

PEOPLE

LIKE

me

## Careers in a digital world



tech<sup>UK</sup>



A  
campaign  
by



WISE helps girls  
to find great  
careers in science,  
technology and  
engineering

With  
support  
from:



accenture  
High performance. Delivered.



CITRIX



[www.techuk.org/peoplelikeme](http://www.techuk.org/peoplelikeme)



Employment opportunities for people with science and maths qualifications in the UK have never been better. Thousands of young women enjoy interesting and well-paid jobs in a wide range of businesses, using science and maths qualifications

### Did you know?

Women with science and maths qualifications earn on average £250,000 more during their working life, than those without

Women with science and maths qualifications have a great choice of careers, with plenty of flexible working and part-time options

Girls can find career ideas to suit their personality by taking the 'People Like Me' quiz by visiting the website below for details of the app and resource pack for schools

### Ask your school

how they are helping girls to find out about all the options available to them

### Visit

[www.wisecampaign.org.uk/peoplelikeme](http://www.wisecampaign.org.uk/peoplelikeme) to find out more

- > Girls can keep more options available to them by continuing to study a science subject and maths beyond age 16
- > WISE has produced 'People Like Me' school resources which allow girls to identify 3-5 types of people whose personalities and attributes match their own
- > Explore those types in this flyer
- > Girls can start to think about jobs that will make them happy and successful

P

## PERSUADER

- > Imaginative and persuasive
- > Understands what people want
- > Has lots of Creative ideas
- > Good with words and /or design
- > Organised and able to meet deadlines

### PEOPLE LIKE THIS WORK IN

marketing, advertising or PR in businesses, managing teams and making sales pitches

### JOBS

UX Designer, Digital Strategist, Digital Marketing Consultant, Integrated Project Team Leader, Research Senior Manager, Customer Relationship Manager

**EN**

# ENTREPRENEUR

- > Confident and creative
- > An ideas person
- > Likes to make things happen
- > Combines empathy, teamwork and financial awareness
- > Good at thinking laterally
- > Understands what customers want
- > A natural leader

## PEOPLE LIKE THIS WORK IN

start-up or tech incubator, working as your own boss and creating innovative solutions to all types of problem with tech. Also as the Chief Executive or as consultant improving the business

## JOBS

Chief Executive Officer, Managing Director, Innovation Lead, CTO, New Market Product Developer, Applied Research Engineer, Systems Engineer, Start-up Founder

**T**

# TRAINER

## PEOPLE LIKE THIS WORK IN

businesses running workshops to train people to do their job or to be more confident. Also within businesses as a motivator and an ambassador

## JOBS

Accreditation Trainer, Virtual Academy Programme Developer, Social Media Trainer, Digital Skills Ambassador, STEM Ambassador, Apprenticeship Manager, Professional Chartership Team Leader

- > Understanding and helpful
- > Good at finding ways to keep people's attention
- > Passionate about sharing knowledge
- > Likes to help people improve their skills and confidence
- > Good at explaining ideas

**M**

# MANAGER

- > Highly organised and good motivator
- > Likes to make clear plans
- > Enjoys working out budgets
- > Likes to find ways to get things done efficiently
- > Good at motivating and persuading others to work as an effective team

## PEOPLE LIKE THIS WORK IN

businesses of all sizes, consultancies, and within government

## JOBS

Project Planner, IT Manager, IT Operations Manager, Systems Manager, Database Manager, Production Manager, Business Division Managing Director

# S

## SERVICE PROVIDER

- > Very organised with good attention to detail
- > Likes to help people by providing a service or delivering what they need
- > Good at communicating to understand what the Client or customer wants
- > Able to get other people to work together effectively to finish projects on time and within budget

### PEOPLE LIKE THIS WORK IN

on-site at tech companies, working across the country for on-the-ground work

### JOB

Research Technician, Quality Technician, IT Helpdesk Operator, Systems Support Operator, Data Centre Manager

