tools to monitor and evaluate the effectiveness of public relations exercises.
- Addresses individuals, clients and other target groups through meetings, presentations, the media and other events to enhance the public image of an organisation.
- Writes, edits and arranges for the effective distribution of press releases, newsletters and other public relations material.
- Discusses issues of business strategy, products, services and target client base with senior colleagues to identify public relations requirements.

**National Education Attainment Level**

Educational Attainment is a national breakdown of the education levels attained by the occupation's workforce. The following shows the percentage of Public Relations Professionals that have achieved different levels of education. This is not meant to represent what you should pursue, but rather to inform what other workers in the field have attained.

Level	Percentage
Level 1 (GCSE D-B) - SCQF L4 1	~1%
Level 2 (GCSE A-C) - SCQF L5	~1%
Level 3 (A/AS Level) - SCQF L6	~1%
Level 4 (Certificate, Diploma, HNC) - SCQF L7-8	~1%
Level 5 (BSc/BFA, Degree Apprenticeship) - SCQF L9-10	~45%
Level 6 (MSc/MBA) - SCQF L11	~15%
Level 8 (Doctorate) - SCQF L12	~1%

**Region Selection**

Region: Hampshire, Portsmouth and So. >

**Skills Employers Are Asking For**

**Hard skills**

Hard skills are specific, learnable, measurable, often industry- or occupation-specific abilities related to a position.

Press Releases	55
Media Relations	37
Public Relations	33
Business To Business	29
Thought Leadership	25

[Show More](#)

**Soft skills**

Soft skills can be self-taught and usually do not necessitate a certain completed level of education. They are essential in many industries and occupations.

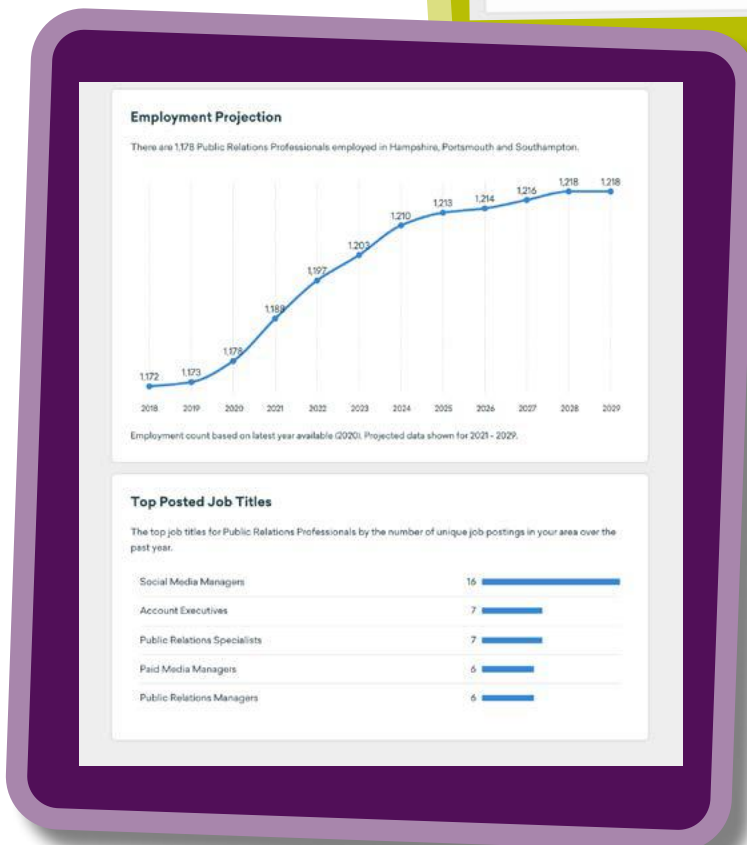
Communications	94
Management	66
Social Media	51
Writing	50

The 'Wages' tab provides information on the wages you can expect to earn.

The screenshot displays the Hampshire Careers Partnership website interface. At the top, the logo 'HAMPSHIRE Careers Partnership' is visible on the left, and search, login, and sign-up options are on the right. Below the logo, there are navigation tabs for 'Assessment', 'Careers', and 'CV Builder'. The main heading is 'Public Relations Professionals' with a 'Save' button. Underneath, there are sub-tabs for 'Overview', 'About', 'Wages', 'Employment', 'Similar Careers', and 'Live Job Postings'. The 'Wages' tab is active, showing a line graph of salary data. A text box explains that new workers start around £22,897, normal pay is £34,604, and highly experienced workers can earn up to £63,760. To the right of the graph is a 'Region Selection' section with a map of Hampshire and a dropdown menu currently set to 'Hampshire, Portsmouth and So...'. An image of three people in business attire is also present.

Percentile	Wage
10th	£23k
25th	£26k
50th	£35k
75th	£44k
90th	£64k

The 'Employment' tab provides data on the monthly job postings, the companies posting jobs, employment projection and top posted job titles.



The 'Similar Careers' tab, gives you the option to view other careers which are similar to the one currently selected. This is a good opportunity to see what other options may interest you.

The screenshot shows the Hampshire Careers Partnership website interface. At the top, there is a navigation bar with 'Assessment', 'Careers', and 'CV Builder' tabs. The main heading is 'Public Relations Professionals' with a 'Save' button. Below this, there are tabs for 'Overview', 'About', 'Wages', 'Employment', 'Similar Careers' (highlighted in yellow), and 'Live Job Postings'. The 'Similar Careers' section displays three career options:

- Social Services Managers and Directors**: Median Salary £49,789. Top Entry-level Education: Level 4 (BSc/BA, Degree Apprenticeship) - SCQF L9-10 (38%), Level 7 (MSc/MA) - SCQF L11 (30%), Level 4-5 (CertHE, DipHE, HMD) - SCQF L7-8 (19%).
- Managers and Directors in Retail and Wholesale**: Median Salary £26,000. Top Entry-level Education: Level 3 (a/AS Level) - SCQF L6 (27%), Level 2 (GCSE a\*-C) - SCQF L5 (25%), Level 6 (BSc/BA, Degree Apprenticeship) - SCQF L9-10 (23%).
- Hotel and Accommodation Managers and Proprietors**: Median Salary £29,217. Top Entry-level Education: Level 3 (a/AS Level) - SCQF L6 (28%), Level 6 (BSc/BA, Degree Apprenticeship) - SCQF L9-10 (25%), Level 2 (GCSE a\*-C) - SCQF L5 (15%).

On the right side, there is a 'Region Selection' map showing the Hampshire region highlighted in blue, with the text 'Region: Hampshire, Portsmouth and So...' below it.

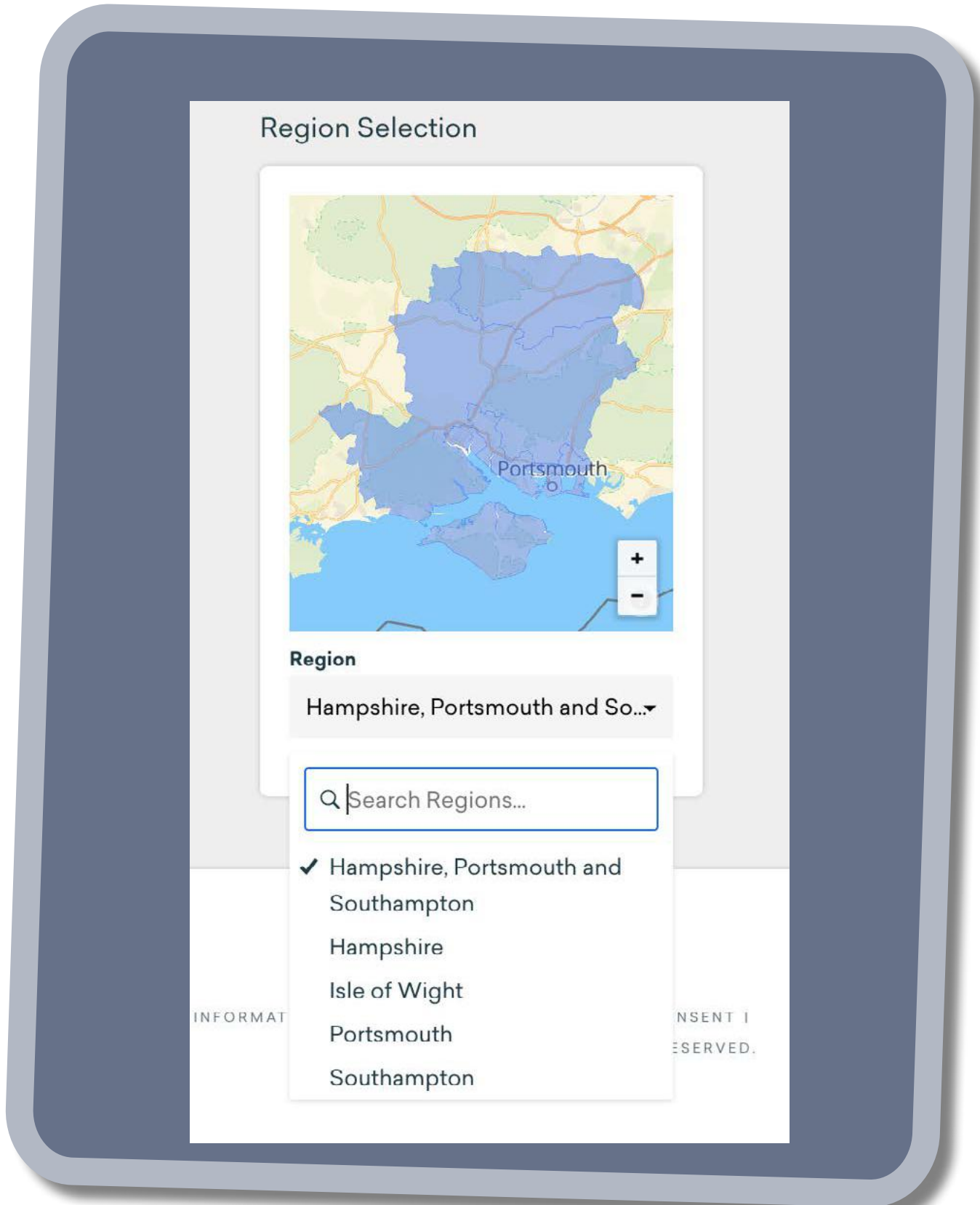
The 'Live Job Posting' tab shows you jobs which are currently posted on Indeed. This gives you real live information of what employers are currently looking for.

