

New jobs getting greener

You might have noticed recently that we're seeing more advertisements for jobs that didn't exist 20, 10 or even 5 years ago...

Information Technology is a classic field for this phenomenon of the entirely new job.

Twenty years ago, the only "web designers" around were spiders. The only jobs to do with windows before 1990 were in either building or cleaning them. Ten years ago, no-one had heard of a "blogger", a "user experience designer", or a "social media strategist".

And five years ago, "online community managers" were local government senior officers currently on a phone call (whereas they now work for corporations managing the virtual space in which their "communities" have "conversations" on their blogs and websites).

Today, celebrities and high-profile businesspeople may have someone helping them manage their social networking sites and blogs, as they have neither the time, nor possibly the talent to do it themselves. Teachers can move out of the challenging classroom environment and become "online instructional designers" in some cases completing qualifications in the field first (hopefully online!). More new careers.

Global challenges also generate opportunities for new work. "Business continuity planning" and "disaster recovery management" are entirely new forms of work with associated new roles. New opportunities appear in response to the Global Financial Crisis (remember?) – there's been a massive growth in work for "asset liquidation specialists", who convert tangible assets to even more tangible cash.

And the area of lifestyle is also growing exponentially, despite the GFC. Jobseekers now can also consider new roles such as dog-yoga instructor, virtual assistant, or personal entertainment manager.

But one of the biggest growth areas is in 'green jobs'. These are not your more traditional green-keeper role involving caring for the grass on a golf course. Now we're talking green as in 'environmental'.

The opportunities here are endless, and - ETs or not - will provide massive scope in coming years.

The Australian Conservation Foundation is predicting the creation of around three million 'green collar' jobs by 2015. In the US the current tally of 8.5 million US jobs in renewable-energy and energy-efficiency industries could grow to as many as 40 million by 2030, according to a 2008 report.

Green jobs now range across almost the entire employment spectrum – amongst other areas there are roles in administration, care & support services, communications & marketing, community development, conservation & land management, corporate responsibility, customer service, education & training, engineering, environment, organic & eco-retail, other green products & services, finance/accounting/fundraising, HR & employment, IT & communication

technology, architecture/property/housing, , management, media, policy & research, recycling & waste management, and of course many trades.

The growth in green jobs is actively supported by governments across the world, with many engaged in expanding the "green economy". In Australia the recent rebates on solar energy and insulation installations sparked phenomenal growth in plumbing, electrical and other trade areas.



The wind power generation industry in the US grew by 45% in 2007 alone (leading to a new category of engineers – "wind farm engineers"). Salaries in these green-tech areas are often high, even for newly qualified tradespeople and graduates, and growing quickly as demand outstrips supply.

One thing the GFC has changed is that uncertainty has increased, and even what look like obvious predictions for the future can be blown out of the water without notice. The apparent recovery after the GFC means that the talent shortage – temporarily shelved – could be well back on the agenda in 2010. Growth areas in Australia are likely to be in the services and mining sectors. In the more long term, look for opportunities in all things 'green'. In fact, and here is a prediction, in the areas where IT and 'green' converge, the opportunities will be endless...

For a final thought, trendwatching.com provides advice that's as relevant in employment as it is in spotting emerging business trends: "Do say: 'To survive in a fast-changing world, we must be continually re-thinking our strategies and offerings. To do that, we need to identify changes as early as possible.' Don't say: 'Nah - I can't see a lot happening in the next few years'".

For assistance with designing your new jobs, you are welcome to give us a call on 5442-6445.