

MARCH 17, 2021

# Jobs 2021: What's the Scoop?



What's changed and what remains the same? Where's the job growth and which skills are now indispensable?



# Agenda for Today

1. Situation Report
2. Top Jobs in demand
3. Top Skills in demand
4. Improving these Skills



# It's Legitimately Gone.

## The Old World We Knew.

Soon we'll step out into the world again, go back to our offices, and we will find something very different. Good? Bad? Who knows? That's up to each of us. But be prepared for **different**.





# Are You an Essential Worker?

**Apparently most of us are not.**

Beyond the frontline, the global pandemic showed who's essential and which skills are indispensable at the next levels – i.e. even in the regular job world.





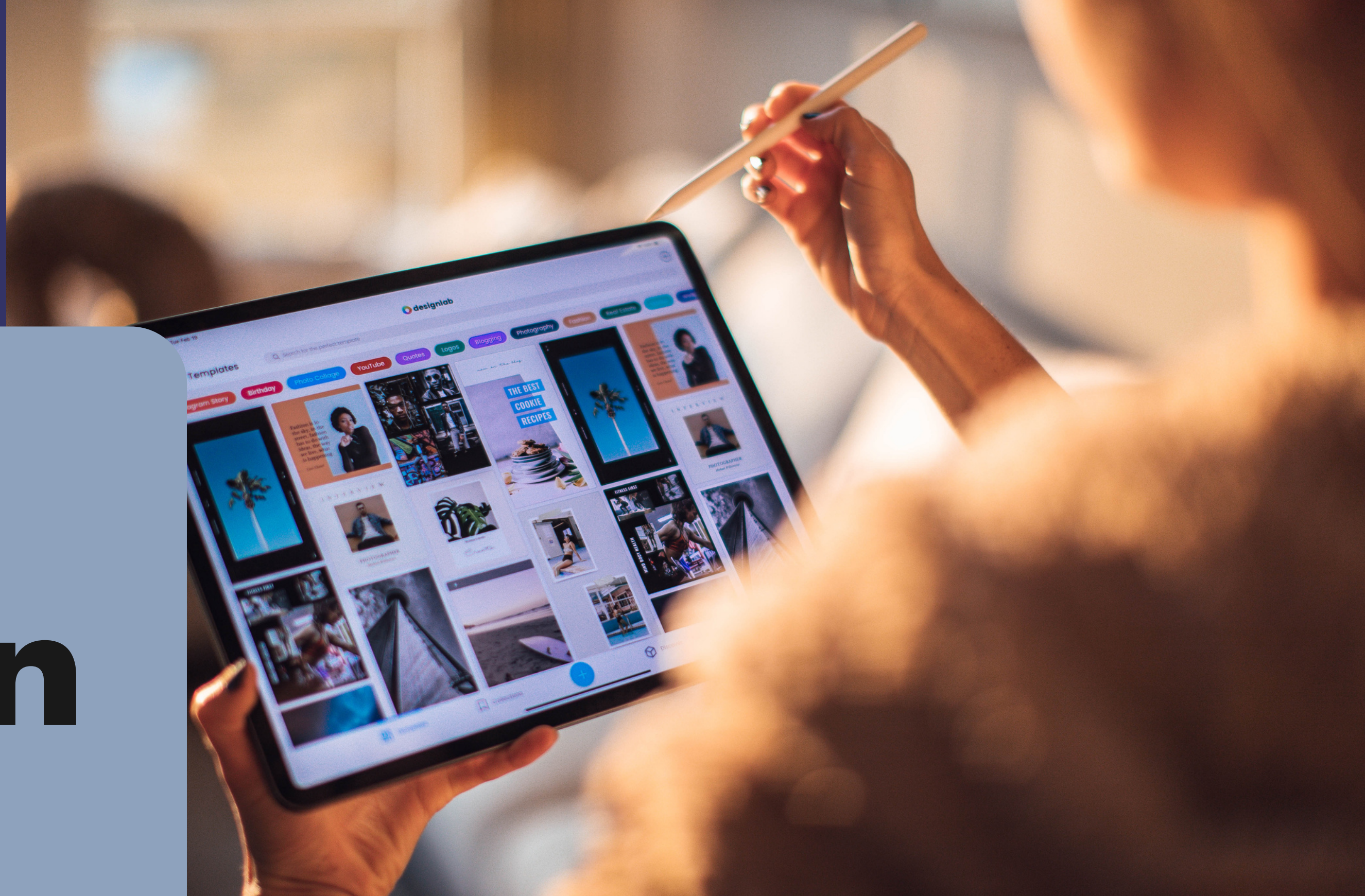
# You Will Have More Freedom

**But how will you use it? How do you even feel about it?**

This is likely the most complex (confusing?) thing about our new lives. Flexible work hours/locations is an undeniable positive at a macro level but to some individuals may feel overwhelming and alien.