The screenshot displays the Hampshire Careers Partnership website interface. At the top, the logo 'HAMPSHIRE Careers Partnership' is visible on the left, and search, login, and sign-up options are on the right. Below the logo, there are navigation tabs for 'Assessment', 'Careers', and 'CV Builder'. The main heading is 'Financial Managers and Directors', with a 'Save' button. Underneath, there are sub-tabs: 'Overview', 'About', 'Wages', 'Employment', 'Similar Careers', and 'Live Job Postings' (which is highlighted in yellow). The 'Indeed Job Postings' section lists three roles:

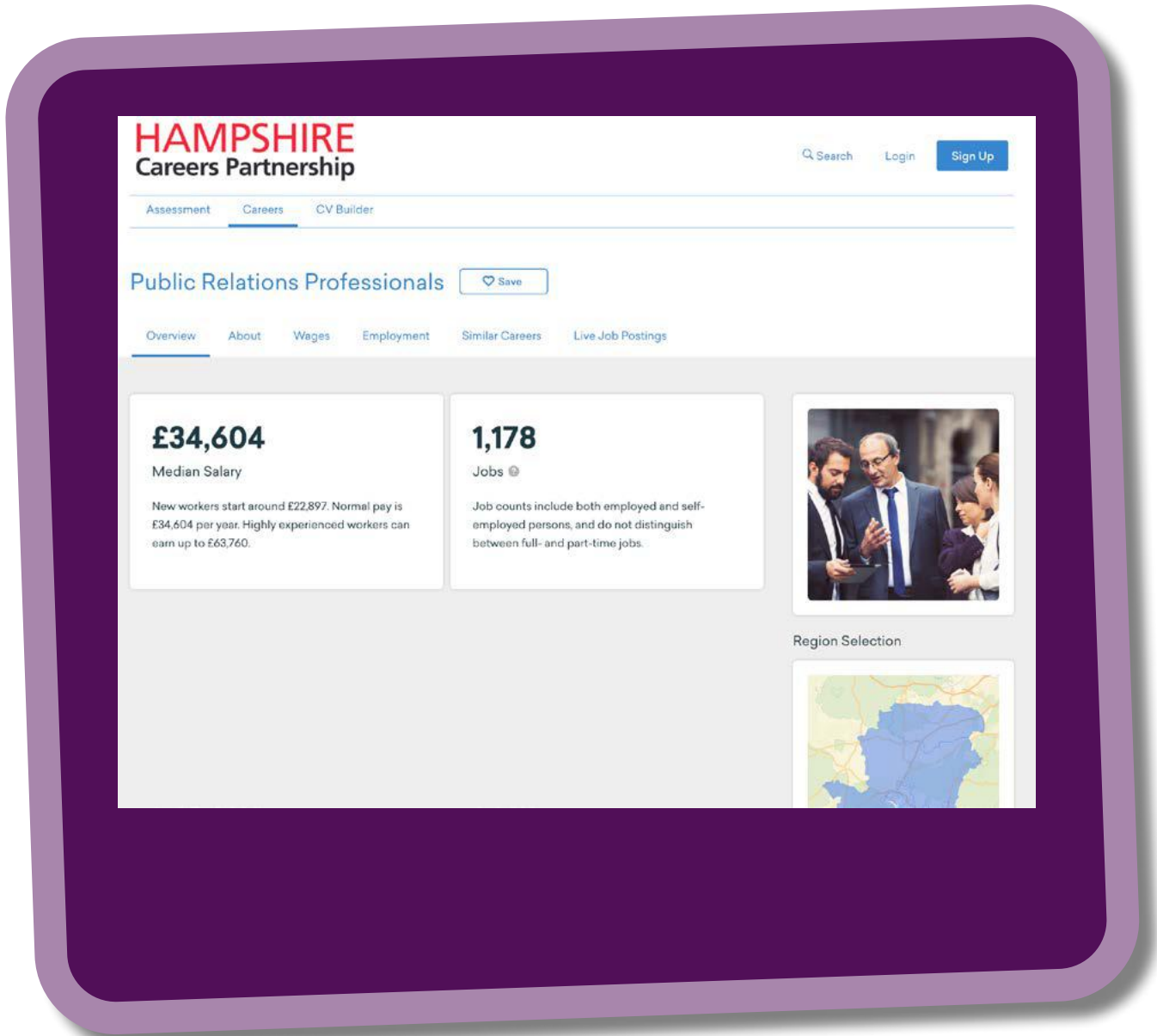
- Treasury Manager** by Wade Macdonald | Winchester. Salary: £32000 - £40000. Description: Applications are encouraged from all candidates meeting or exceeding the minimum criteria for the role...
- Treasury Manager** by Wade Macdonald | Andover. Description: Applications are encouraged from all candidates meeting or exceeding the minimum criteria for the role regardless of age, disability, gender, orientation, race...
- Interim Cash Systems and Treasury Manager** by Wade Macdonald | Andover. Salary: £20-£25per hour. Description: Interim Cash Systems and Treasury Manager - £20-£25per hour - Andover.

On the right side, there is a 'Region Selection' section featuring a map of Hampshire and a dropdown menu currently set to 'Hampshire, Portsmouth and So...'. A 'View More Job Postings' button is located at the bottom left of the job listings area. A disclaimer at the bottom states: 'Results on Indeed.com may vary from what is displayed on Career Coach.'

When you first land on Career Coach you are searching for information across Hampshire, Isle of Wight, Portsmouth and Southampton. However, you have the option to look more specifically at one region if you would prefer. Simply click the downward arrow and select which region you would like the data for or enter the name into the search box.

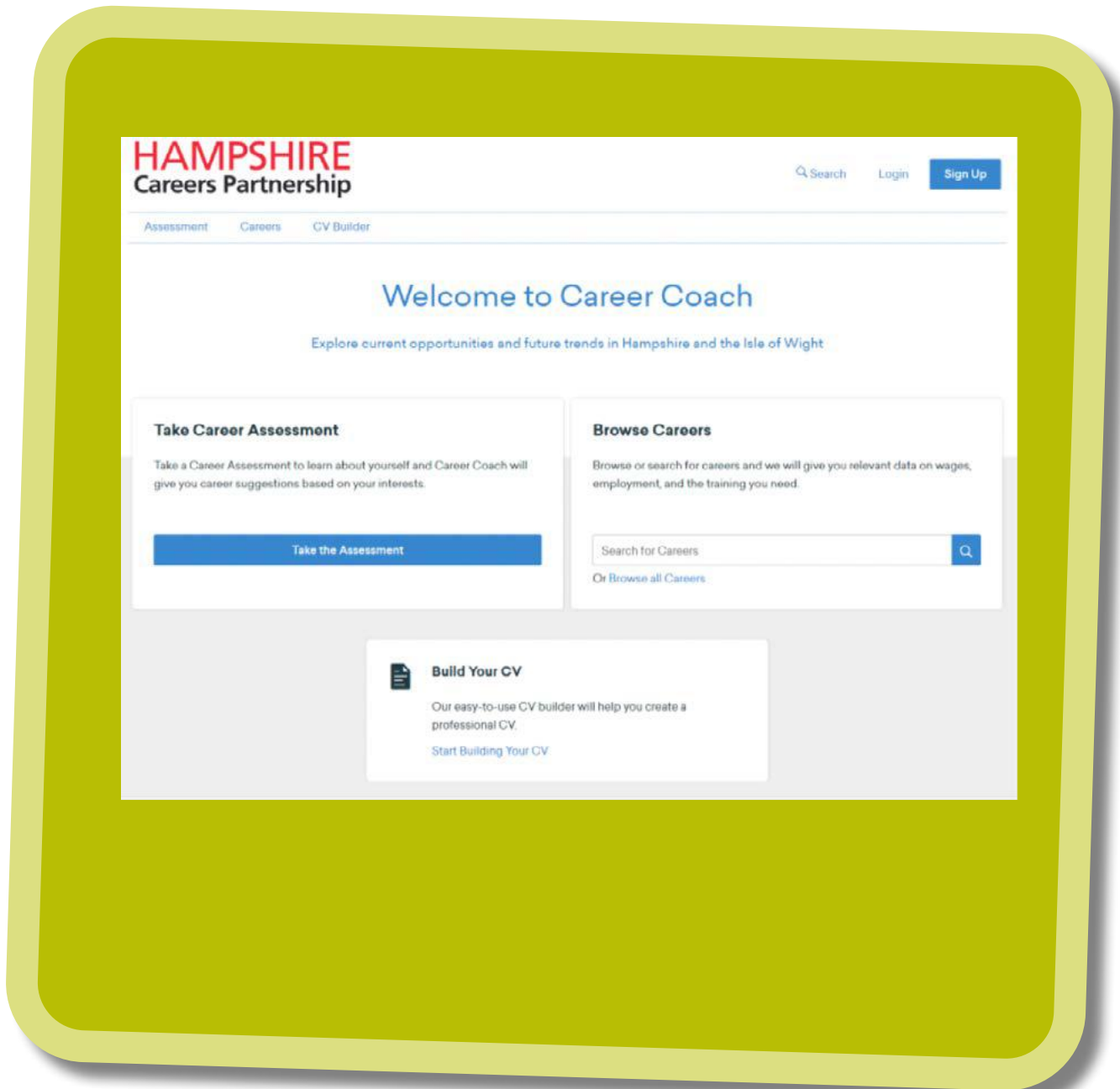


Other features of Career Coach include the 'Career Assessment' and 'CV Builder'. You can access these by clicking on the Hampshire Careers Partnership logo which will take you to the home page or choose the 'Assessment' or 'CV Builder' tabs. All of these are located at the top of every page.



