

STRENGTHS · PROFILE

# Strengths Profile

Career Guide Descriptions

# Career Guide Sectors and Descriptions

-  **Accounting & Tax**  
Accounting professionals are responsible for managing, reporting and auditing a business or client's accounts on a domestic or global scale. Tax Specialists provide advice around the rules and regulations of tax law in their areas.

 **Administration**  
Administrative professionals provide support for the day-to-day running of organisations or individuals by organising, maintaining and overseeing tasks and procedures essential to the continuation of the business.

 **Agricultural**  
Agriculture covers all aspects of farming including animal nutrition, soil management and crop production. It can involve the planning, organisation and administration of farm estates or scientific roles within large organisations.

 **Animal Welfare**  
Animal Welfare involves protecting, treating and caring for animals both in and out of their natural habitats, including work in veterinary, breeding, pet and companionship programmes and captive wildlife.

 **Architecture**  
Architects design, redevelop and conserve buildings throughout their lifecycles, using a detailed knowledge of structure, engineering and form. They are often involved at all stages of development from concept to final construction.

 **Coaching & Counselling**  
Coaching professionals support people to create a new life path and focus on the future. Counselling professionals support people to overcome difficulties and make important changes in their lives.

 **Consulting**  
Consultants provide professional services and expert advice in their chosen fields, delivering objective views and recommendations independently or as part of a wider consultancy company.

 **Customer Service**  
Customer Service professionals provide support to customers, clients or members of the public to assist them in resolving their complaints and issues. Often this requires liaising with other departments to find suitable solutions.

 **Design**  
Designers bring a client's concept to life through illustration, prototypes and graphic design, taking into account all relevant information, trends, materials and software. This can include the creation and marketing of a product.

 **Economics**  
Economic professionals provide specialist advice on future trends, produce forecasts and recommended improvements based on extensive research, economic theories and the study of data and statistics.

 **Education & Teaching**  
Education professionals teach a variety of learning and skills to expand a person's knowledge and potential. This could include academia, personal development, vocational, community or life skills, and covers all age ranges.

 **Engineering & Manufacturing**  
Engineering & Manufacturing spans a wide variety of roles surrounding the research, analysis, design, development, building, production and distribution of new products either from raw or pre-made components.

 **Environment**  
Environmental professionals assist corporations, government and the public to make informed decisions regarding the use of natural resources. This can include work in air and water quality, conservation and sustainable development.

 **Executive**  
Executives lead organisations in achieving their goals and realising their visions. This includes delivering policies and procedures, overseeing finances and budgets, and collaborating with other executives, staff and board members.

 **Facilities**  
Facilities professionals ensure that buildings and services meet the needs of the people who occupy them and are kept in suitable working condition for either employees or residents. This includes maintenance and security.

 **Government**  
Government professionals draft, oversee and enact policy and procedures that protect the rights and wellbeing of citizens. This includes enabling councils to serve residents and implementing high-level political directives.

 **Healthcare**  
Healthcare professionals provide goods and services to help diagnose, evaluate, advise and treat patients. This can involve working across a range of areas including preventative, rehabilitation and hospice care.

 **Hospitality & Events Management**  
Hospitality & Events Management involves planning, organising and overseeing events such as weddings, business meetings and corporate days, product launches, conferences and fundraisers.

 **Human Resources**  
Human Resource professionals help to shape the culture of a company by involving themselves in training, management and development of employees, as well as working with salaries, benefits and employment law.

 **Insurance**  
Insurance professionals provide cover to individuals or organisations in relation to property or liability. They can be involved in claims, underwriting or as an actuary in a wide variety of fields such as aviation, oil and gas.

 **Investment Banking**  
Investment Banking involves the raising and management of funds for businesses and clients. Professionals may be involved strategically in mergers and acquisitions or in offering advice on financial markets, bonds and shares.

 **IT**  
IT professionals install, monitor, configure and maintain computer hardware, software, systems and networks. This can involve offering face-to-face support for users or liaising with manufacturers and developers.