# Top Jobs in 2021



# Top Jobs in-demand for 2021

\*\*Based on data tracked by [LinkedIn](#) showing year-on-year growth in 2020

## E-Commerce Workers

73%

Hiring for these roles grew a whopping 73% as retailers onboarded thousands of frontline e-commerce workers: jobs in logistics, supply chain, distribution, shipping, delivery, and package handling.

## Loan, Credit, Financing Experts

59%

No surprise that individuals, families, and small businesses struggling to stay afloat will seek help. This drove a 59% increase in credit analysts, underwriting roles, mortgage loan officers, risk management, experts.

## Education Professionals

Hiring for education grew 20% plus. In 2021 expect more opportunities in online teaching, and developing new approaches to content, curriculum development, lesson planning, and differentiated instruction.

## Health Care Support Staff and Nurses

Grew 34% in 2020. Pandemic-driven; uncertain picture beyond 2021. For now, hiring in healthcare support is high. Not just nurses and physicians assistants, but also pharmacy staff, home health aides, and clinical researchers.

## Experts in Workplace Diversity

90%

While not surprising given current events, will the 90% growth in these roles be sustained? Let's hope. The now-ubiquitous Diversity & Inclusion world includes Community Outreach, Cultural Competency Training, L&D, and Organizational Development.

## Digital Marketing Professionals

Hiring for digital marketing roles grew nearly 33% year-over-year. Major areas remain the same as always: Digital Strategy, Social Media Marketing, Search Engine Optimization (SEO), Product Marketing, and Brand Management.

# Top Jobs in-demand in 2021

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## Content Creators

49%

Demand for talented content creators is higher than ever, growing 49% year-over-year. Not just bloggers, podcasters, video producers. The real (sustained) demand will be for creative people, period: good writers, photographers, designers, public speakers, and educators.

## Business Development & Sales

Hiring for these roles grew more than 45%. Sales & BD is always a staple, as every organization needs to pitch and sell, acquire new customers, retain clients. What's new is the increasing no. of people setting up individual businesses in biz dev advisory and consulting.

## Software Developers / Technology Workers

Hiring in this vertical grew 25% in 2020 but here the key metric isn't growth; remember it's already where most of the jobs are! And it's a vast field: Web / Mobile Developers, Full Stack Engineers, Product Managers, Project Manager; Distributed Systems, Cloud Computing Engineers, and millions of jobs in Tech Support / IT.

## Data Scientists

Hiring in this area grew 46% in 2020. As long as there's Big Data there'll be analytics-related work aplenty: data science, customer insights, statistical modeling, and data visualization. Of note, a 32% increase in jobs in Machine Learning, Artificial Intelligence, and AI Research.

## Coaches and Mental Health Professionals

Hiring for coaching roles increased 51% in 2020. career coaches, business coaches, life coaches, fitness coaches, success coaches. Meanwhile, mental health professionals – Behavior Therapists, Psychotherapists, and Social Workers – still on the list of top jobs – grew at a slower 24%.

## UI / UX Designers

46%

Hiring for these specialists grew 20% in 2020; growth may seem low but that's because this is another saturated tech vertical. User Experience, Product Design User Interface, Design Thinking, UI/UX Testing, Web / Mobile Design.





# Top Skills in Demand

**It's all about the skills.  
More than ever before.**

Learned skills, transferable skills, hard skills, soft skills: consider all of it. With fresh eyes.

# Careerly's **SIX** Core Skill Areas

## CREATE OR IMPROVE



Create new content  
Improve a process  
Learn to add something of value

## SPEAK AND WRITE CLEARLY



Pyramid Principal and Rule of Three  
Public speaking -> public service  
Coaching, teaching, instructing

## MAKE IT LOOK GOOD



Design tools and templates  
Visual presentation vital  
"First impressions" are by "seeing"

# Careerly's **SIX** Core Skill Areas

## ANALYTICAL



Data-driven / research  
Rational thought process  
Learn/use analytical frameworks

