

TARGET careers

Business

Types of opportunities

Business is a very broad term that can cover any sort of activity that helps an organisation, big or small, to stay profitable and generate money. Some of the roles you will find in business include:

- human resources (HR)
- sales
- marketing
- public relations (PR)
- management consulting

Salary range

If you start a career in business at 18 – for example on a higher apprenticeship or in an entry-level role – you're likely to earn between **£14,000** and **£20,000**.

Join as a graduate and your salary may well be between **£18,000** and **£30,000** – maybe more if you go into management consulting.

Would a career in business suit you?

A career in business would suit you if:

- you like to interact with others
- you like making decisions and getting things done
- you have good people skills
- you enjoy working as part of a team



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IT and technology

Types of opportunities

Careers in IT involve ensuring that individuals and organisations have the hardware and software they need – and providing any necessary support to help them make the best use of it. Some of the roles you will find in IT include:

- games development
- software development
- networking
- testing
- IT support
- cyber security

Salary range

Starting salaries for higher apprenticeships and degree apprenticeships in IT typically range from **£14,000** to a little over **£17,000** per year. Starting salaries for university graduates in their first IT job vary widely. You will typically earn between **£21,000** and **£30,000**, though some jobs pay more or less.

Would a career in IT suit you?

The following skills and personal qualities will help you get ahead in an IT career:

- maths ability (for technical roles)
- attention to detail
- willingness to learn
- passion for technology
- good communication and teamwork skills



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media

Types of opportunities

A career in the media sounds glamorous, but what does it really involve? There are a number of different disciplines in this industry, so you'll need to decide which one is right for you before you make a decision. Roles in the media include:

- journalist
- editor
- photographer
- designer
- runner, researcher or producer
- copywriter
- presenter

Salary range

The media isn't among the top paying industries. Channel 4's media apprenticeships are among the better paying and you'll earn **£18,500** per year. If you are a graduate working as a trainee producer you can expect to earn around **£17,000 to £23,000**.

Would a career in the media suit you?

How much you enjoy working in the media largely depends on what sort of media organisation you work for. As a general rule, you would enjoy working in the media if:

- you are sociable
- you have good communication skills
- you are curious and enjoy learning new things



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Finance

Types of opportunities

Careers in finance revolve around money and offering the best products and services to stay ahead of the competition. Some roles you will find in finance include:

- accountancy
- investment management
- banking
- insurance and actuary

Salary range

Salaries vary depending on the area of finance you work in. Looking at investment management, school leavers could earn between **£13,000** and **£18,000**. For graduates the salary is likely to be between **£31,000** and **£35,000**.

Would a career in finance suit you?

How much you enjoy working in finance largely depends on what sort of finance organisation you work for. As a general rule, you would enjoy working in finance if:

- you enjoy learning new concepts quickly
- you thrive on meeting the needs of clients
- you enjoy working with numbers and data



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Public sector

Types of opportunities

The UK government consists of more than 20 ministerial departments plus a similar number of non-ministerial departments as well as more than 300 agencies and other public bodies. This complex and wide-ranging network of organisations offers plenty of scope for employment and progression. Some of the roles you will find in local government include:

- analysts
- lawyers
- marketing
- customer service

Salary range

Starting pay in public service typically ranges from **£24,000 to £30,000** for graduate schemes and between **£15,000 and £23,000** for the small number of higher apprenticeship programmes available. Location is a big factor; London-based schemes typically have higher salaries, reflecting the higher cost of living in the capital.

Would a career in the public sector suit you?

You would enjoy working in the public sector if:

- you want to support the well-being of the general public
- you have good commercial awareness
- you like to focus on delivering services as efficiently as possible



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