# I

## INVESTIGATOR

### PEOPLE LIKE THIS WORK IN

the Research and Development department of businesses

### JOB

Programme Analyst, Computer Modeller, IT Network Planner / Infrastructure Network Planner, Data Analyst, Business Intelligence Officer, Market Analyst, Business Unit Chief of Staff

- > Logical and cooperative
- > Likes to work with others to collect ideas and information
- > Good at remembering lots of facts and piecing them together to find the answer
- > Good at understanding a range of subjects
- > Often works in a team so needs to get on well with other people

# C

## COMMUNICATOR

- > Good with words and people
- > May be good at a foreign language
- > May be good in front of a camera
- > Good at simplifying complex information and explaining technical facts in documents
- > Understands the audience and how to use different media to get a message across

### PEOPLE LIKE THIS WORK IN

businesses, working within advertising and development of products and marketing of the products efficiently

### JOB

Social Media Manager, Web Designer, CTO, Media relations, Social media development, Digital Marketing

# R

## REGULATOR

### PEOPLE LIKE THIS WORK IN

offices, checking that companies are honest and that products and processes are legal and compliant

### JOB

Digital Designer, Data Librarian, CIO, Data Centre Technician, Compliance Manager, Data Protection Manager, Finance Manager, Security Manager

- > Honest with a sense of fairness
- > Likes things to be fair, legal, honest and safe
- > Likes to check that details are correct
- > Good at spotting errors and unforeseen consequences and deciding if something conforms to regulations, so that the public is not put at risk
- > Has a natural sense of justice and is willing to challenge the status quo

**SU**

## SUPPORTER

- > Creative and understanding
- > Likes helping people get what they need
- > Naturally good at making friends and getting on with a wide range of people
- > Able to listen and understand what people want
- > Takes pride in exceeding people's expectations

### PEOPLE LIKE THIS WORK IN

customer relations or customer support in businesses helping people to use a product or buy a new one. They support businesses in trying to improve

### JOB

IT Supply Chain Specialist, Digital Project Lead, Infrastructure Project Lead, Human Resources Manager, CRM Administrator

**PO**

## POLICY MAKER

### PEOPLE LIKE THIS WORK IN

local or national government, working within the policy or public affairs team within an organisation

### JOB

Diversity and Inclusion Officer, Head of Government of Affairs, Public Affairs Manager, Policy Manager

- > Polite and conscientious
- > Good at explaining things to non-specialists such as politicians
- > Has a good eye for detail
- > Enjoys writing reports
- > Diplomatic
- > Likes to find out and review information in order to improve public services and make sure laws are based on evidence

# D

## DEVELOPER

- > Creative and practical
- > Likes to design and develop products for a better tomorrow
- > Good at empathising with others to understand their needs
- > Good at coming up with creative ideas to solve problems
- > Can use practical skills to design and build better things

### PEOPLE LIKE THIS WORK IN

tech companies of all sizes, businesses designing or developing new products or services, and start-ups

### JOB

Software Developer, Research & Development, Artificial Intelligence Specialist, Design Scientist, Research Engineer, Electronics Engineer, Export Programme Manager

# E

## EXPLORER

### PEOPLE LIKE THIS WORK IN

a start-up, universities, or at incubators, to understand why things happen or how things work

### JOB

IT Support, Systems Administrator, Network Engineer, Network Technician, Infrastructure Engineer, Tech Market Sales Lead, Computer Scientist

- > Inquisitive and practical, often quite competitive
- > Likes to be the first to know something and to understand why and how things happen
- > Good at reading, searching out information and experimenting
- > Likes to work alone but good at listening to other people's ideas
- > Likes to concentrate on a particular topic and to solve puzzles

PEOPLE  
LIKE me



People Like Me takes such a refreshing approach to careers because it enables girls to find out more about themselves first!

TV and Radio Broadcaster, Kaye Adams.



**Find out** what your school is doing to show girls the options available to them

**WISE** helps girls to find great careers in science, technology and engineering

**Find out more at** [www.wisecampaign.org.uk/peoplelikeme](http://www.wisecampaign.org.uk/peoplelikeme)

A campaign by



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