

The future of jobs

in languages



The skills you learn in languages will translate to many jobs, teaching you valuable skills such as listening, confident speaking and comprehension as well as cross-cultural understanding.

Subject skills:



Adaptability



Communication



Critical thinking



Cultural sensitivity



Resourcefulness



ADVERTISING, MARKETING & PUBLIC RELATIONS › DIGITAL COPYWRITER

- You'll create content for different digital channels, writing website copy, display adverts or even online forms.
- Digital copywriters were the 6th most sought-after digital marketing professionals in 2019 with demand expected to grow.
- While demand will grow in the short term, writing skills are expected to be increasingly automated in the medium term.

Subject skill

Adaptability: You'll write content for different platforms and audiences – and adapt your writing as new media emerge.



IT & THE INTERNET › APP DEVELOPER

- You'll write the code for new mobile apps – with your ability to learn foreign languages helping you to pick up new coding languages.
- In 2019, there were over 2 million apps available for Android devices, and nearly 1.8 million for Apple devices.
- In the UK, the market for software developers and other programmers is expected to grow by 5.9% by 2027.

Subject skill

Critical thinking: You'll evaluate a brief to understand what your app needs to do and explore different ways of achieving it.

How will popular industries for languages graduates change?

Marketing › Analysts say cross-cultural marketing will rise as companies target international markets.

Business › Multinational corporations employ languages graduates to ease teamworking across cultures.

Clerical › Routine tasks will be automated so these roles will diminish as the decade progresses.

Bonjour



Hola

Hallo



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