

Leicester and Leicestershire





STRONG DIVERSE ECONOMY



THREE WORLD CLASS UNIVERSITIES

GOOD



ROAD AND TRANSPORT LINKS

This guide has been collated to help adults with local job sector information. Whether you are looking for work, or in work, looking to gain new skills or change career, there are a wide range of roles and opportunities across this area. Read on and find out more.

Leicester is at the centre of the Leicester and Leicestershire Enterprise Partnership area and is a key shopping and employment centre.

Across Leicestershire, there are important towns which provide local jobs, shopping and thriving industries. There are also many attractive villages and a pleasant rural environment.

Post lockdowns there is an ongoing boom in job vacancies. The area has a strong and diverse economy with a central location, good road transport links and East Midlands Airport (the second largest freight-handling airport in the UK). This has led to a thriving transport and logistics sector.

Many large, well known employers are based here, including:

- Next
- 3M
- Samworth Brothers
- Caterpillar
- Triumph
- DHL
- Dunelm
- Marks and Spencer
- Santander

- Aggregate Industries
- PepsiCo (Walkers Crisps)
- British Gypsum
- Cavendish Nuclear

However the majority of businesses are medium, small or micro-sized (see page 21) and these offer some fantastic opportunities too!

There are three world-class universities based across Leicester and Leicestershire, a strong further education college network, and a good choice of schools and private training providers.

The area is well known for having a very diverse population, giving opportunities through strong trade links with overseas businesses.



On the following pages you will find an overview on many key employment sectors around Leicester and Leicestershire (pages 4-16).

Whatever your circumstances, there are options for adults to find work, and gain new skills or qualifications, including apprenticeships (page 24).

There is also some advice about the skills that employers value, and hints and tips about job hunting (pages 28-31).

Important skills and sectors in this area



DID YOU KNOW?

The world of work is changing, being aware of what's in demand can help you to career plan, for example:

- Employability skills like communication skills, a can-do attitude and teamwork are highly valued
- Across jobs, the need for digital skills is increasing
- People are living longer - so more need for health and social care roles
- Growing numbers of jobs linked to new technology, digital and low carbon.



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GROWING SECTOR

**BUSINESS
FINANCE &
PROFESSIONAL
SERVICES
EMPLOYS
74,879**

**15.8% OF AREA
WORKFORCE**

GOOD



communication
SKILLS



**STRONG
IT SKILLS**

Business, Finance and Professional Services

This broad area covers the financial and insurance, property and professional, scientific and technical sectors, so services include: financial services, accountancy, business consultancy activities, legal activities, architectural, engineering and specialised design, computer services, advertising agencies and market research.

This sector pays above average pay rates, when compared to other local industries.

Leicestershire is home to a large and increasing professional and financial services presence, with the 3rd fastest growing professional workforce in the country.

Finance and accounting specialists are sought after to support companies to review finances or underpin business growth plans. **Business sales** and **business development roles** are also in demand.

Human resources (HR) and **wages/payroll** vacancies feature in the ten most advertised roles across the area.

Other strong areas include **IT services, cyber security, risk management, data protection, software services, tech-led innovation, environmental consultancy, property services and FinTech** (tech-led financial services).

Many roles require a high degree of training, but it is possible to start relevant courses at all ages. There are some entry level opportunities for people with strong interpersonal skills, and the chance for on-the-job learning through apprenticeships.

The sector highly values the maturity and life skills that older entrants offer.

Employers look for:

- good communication skills
- strong IT skills
- attention to detail and accuracy
- the ability to focus on and meet customers needs
- digital skills.

LOCAL EMPLOYERS INCLUDE:

AXA PPP Healthcare, Global Payments UK, KPMG, Berkeley Insurance Group, Mattioli Woods, Hastings Direct, Pattersons, Cooper Parry, Hornbuckle Mitchell, Cambridge & Counties Bank, Freeths, PPL PRS.



Find out more:

www.cipd.co.uk | www.apprenticeships.org.uk | www.accaglobal.com/uk/ | www.icaew.com
www.leicesterbusinessfestival.com | www.topfinancialjobs.co.uk | www.lawsociety.org.uk

Construction



The construction industry will grow over the next few years. Demand is coming from more new housing, repair and maintenance of existing homes, commercial growth and infrastructure, and the need for energy efficiency. The sector offers above average pay rates and good scope to progress. Many companies are 'micro' size, plus some of the larger names, such as:

→ **Barratt Developments** in
Bardon Hill, Coalville
→ **Broadthorpe** in
Loughborough
→ **Davidsons** in Ibstock

→ **Jelson Homes** in Leicester
→ **Countryside Partnerships**
→ **Bloor Homes** in Measham
→ **Pick Everard** in Leicester

↑ Green buildings, environmentally friendly techniques and waste management are growing across construction.

**OVER 30
DIFFERENT
APPRENTICESHIPS**

**25,695
EMPLOYED**

Above average area pay, circa £34.2k p.a.



IN DEMAND

- Painters And Decorators
- Labourers
- Plumbing & Hvac Trades
- Bricklayers
- Surveyors
- Wood Trades & Interior Fit-Out
- Electrical Trades and Installation
- Building Envelope Specialists

Construction is a career like no other, with opportunities for individuals of any age and ability, but many more opportunities within skilled trades and at higher level occupations. Many roles need early starts and travel, but offer a sense of achievement as you see the finished job.

The experience of adults is welcome in off-site roles too, like project management, surveyor, design and sales.

For on-site work, employers will look for:

- reliability and flexibility
- specific technical skills
- the ability to follow plans
- teamwork skills
- the ability to stay calm under pressure
- adherence to follow health and safety guidelines.

There is an area Construction Skills Hub, offering free short courses to help local people into the construction sector, managed by Leicester City Council and CITB.

The quarrying and mining sector which supplies materials to construction also has lots of opportunities; employers include Aggregate Industries, Tarmac, and British Gypsum.

DID YOU KNOW?

There are over 180 different roles in construction, in both on and off-site careers. Innovation is growing in modular and off-site construction, and digital skills are needed in 3D design and predictive software. Roles like architect, bid manager and civil engineer are also growing.

OTHER LOCAL EMPLOYERS INCLUDE:

Galliford Try, William Davis, Bellway, EE Smith, RTS Contracts, CR Civil Engineering, Wates, East Midlands Housing Group, C3 Construction, Winvic, Walter Miles, Mellor Bromley



Find out more: www.goconstruct.org/ has case studies of mature workers retraining for roles in construction
www.citb.co.uk | www.apprenticeships.org.uk | www.architecture.com | www.the-nhtg.org.uk | www.ice.org.uk/



Emerging technologies such as **virtual and augmented realities** will create new forms of creative and cultural experiences.

GOOD



problem solving
SKILLS



CREATIVE ENQUIRING MIND

Numbers employed in sector estimated to grow by **9.4%** by 2030

Creative

Leicester and Leicestershire is home to a diverse and vibrant cluster of creative, cultural and artistic industries, with extensive links to other local strengths and assets, such as digital tech, textiles and fashion, and tourism. The sector, employing 10,657 people, is broad and is about creating original ideas and products, often split across three areas: arts, culture, and creative media.

The area is home to a cluster of creative and digital businesses, and provides several successful facilities for new creative businesses to start and grow. These include:

- **Leicester Creative Business Depot**
- **Phoenix Square**
- **The Ferrers Centre** near Ashby de la Zouch
- **Charnwood Arts**
- **The Atkins Building**, Hinckley

Lockdowns have been a challenge for many parts of the creative sector, like film and theatre, but the sector continues to innovate to grow.

Competition for jobs is high and many people in this industry have a degree. By 2024, UKCES expects over two-thirds of the creative and cultural workforce in the East Midlands will require high level (Level 4) qualifications.