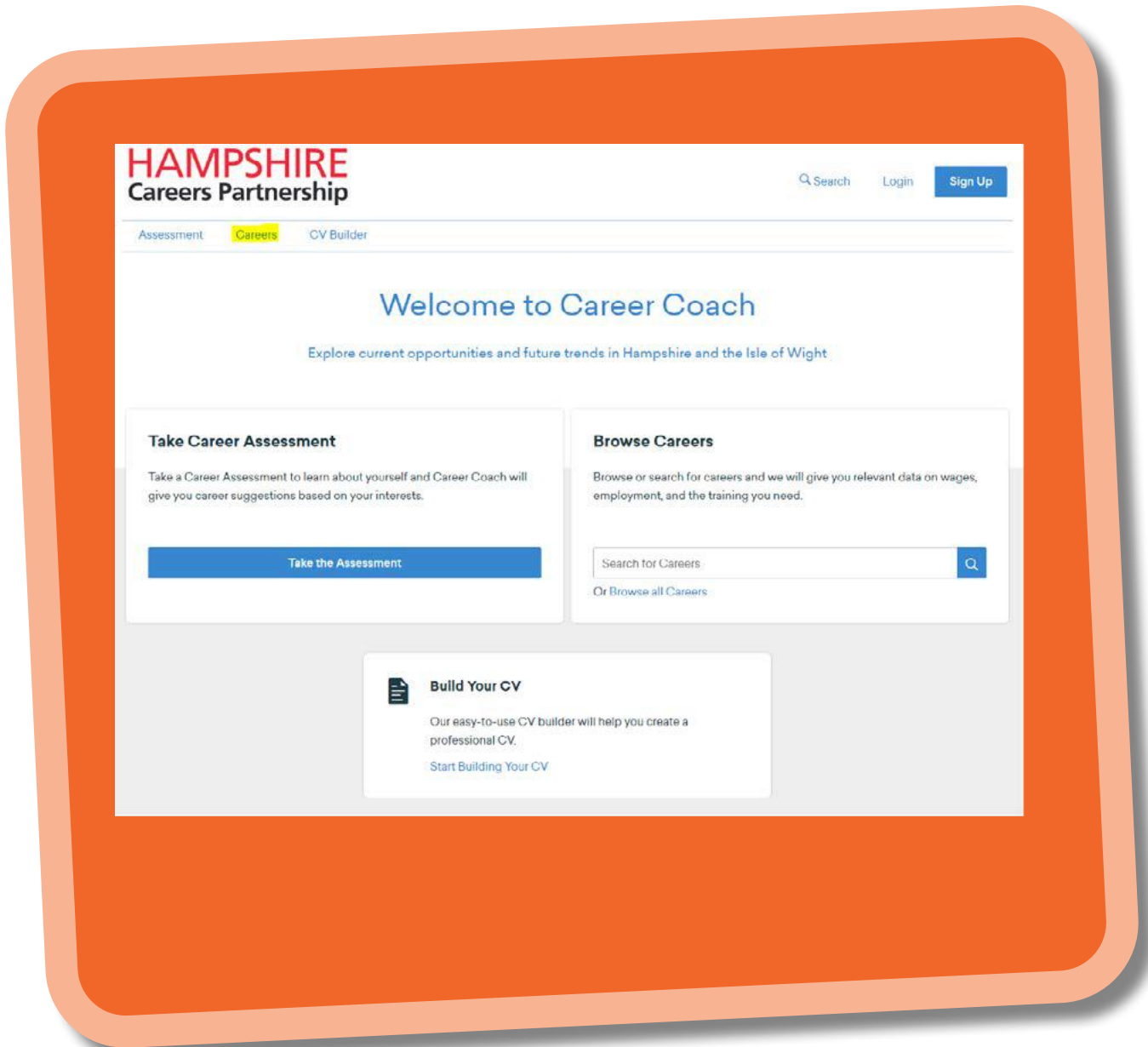
Once on the home page, you have a variety of options.

You have the option of creating your own account by clicking on the 'Sign Up' tab or if you have already registered you can choose to 'Login' instead.

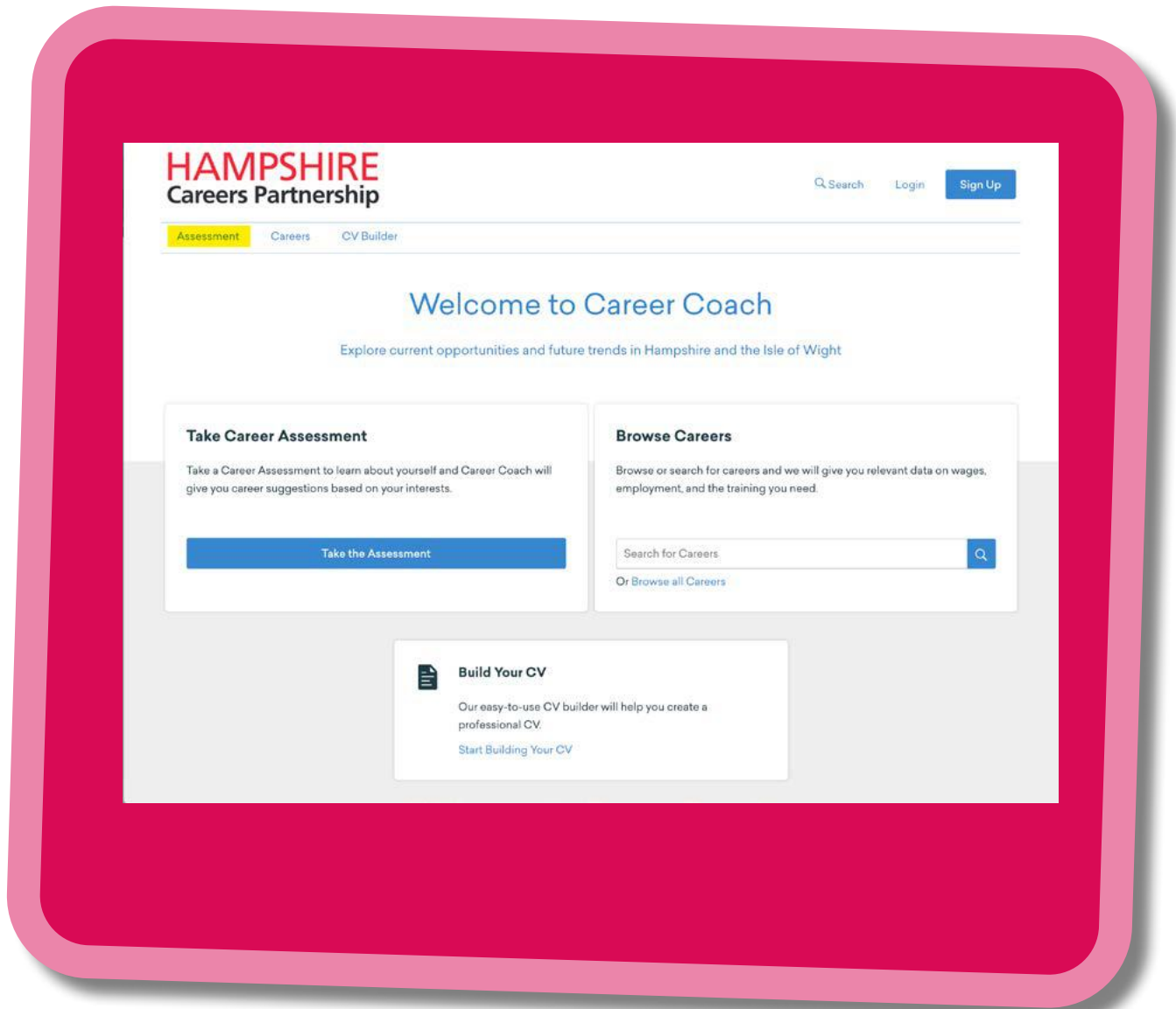




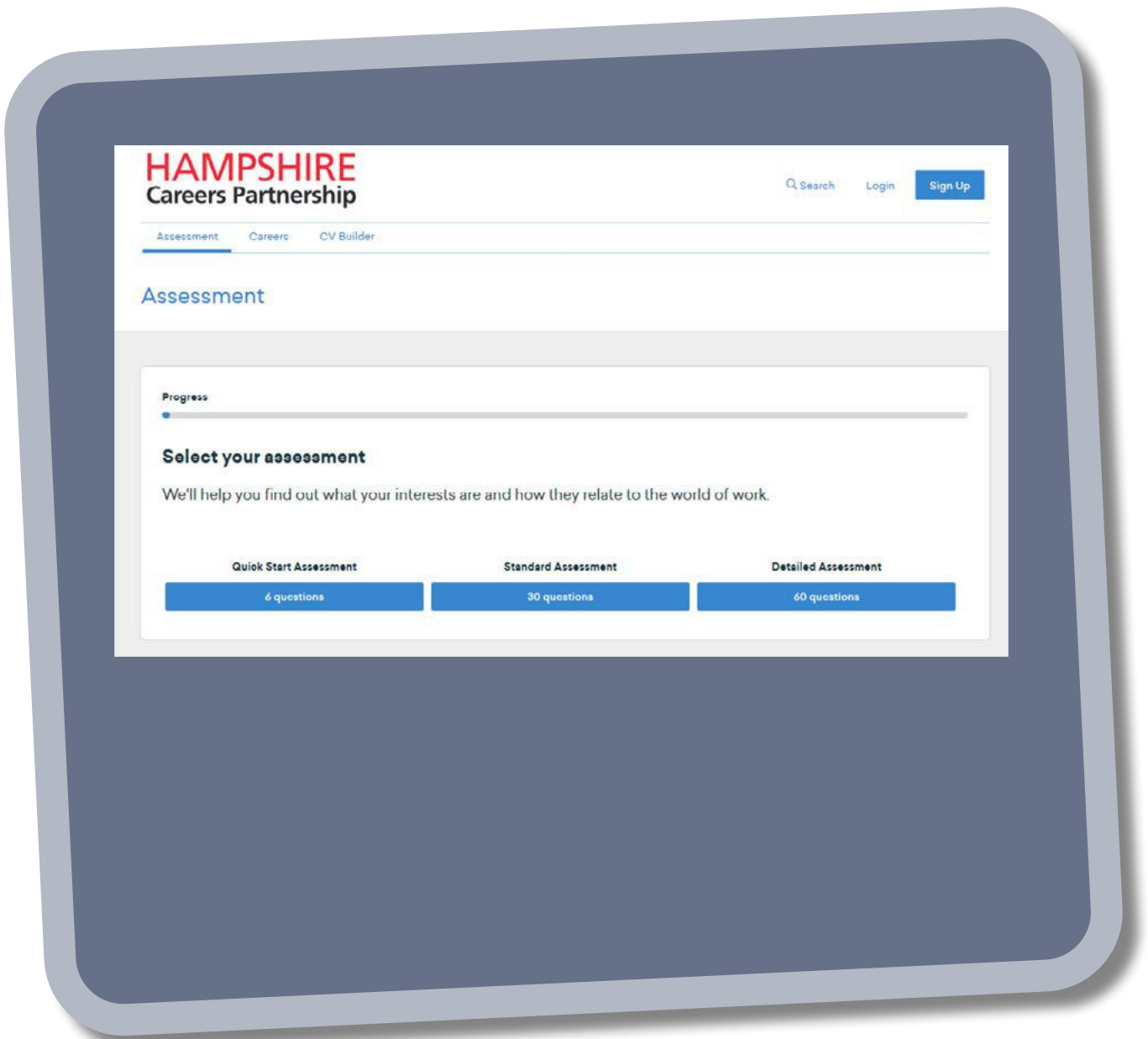
You have the option of returning to the careers section by clicking on the 'Careers' tab at the top of the page, clicking the 'Browse all Careers' tab or you can search for a particular career using the search option.



