



# Great JOBS

## Campaign toolkit

February 2022

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If you have any questions about  
the campaign or the toolkit,  
please contact us at  
[groupcomms@cityandguilds.com](mailto:groupcomms@cityandguilds.com)

# Campaign introduction

This toolkit provides a breakdown of the key messages and recommendations from our Great Jobs research, as well as providing sector specific information and suggested copy to help you share the report and campaign with your networks.

As we find ourselves in another winter where the jobs market is severely disrupted by the coronavirus pandemic, there has never been a better time to shine a light on the incredibly important jobs that continue to keep our country running.

Our latest report, Great Jobs looks at some of the challenges facing the labour market currently. It shines a light on what motivates the people of Britain when it comes to work, and it helps us to understand how – and why – essential roles are perceived in the way they are.

The term “essential jobs” helps us to define those roles which are vital to some of the most basic needs in every community.

Our report shows that essential jobs are found in sectors as diverse as:

- Education
- Construction
- Energy and utilities
- Government and public services jobs
- IT, Communications & Finance
- Transport & logistics
- Healthcare
- Social care
- Food production, agriculture and animal care
- Retail

Within each of these sectors there are a wide range of jobs, often requiring very different levels of education, paying very different salaries, and with very different demographics.

**If you have any questions about the campaign or the toolkit, please contact us at [groupcomms@cityandguilds.com](mailto:groupcomms@cityandguilds.com)**





# Key headlines

**50% /  
16 million**  
jobs in the UK  
are essential

**3.1 million**  
essential job  
openings expected  
over the next five  
years

**364,000**  
new essential jobs  
are expected to be  
created in the next  
five years

**2.1 million**  
essential job  
postings currently  
open and unfilled

25% of respondents expressed an interest in working in a job in an essential sector, on average.

The essential workforce also has a slightly older age profile on average, with nearly two thirds (65%) of workers aged over 35, compared to 61% of the non-essential workforce.

73% of essential workers say they are proud of their jobs

76% said they feel as though their job makes a positive contribution towards society.

A fifth (18%) of essential workers say they are embarrassed when they tell people what they do for a living.

Nearly two thirds (63%) of people state that their priorities have changed as a result of the pandemic.

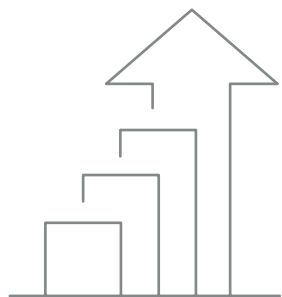
38% say a better work-life balance would improve the reputation in their job

Employees in social care and food production, agriculture and animal care are the most likely to feel that change needs to happen in order for them to feel prouder or happier to do their job. Social care workers cite better pay (67%) as a key factor that would improve their feelings towards their job.



# Sector trends

When we look at the 10 essential jobs sectors it's clear that they are very varied in terms of the industries and skills required, and that there is as much that divides this group as unites them. That being said, there are some distinct trends that emerge which we have noted below.



## Highest growth in jobs openings expected by 2026 in:

IT, communications and finance	477,267
Education	467,256
Healthcare	466,534
Transport and logistics	399,646

## More males work in...

- Construction
- Energy and utilities
- Food agriculture and animal care
- IT Communications & Finance
- Transport and Logistics



## The jobs that have the highest earnings are in:

- Construction
- Energy and utilities
- Healthcare
- IT, Communications and Finance



## The jobs with most risk of automation are in:

- Construction
- Food, agriculture and animal care
- Transport and logistics



## Industries requiring the highest level of education...

- Education
- Healthcare
- IT, Communications and Finance



## Whilst more females work in...

- Education
- Healthcare
- Retail
- Social Care



## Whilst the jobs with the lowest earnings are:

- Retail
- Social Care
- Food, agriculture and animal care



## Whilst the jobs with least risk of automation are in:

- Education
- Retail
- Social Care
- IT, Communications and Finance



# Food production, agriculture and animal care

**24%**

of employees in this sector said they plan to leave within the next year.

**22%**

of those surveyed said they would consider working in food production, agriculture and animal care

Butchers are facing skills shortages, along with other critical roles that prepare food to go on our plates including fishmongers, poultry dressers and bakers. While 14,952 openings are expected in the next five years, only 4% of respondents would consider working in these roles.

**22%**

of those working in food production and, agriculture and animal care said they feel shame when talking about their job

**45%**

of those working in food production, agriculture and animal care jobs feel proud of their roles

**61%**

of people would be happy for their child/grandchild to work in food production, agriculture and animal care

**42%**

of people respect the food production, agriculture and animal care sector more since the pandemic

Half of current workers in the sector said that better salaries would make them feel happier or prouder to do their jobs.



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# IT, communications and finance

**480,000**

job openings are expected in IT, Communications and Finance over the next 5 years

**29%**

Nearly a third of people (29%) said they would consider working in IT, Communications & Finance

**78%**

of people would be happy for their child/ grandchild to work in IT, Communications & Finance

**30%**

of people respect the IT, Communications & Finance sector more since the pandemic



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# Construction

Jobs in construction are seen to be the least attractive with only 17% of respondents – and 9% females – agreeing they would work in this sector, followed by energy and utilities and transport and logistics

**80%**

of those working in construction said they are proud of their jobs

**27%**

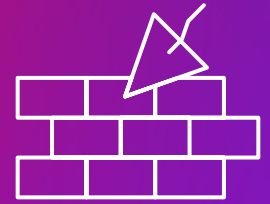
of those working in construction said they feel shame when talking about their job

