

**SAMSUNG**



# Alternative Careers Guide

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# Alternative Careers Guide

**The pandemic has forced us to rethink every aspect of our selves – our values, goals and what lies ahead. This includes young people who have been hit hard by the impact of Covid-19. Millions across the UK have been forced to reconsider their plans for higher education or choose different career paths as a result of their A-level and GCSE exams being cancelled.**

In response to this situation, Samsung has launched this Alternative Careers Guide, outlining the top ten jobs that are currently trending amongst young people. We know the work landscape has changed dramatically in the last 25 years; data from the Organisation for Economic Co-operation and Development shows that in the year 2000, children picked occupations such as doctors, teachers and lawyers. In contrast to this Samsung's recent study of 3,000 16-18 year olds has revealed careers such as a drone pilot, app developer and 3D prop designer are among the roles that teenagers most aspire to. The research confirms that the majority of this demographic are now leaning towards careers in tech, moving away from traditional roles.

Samsung research suggests that there has been a rise in portfolio career aspirations and for flexible working that fits around peoples' lives. Findings show 78% of young people would rather a job based on work/life balance over one with a high salary, and 91% say they see the idea of having just one career as outdated.

To help young people learn more about the most coveted new tech careers Samsung has launched a video web series. The series is compiled of four episodes focusing on different tech careers identified as some of the most popular by 16-18 year olds. The aim is to equip young people with advice and knowledge on career options they may not have been previously considering. We hope these materials act as a tool to assist young people with new ideas about future career paths, empowering them to realise their dreams and make the most of their talents.

**This is part of Samsung's ongoing support for education, following the success of their Emerging Talent and Not a School programmes.**

# Top Ten Alternative Careers Guide

## Social Media Influencer



Influencing the world around you within local and global communities is a voice worth having. Strangers liking your every word or post is a perk of influencing, getting paid to post is too – and you don't need a celebrity's star status to succeed. Whether it's cosmetics or climate change, finding a niche is the first step in establishing an online presence, along with defining your values then building trust with fans. Once you've attracted a significant following, the brands will come knocking.

## App Developer



Over the past decade there have been multiple software creations that have revolutionized the way we live, from being able to navigate to your destination wherever you are in the world to ordering something to your door with the touch of a button. More than 200 billion apps are downloaded annually – over 30 for every person on the planet – and the mobile revolution shows no sign of slowing. That's why developers are in demand to satisfy the hunger for ever faster solutions.

## Video Game Developer



For anyone growing up with a controller in their hand, this is the dream job. Creating virtual realms where good (nearly) always triumphs over evil requires boundless imagination but the rewards are huge. Imagine being the brains behind the latest hit game, knowing millions globally are enjoying the creation you pitched to the studio. It's also not a one-track career – you can be a programmer, concept designer or animator.

## Smart Home Developer



Fridges that can give you advice on what to eat for dinner, phone-operated thermostats and even cameras to check in on pets are among tech that consumers are optimising in the home. The next frontier is for smart gadgets to work seamlessly together so the owner has to work less. That leaves no shortage of opportunities to turn vision into reality for anyone wanting to work in this emerging field.

## 3D Prop Designer



Many Hollywood films now use 3D tech to print their fantastical costumes and out of this world props. This innovative approach is having a major impact on the industry. Working in software-aided prop design means being responsible for making films look and feel authentic to audiences. Getting to meet Hollywood actors is also a plus.

## Software Developer



Life would now seem impossible without the inventions of software engineers. Almost every business, industry and public service relies on IT programmes to function – and on experts to fix them when they fail. Keeping one step ahead of hackers is just one aspect of this endlessly varied profession.

## Vaccine Developer



A single graph confirming a breakthrough is a thrill all scientists live for. That and knowing millions of lives could be saved. Vaccine trials are a high stakes endeavour – they could lead to a Nobel Prize or failure. Researching medicines that could prevent disease is never dull though. One day you could be in the lab, the next flying abroad to tackle a virus outbreak.

## Drone Operator



From helping to rescue people at sea to capturing the eye of a tornado, this is a sought-after occupation that's always full of surprises. The police are turning more and more to drones to fight criminals and they're used by air accident investigators to survey crash sites. In the UK, the industry is projected to be worth £42bn by 2030.