You need to be tenacious and talent also counts greatly, of course!

Opportunities are often with very small businesses or non-profit organisations.

Growing numbers of people work **freelance**, meaning less job security, but more flexibility. Some work is project-based, so collaboration, teamwork and negotiation skills are useful.

Locally the fastest growing part of the sector is in design and creative agencies, who have doubled their workforce over the last ten years; so may be a good area for job roles.

All ages utilise creative services, arts or cultural offers and the life experiences of adults can be an advantage.

In demand: **3D designers, events and venue technicians, broadcast engineers, production engineers, digital marketing specialists, user experience (UX) roles, game developers.**

Employers look for:

- the ability to adapt to change
- good problem solving skills
- a creative and enquiring mind
- the ability to keep IT and technology skills up to date

LOCAL EMPLOYERS INCLUDE:

Standout Design, Rare Ltd, Colab Creation, Quiet Storm, Juice, Flexpress, Go Inspire, Rock Kitchen Harris, Soar Valley Press, Champions, theatres and cinemas, local media such as TV, radio and film.

Find out more:

www.creativeleics.co.uk | www.screenskills.com
www.ccskills.org.uk | www.lcbdepot.co.uk

Education

This large, growing and rewarding sector welcomes adults of all ages, and provides 50,019 jobs, many of which link to the local schools, colleges and three universities. There are also roles to support training providers and adult learners, in areas like apprenticeships, digital skills, ESOL, employability, retraining for new roles or workplace learning.

The sector has multiple employment opportunities and welcomes people who can **convey information in an engaging and dynamic** way, which can involve lots of planning ahead.

There is a shortage of teachers for **specific subjects such as maths, physics, chemistry and modern languages**, and a shortage of men in **early years, primary and secondary** education.

The development of **online courses, e-learning and virtual reality training** offers mean that there is an increasing demand for skills in these areas as well.

Individuals looking for new qualifications or skills to progress are increasingly utilising online learning.

For many roles a degree is needed, but there are also support roles that do not; numbers of apprenticeships to access the sector are also increasing.

Career changers are welcome as many roles benefit from adults with experience in industry.

People need help with new skills at all stages of life, hence there are roles in **adult education or training**.

Another option is to support **businesses with their staff skills** needs; as technology changes many businesses may need flexible learning support for their employees.

This sector can be very fulfilling as you see students succeed.

In demand:

- **primary and secondary teachers**
- **early years tutors**
- **college tutors**
- **student welfare**
- **online tutors**
- **SEND support.**

LOCAL EMPLOYERS INCLUDE:

Local FE colleges, University of Leicester, De Montfort University, Loughborough University, language schools, Leicester City Council and Leicestershire County Council, childrens centres, schools and academies, skills providers, private tuition and adult education centres.



SECTOR PROVIDES

**50,019
JOBS**

Area **universities and colleges** advertise the most job vacancies in the sector.

Experience in industry is valued; the need to better link education and business is growing.

The sector is **72% female; so male applicants are encouraged.**

10.1% of area workforce



Find out more:

www.getintoteaching.education.gov.uk | www.tefl.org.uk | www.feadvice.org.uk | www.tes.com



SECTOR EMPLOYS **13,518** ESSENTIAL SECTOR

Sector
employment
estimated to
grow **6.6%**
by 2030

GOOD



teamwork
flexibility and
communication

SKILLS

Food and Drink Manufacturing

Food and drink manufacturing is a well-established area of strength locally, with a higher presence of employers here than the national average. Large employers include Samworth Bros, PepsiCo (Walkers) and Mars. Equally, there are many smaller 'artisan' companies to cater for the growth in hand-made and home grown goodies. The sector is vital in keeping the nation fed, and there are options for adults to enter the sector at a range of levels.

The area has several food markets and speciality local foods (Melton Mowbray Pork Pies, Stilton and Red Leicester cheeses) plus multi-ethnic foods in Leicester. The **Leicester Food Park** provides food manufacturing space to support new and established food businesses.

The sector has **over 100 different job roles**, including food science, product development, marketing, research, packaging and new technology. Opportunities can be **hi-tech and creative**, with **vital engineering jobs** to support production, and companies always looking at how they can create exciting new offers.

There is a trend for more healthy products, more plant-based foods and reduced waste in packaging.

Science, technology, engineering and maths qualifications are useful at senior levels, plus teamwork, flexibility, and communication skills at all levels.

There is a range of support available to food and drink manufacturing businesses across the region.

In demand: bakers, food technologists, quality assurance, nutritionists, production engineers, cheese makers, sustainability experts, production operatives and managers.

OTHER LOCAL EMPLOYERS INCLUDE:

Pladis, Pukka Pies, Refresco Drinks, Long Clawson Dairy, KP Snacks, CoFresh, Geary's Bakery, Blackfriars Bakery, Delifrance (UK), Belvoir Fruit Farms, Shelton's Coffee, Just Egg, Everards, Leicester Bakery plus farms, orchards, butchers and bakeries.

DID YOU KNOW?

As well as the huge Walkers crisps factory, PepsiCo have a **Technical Centre of Excellence** in Leicester, housing technical staff across research, engineering and product innovation services.



Find out more:

www.tastycareers.org.uk | jobs.foodmanufacture.co.uk
www.foodanddrinkforum.co.uk

Health and Social Care



This is a hugely growing sector with many rewarding roles. People are living longer with more complex needs and also value their independence, and the increase in the use of assistive technology in this area will help them to do this. Health and social care services are working more closely to enhance local support. Focus is shifting towards prevention, and digital technologies are transforming the sector, such as virtual consultations, wearable monitors and the use of robotics in surgery.

There are over 350 different job roles across health and social care, with routes in across all levels of work, and all ages welcome. The NHS is the area employer with the most advertised vacancies, with a wide range of routes and schemes to encourage all ages to join.

This sector welcomes people with **transferable skills who can bring life experience and insights** from working in other sectors. Don't rule yourself out just because you have a non-traditional background, or because you don't have clinical or degree-level qualifications.

The **University Hospitals of Leicester NHS Trust** is working to promote more apprenticeships within the healthcare sector, both in clinical and non-clinical settings. Other employers include **Leicestershire Partnership NHS Trust (community health)**, the many **local care homes, city, county and**

district councils, private health organisations, care agencies and charities like LOROS Hospice.

Data estimates that the adult social care workforce will grow by 27% by 2035, with all areas expanding, especially domiciliary care (care provided in the home). Formal qualifications are not always needed, it is more about having the right values and behaviours.

Employers will look for:

- commitment for quality of care
- patience and compassion
- reliability and flexibility
- the ability to stay calm under pressure
- the ability to relate to people from a wide range of backgrounds.

In demand: healthcare assistants, nurses, radiographers, mental health workers, midwives, social workers, pharmacists, care workers, therapy staff, GPs, bio-medical and scientific health care support.

**EMPLOYS
35,825
IN HEALTH
21,465
IN SOCIAL CARE**

**11%
of the area
workforce**



**SECTOR
EXPANDING
especially
CARE FOR
ELDERLY**

Multiple vacancies across the sector, **care roles and nursing** feature in the top ten most advertised jobs locally.

Many non-clinical related roles in areas like **finance, HR and digital support.**

DID YOU KNOW?

