



Co-funded by the
Erasmus+ Programme
of the European Union



Erasmus+

SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

The course of advance level

Topic 1 – PART 1

“New Jobs in Social Media Marketing. The Future of Jobs”

Topic 1 Structure

Part 1. The Future of Jobs

Part 2. Jobs and Social Media: opportunities



Co-funded by the Erasmus+
Programme of the European Union



PART 1

The Future of Jobs



Co-funded by the Erasmus+
Programme of the European Union



The Labour Market Outlook in the Pandemic Economy to 2025

**What are the prospects
and trends?**



Co-funded by the Erasmus+
Programme of the European Union



The Future of Jobs Report 2020,
World Economic Forum.

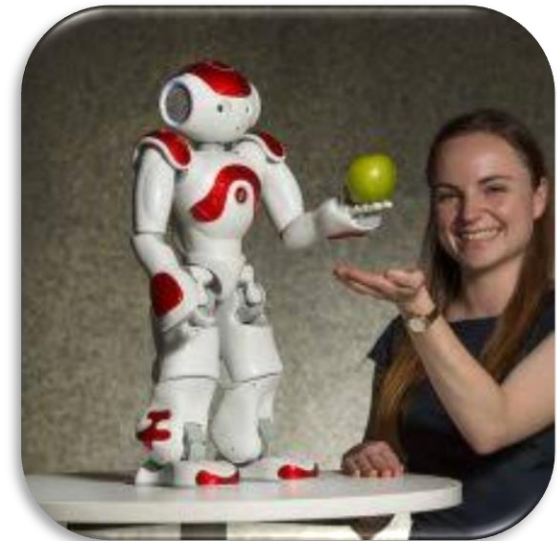
The pace of technology adoption is expected to remain unabated and may accelerate in some areas

- ❑ High priorities for business leaders: the adoption of cloud computing, big data and e-commerce remain as trend established in previous years.
- ❑ New: a significant rise in interest for encryption, nonhumanoid robots and artificial intelligence.



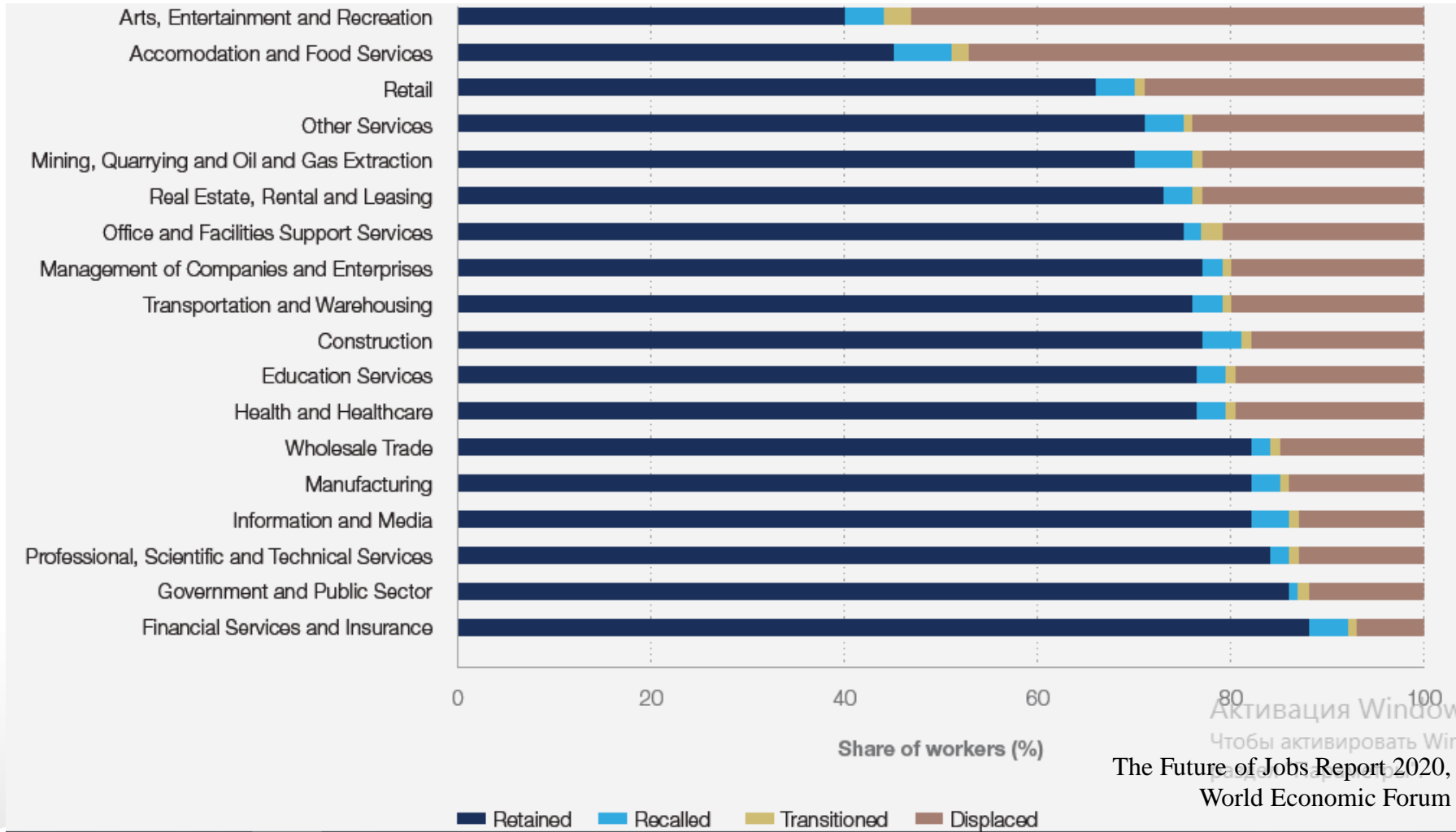
Automation, in tandem with the COVID-19 recession, is a ‘double-disruption’ scenario for workers.