# Career Guide Sectors and Descriptions

-  **Law**  
Legal professionals guide and advise their clients with legal matters, representing them in court when necessary. There are many specialised areas of the law including, tax, legislative, criminal and family law.

 **Law Enforcement & Military**  
Law Enforcement & Military professionals work in both the public and private sectors to protect and serve the community by keeping people and property safe from harm.

 **Leisure & Tourism**  
Leisure & Tourism encompasses culture and heritage, leisure, hotels, travel and tourism. This includes a wide variety of roles including travel agent, hotel ownership and management, activities director and tour guides.

 **Marketing, Advertising & PR**  
Marketing, Advertising & PR professionals help clients connect with their audience through the promotion of brands, products and concepts, utilising a wide variety of platforms such as events, print, media advertising and the web.

 **Media & Entertainment**  
Media & Entertainment encompasses a wide variety of fields including dance, theatre, film, television and radio, music and publishing. Each field offers its own variety of roles such as acting, researching, writing and performing.

 **Non-Profit & Voluntary**  
The Non-Profit & Voluntary sector is dedicated to improving the world and the lives of people. This can involve taking on multiple roles often within smaller organisations or offering specific skills and experience.

 **People Management**  
People Management involves overseeing groups of people with a focus on their wellbeing and future career. This can include setting priorities and introducing systems and procedures to optimise performance and resources within teams.

 **Personal Care & Services**  
Personal Care & Services professionals provide physical or psychological support services across a range of different disciplines including rehabilitation, funeral and day care services.

 **Procurement & Purchasing**  
Procurement & Purchasing involves the sourcing and acquisition of goods and services for an organisation. Professionals can be involved in the research and management of new and existing suppliers, as well as deal negotiations.

 **Project Management**  
Project Management involves overseeing, managing and ensuring projects are completed on time, within budget and within the scope of the brief. This can include setting deadlines, assigning responsibilities and monitoring progress.

 **Property & Construction**  
Property & Construction encompasses the practical elements of building construction and remodelling, and encompasses a wide variety of specialities including plumbers, carpenters, bricklayers, electricians and labour trades.

 **Recruitment**  
Recruitment professionals search for suitable candidates to fill vacancies either as part of a hiring company or as consultants. These vacancies can vary hugely depending on a company's needs and may require specialised skill sets.

 **Research & Development**  
Research & Development professionals use analysis and experimentation to support the creation and refinement of new technology, products, services or systems, bridging the gap between science and business.

 **Retail**  
Retail professionals facilitate the sale of products or services by ordering, organising, presenting, marketing and selling goods to customers. This can be achieved in a physical location or as part of an online service.

 **Sales**  
Sales involves selling a company's products and services to individuals or businesses by approaching potential customers to win new business and maintaining good relationships with existing clients to gain repeat business.

 **Science & Pharmaceutical**  
Science & Pharmaceutical professionals build and expand on established knowledge and discoveries with practical and theoretical experimentation to create innovative new solutions for the problems of the modern world.

 **Social Care**  
Social Care professionals provide care and practical assistance to their service users, whose needs can include physical or learning disabilities, mental ill health and drug or alcohol dependencies.

 **Software Development**  
Software Developers design, create, code, install and test programmes and systems for organisations or to be sold on the open market. These can range from productivity and efficiency solutions to health and wellbeing apps.

 **Sport & Recreation**  
Sport & Recreation spans a wide variety of roles connected to the sporting industry including professional athletes, coaches, trainers, sports event coordinators and managers, and gym and fitness professionals.

 **Transport & Logistics**  
Transportation professionals are responsible for moving people, animals and goods using a variety of methods. This can involve work within supply chain management, coordination and building strong customer relationships.

 **Training & Development**  
Training & Development involves designing, delivering and facilitating programmes to support and educate people with the knowledge and practical skills necessary for their work and career growth.

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