## BASIC TECH

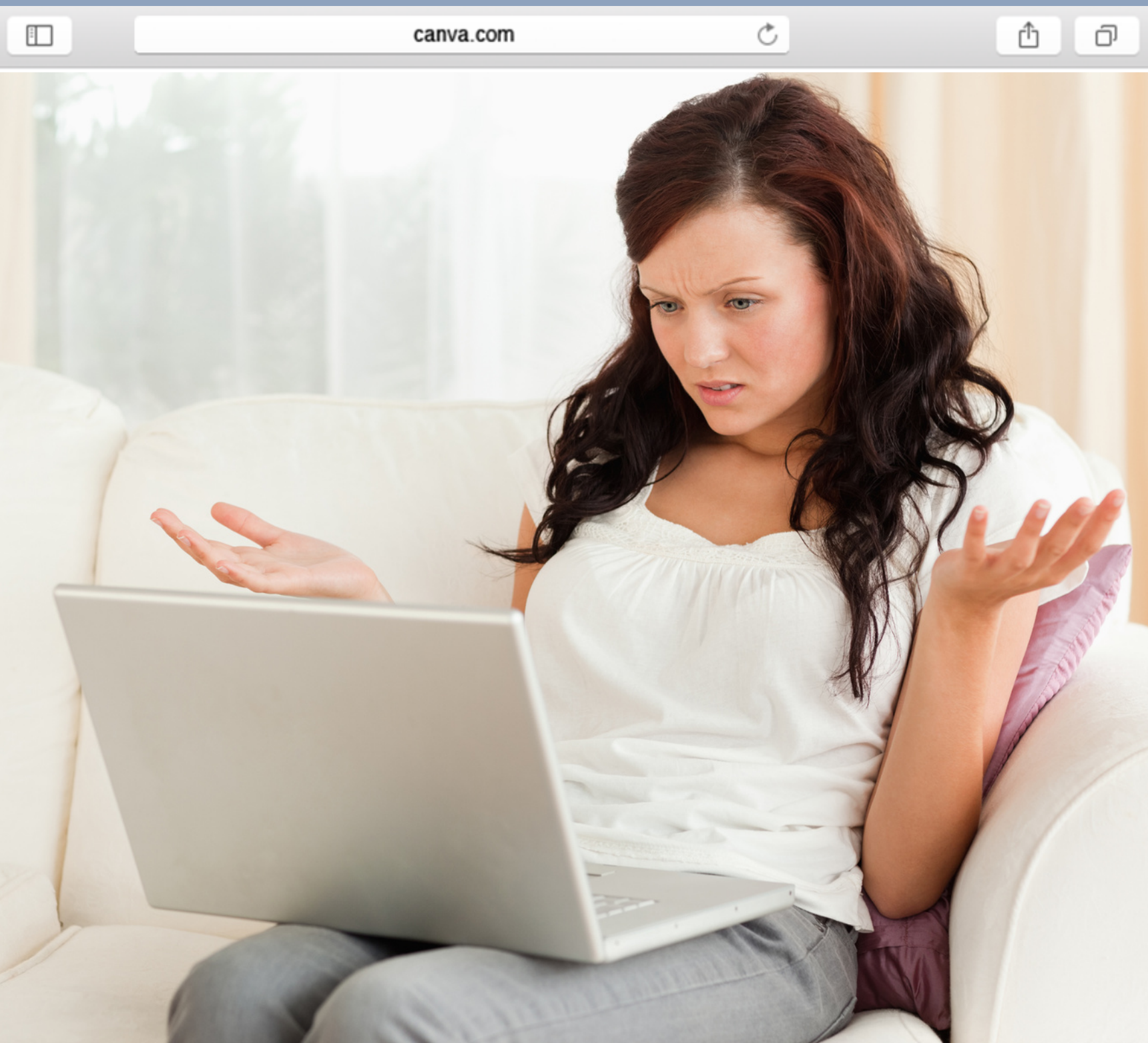


Use of chat function / voice notes  
Team collaboration tools  
Mobile Apps for office/ home admin

## BASIC BUSINESS



Cost-benefit analysis  
Marketing and promotion  
Process efficiency execution ability



# Now, What?

**Acquire and/or improve on these  
crucial skills and core competencies**

While it's easy to be overwhelmed with the amount of change happening at breathtaking speed, the key is underlying skills and focusing on the long-game.



# **The rest of the CMI programming focuses on building these skills.**

**If we excel at the key cross-cutting competencies of our times, we won't go wrong. There will be work and you'll always be an asset.**

"Work" is no longer just a regular job; it's wider and includes all manner of paid engagements.

An "asset" comes in many forms. You define your value prop in a way that matches current needs.

# Next Steps



## **Check out the CMI Schedule**

We cover everything you need in our bi-weekly online sessions.



## **Do you need more targeted help?**

Do you need to work with someone one-to-one on a resume or LinkedIn profile?



## **Check out downloads and templates**

There's a lot you can do by yourself with a bit of guidance. Here's a place to start.

# Questions?

Thank you for your participation  
and see you in two weeks!

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