## Social Media Manager

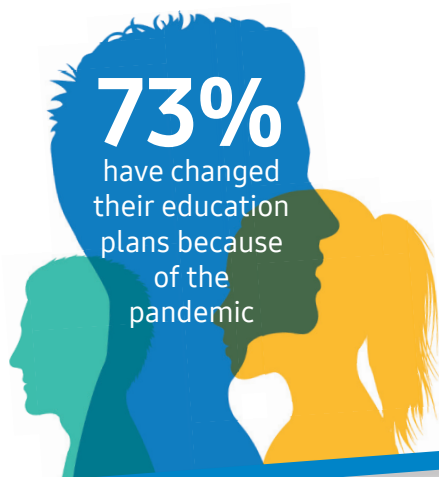


The voice of a brand is defined by their presence on social media – and it can make or break them. The responsibility for maintaining the right image lies with the social media team who engage audiences with content that educate and entertains. The benefit is seeing your carefully crafted content go viral, sales figures soar or receiving international acclaim for a campaign.

## Forensic Computer Analyst



Fancy being a teched up Sherlock Holmes? These professionals work behind the scenes helping crack industrial espionage and intellectual property theft. A typical case could involve screening laptops for signs of data leakage by a spy attempting to steal a rival company's trade secrets. The ability to handle sensitive or confidential data is a must.



**73%**  
have changed  
their education  
plans because  
of the  
pandemic

Over two thirds of young people (73%) say they have changed their education plans because of the pandemic, with 41% no longer going to university.

71% of British teenagers are not considering following a traditional job role like their parents, with over 4 in 5 (85%) saying they'd consider a career in tech.



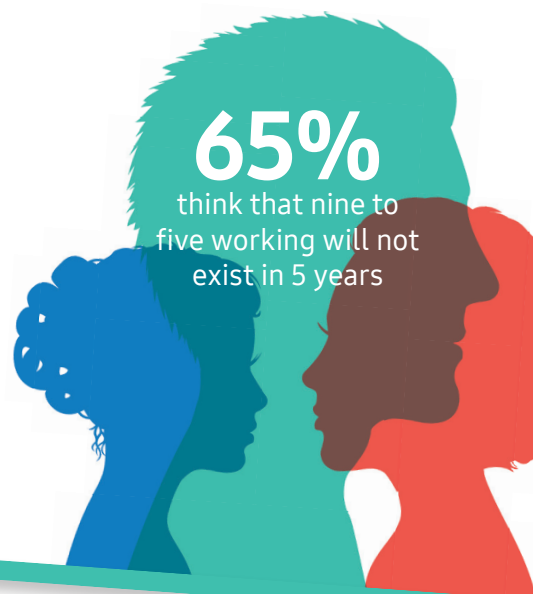
**85%**  
would consider a  
career in tech



**81%**  
concerned about  
the lack of job  
opportunities

The majority of British teens (72%) are worried they'll end up a lost generation following Covid-19 with over 4 in 5 (81%) concerned about mass unemployment and a lack of job opportunities after the pandemic.

The majority (65%) think traditional nine to five working patterns will be a thing of the past in the space of five years. As many people have shown that working from home is a realistic option, over half (55%) of those surveyed say they wouldn't even consider working for a company that had strict 9 to 5 working hours.



**65%**  
think that nine to  
five working will not  
exist in 5 years





“ When it comes to being successful in the drone industry, learning how to put the drone imagery and videos you capture to good use is as important as becoming competent at flying the drone. The photos and videos are the bit with commercial value, whereas the piloting skills are essential for safety, so both skills are needed in order to be successful as a drone operator. ”

**Gemma Alcock, Drone Operator**

“ The top tip I'd give anyone looking to create their own app is that having a killer idea is the first step to building a great business. However, its having a strong 'why' and the discipline to keep going despite any obstacles you face that will make you stand out. ”

**Urenna Okonkwo, Tech Entrepreneur and App Creator**



“ The best part of my job is seeing something you've imagined come to life in the workshop. A career in 3D prop design is perfect for someone who is looking for variety- we work on so many different projects no day is ever the same. Advances in technology like 3D printing mean that there are more tools than ever that allow us to model and create concepts and ideas. It's an exciting time to be in the industry. ”

**Keith Thomson, 3D Prop Designer**

“ Two important qualities you need to succeed in my industry are the ability to always think on your feet and problem solve - my day to day working environment is very fast paced but the work is very meaningful and fulfilling. A love of tech is also essential! ”

**Mantas Navickas, Samsung Technical Product Graduate specialising in Software Testing**