- ❑ 43% of businesses are set to reduce their workforce due to technology integration
- ❑ 34% plan to expand their workforce due to technology integration.
- ❑ By 2025, the time spent on current tasks at work by humans and machines will be equal.
- ❑ A significant share of companies expect to make changes to locations, their value chains, the size of workforce due to factors beyond technology in the next 5 years.



Affected workers by sub-industry

the USA, by industry, age and hourly wage



The Future of Jobs Report 2020,
World Economic Forum



Co-funded by the Erasmus+ Programme of the European Union



Job creation is slowing while job destruction accelerates



By 2025, **85 million jobs** may be **displaced** by a shift in the division of labour between humans and machines.



Co-funded by the Erasmus+
Programme of the European Union



New Jobs creation



97 million new roles may emerge that are more adapted to the new division of labour between humans, machines and algorithms.



Co-funded by the Erasmus+
Programme of the European Union



Top 20 job roles in increasing and decreasing demand across industries



Co-funded by the Erasmus+ Programme of the European Union





Increasing demand

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. Big Data Specialists
4. Digital Marketing and Strategy Specialists
5. Process Automation Specialists
6. Business Development Professionals
7. Digital Transformation Specialists
8. Information Security Analysts
9. Software and Applications Developers
10. Internet of Things Specialists
11. Project Managers
12. Business Services and Administration Managers
13. Database and Network Professionals
14. Robotics Engineers
15. Strategic Advisors
16. Management and Organization Analysts
17. FinTech Engineers
18. Mechanics and Machinery Repairers
19. Organizational Development Specialists
20. Risk Management Specialists





Decreasing demand

1. Data Entry Clerks
2. Administrative and Executive Secretaries
3. Accounting, Bookkeeping and Payroll Clerks
4. Accountants and Auditors
5. Assembly and Factory Workers
6. Business Services and Administration Managers
7. Client Information and Customer Service Workers
8. General and Operations Managers
9. Mechanics and Machinery Repairers
10. Material-Recording and Stock-Keeping Clerks
11. Financial Analysts
12. Postal Service Clerks
13. Sales Rep., Wholesale and Manuf., Tech. and Sci. Products
14. Relationship Managers
15. Bank Tellers and Related Clerks
16. Door-To-Door Sales, News and Street Vendors
17. Electronics and Telecoms Installers and Repairers
18. Human Resources Specialists
19. Training and Development Specialists
20. Construction Laborers



Top 15 skills for 2025

- 1 Analytical thinking and innovation
- 2 Active learning and learning strategies
- 3 Complex problem-solving
- 4 Critical thinking and analysis
- 5 Creativity, originality and initiative
- 6 Leadership and social influence
- 7 Technology use, monitoring and control
- 8 Technology design and programming
- 9 Resilience, stress tolerance and flexibility
- 10 Reasoning, problem-solving and ideation
- 11 Emotional intelligence
- 12 Troubleshooting and user experience
- 13 Service orientation
- 14 Systems analysis and evaluation
- 15 Persuasion and negotiation