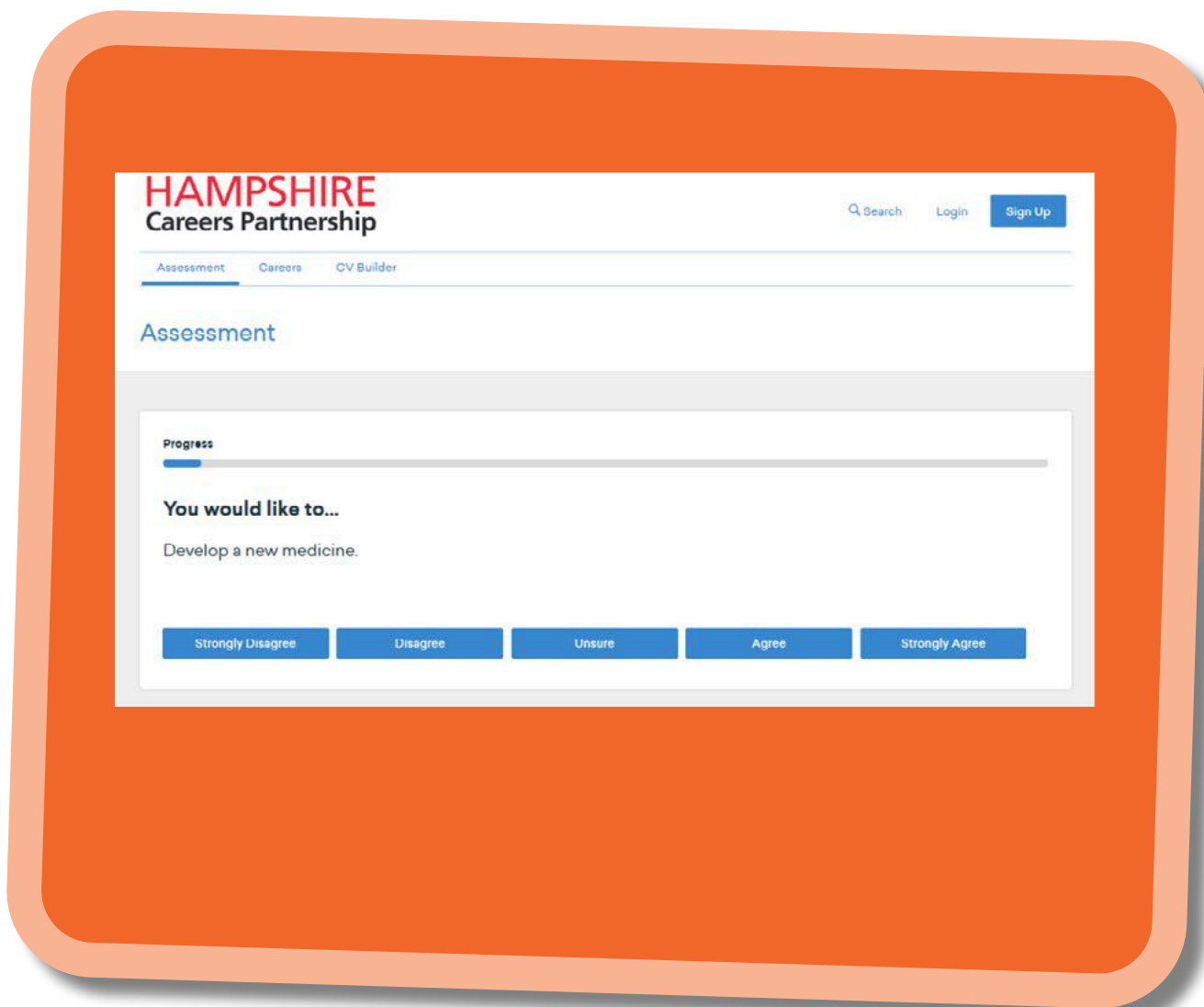
To access the career assessment, please click on 'Assessment' at the top of the page or select the blue bar with 'Take the Assessment'.



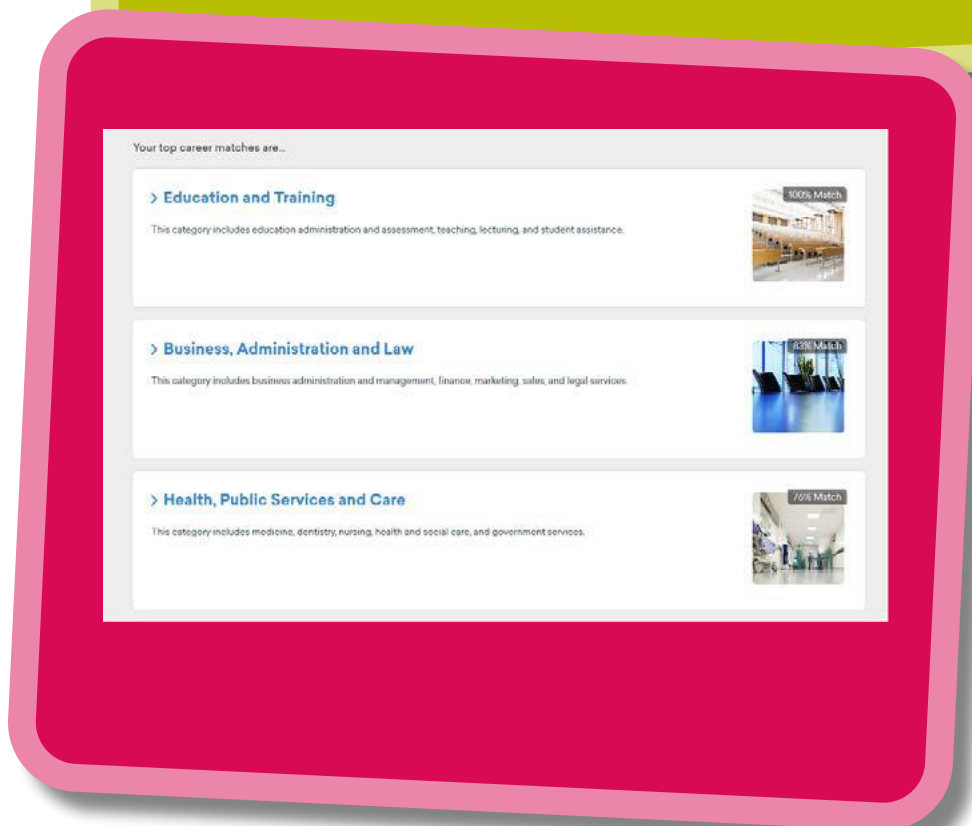
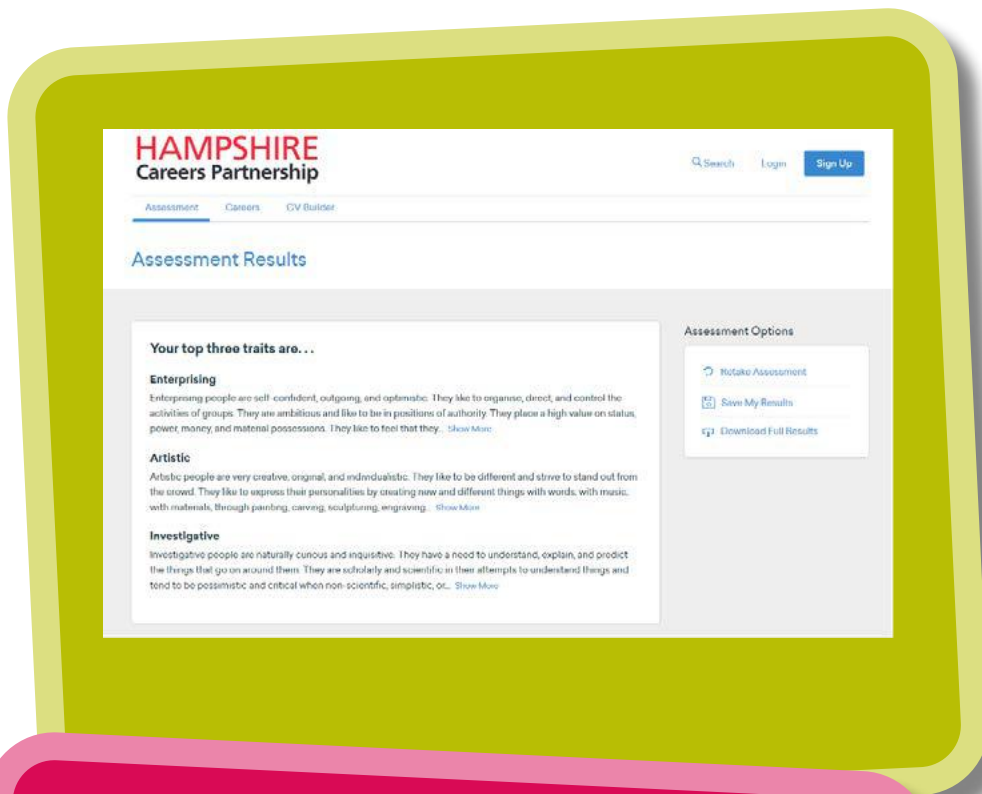
You will then be given the option of answering 6 questions, 30 questions or 60 questions.