**68%**

of people would be happy for their child/ grandchild to work in construction

**31%**

of people respect the construction sector more since the pandemic



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# Retail

**80%**

of people said they would consider working in retail now or in the future

Our research found that interest in retail roles is high, which tallies up with a high demand from the sector

**23%**

of those working in retail said they feel shame when talking about their job

**27%**

said they would consider retail jobs because of the sociable hours

**44%**

of those working in retail feel proud of working in their roles

**61%**

of people would be happy for their child/ grandchild to work in retail

**42%**

of people respect the retail sector more since the pandemic



# Government and public services

**66%**

Nearly a third of people said they would consider working in each of government and public services

**4%**

of people said they would consider working as a refuse collector, and there are 12,082 openings expected in next 5 years

**73%**

of people would be happy for their child/ grandchild to work in Government and public services

**31%**

of people respect the government & public services sector more since the pandemic



# Education

**467,256**

job openings are expected in education over the next 5 years

**30%**

of people said they would consider working in education now or in the future

**82%**

of those working in education said they are proud of their jobs

**82%**

of those working in education feel proud of working in their roles

**78%**

of people would be happy for their child/grandchild to work in education

**47%**

of people respect the education sector more since the pandemic



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# Energy and utilities

**21%**

said they would consider working in energy and utilities

Electricians and Electrical fitters are one of the essential jobs that is set to see the most openings in the next five years, with 38,690 openings expected. However, only 4% respondents would consider working in this role

**45%**

of those working in energy and utilities jobs feel proud of their roles

**72%**

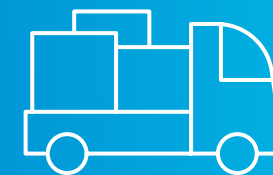
of people would be happy for their child/grandchild to work in energy and utilities

**31%**

of people respect the energy and utilities sector more since the pandemic



# Transport and logistics



**399,646**

job openings are expected in transport & Logistics over the next 5 years

**23%**

said they would consider working in transport & logistics

**65%**

of people would be happy for their child/ grandchild to work in transport & logistics

**41%**

of people respect the transport & logistics sector more since the pandemic



# Healthcare

**466,534**

job openings are expected in Healthcare over the next 5 years

**20%**

of healthcare workers have considered leaving their role in the last year

**26%**

of those surveyed said they would consider working in healthcare

**3%**

of people said they would consider becoming medical practitioners (e.g. doctors, surgeons, etc.) and there are 61,166 openings expected in the next 5 years

Workers in healthcare (91%) are some of the most likely to say they feel their job contributes to society

**4%**

of people said they would consider working as a Healthcare technician (medical, dental or pharmaceutical) and there are 12,989 job openings expected in next 5 year

**85%**

of those working in healthcare said they are proud of their jobs

**71%**

of those working in healthcare feel proud of working in their roles

**78%**

of people would be happy for their child/ grandchild to work in healthcare

**59%**

of people respect the healthcare sector more since the pandemic



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# Social care

**226,000**

job openings are expected in social care in the next 5 years

**21%**

of social care workers are planning to leave their role in the next year

**25%**

of those surveyed said they would consider working in social care

**80%**

of those working in social care said they are proud of their jobs

Workers in social care (89%) are some of the most likely to say they feel their job contributes to society

**61%**

of those working in social care feel proud of working in their roles

**68%**

of people would be happy for their child/ grandchild to work in social care

**54%**

of people respect the social care sector more since the pandemics

Social care emerged as one of the industries where employees think they are most in need of a better reputation – along with healthcare and education



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# Social media copy and creative assets

We have provided a range of social media posts for you to use or adapt. Remember to tag @cityandguilds and use the hashtag #GreatJobs so that we can find and share your posts.

## Research report

More than three million essential job openings are expected in the next five years – making up 50% of the UK job market. But only 25% of Brits would consider working in many of those roles, finds new **#GreatJobs research from @cityandguilds and @EMS1\_UK.** [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)

From refuse collectors to retail assistants, care workers to construction workers. Essential jobs make up 50% of the UK workforce yet, only 25% of Brits want to work in these roles.

Read more in the @cityandguilds #GreatJobs report: [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)

New research from @cityandguilds and @EMS1\_UK reveals a worrying gap between the jobs we need people to do, and their desire to do them.

Read more in the #GreatJobs report: [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)





## Overall campaign

We're supporting the @cityandguilds #GreatJobs campaign – recognising the 50% of essential jobs that keep the UK working. Join us! [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)

It's time we rethink the way we regard essential jobs in the UK and truly recognise and respect those who work so hard to keep the UK running. Join the #GreatJobs campaign: [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)

The pandemic highlighted that certain roles, critical to the running of our country, are often overlooked and undervalued. It's time to recognise those essential jobs that keep the UK working. #GreatJobs [cityandguilds.com/greatjobs](https://cityandguilds.com/greatjobs)





# Be an advocate for your industry

To encourage people to take up essential jobs, we need to change perceptions and truly recognise and respect those who work so hard to keep the UK running.

To do this, we want to share real stories about people working in our essential jobs and industries.

If you work in one of the UK's essential roles or industries and are happy to be featured as a case study, please contact our communications team: [groupcomms@cityandguilds.com](mailto:groupcomms@cityandguilds.com).

Or join the conversation online and let everyone in your network know why you're proud to work in your industry. Remember to tag **@cityandguilds** and use the hashtag **#GreatJobs** so that we can find and engage with your post.

Our report found essential workers are prouder of their jobs: 73% essential workers proud of their jobs, compared to 66% non-essential.