Locally there is a booming life sciences sector which uses biology and technology to improve health. Charnwood Campus in Leicestershire is a leading site for this, with opportunities for scientists and other roles.

www.chnwoodcampus.com

**Find out
more:**

www.your-future.co.uk | www.inspiredtocare.co.uk
www.skillsforcare.org.uk | loros.co.uk/vacancies | www.healthcareers.nhs.uk



4,885

employed in
energy supply
alone

132% above
national average

Energy is in the
top three highest
paid local sectors

2,234 employed
in water supply
essential service

Skills in demand:

- **Mechanical and electrical engineers**
- **Wind and solar energy technicians**
- **Environmental scientists**
- **Electric vehicle technicians**
- **Solar panel installers**
- **Heating engineers**
- **Project managers**
- **Data analysts**

Low Carbon

Green jobs have traditionally been thought of as those that involve renewable energy, electric transport, energy efficiency or nature conservation, but can be defined more widely as those that either produce or provide environmentally friendly products and services, or adapt work processes to become more environmentally friendly or use fewer natural resources, as well as environmental advisers. This exciting, growing sector has a broad variety of opportunities.

Leicestershire is home to several **energy and low carbon related businesses**, and all three area universities have a focus on low carbon research and development.

The proportion of East Midlands businesses selling green goods or services has almost trebled over the past seven years.

Many low carbon firms and start-ups are based at Loughboroughs University Science and Enterprise Park.

Local specialisms include alternative energy, building technologies and waste management, all offering roles; there is also a growing area offer on electric and hydrogen vehicles.

Many organisations have sustainability officers to embed green practice across workplaces.

Adults with **physics, chemistry and geology degrees, or engineering and technical experience** are encouraged to apply for higher skilled roles, but there are also **entry options** for those with less qualifications and experience, such as recycling sorter, retrofit labourer, trainee forestry roles, or energy advice assistant.

Key areas of work opportunities will be linked to:

- **Green building technology** - making homes energy efficient
- **Low carbon transport** - with growing electric car sales there will be roles in sales, servicing, repairs and charging
- **Research and development across sectors** - for example in manufacturing, reducing waste, energy use and using greener materials.

DID YOU KNOW?

Sustainability is a key part of the area 2021-2030 Economic Growth Strategy, supporting actions towards a carbon neutral Leicester and Leicestershire.

LOCAL EMPLOYERS INCLUDE:

Smart Power Systems, Intelligent Energy, Cenex, Severn Trent, Bakers Waste, Rockhaus Developments, Forest Rock, National Grid, DNV GL, E.On Next, Octopus Energy, MIRA Technology Park, Fischer Future Heat, Environmental Energies Ltd.

Find out more:

llep.org.uk/economic-growth-strategies
www.environmentjob.co.uk/jobs | www.greenjobs.co.uk



Manufacturing and Engineering



All sorts of things are made in Leicestershire, from bricks, pharmaceuticals, and furniture to motorbikes! It is our largest sector for employment, and includes technical consultancy, scientific research and development, manufacturing and engineering. With a wide range of roles and many skills gaps, this sector offers great employment prospects for the future.

Some key employers are:

- Caterpillar
- Druck
- Preci-Spark
- Triumph

54,217 people are employed in manufacturing and engineering, so it's a huge sector here! It's also one of the **higher paying sectors** with an area median advertised wage of £29,100 p.a. and average advertised wages up 16% on the previous year.

Engineering is a **broad discipline** and roles include electrical and mechanical engineering, aerospace experts, production managers, IT, production engineers, 3D printing technician, design and development engineers, technical consultants and machine programmers.

There are roles into the sector at all levels, production roles need fewer qualifications but other areas need specialist skills.

The area has particular strengths in production technology, and the manufacture of furniture, textiles, construction materials, food, paper and packaging.

DID YOU KNOW?

There is a new textiles manufacturing skills centre in the city, the Leicester Fashion Technology Academy (LFTA).
fcfta.com/campuses

Growth is expected in next generation transport, medical technology and pharmaceuticals, and building low carbon aspects into manufactured products.

MIRA Technology Park

at Hinckley is a global centre for automotive research and development. It has an on-site training centre, and a new engineering centre of excellence will be located at the site.

Engineering employers value applicants with science, technology, engineering or maths skills, and will also look for:

- adaptability
- digital skills
- creative ability to find solutions to engineering challenges
- teamwork skills
- communication skills

In demand: electrical engineers, welders, maintenance engineers, mechanical engineers, production operatives, technicians, metal workers, production managers, robotics engineers, research and design engineers.

12%
of the area
workforce

**AREA
STRENGTH**

**WIDE RANGE OF
OPPORTUNITIES**

**SECTOR
PROVIDES OVER
54,217
JOBS**



OTHER LOCAL EMPLOYERS INCLUDE:

Fisher Scientific, Oadby Plastics, Taylor Hobson, Morningside Pharmaceuticals, Plastrubition, SPS Technologies, Emerson, KJN Automation, JJ Churchill, Honeywell Gent, Crown, Cook Optics, Ridgway Machines, Bostik, Winbro Group, Hammonds.

engineuity.org | www.makeuk.org | www.apprenticeships.org.uk | www.ice.org.uk
www.miratechnologypark.com | www.lusep.co.uk | miratechnologyinstitute.co.uk
www.themanufacturer.com

Find out more:



Public Services

PUBLIC
administration
and defence
PROVIDES
18,580
JOBS

roles include
CIVIL SERVICE



police & fire
services
local government

Lots of
opportunity to
get in across all
levels of skills

**Good training
support** in the
workplace

Public services covers a broad range of roles across the city and county, such as the civil service, police, local government, fire service, tax, libraries, immigration and prison service. Local authorities Leicester City Council and Leicestershire County Council are in the top ten area employers who advertise the most jobs each year.

This can be a very rewarding area to work in, as many roles help to support local people and services. In each area of the sector, such as local or district councils, **there are a wide range of careers**, like customer services, housing, regeneration, health, leisure services and recycling.

Average wages across the sector locally are £28,400 p.a.

In organisations like the police, a **mature attitude and life experience** are welcome, and there are a broad range of roles on offer. In fire and rescue work, a lot of focus is on prevention and community safety.

Many roles involve dealing with the public, so **good communication skills** are key. Additional languages are also useful.

There are a range of routes into the sector, and an increasing number of apprenticeships at all levels.

Organisations value people who have a background in industry or life experience and hence can help to influence better services. Some roles, like prison and probation jobs are tough, but very fulfilling as you help to turn lives around, mature adults are welcome.

Digital skills are key as new technology can help to improve engagement with citizens and enhance provision.

LOCAL EMPLOYERS INCLUDE:

Leicestershire Police, Leicester City Council, Leicestershire County Council, Leicestershire Fire & Rescue Service, Army, Navy and Airforce, tax offices and prisons, Jobcentre Plus (DWP).



Find out more: www.civilservice.gov.uk/recruitment | www.leics.gov.uk/jobs.htm | leics-fire.gov.uk
www.leics.police.uk | www.gov.uk/government/organisations/ministry-of-defence/about/recruitment
www.leicester.gov.uk/jobs-careers.aspx | www.prisonandprobationjobs.gov.uk

Transport and Logistics



This global, 24-7 sector supports all industry, and Leicestershire is a real hot spot! The array of opportunities in logistics is much wider than 'picking and packing'; many activities are highly automated with a range of high-tech roles. This sector is key all year round, keeping people and industries supplied with the goods and services that they need. The area's central location on the national road network means that 95% of the English population is accessible by road within four hours.

There are many major employers based here, especially near to **East Midlands Airport** (including **Marks and Spencer**, **ALDI** and **DHL**) and the huge **SEGRO** warehouse and distribution site, home to employers such as **GXO** and **The Very Group**. There are jobs here in engineering, warehouse support, driving, customer services and IT. There is also a rail freight terminal, meaning that the site is road, rail and air-connected.

Magna Park (home to over 25 companies, including **ASDA**, **BT**, and **Britvic**), is expanding, meaning more jobs, and also has a new **training centre** - the Centre for Logistics, Education and Research (**CLEAR**).

Other large sites include **Hinckley Park**, near J1 M69, and, **Mercia Park** in the north west of the county, home to **DSV** and also the global parts distribution centre for **Jaguar Land Rover**.