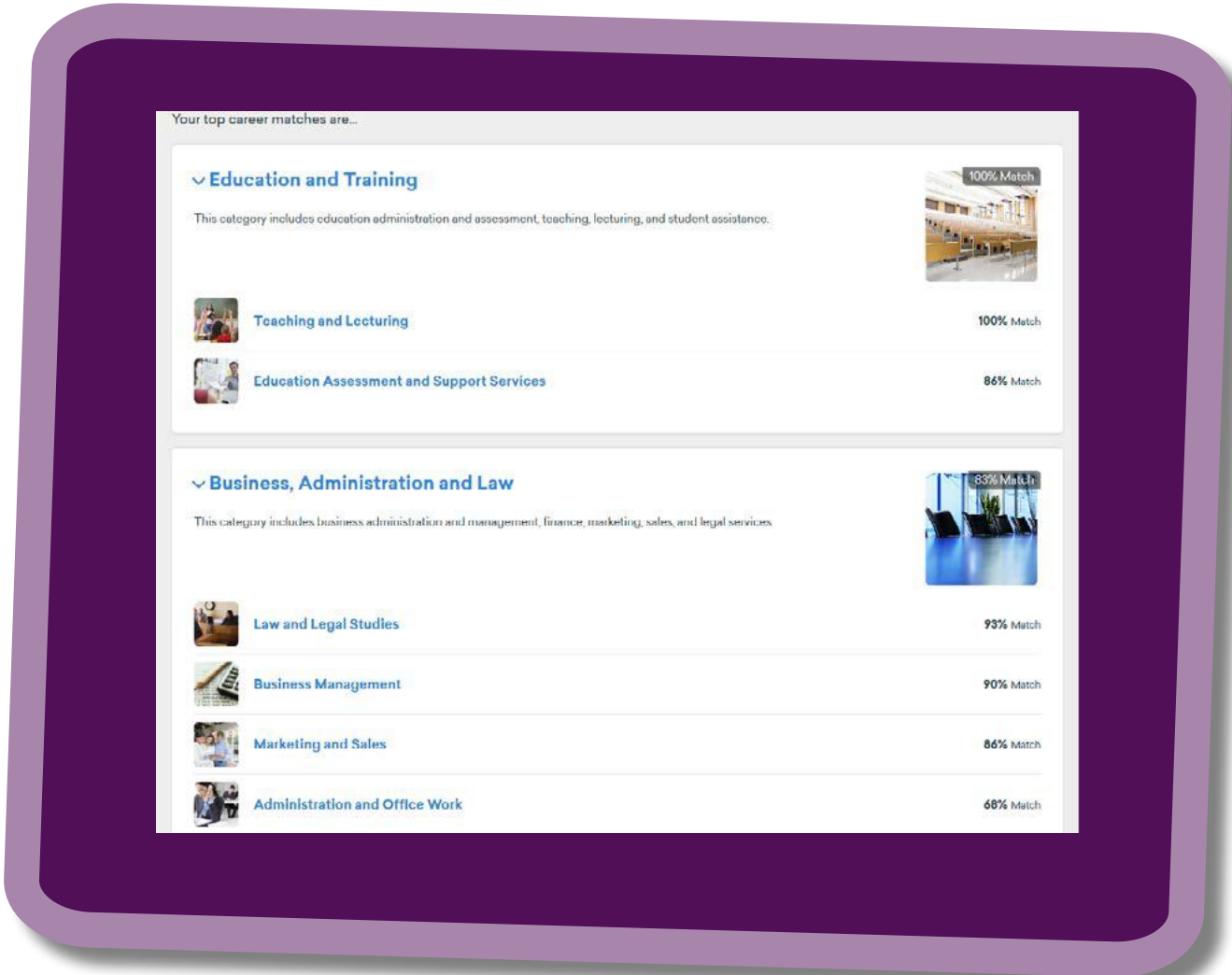
Now you will be given a statement and asked whether you strongly disagree, disagree, unsure, agree or strongly agree with each of the statements.



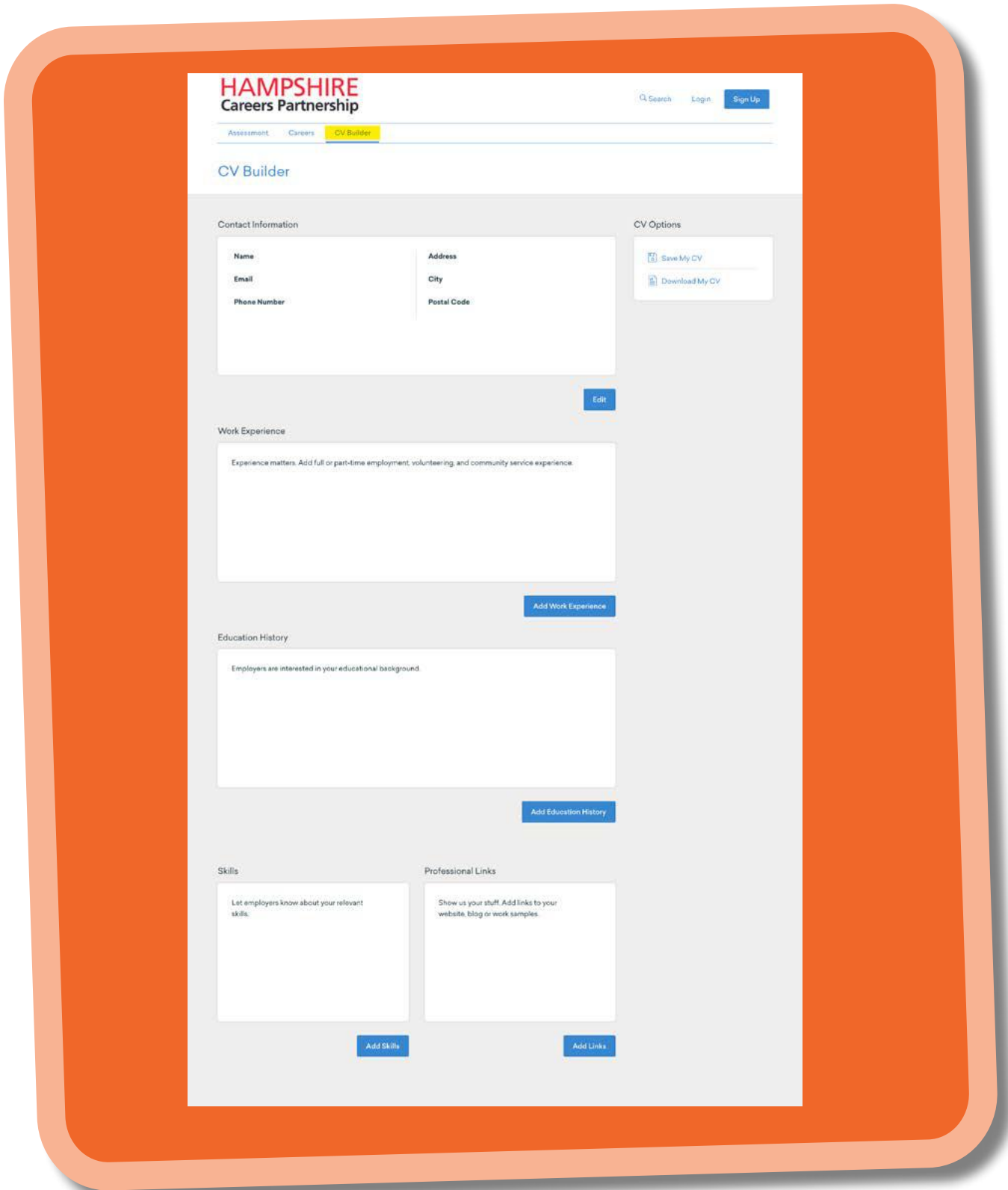
Once you have completed all the questions, you will be provided with your assessment results. These include your top 3 traits and your top career matches, including the percentage match to each.



By clicking on each of the career sections, you will then be presented with a more detailed breakdown. By clicking on each of these, you will be given a list of jobs relating to each career area and the percentage it matches to your assessment. This has now taken you back to the 'Careers' section and can be navigated in the same way as previously explained.



The last tab is the 'CV Builder'. Here you have the option to input your information and save your CV and/or download your CV. Please note you need to create an account to do this and this section is aimed at post16.