Top cross-cutting, specialized skills of the future

Specialized skill	Emerging job clusters
1. Product Marketing	Data and AI, People and Culture, Marketing, Product Development, Sales (5)
2. Digital Marketing	Content, Data and AI, Marketing, Product Development, Sales (5)
3. Software Development Life Cycle (SDLC)	Cloud Computing, Data and AI, Engineering, Marketing, Product Development (5)
4. Business Management	People and Culture, Marketing, Product Development, Sales (4)
5. Advertising	Content, Data and AI, Marketing, Sales (4)
6. Human Computer Interaction	Content, Engineering, Marketing, Product Development (4)
7. Development Tools	Cloud Computing, Data and AI, Engineering, Product Development (4)
8. Data Storage Technologies	Cloud Computing, Data and AI, Engineering, Product Development (4)
9. Computer Networking	Cloud Computing, Data and AI, Engineering, Sales (4)
10. Web Development	Cloud Computing, Content, Engineering, Marketing (4)
11. Management Consulting	Data and AI, People and Culture, Product Development (3)
12. Entrepreneurship	People and Culture, Marketing, Sales (3)
13. Artificial Intelligence	Cloud Computing, Data and AI, Engineering (3)
14. Data Science	Data and AI, Marketing, Product Development (3)
15. Retail Sales	People and Culture, Marketing, Sales (3)
16. Technical Support	Cloud Computing, Product Development, Sales (3)
17. Social Media	Content, Marketing, Sales (3)
18. Graphic Design	Content, Engineering, Marketing (3)
19. Information Management	Content, Data and AI, Marketing (3)



Co-funded by the Erasmus+ Programme of the European Union



Source
LinkedIn Economic Graph.

Skills gaps continue to be high to 2025

- ❑ In-demand skills across jobs change in the next 5 years.
- ❑ The top needed skill to 2025 on employers' opinion include groups:
 - critical thinking
 - analysis as well as problem-solving
 - skills in self-management such as active learning, resilience, stress tolerance and flexibility.
- ❑ 94% of business leaders expect employees to pick up new skills on the job (65% in 2018).



The future of work is the online for a large majority of white-collar workforce

- ❑ 84% of employers are set to rapidly digitalize working processes including a significant expansion of remote work, with the potential to move 44% of their workforce to operate remotely.
- ❑ 33% of employers expect to take steps to address concerns about productivity (creating a sense of community, connection and belonging among employees) and well-being posed by the shift to remote work, through digital tools.



Exacerbating of Inequality due to the dual impact of technology and the pandemic recession

- ❑ Jobs held by
 - lower wage workers,
 - women,
 - younger workerswere more deeply impacted.

- ❑ Comparing the impact of the Global Financial Crisis of 2008 on individuals with lower education levels to the impact of the COVID-19 crisis, the impact today is far more significant and more deepen.



Co-funded by the Erasmus+ Programme of the European Union



Online learning and training is on the rise

4-fold

increasing in the numbers of **individuals seeking out opportunities for learning online** through their own initiative

5-fold

increasing **in employer provision of online learning opportunities** to their workers

9-fold

increasing for learners accessing **online learning through government programmes.**



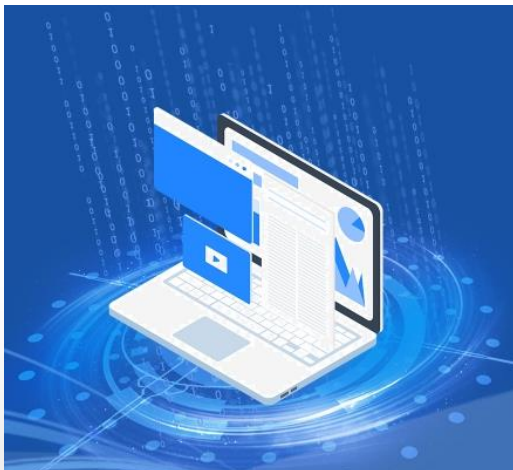
Co-funded by the Erasmus+ Programme of the European Union



Online learning: Unemployed and Employed

Unemployed

Greater emphasis on learning **digital skills** such as data analysis, computer science and information technology.



Employed

Larger emphasis on **personal development courses**, which have seen 88% growth among that population.



Co-funded by the Erasmus+
Programme of the European Union



The window of opportunity to reskill and upskill workers has become shorter



This applies to workers who are likely to stay in their roles as well as those who risk losing their roles due to rising recession-related unemployment and can no longer expect to retrain at work.