There are also lots of opportunities with smaller companies across the sector.

This is a fast growing sector offering **much scope to get in and move up the career ladder, welcoming all ages**. Some roles are seasonal and include shift work, so flexibility is key.

Roles in demand: import/export roles, warehouse roles, customer services, supply chain planning and management, logistics engineers, transport managers, operations, HR, accounts, IT, drivers, freight linked roles, forklift, robotics engineer, drone engineer.

The growing e-commerce sector has led to the digitisation of the logistics industry, cutting costs, time and giving tracking solutions. Sustainability options across the sector are also growing.

Key skills valued include:

- team work skills
- customer service skills
- flexibility
- driving skills
- reliability

OTHER LOCAL EMPLOYERS INCLUDE:

Ceva Logistics, Pall Ex Group, HAE Group, Royal Mail, HW Coates, Rhenus, Blue Whale, Oakland International, Scania, 3T Logistics, Fred Sherwood & Sons, Neovia, DPD, Kinchbus, East Midlands Trains, plus a huge range of smaller companies who support the 'supply chain' of this sector.

SECTOR EMPLOYS

38,951

and growing

Get in and get on at any level

95%

of population accessible

BY ROAD

within 4hrs



HOME TO

EAST MIDLANDS AIRPORT

HGV Skills

Bootcamps available

Employment in sector set to grow by 12.1% by 2030



Find out more: www.lutterworth.magnapark.co.uk | generationlogistics.org
www.slp-emg.com | www.talentinlogistics.co.uk | www.eastmidlandsairport.com
www.ciltuk.org.uk | www.ioc.uk.com | www.novus.uk.com
www.dataacademy.co.uk | www.gov.uk/government/find-a-skills-bootcamp



One of the top three highest paying sectors in the area

Skills in high demand across all sectors

Job areas most advertised:

- **Programmers and software development**
- **IT user support**
- **Business IT analysts**
- **Systems designers**
- **IT operations**
- **Web design and development**

Employs 15,088

Workforce estimated to grow **11.9%** by 2030

Digital Services

Digital skills are in demand, as technology is revolutionising how we live and work, and all organisations use IT in some way. It's a growing, varied and future-proof sector which includes the operation of computers, networks, data communication, storage and exchange, and the trading of goods and services over networks.

There is continual technological change including e-commerce, e-business, cloud computing, media streaming, conference services and cybersecurity, and sector tech areas like Fintech, Healthtech, and Foodtech.

Many Leicestershire employers have invested in online offers alongside their face-to-face physical service: some need new **software systems** to can operate more efficiently, and **grow their customer base**.

Digital marketing support, in particular for website and social media, is highly sought after in the area.

Area digital skills shortages

include: IT technicians, programmers, cyber security professionals, web developers, cloud engineers and data analysts.

As new technologies and software are developed, it's important to keep your skills up to date.

Digital entry level roles include:

apprentice IT technician, digital marketing assistant, IT assistant, helpdesk analyst apprentice, and digital content support roles.

The sector is approximately 70% male and 30% female.

Locally 15,088 people are employed in the sector, with a good spread of workers across all ages; 37% of the workforce is aged 45 or over.

There is an area Digital Skills Partnership to support actions that help individuals and employers with digital skills.

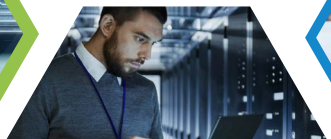
Programmers and software developers feature in the top ten of most advertised jobs locally. IT and digital has the highest median area advertised pay across sectors (from job adverts), at £40,100 p.a.

Microsoft Excel also features as a skills requirement in many general vacancies.

Some sort of digital skills are needed in over 90% of all job roles today, with growing demands at higher levels; there are Skills Bootcamps to help people to increase their digital skills, and other local free digital skills support.

LOCAL EMPLOYERS INCLUDE:

The Access Group, IBM, Jadu, Anicca Digital, CloudCall, Sempervox, CDS Global, Intercede, Adder Technologies, Opus Trust Communications.



Find out more: www.technojobs.co.uk | www.gov.uk/guidance/find-a-skills-bootcamp
www.bubble-jobs.co.uk | www.itcareerfinder.com/it-careers

Space

Across the globe we increasingly rely on space technology, and locally we have the fifth fastest growing aerospace and satellite technology cluster in the country.

The Space Research Centre at the University of Leicester offers specialist skills linked to space, and the area is home to the National Space Centre and a good space-linked business base.

The space sector includes:

Science and research: planetary and earth observation.

Space engineering: space related instruments.

Business: using satellite technology to create business products.

Space Park Leicester is a world leading hub for space-enabled industry, with space scientists, satellite manufacturing and business opportunities on-site, creating 2,500 jobs.

There are a number of local companies here linked to space and aerospace industries, including **Winbro Technologies, JJ Churchill, AST SpaceMobile, Ametek, Magna Parva, Bluesky and Kleos Space**. Engineering, science and computing skills (especially in programming and data management) are key in this fast growing sector.

Adults with strong digital, scientific, or technical skills are welcomed by the sector, and those with a strong entrepreneurial streak could support the business side of space technology.

Most space careers require innovation, creativity, teamwork and problem solving. Many jobs cover multiple disciplines, and as space is an international endeavour, often involve work with partners around the world.

Jobs in demand: systems engineer, analyst for earth observation, communications engineer, data scientist, software engineer, electrical engineer, business analyst, robotics, AI and machine learning engineers.

3,597 people are employed in the sector; employment is set to grow by 8.2% by 2030

Sport

Leicestershire is home to a vibrant and fast-growing sports and physical activity sector.

All ages are interested in sport and fitness, and the sector welcomes the life experience of adults, with opportunities to get in and progress at different levels.

This area is well-known for many sporting achievements with 14 major sporting venues, including Leicester City Football Club, Leicester Tigers, Leicester Riders and Leicester Hockey Club; and is host to major motor racing events at Donington Park and Mallory Park, and horse racing at Leicester Racecourse.

Loughborough University is ranked number one in the world for sports-related subjects. The UK's highest concentration of sports governing bodies and national sports organisations are based at SportPark Loughborough, which is expanding.

Career opportunities include coaching, sports development (including community sport), health navigator roles; exercise, fitness and personal training; plus nutritionist, health and sports therapy. Clients will come from all communities, with needs from complete beginner to performance level.

The most advertised roles locally are **fitness instructors, sport coaches, officials and instructors, leisure assistants and managers**.

14,994 people work across the sector locally; employment is set to grow by 9.8% by 2030.

The sector also relies upon innovation, sport technology, data analytics, project management, team leaders, design and manufacturing, social media and marketing, retail sales, event management and everything behind the scenes.

The growing interest in health, wellness, weight management and cycling are all likely to increase some demand within the sector and the requirement for digital skills is growing to service the online exercise trend.

The top three skills most requested across sport job vacancies are **communication skills, customer services and coaching**.



www.spacecareers.uk | le.ac.uk/spacepark
www.ukspace.org/careers



www.active-together.org | www.sportpark.org.uk
www.careers-in-sport.co.uk

Retail

Retail is a fast-moving vibrant industry as organisations try to predict - and respond to - customer demand and trends.

Online shopping is growing, bringing online related roles like web design, user experience and delivery. The physical store is still popular and retailers are always looking for ways to enhance the in-store experience. The sector employs 38,672 people.

Leicester city centre has large shopping centres like the Highcross, boutique areas, and the Golden Mile, while the county has attractive market towns with strong retail offers.

Fosse Park shopping centre is growing, bringing more jobs. Several key retailers have their headquarters here – such as **Next**, **Shoe Zone** and **Dunelm**, with a range of career options.