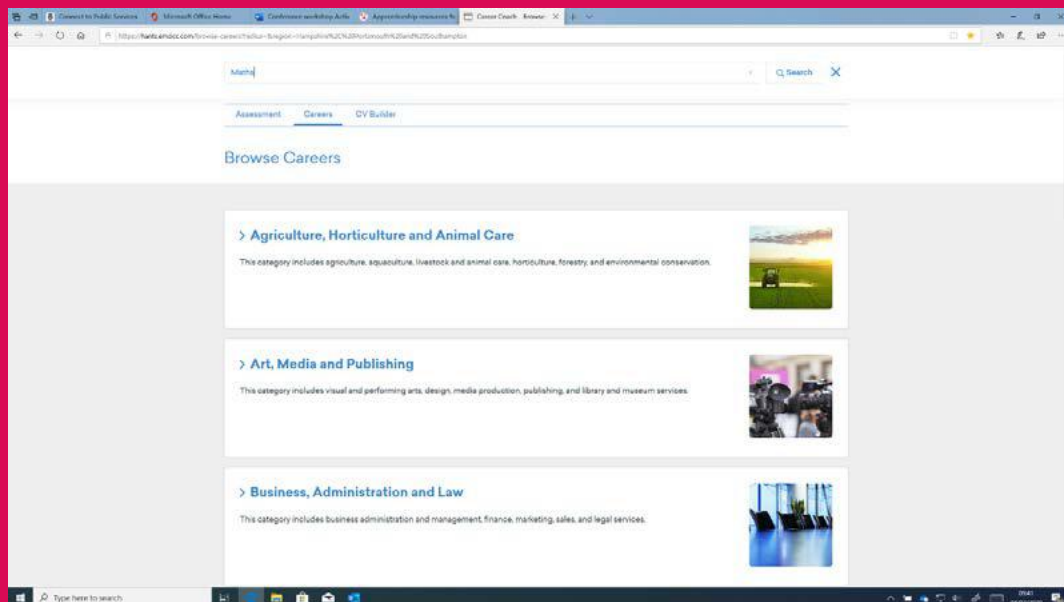
# Lesson Plans 1 – Do I Need Maths?

**Time:** Session can be adapted for any length from 10 minutes to an hour.

**Aim of session:** To start exploring the link between curriculum subjects and jobs by using career resources.

## Outcome:

- To start to explore the key subjects required within certain career areas
- Discussion on need to study certain subjects to pursue certain careers
- Opportunity to discuss reality of some career options (Years 10 and 11)
- Start discussion on local skill needs, shortages and how these do/don't match student career ideas
- Supports Gatsby Benchmark 2



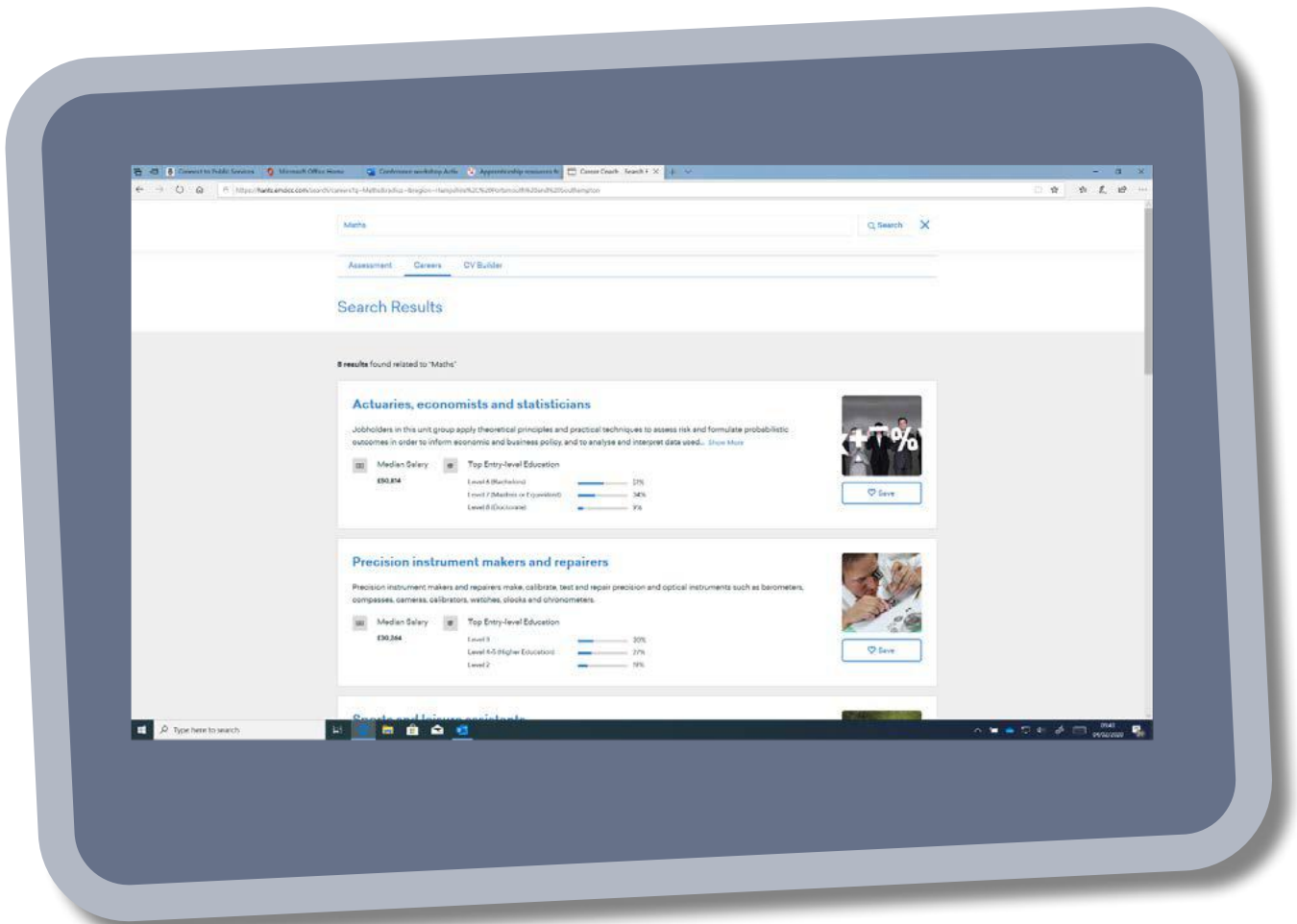


## Activity:

Can be done as whole class, tutor group or smaller groups.

Open **Career Coach**

Using the 'Search' facility – type in a subject area e.g. Maths



**Discussion points:** Would you need these subjects for other careers or just the ones in the search?

Students to research and feedback on careers that interest them

Repeat the exercise using other subjects – self-directed research or based on lesson subject

## Support the discussion using other resources:

Amazing Apprenticeships “Where can ..... take me?”

[https://amazingapprenticeships.com/app/uploads/2020/01/Subject-poster\\_Maths.pdf](https://amazingapprenticeships.com/app/uploads/2020/01/Subject-poster_Maths.pdf)



## Subjects available:

<b>Business Studies</b>	<b>Drama and Music</b>
<b>PE</b>	<b>Food Technology</b>
<b>ICT</b>	<b>Science</b>
<b>Mathematics</b>	<b>English</b>
<b>Languages</b>	<b>History</b>
<b>Art and Design</b>	<b>Geography</b>

## Prospects:

[www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree](http://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree)

## Subjects available:

<b>Accounting and finance</b>	<b>Aerospace engineering</b>
<b>Agriculture</b>	<b>American studies</b>
<b>Animal science and management</b>	<b>Animation</b>
<b>Anthropology</b>	<b>Archaeology</b>
<b>Architecture</b>	<b>Biochemistry</b>
<b>Biology</b>	<b>Biomedical sciences</b>
<b>Building and construction management</b>	<b>Business management</b>
<b>Chemical engineering</b>	<b>Chemistry</b>
<b>Civil engineering</b>	<b>Classics</b>
<b>Computer science</b>	<b>Creative writing</b>
<b>Criminology</b>	<b>Dance</b>
<b>Dentistry</b>	<b>Drama</b>
<b>Early childhood studies</b>	<b>Economics</b>
<b>Education</b>	<b>Electrical and electronic engineering</b>

<b>Environmental science</b>	<b>Events management</b>
<b>Fashion</b>	<b>Film production</b>
<b>Film studies</b>	<b>Fine art</b>
<b>Food science</b>	<b>Forensic science</b>
<b>Games design</b>	<b>Genetics</b>
<b>Geography</b>	<b>Geology</b>
<b>Graphic design</b>	<b>Health studies</b>
<b>History</b>	<b>History of art</b>
<b>Hospitality management</b>	<b>Human resource management</b>
<b>Illustration</b>	<b>Information systems</b>
<b>Interior design</b>	<b>International business</b>
<b>International relations</b>	<b>Journalism</b>
<b>Landscape and garden design</b>	<b>Law</b>
<b>Linguistics</b>	<b>Marketing</b>
<b>Materials science and engineering</b>	<b>Mathematics</b>
<b>Mechanical engineering</b>	<b>Media studies</b>
<b>Medical sciences</b>	<b>Medicine</b>
<b>Microbiology</b>	<b>Modern languages</b>
<b>Music</b>	<b>Nursing</b>
<b>Nutrition</b>	<b>Occupational therapy</b>
<b>Performing arts</b>	<b>Pharmacology</b>
<b>Pharmacy</b>	<b>Philosophy</b>
<b>Photography</b>	<b>Physics</b>
<b>Physiology</b>	<b>Physiotherapy</b>
<b>Politics</b>	<b>Product design</b>

<b>Psychology</b>	<b>Public relations</b>
<b>Quantity surveying</b>	<b>Real estate</b>
<b>Social policy</b>	<b>Social work</b>
<b>Sociology</b>	<b>Software engineering</b>
<b>Sport and exercise science</b>	<b>Sport and leisure management</b>
<b>Sports coaching</b>	<b>Statistics</b>
<b>Television production</b>	<b>Textile design</b>
<b>Theology and religious studies</b>	<b>Travel and tourism</b>
<b>Urban planning</b>	<b>Veterinary medicine</b>
<b>Web design and development</b>	<b>Youth and community work</b>
<b>Zoology</b>	



# Lesson Plan 2 – How Many Chefs?

**Time:** Session can be adapted for any length from 10 minutes to an hour.

**Aim of session:** To identify numbers of people employed in a range of different careers in the local area.

**Outcome:**

- To start to explore the current numbers employed within certain career areas
- Discussion on perceptions of number of opportunities available
- Opportunity to discuss reality of some career options (Years 10 and 11)
- Start discussion on local skill needs, shortages and how these do/don't match student career ideas
- Supports Gatsby Benchmark 2

**Activity:**

Can be done as whole class, tutor group or smaller groups.

With a starting point of the number of chefs, go through a range of other careers and ask students if there is a higher or lower number employed in that career.

