

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.

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

### 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. 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. English is an essential skill needed whatever subject you teach.

**Art, design and media** - Virtual Reality, video games, music, podcasts and e-sports are benefiting from Covid. These all need people to write the stories.



'Preparing students for a lifetime of employability'



ENGLISH

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## 5 work skills that English will give you:



### Communication

In English Language you'll study the linguistic devices and techniques we use to communicate. Real-life examples will show you how and when to adapt your language for different people. You'll become aware of how you already change your language in different situations.



### Literacy

Written work is one of the ways you're assessed in both English Language and Literature. You need to think about how to present your ideas in a logical way and use evidence to support your opinions or discount other points of view. As well as using persuasive language, and a range of vocabulary.



### Textual Analysis

In English Literature you'll read texts with an analytical eye. You'll identify how the author uses specific structures, form, language and literary devices to present their ideas or evoke emotions.



### Creativity

You'll produce original pieces of writing in English Language. These will include stories and various types of non-fiction writing. You'll play around with language and structure to achieve different effects. You'll adapt your language and style to different audiences and purposes.



### Critical Thinking

Reading literature from different and similar periods will encourage you to think about how writers are influenced by social, historical and cultural contexts. You'll reference examples from each text to support your ideas about how and why writers approach subjects in a particular way.

## Where can English take you?

### Admin, Business, Legal:

- **Administrative Assistant**
- **Barrister**
- **Civil Service Executive Officer**
- **Information Specialist**
- **Librarian**
- **Library Assistant**
- **Legal Executive**
- **Management Consultant**
- **Secretary**
- **Solicitor**
- **Public Relations Officer**

### Drama & Theatre:

- **Actor**
- **Drama Therapist**
- **Producer**
- **Programme Researcher**
- **Screenwriter**
- **Script Writer**
- **Theatre Director**
- **TV Presenter**

### Writing & Publishing:

- **Author**
- **Book or Magazine Editor**
- **Copywriter**
- **Digital Copywriter**
- **Editorial Assistant**
- **Journalist**
- **Lexicographer**
- **Newspaper Editor**
- **Proof-reader**
- **Publishing Editor**
- **Technical Writer**
- **Web Journalist**

### PR, Marketing, Advertising & Other:

- **Advertising Account Executive**
- **Advertising Copywriter**
- **Marketing Executive**
- **Archivist**
- **Drama Teacher**
- **English Teacher**
- **Patent Attorney**

## Future of Job Facts:



### Education

Primary school and Nursery Teachers have one of the highest rates of job satisfaction in the country. There are more than **450,000** teachers across the UK.



### Art & Design

Over **half a million** people work as Artists, Designers, Performers, Musicians and Craftspeople. More than half of artists in the UK have a degree, compared with a quarter of the whole population.



### Publishing & Media

The Publishing & Media industry employs **430,000**. Jobs in film, TV, video, radio and photography are growing rapidly, with 17% more jobs now than in 2011.



### Law

Around **90%** of law graduates find work and/or further study within six months of graduation. There's also a demand for those with knowledge in online law.



### Recruitment & HR

The Recruitment & HR industry employs around **100,000** people and this is only expected to grow in years to come.



### Advertising & Marketing

Almost **200,000** people work in Advertising & Marketing in the UK. Jobs increased by a third between 2011 and 2016. This is only expected to grow again in the years to come.