This sector offers a range of roles, from sales, customer service, buying, analysing customer data and visual merchandising. There is a trend to shop more locally and supermarkets also offer a wide range of roles.

Stores aim to maximise sales, appeal to customers and adapt to compete with rival physical and online stores.

Online selling of niche products or local produce are popular with adults who want to set up their own business.

Employers will look for:

- customer service skills
- problem solving skills
- digital skills
- social media and marketing

Sustainability is a new trend and some stores are now offering scope to rent items. Creativity is a key skill as all stores want to attract and retain customers; personalised and digital marketing are growing across retail.

OTHER LOCAL EMPLOYERS INCLUDE:

John Lewis, Wilkinsons, Shoe Zone, Topps Tiles, Tylers, Goldsmiths Jewellers, Thurmaston Retail Park. Supermarkets like Tesco, Morrisons, Lidl and Asda, other outlets like car showrooms, DIY stores and garden centres.

Tourism and Hospitality

This sector includes bars, eateries, attractions, festivals, events, travel agents and accommodation. Employing 23,800, there are roles to suit people of all ages.

Well-known venues include the **National Space Centre**, **Bosworth Battlefield**, **Curve**, **King Richard III Visitor Centre**, **Twycross Zoo** and the **National Forest**.

Advertised vacancies across the sector have tripled in the last five years. Customer-centric skills are important, with increased customer expectations and review-driven markets.

Locally the most advertised roles are chefs, catering and waiting service roles, management and housekeeping.

The life skills of adults are valued, and companies are happy to train on-the-job for those with few or no qualifications. Work can be seasonal and additional languages are useful. There may be casual work through local festivals and events.

There may also be social media, creativity and marketing roles; many organisations have an online presence and want to attract new customers.

There are 220 hotels and guest houses across the area, along with attractions in every district, all with career opportunities.

Employers look for:

- customer service skills
- enthusiasm and flexibility
- the ability to use your initiative

Sector trends include the increasing use of Virtual Reality to enhance visitor experiences. Sustainable tourism and bookable experiences are also increasing.

OTHER LOCAL EMPLOYERS INCLUDE:

Ragdale Hall, Conkers, the Great Central Railway, Leicester Tigers, Leicester City Football Club, local museums, East Midlands Airport, tourist centres, hotels, cafes, restaurants, Twin Lakes.

www.highcrossleicester.com/jobs
www.fosshoppingpark.co.uk
www.inretail.co.uk | www.leicestermarket.co.uk

careerscope.uk.net | www.apprenticeships.org.uk
www.hospitalityguild.co.uk | www.visitleicester.info
www.goleicestershire.com

Why not start your own business?



Starting your own business might sound daunting, but it can be a lot easier than you might think. Businesses come in all shapes and sizes from small “lifestyle” businesses run by solo founders, through to big companies with lots of employees. You can sell your time or expertise as a service or sell products, online or face to face.

Increasing numbers of people are creating their own start-ups and becoming entrepreneurs.

Starting a business needs some thought, consider some of the pros and cons:

Running your own business:

- Independence: Being your own boss means you can choose what work you want to take on, and how you deliver it – whilst incorporating the needs of your clients.
- Satisfaction: Running a successful business is a personal achievement as well as a financial one
- Time: Your own business can be time-consuming, but it may also give you the flexibility to work when it suits you.
- Financial success: There is financial risk involved in setting up your own business, but if you're successful, what you earn is yours.

Employment:

- Safety net: There can be greater job security working for someone else; you sign a contract when starting a new job, outlining the conditions of your role.
- Benefits: You may have benefits such as a pension scheme, paid annual leave and paid sick leave. The tax you pay is also sorted out for you.
- Regular income: You normally get a consistent wage and are given a period of notice if for whatever reason you are asked to leave the job.
- Sociable: If you work for a company with several staff, it's a great opportunity to make new friends, and a network of contacts.

Many people have the skills, aspiration and determination to set up a business but lack the confidence to do it.

Some top tips from Leicester Startups (www.leicesterstartups.com/) include:

- Try running an experiment or a ‘side-hustle’ to test your idea before you jump in with both feet.
- Get to know other business owners through local networks.
- Get training and mentoring support (see the suggested contacts below).
- Potentially look for a co-founder – you don't need to go it alone.
- Doing some good research on the area of your start-up idea.

There is local free help and advice designed to support entrepreneurs, whether it's funding, money advice, networking, mentoring or other assistance you need! See: bizgateway.org.uk/business-support/starting-a-business





WORTH £27 BILLION
The largest economy in the East Midlands



19,000 SKILLED GRADUATES
Entering the workforce each year



Home of
PREMIERSHIP SPORT



Donington

M1 North
to Sheffield,
Leeds & The North

A great place
for career
opportunities
across all
ages!

M42 West
to Birmingham

M6 North
to Birmingham,
Manchester
& The North

M69 West
to Birmingham

M6 East
to Felixstowe

M1 South
to London

Melton

Melton
Mowbray

Charnwood

**Hinckley
and
Bosworth**

Blaby

Harborough



FOOD & DRINK COMPANIES
Many local and national
products made here

Cofresh

EVERARDS

Samworth Brothers

PEPSICO



LONDON ST PANCAS
in just over an hour



CENTRAL LOCATION
with unrivalled transport links,
perfect for distribution and logistics

MAGNA PARK LUTTERWORTH
Bosworth Gateway

DHL

DPD

East Midlands
Airport



SEVERAL RETAIL HEAD OFFICES
are based here

next

Dunelm

Shoe Zone

WATCHES OF SWITZERLAND



PROFESSIONAL & FINANCIAL SERVICES
Companies choose Leicester

Santander

IBM

Hastings
DIRECT

PPI PRS



**STRONG ADVANCED MANUFACTURING
& ENGINEERING SECTOR**

MIRA

TRIUMPH

CATERPILLAR

JJ Churchill Ltd
PRECISION ENGINEERING



The **colours** show key locations
where jobs and opportunities are
expected, due to investment and
regeneration projects.

- Leicester urban area (Waterside project, city regeneration areas)
- East Midlands Enterprise Gateway and part of the East Midlands Freeport area
- Coalville Growth Corridor
- Loughborough (Loughborough University Science & Enterprise Park)
- South West Leicestershire (MIRA Technology Park Enterprise Zone)
- Enterprise Zones

District industry strengths

- The **Melton** area has a large sector presence of food and drink manufacturing, health, education, and tourism and hospitality.
- **Oadby** and **Wigston** also has a high concentration of jobs in food and drink manufacturing (Pladis and Blackfriars Bakery), plus education, wholesale/retail, manufacturing and health.
- Professional, technical and financial services are strong in the **Blaby** area, plus government (public administration), logistics, retail, construction and precision technology.
- **North West Leicestershire** is a key location for logistics, transport, business, finance, and construction products, with the Bardon Hill Industrial Estate and East Midlands Airport, Segro Roxhill and Mercia Park sites here.
- The **Charnwood** area has good concentrations of employment within high-tech manufacturing, education, health, retail, digital and sport.
- **Market Harborough** is a key location for logistics (Magna Park), agriculture, manufacturing, engineering, tourism, digital and construction.
- Manufacturing, research and development are very strong in **Hinckley**, thanks to the MIRA Technology Park and other businesses including Triumph and Caterpillar; logistics is also huge, with a large DPD depot, plus education and health offers.
- **The city of Leicester** has strengths in manufacturing, retail, creative design, along with business and finance, textiles, health, education, space and knowledge-based businesses.

Although some locations are stronger in some sectors than others, **all areas** will have **thousands of businesses** which are **small to medium** in size, covering an enormous range of work sectors and opportunities.

Have a good look at what is around you!

DID YOU KNOW?

