

The future of jobs

in English



BLACK LIVES MATTER

#MeToo



Written and spoken English is how we communicate, persuade and debate. It's how we talk to our friends and express ourselves in everyday life.

Subject skills:



Communication



Creativity



Critical thinking



Debating



Essay writing



ADVERTISING, MARKETING & PUBLIC RELATIONS › CONTENT DESIGNER

- You'll manage content across an organisation's digital and print channels, including marketing material and web content.
- In 2019, more than 3 quarters of firms revealed that they employed a content team of between 1 and 3 content specialists.
- 40% of marketers state that content marketing is very important to overall strategy, which means content designers will be in demand.

Subject skill

Creativity: When developing campaign ideas, you'll use creativity to capture people's attention by producing unique content.



ART & DESIGN › USER RESEARCHER

- You'll plan, design and carry out customer research to help improve users' experience of a product or service.
- A survey found that companies that carry out user research outperform their competitors by 85% in sales growth.
- User researchers are among the top 20 most in-demand professionals in the digital, creative and marketing sector.

Subject skill

Critical thinking: You'll think critically about the findings from your research to deliver useful insights to an organisation.

How will the most popular industries for English graduates change?

Marketing, PR and sales › PR will continue its shift online, using increasingly condensed storytelling.

Education › In the wake of Covid, more graduates are signing up to train as teachers.

Art, design and media › VR, video games, music, podcasts and e-sports are benefiting from Covid.



Explore your future at successatschool.org



success
at
school
.org
choose
your
next
steps