You can either use the prepared teachers sheet, or can do fresh research using **Career Coach**.

## Teacher Resource Sheet

Start with the number of chefs, then ask students to guess if next job has a higher or lower number of employees

<b>Job</b>	<b>Higher or lower</b>	<b>Number</b>
<b>Chef</b>		<b>9347</b>
<b>Police (Sgt or below)</b>	<b>Lower</b>	<b>3110</b>
<b>Bricklayers</b>	<b>Lower</b>	<b>974</b>
<b>Plumbers</b>	<b>Higher</b>	<b>4335</b>
<b>Vet</b>	<b>Lower</b>	<b>888</b>
<b>Actor</b>	<b>Lower</b>	<b>375</b>
<b>Nurse</b>	<b>Higher</b>	<b>19818</b>
<b>Hairdresser and barbers</b>	<b>Lower</b>	<b>3596</b>
<b>Secondary school teacher</b>	<b>Higher</b>	<b>9291</b>
<b>Nursery Nurse</b>	<b>Lower</b>	<b>5841</b>
<b>Professional sports player</b>	<b>Lower</b>	<b>715</b>
<b>Solicitor</b>	<b>Higher</b>	<b>2447</b>
<b>Sports &amp; leisure assistant</b>	<b>Lower</b>	<b>2110</b>
<b>IT engineer</b>	<b>Lower</b>	<b>1511</b>

**To expand the exercise:**

Each student to go on to Career Coach to look up the career that interests them

The numbers can be found in the 'Overview' or 'Employment Projection' sections.

# Lesson Plan 3 – The Wages Game

**Time:** Session can be adapted for any length from 10 minutes to an hour.

**Aim of session:** To start to identify salary levels in a range of different careers in the local area.

**Outcome:**

- To start to explore the current salaries offered in certain career areas
- Discussion on perceptions of level of salaries available
- Opportunity to discuss reality of some career options (Years 10 and 11)
- Start discussion on local skill needs, shortages and how these do/don't match student career ideas
- Supports Gatsby Benchmark 2

**Activity:**

Can be done as whole class, tutor group or smaller groups.

**Option 1:**

Cards to be cut up and mixed up into two piles – Jobs and Salary.

Ask students to match up the cards.

**Option 2: Quicker activity**

Keep the Job column intact and display on a board or on sheets in groups. Students can then match the salaries to the jobs.

Discussion points around difference in salaries:

Qualification requirements – point out difference between Nursery Nurse and Teacher

Talent involved – Sports professional versus Sports Centre Assistant

You can either use the prepared teachers sheet, or can do fresh research using

**Career Coach.**



## Teacher Resource Sheet

Cards:

<b>MP</b>	<b>£79,367</b>
<b>Chef</b>	<b>£20,488</b>
<b>Police</b>	<b>£42,266</b>
<b>Bricklayer</b>	<b>£26,000</b>
<b>Plumber</b>	<b>£30,056</b>
<b>Vet</b>	<b>£35,818</b>
<b>Actor</b>	<b>£28,587</b>
<b>Nurse</b>	<b>£40,290</b>
<b>Hairdresser</b>	<b>£16,370</b>
<b>Secondary School Teacher</b>	<b>£49,338</b>
<b>Nursery Nurse</b>	<b>£18,949</b>
<b>Professional Sports</b>	<b>£58,198</b>
<b>Solicitor</b>	<b>£47,133</b>
<b>Sports &amp; Leisure Assistant</b>	<b>£19,917</b>
<b>IT Engineer</b>	<b>£37,969</b>

To expand the exercise:

Each student to go on to **Career Coach** to look up the career that interests them

The salary can be found in the 'Wages' section.

# Lesson Plan 4 – General Introduction to Career Coach

**Time:** Session should be between 30 to an hour.

**Aim of session:** To introduce the Career Coach toolkit.

## Outcome:

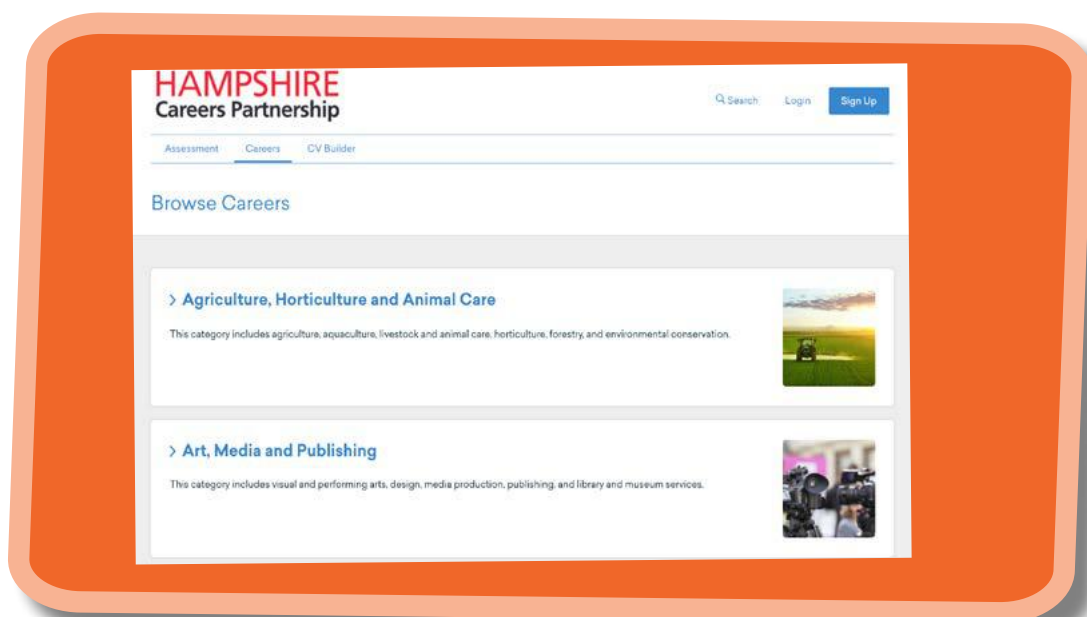
- To start to explore the tool kit
- Develop research skills into local LMI (labour market information)
- Research wage levels for different jobs
- Start discussion on local skill needs, shortages and how these do/don't always match student career ideas
- Supports Gatsby Benchmark 2

## Activity:

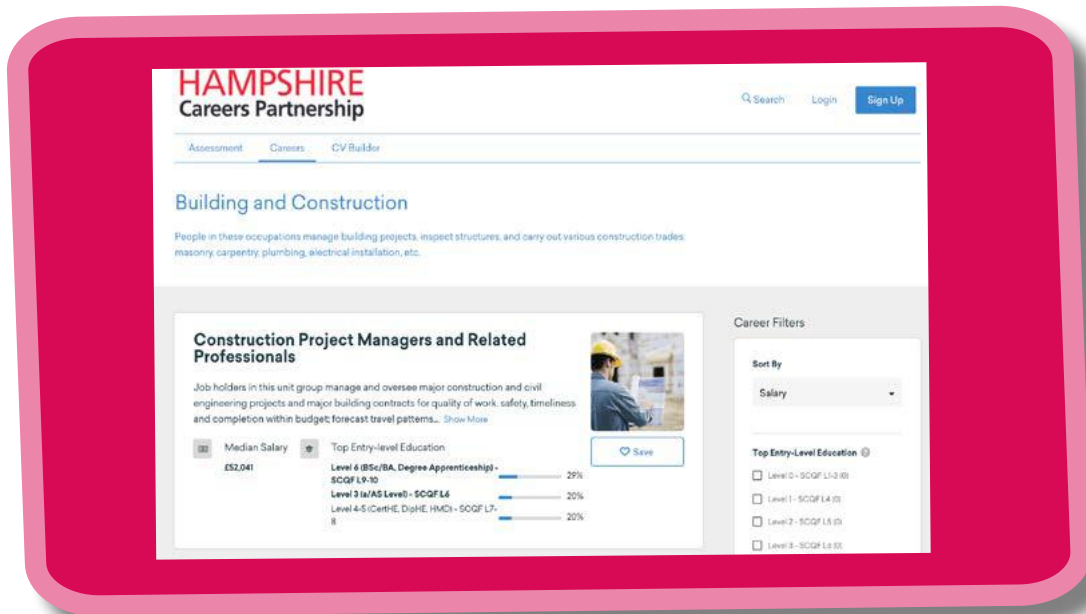
Can be done as whole class, tutor group or smaller groups.

Go through the activity step by step:

1. Open the tool kit **Career Coach**.



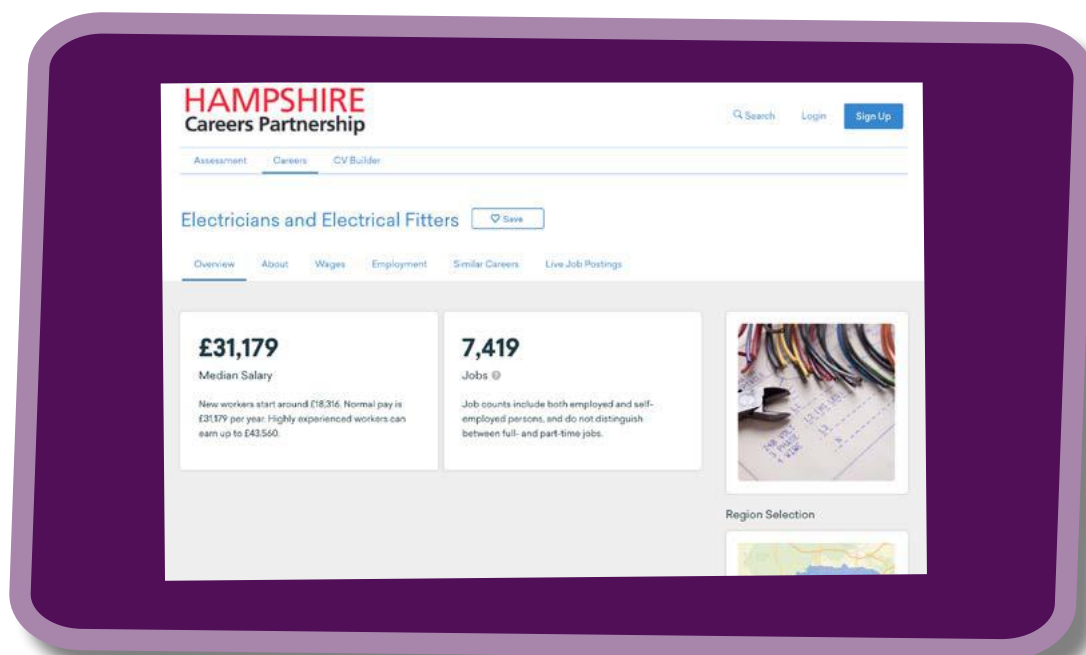
- Select a career area to explore or get students to select their own interest area.