There is an East Midlands Freeport, bringing lots of job opportunities to the area.
www.emfreeport.com



About Enterprise Zones!

Enterprise Zones are designated areas across England that provide tax breaks and government support to businesses basing themselves within the zone. They are great places to work, with lots of exciting jobs across dynamic sectors with new and growing firms.

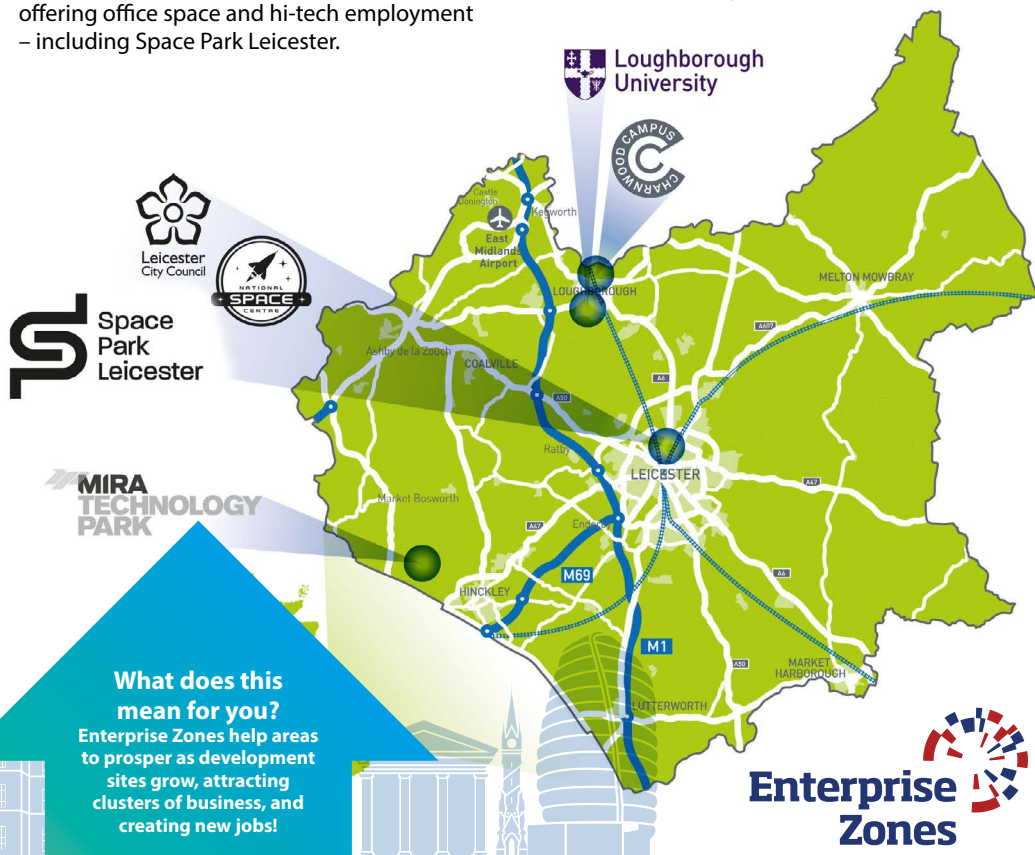
Leicestershire has two Enterprise Zones which are:

Loughborough and Leicester Science and Innovation Enterprise Zone (three sites)

- ↑ Loughborough University Science and Enterprise Park (advanced manufacturing, digital, sports science and low carbon)
- ↑ Charnwood Campus (life sciences/ biomedical)
- ↑ Leicester Waterside covers two City areas offering office space and hi-tech employment – including Space Park Leicester.

The MIRA Technology Park – (automotive research and development)

- ↑ Europe's leading automotive technology park, with fantastic £300m test facilities available
- ↑ Over 40 businesses onsite and over 500 jobs created since 2011
- ↑ Home to MIRA Technology Institute (MTI), a bespoke global centre for skills to support the automotive sector, see: miratechnologyinstitute.co.uk



What does this mean for you?

Enterprise Zones help areas to prosper as development sites grow, attracting clusters of business, and creating new jobs!

www.lusep.co.uk | www.charnwoodcampus.com | www.space-park.co.uk
www.leicester.gov.uk/waterside | www.miratechnologypark.com

Find a big opportunity in a small company!

**99.6%
OF LOCAL
BUSINESSES**



**are MICRO
SMALL or
MEDIUM**



**VALUED
INPUT**

Many people like to approach well-known, large companies for career opportunities, but there can be strengths in working for a smaller sized company. Over 99% of local businesses are micro (0-9 staff), small (10-49 staff) or medium (50-249 staff) enterprises.

Why work for a smaller business?

- Your input will be valued - as part of a smaller team your contribution is more noticed.
- Lots of variety - you will learn about the day-to-day aspects of how a business works. This is great training if you ever want to run a business yourself!
- Quick progression - for those who show potential.

- Contact with senior managers - you can build a good relationship and raise awareness of your work ethic.
- You can move quickly on your ideas. If you have a proposal, you can try it out without a lot of red tape.
- You can be creative! As smaller businesses have smaller budgets you'll find creative new ways to accomplish your goals.

New and upcoming businesses tend to be micro, small or medium, so it is worth having a good look around you, or search online via Google or YELL.

DID YOU KNOW?

There are circa 44,660 registered businesses across Leicester and Leicestershire!



JOBS and SKILLS in **demand across the area**



A quick look at advertised job vacancy data across the Leicester and Leicestershire area.

However, do note that not all jobs are advertised, see more on this on pages 28 and 29.

Over the last 12 months (2022-2023)
there were **161,000** unique job postings across the city and county
56% of which were in Leicester. The median area pay is **£28,100** per annum

With hundreds of different advertised roles, the most ADVERTISED jobs were:

Administration and customer service roles

Care workers and home carers

Storage and warehouse staff

Road transport drivers

Science, engineering and production professionals

Programmers and software professionals

Chefs and hospitality roles

Sales and marketing professionals

Managers and directors

Teaching and educational professionals

Engineers

Nursing and health roles

Top twelve SOFT SKILLS mentioned:

Communications skills

Customer services

Detail-orientated

Planning

Sales

Problem-solving

Creativity

Leadership

Computer literacy

Self-motivated

Management

Enthusiasm

Flexibility

Other vacancies most advertised were: construction trades, web design, child care professionals, cleaners and business and finance roles.

This is just a sample of some advertised jobs, there are many more different roles locally. You can see there is a blend of roles at different levels; and many of the soft skills can be evidenced through life experience, or previous job roles. Whatever your situation, you can call or speak with professionals about getting into a sector, or changing career, or increasing your skill levels and qualifications through some of the organisations over the following pages.

Source for vacancy data above and sector data throughout guide from Lightcast.

Skills for Life

Looking for a change of career? Looking to get back into the work place after a break? Have you been affected by redundancy? Do you think your skills need improving?

Whatever your situation or age, whether your perfect job match is full-time, part-time, working at a desk or in the great outdoors, there's a way to get there and something to suit you.

It's never too late to learn something new! There are many options to gain new skills and qualifications. Adults seeking to grow, either personally or professionally, can stand out in the jobs market and gain an edge over others. Skills needs will evolve rapidly in the future and being open to learning new skills will help your employment and progression.

The skillsforlife.campaign.gov.uk shows you what's available, including:

- Free courses for jobs (ages 19+)
- Multiply (free maths skills, ages 19+)
- Skills Bootcamps* (range of sectors, ages 19+)
- Essential digital, English, ESOL or numeracy (ages 19+)
- Skills Toolkit (any age)
- Apprenticeships (ages 16 upwards, also see page 24)
- Traineeships (ages 16-24)

SKILLS FOR LIFE

*Skills Bootcamps offer free, flexible courses of up to 16 weeks, around jobs in high demand. You'll be offered a job interview once you complete the course. Visit the list of [Skills Bootcamps](#) to see what's available locally.

