

New career switch tool addresses appetite for change

With job insecurity continuing to be a key concern due to the ongoing pandemic, it's unsurprising that 1 in 4 people in the UK are considering a career change in 2021. To address this, job search engine Adzuna is launching a new career change tool to help jobseekers understand their options.

Adzuna's CareerPaths tool helps users explore potential new careers based on their skillset. Supported by Nesta and the Department for Education, [the AI tool](#) matches jobseekers to viable future career paths and live jobs based on their experience and skills, drawing on learnings from over 30 million live and archived vacancies.

The tool targets active jobseekers, people who have recently been made redundant, those on furlough, and passive jobseekers who are curious about how their skills match with companies hiring in 2021. By inputting a current job title or set of skills, users can understand their transferable skills better and choose a suggested career path based on their profile and who's hiring.

"COVID-19 has turbocharged hiring in some sectors,

while others have gone into reverse. This major redistribution of the job market means many jobseekers will need to pivot careers to find a new role for 2021. Understanding the viable options and industries that are hiring (and growing) can help workers future-proof their careers. That's why we've launched CareerPaths, a clever new AI tool that helps jobseekers explore their career options based on their skill set and live job market opportunities."

- Andrew Hunter, cofounder of Adzuna.

A study by [Adzuna](#) found that 25% of UK workers are considering a career change next year, including 7% 'definitely looking to change career.' Those looking to move into the Logistics & Warehouse sector are in luck, with the job market up 76.5% from pre-COVID-19 levels to over 61,000 vacancies.

Other sectors are still struggling to thrive due to the continuing changes to rules within the UK tier system. Hospitality & Catering vacancies remain 69.1% below pre-COVID-19 levels. Similarly, the Charity & Voluntary and Sales sectors are suffering significantly reduced hiring, down 46.9% and 42.1% from pre-Covid-19 levels respectively. Adzuna believes this redistribution of job opportunities is likely a major factor for many jobseekers considering a career change.

Rhys Herriott, Programme Manager at Nesta Challenges, said: "Nesta Challenges launched the CareerTech Challenge seeking innovations to support those in roles most at risk of dramatic labour market shifts, such as automation. In light of the Covid-19 pandemic, it is now more critical than ever that people are able to adapt to changing job markets.

"We are thrilled to support our innovators, including Adzuna, as they develop much needed transformational tech, providing people with the information and tools they need to navigate an ever-changing and complex world of work."