- Select a job to research. This screen will show the average wage and the current numbers employed in this job area. Point for discussion: What do they think about the wage? What factors might influence the wage (qualifications, amount of study, number of opportunities available)?

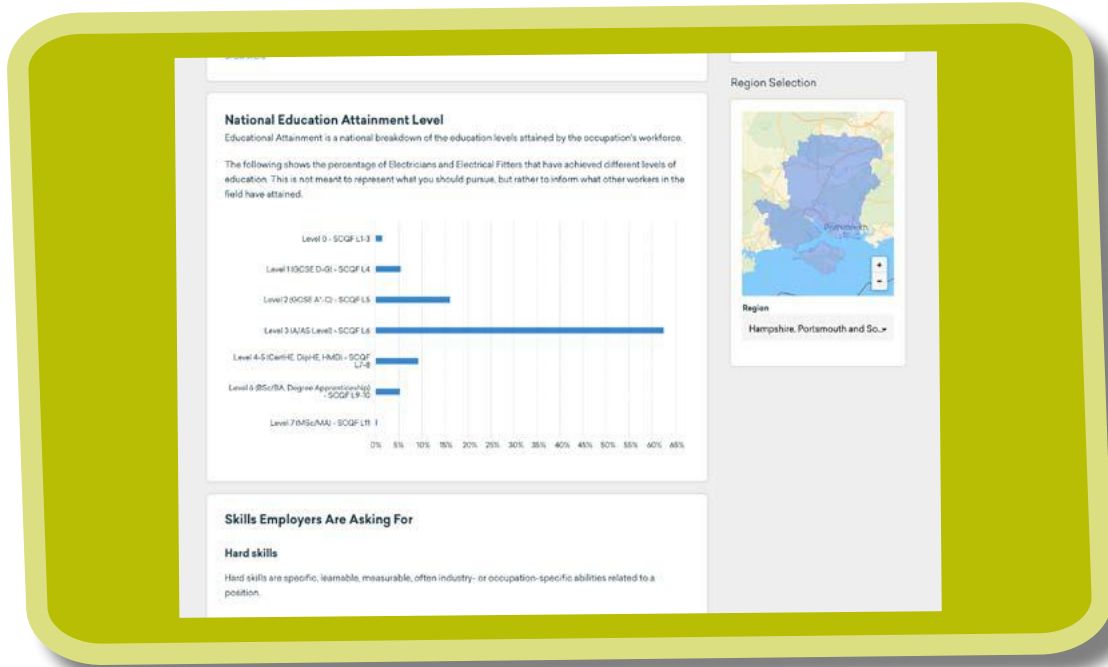
The map in the bottom corner will allow you to select the geographical area that the data shows.

Use the drop down menu to only show the data for your area.

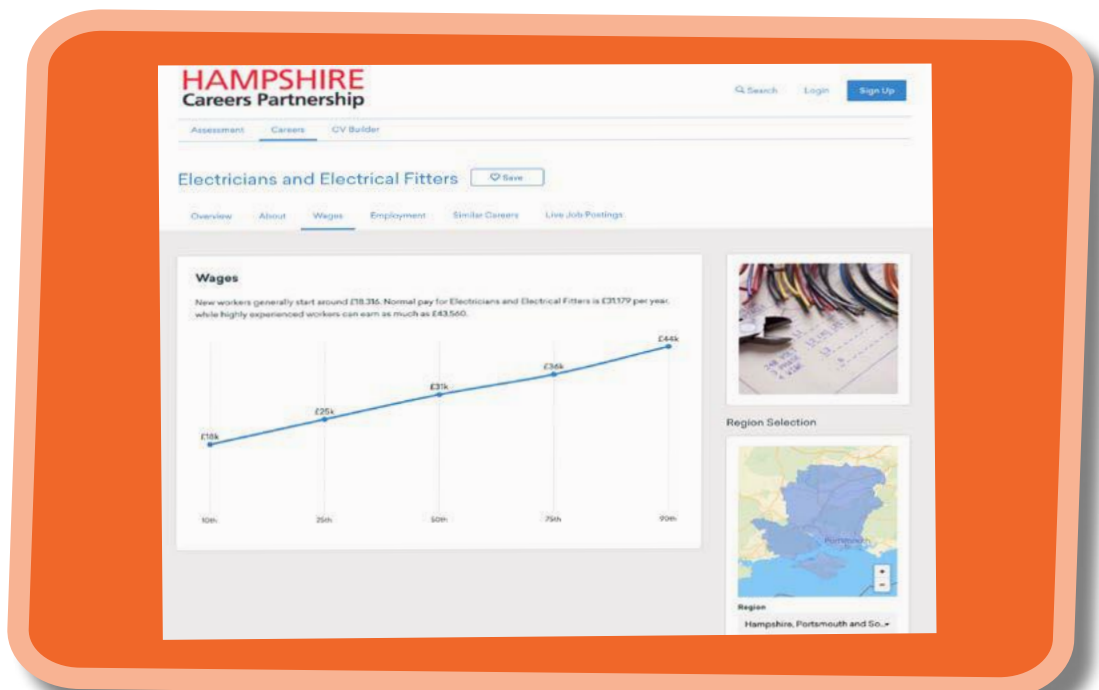


- Explore the 'Overview' section. Ensure students have read through the 'Daily Tasks' (including hitting the 'Show More' button)

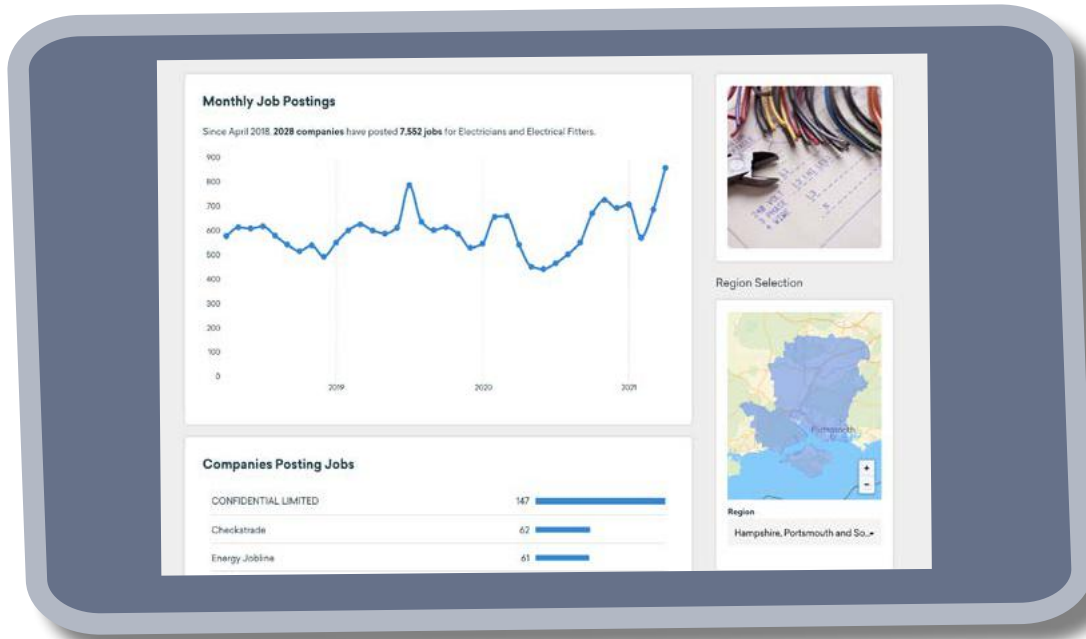
Depending on the age of students, this could also lead to a discussion on the different qualification levels and what might be required to get into these – apprenticeships, college, key subjects etc.



- Wage – Explores the idea of the starting salary and what might be needed to progress.



6. Employment – opportunity to discuss potential job projections for a decade. The section with ‘Monthly Job Postings’ start to give students an idea of the types of companies that advertise the job vacancies.



7. ‘Similar Careers’ section – if there is more time in the session, then this area would allow for students to explore and research other jobs that are linked. You could set some facts that students need to find.

**HAMPSHIRE Careers Partnership**

Electricians and Electrical Fitters

**Construction Project Managers and Related Professionals**  
Job holders in this unit group manage and oversee major construction and civil engineering projects and major building contracts for quality of work, safety, timeliness and completion within budget; forecast travel patterns... Show More

Median Salary	Top Entry-level Education
£52,041	Level 6 (BSc/BA, Degree Apprenticeship) - SCQF L8-10: 20%
	Level 3a/MS Level - SCQF L4: 20%
	Level 4-5 (Cert/HE, Dip/HE, HND) - SCQF L7-8: 20%

**Estimators, Valuers and Assessors**  
Estimators, valuers and assessors plan and undertake the calculation of probable costs of civil, mechanical, electrical, electronic and other projects, estimate the value of property and chattels, and investigate insurance... Show More

Median Salary	Top Entry-level Education
£30,000	Level 6 (BSc/BA, Degree Apprenticeship) - SCQF L8-10: 20%
	Level 3a/MS Level - SCQF L4: 20%
	Level 4-5 (Cert/HE, Dip/HE, HND) - SCQF L7-8: 20%

8. 'Live Job Postings' – Opportunity for students to explore real opportunities, salaries and requirements by looking at live vacancies.