Are you aged 50 or over?

Nearly one in three workers in the UK are aged 50 and over, and this is set to grow. Many people are working into their 60s and beyond, so people aged 50 may have another 20 years of working life ahead of them. You will have a lot to offer employers with many years of experience, skills and a mature outlook.

The best workforces include a wide range of ages and experiences and there is growing competition for the best and most experienced staff. Employers are increasingly looking at how to attract and retain older workers or they will fall behind their competitors.

There are also a growing number of flexible options if you have caring or other responsibilities and are looking for part-time work. Make sure you tap into the free support above and on pages 24-27 to help you with your career path.

Also see: jobhelp.campaign.gov.uk/finding-work-at-50



50+ PLUS CHOICES

Area colleges can also help! Leicester College helps thousands of adults each year to get back into education, or improve their skills.

The college has courses to help you to develop professional skills and gain essential qualifications. If you need to improve your English, there are ESOL courses.

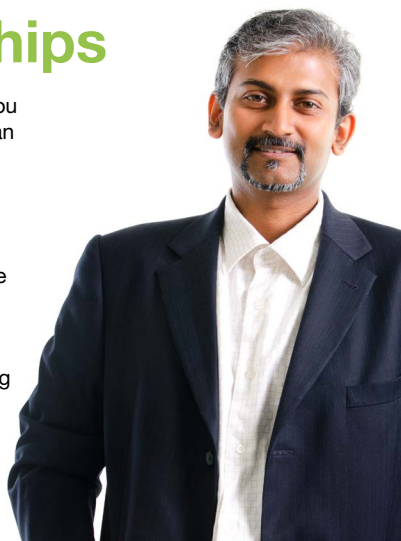
There are courses in a huge choice of subjects, qualifications and Functional Skills in maths and English, and short courses for essential skills for work. See more: leicestercollege.ac.uk/courses
Also see other area colleges: www.smbcollegegroup.ac.uk/adult-courses
www.loucoll.ac.uk/student-services/adult-funding-guidance
www.nwslc.ac.uk/courses/adult-and-community/

Adults and apprenticeships

What is an apprenticeship? An apprenticeship is a real job where you learn job specific skills, gain experience and get paid. Apprentices can be new or current employees. A huge range of apprenticeships are available across different roles and sectors.

Adults can do apprenticeships too! They are available to **anyone over the age of 16** and there are different qualification levels. A 'late starter' can provide maturity, reliability, life experience and knowledge to the workplace. This experience can benefit a new employer and other staff. Your interest could stem from simply wishing to **change careers**, or a need to **re-enter the workforce**. There are also opportunities for employers to grow their business by formally training existing workers; if you are in work, it's worth asking your employer about this **option to upskill**.

Locally, more people aged 25 and over do apprenticeships than those aged 16 to 24!



What can I do an apprenticeship in?

There are several hundred different apprenticeship roles and more roles are being developed. They are available across all sectors, from education, logistics, sales, digital, even in areas like robotics engineer and law! See:

www.instituteforapprenticeships.org

How do I find out more about apprenticeships?

Leicester
EMPLOYMENT
Hub



European Union
European
Social Fund



Leicester
to Work

DID YOU KNOW?

Whatever your age, adults can do apprenticeships too! It's a great option to gain higher skills or change career!

The **Leicester Employment Hub** offers help and advice to support adults to move into apprenticeships, and also supports employers who are considering offering an apprenticeship. It has a **local events page** on careers, job fairs and skills support, see:

www.leicesteremploymenthub.co.uk or follow [@leicester_hub](https://twitter.com/leicester_hub) (Twitter)

The **National Apprenticeship Service** website has information and resources about apprenticeships.



Find out about: becoming an apprentice, different levels of apprenticeships, local and national vacancies, and higher and degree apprenticeships. See: www.apprenticeships.org.uk

Free schemes to help you with confidence, skills and employment



Jobcentre Plus help

Your local Jobcentre Plus can help you into employment with a broad range of initiatives, from work tasters to guaranteed interview schemes. Pop into your nearest office, or see www.gov.uk/findingajob

Leicester Employment Hub

The Employment Hub offers a range of free help for Leicester and Leicestershire job seekers, see: www.leicesteremploymenthub.co.uk

Work and Skills Leicestershire

Work & Skills is a completely free service available to anyone living in Leicestershire who needs help finding work or training. No matter where you are in your career or employment journey, help is here for you. Find out more:

www.leicestershire.gov.uk/jobs-and-volunteering/skills-for-jobs/work-and-skills

Help with careers

Where can I find out more about different careers?

The **National Careers Service** website is suitable for all ages and includes information on **routes into careers, skills and qualities required, and pay**. There is also advice about **CVs, job applications and interviews**. You can do a **'skills check'** and develop an action plan to help you towards the career of your choice. Visit: www.nationalcareersservice.direct.gov.uk or call **0800 100 900**

Want one-to-one careers guidance?

The National Careers Service (East Midlands), managed by Futures, offer free, practical advice and support to help people explore their options, find opportunities and get prepared for the future. Tailored help for individuals includes:

- Help getting people back into work, including jobs that are high in demand
- Support with changing career
- Writing CVs
- Job search and applications
- Interview practice
- Redundancy support
- Help to identify key transferable skills and abilities

Book on: <https://app.10to8.com/book/nationalcareersserviceem/> or call **0800 917 9419**



GoLearn!
Leicestershire Adult Learning Service

100s of online and face-to-face courses available county-wide at days and times to suit you

FREE* English and Maths courses for adults

FREE* Essential Digital Skills courses

*Terms and conditions apply.

FREEphone 0800 988 0308
leicestershire.gov.uk/GoLearn | f/LeicsGoLearn

Fee reductions available | Easy payment options
FREE information and advice on learning and work

Leicester Adult Education

Leicester Adult Education Skills for Work

We support our learners' individual career goals to be ready for the world of work, change careers and advance within their chosen sector.

Our range of courses includes:

- English and ESOL (English for Speakers of Other Languages)
- Digital Skills
- Business, Admin and Finance
- Employability and Work Skills
- Access to Higher Education
- Working with Adults and Children

As part of the Multiply programme, we offer free flexible maths courses to help adults improve their numeracy skills and give them the opportunity to gain a qualification.

Call 0116 454 1900
leicesteradulted.ac.uk

Multiply

Leicester City Council



The Benefits of Volunteering

Volunteering is an excellent way to gain the skills and experience you need to help you to get into the work place.

- ➔ Learn new skills and Gain valuable experience
- ➔ Improve your CV and Boost your confidence
- ➔ Have fun and Make new friends
- ➔ Make a difference and Be part of a community
- ➔ Take on a challenge and Try Something new

Are you ready to **VOLUNTEER** and make a difference? Get in touch today!

0116 257 5050
helpline@valonline.org.uk
volunteer.valonline.org.uk

Voluntary Action LeicesterShire
VAL Helping people change their lives for the better

Useful websites

Careers information

National Careers Service

www.nationalcareers.service.gov.uk

or call 0800 100 900

Looking for work or an apprenticeship

National Apprenticeship Service

www.gov.uk/apply-apprenticeship

Find a Job

jobhelp.campaign.gov.uk

Leicester Employment Hub

www.leicesteremploymenthub.co.uk

Leicester Mercury Jobs

www.leicestermercury.co.uk

Indeed

www.indeed.co.uk

Linked In

www.linkedin.com

Changing career

Careershifters

www.careershifters.org

Your rights in work and training

Gov.UK

www.gov.uk

Adult learning

Leicestershire County Council

www.leicestershire.gov.uk/GoLearn

Leicester City Council

www.leicester.gov.uk/adultlearning

Explore Adult Learning

www.exploreadultlearning.co.uk

The Open University

www.open.ac.uk

Skills Bootcamps

[www.gov.uk/government/publications/
find-a-skills-bootcamp](http://www.gov.uk/government/publications/find-a-skills-bootcamp)

Volunteering

Voluntary Action Leicestershire

www.volunteerleicestershire.org.uk

Help with transport

Planning a journey

www.choosehowyoumove.co.uk



What skills do employers value?