Co-funded by the Erasmus+
Programme of the European Union



For workers who will set to remain in their roles

40%

of core skills
will change in
the next 5 years

50%

of employees
will need
reskilling



Co-funded by the Erasmus+
Programme of the European Union



Despite the economic downturn, employers recognize the value of human capital investment



66% of employers surveyed expect to get a return on investment in upskilling and reskilling within 1 year.



Co-funded by the Erasmus+ Programme of the European Union



Employees: missed opportunities

Employers expect to **offer** reskilling and upskilling to over **70%** of their employees by 2025.

Employee engagement into those courses is lagging, with **only 42% of employees** taking up employer-supported reskilling and upskilling **opportunities**.



Co-funded by the Erasmus+
Programme of the European Union



The public sector: stronger support for reskilling and upskilling for at-risk or displaced workers

21% of businesses report being able to make use of public funds to support their employees through reskilling and upskilling.



Co-funded by the Erasmus+ Programme of the European Union



European Commission: Jobs and economy during the coronavirus pandemic

#coronavirus crisis EU economic response



€575 bn

National measures taken under the flexibility of EU budgetary rules (general escape clause)



€100 bn

SURE - EU funding for short-time work schemes



€70 bn

Direct EU budget support



€3,045 bn

National liquidity measures, including schemes approved under temporary, flexible, EU State aid rules



€240 bn

European Stability Mechanism Pandemic Crisis Support for Member States



€200 bn

EIB - European Investment Bank Group financing for businesses

Total: €4.2 trillion

The ECB has launched the €1,350 bn Pandemic Emergency Purchase Programme



Co-funded by the Erasmus+ Programme of the European Union



<https://ec.europa.eu/>

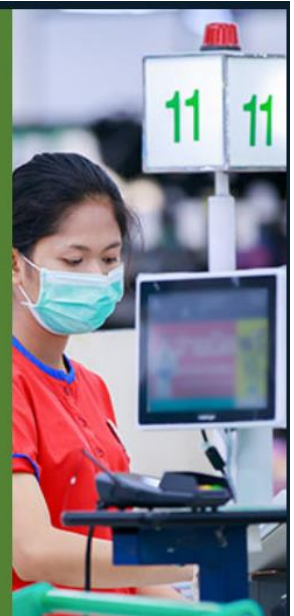
The Organisation for Economic Co-operation and Development (OECD)

“The COVID-19 pandemic has triggered one of the worst jobs crises since the Great Depression. There is a real danger that the crisis will increase poverty and widen inequalities, with the impact felt for years to come. Countries now need to do everything they can to stop this jobs crisis from turning into a social crisis. Reconstructing a better and more resilient labour market is an essential investment in the future and in future generations.”



The jobs crisis is hitting some workers harder

- Young people are confronted with a tough job market that could compromise their futures
- Women and low-paid workers likely face greater unemployment
- Part-time, temporary and self-employed workers, who make up 40-50% of the workforce in hard-hit sectors, are bearing the brunt



OECD Home About Countries Topics Coronavirus (COVID-19)

oecd.org > Employment > Employment Outlook 2020

Employment Outlook 2020

Facing the jobs crisis

The COVID-19 pandemic has triggered one of the worst jobs crises since the Great Depression. There is a real danger that the crisis will increase poverty and widen inequalities, with the impact felt for years to come. Countries now need to do everything they can to stop this jobs crisis from turning into a social crisis. Reconstructing a better and more resilient labour market is an essential investment in the future and in future generations.



Co-funded by the Erasmus+ Programme of the European Union



What support do we need?

- ❑ to create incentives for investments in the markets and jobs of tomorrow
- ❑ to provide stronger safety nets for displaced workers in the midst of job transitions
- ❑ to decisively tackle long-delayed improvements to education and training systems.



Co-funded by the Erasmus+
Programme of the European Union



About authors



Liudmyla Huliaieva

Associate Professor,
ACADEMY OF LABOUR, SOCIAL
RELATIONS AND TOURISM (Ukraine)
14 + Years' experience in teaching in leading
Ukrainian HEIs, consulting activities.
PhD (Economic Sciences).
glp2002@ukr.net



Yaroslav Golovko

Associate Professor, Vice-rector,
ACADEMY OF LABOUR, SOCIAL
RELATIONS AND TOURISM (Ukraine)
18 + Years' experience in teaching in leading
Ukrainian HEIs, consulting activities.
PhD (Economic Sciences).
yaroslav.golovko@gmail.com



Co-funded by the Erasmus+
Programme of the European Union