The good news is that the local jobs market has boomed since lockdowns were lifted, with higher numbers of vacancies than pre-pandemic, and roles available across most sectors of work.

Local businesses* looking to recruit say that the following skills are valued in **any** role:

- a can-do attitude and motivation
- good attendance and time keeping
- organisational skills
- digital skills
- team working skills
- customer service skills
- literacy and numeracy skills.

Employers are also keen to see any **previous work experience, or voluntary work** from applicants. You can check out local volunteering opportunities on volunteer.valonline.org.uk

When applying for work or an apprenticeship, give yourself the best chance of success by **checking spelling, answering questions fully and taking time to research the company (see pages 30-31)**. With CVs, it can be far more **effective to send out two or three CVs that are individually personalised** to a company rather than sending out 10 or 15 'standard' CVs.



Large, well-known local companies tend to receive the most applications. However, as there are far more **micro, small or medium** sized companies across the area, it is well worth **researching smaller, lesser known companies** and sending in a CV and letter showing what roles you are interested in, and why you want to work for them.

A speculative approach can really be helpful. It costs time and money to advertise a vacancy, so employers may choose not to do so, if they know it can be filled otherwise – for example, through word of mouth, internal advertising, head hunting, or by already having potential candidates on file. Some employers might have work available, but are just too busy to advertise the post.

Local companies often have their own website, with a careers or job section. Numerous companies advertise positions through social media, such as LinkedIn, Twitter or Facebook, and some use online job boards like Adzuna or Indeed.

Recruitment agencies are also another good source of job opportunities, and temporary roles can often lead to permanent employment.

It helps to be **open to different sectors** and areas of work. Many organisations have a large variety of roles, and once employed, employees can look at internal opportunities for promotion, or options to move into different departments. Useful transferable skills can be learnt in all job roles.

Whatever your situation, you can get free help with finding work, changing career or returning to work after a break through some of the services highlighted throughout this guide.

*LLEP advertised
vacancy analysis, 2023



Job applications – covering letters and CVs



Many job adverts may ask you for a CV and/or covering letter.

What is a covering letter?

This is a summary letter capturing why you are applying for a role and to highlight how your skills and experience fit that role.

A professional covering letter, with a tailored CV can really make your application stand out! Getting things right at the application stage will help your chances of success. Most recruitment is online nowadays so the covering letter and CV can be done in Word and emailed to the company.

TOP TIPS!

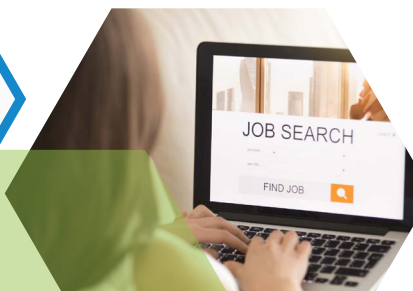
Adapt your job search to maximise your chances of finding employment.

- 1) Develop your online presence
- 2) Boost your skills through work experience, and free online courses
- 3) Use a range of websites to source vacancies
- 4) Be open minded to different opportunities

Employers will be impressed if you know something about them! Do some research on their company and tailor your covering letter to the job you are applying for.

Covering letters

- ↑ Write or type the letter out in rough first and check for mistakes.
- ↑ Use the person's name if you know it.
- ↑ If you're replying to an advert, include the job title and reference.
- ↑ Include your full address, phone number, email address and the date.
- ↑ Highlight what skills and experience that you can bring to the job.
- ↑ Be enthusiastic about why you want to work for that particular company - employers may get several CVs, so make sure yours stands out.
- ↑ Gain knowledge of the company or service and show it off! Do some research on the role and organisation and find out about the company values or ethos.
- ↑ Check your spelling.
- ↑ Practice makes perfect! Once you have mastered one covering letter, the next one should be easier.



Anna-May Jones

Address: 123 Queen Avenue, Anytown, LE1 1BB
Tel: 01162 233456 Email: AnnaMay123@email.co.uk

Professional summary:

I am an energetic and professional experienced sales and team leader with 13 years of retail experience. I have a strong track record of increasing business sales and motivating staff. I increased Cookies monthly sales 14 months in a row, and have been highly recommended by my manager on customer care and product knowledge scoring, as well as colleague care and development. I am seeking a management role to build on my capabilities.

Employment history:

January 2019 - Present
Team leader at Cookies Store, Anytown

- Inducted, trained, and supported seven new full-time and five part-time sales associate roles in company policy, customer care and sales
- Supported to help staff with company updates and sales campaigns
- Reduced store losses by 30% in last 12 months
- Responsible for opening and closing store, cashing up, rota management, stock control and visual merchandising
- Supported the roll-out of Cookies local deliveries to boost sales further

Sales assistant at Cookies Store, Anytown
May 2010-December 2018

- Operated check-out, and professionally assisted circa 190 customers daily, working well under pressure in a busy location
- Created and fostered good relationships with colleagues and customers, and helped to keep store visual displays attractive
- Achieved £103 additional daily sales through counter upselling in 2018
- Took advantage of internal offers for additional learning and development such as 'Sales Excellence' and 'Learning to Lead'. Offered Team Leader opportunity in 2019.

Education:

Rowley Row Community College, Anytown
Four GCSEs grade B in maths, English, ICT and French
Three GCSEs grade C in art, biology, and geography

References available on request

Writing your CV

What is a CV?

A CV (short for Curriculum Vitae) is a summary of your qualifications, skills, achievements and career to date, and is used to highlight relevant information to a prospective employer, to see if you are a good fit for a job.

TOP TIP!

Tailor your CV to the job that you are applying for! Use key words from the job advert, job description and person spec and give examples of how you meet these.

Only had a few long-term jobs? It shows employers that you are reliable and loyal! Be sure to cover:

- Any opportunities you had to develop in your roles
- Any new tasks you took on
- If you helped to supervise others
- Any additional training you received

sample CV layout

- ↑ Keep it brief and to the point – no more than two pages of A4.
- ↑ Use a computer, use the same font throughout and use clear headings.
- ↑ Start with your name, address, telephone number and email address. Ensure that your email address looks professional.
- ↑ Write your current position or qualification first and work backwards.
- ↑ Include any achievements or courses you've done (for example, volunteering experiences, hobbies or being an advanced driver).
- ↑ Words that you use in a CV can help convey a positive message to the reader, words such as: reliable, trustworthy, logical, and hardworking.
- ↑ Are there gaps in your employment history, from raising a family or caring responsibilities? Address them in your CV so employers know the reason.
- ↑ Include a covering letter with your CV, and check both for any mistakes before sending them off.
- ↑ Many websites, such as the **National Careers Service** (nationalcareers.service.gov.uk) have further examples of CVs and more hints and tips. You can also find CV templates via job search websites such as Reed or CV-library. If you would like face-to-face help with creating a CV or cover letter, see pages 23-27 for who can help.

If you are a parent or carer with a **young person aged 16-19** who needs support to move into education, employment or training, there are local services that can help! Connexions support young people who live in Leicester, email: **Connexions@leicester.gov.uk** Tel: **0116 454 1770**.

For county area careers advice for young people call 0116 305 2071.

©This guide was created by Anna Cyhan, Leicester & Leicestershire Enterprise Partnership Ltd, to help to raise awareness of the area world of work.

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