

THE FUTURE OF WORK-UPCOMING JOB TRENDS

COVID-19 has influenced the thought process of several higher-education students today. Especially the students of 11th and 12th are mulling over different career choices.

Divay Chadha, Co-founder of Growup Group suggests some trends and future course of jobs that might see a straight escalation



Remember when we used to go to the PCOs to make telephone calls? Today it takes barely a minute to video call your friend in the other hemisphere of the world. We don't see the PCOs anymore, but back in the 90s owning them was an actual business. Time does change everything, doesn't it? With time, technology has taken over a lot of jobs and will possibly take over a lot of jobs in the future. Artificial Intelligence and automation may sound dangerous for future job opportunities, but the fact is they have their limits. Soft skills like creativity, empathy, imagination, and communication can never be replaced by robots. Some jobs offer much more than just calculations and logarithms and can be performed only by humans.

If you are thinking which of the jobs will have increased demand in the future, here I have collected six best job trends of the coming years.

Digital Marketing Specialist

Marketing is the heart and soul of any business, and with the increasing use of cyberspace, digital marketing has become a

necessity. Since the last few years, we have seen a transition from traditional to digital marketing, and social media has emerged as the new marketing platform. Be it a small scale industry or a large-scale one, they are working to build their online presence. Enhanced connectivity and establishes digital infrastructure will lead to a surge in the need for digital marketers. Digital marketing will become highly consumer-specific in the future, bringing with itself an opportunity for digital marketing specialists.

Career Counsellor

With the rapid changes in the job industry, there will be a need for more career counselors. As new job opportunities are being created in every domain, it's getting challenging for students to choose from them. Further, the students will be preferring their passion rather than the conventional job norms. In such scenarios, the role of a career counselor is going to be non-negotiable. For instance, we all loved playing video games as a child, but we never knew that it will emerge as one of the highest-paying jobs. Career counselors will be keeping a track of the future job trends and a large chunk of the student

population will be planning their education according to the opportunities that will await them in the future.

Data Scientists

There are more and more organizations that are looking forward to their digital transformations or rather we can say they are on their way to becoming data-driven. With the piling amount of data stored with the organizations, it's becoming essential for them to hire a data scientist. The importance of clean, meaningful data to produce relevant business insights, make the skillset of a data scientist worthwhile. As the need for customer-centric and customer-driven data to garner businesses increase, the prospects of data science will expand as well.

Dietician/ Nutritionist

With our escalating dependency on smartphones and computers, changes in surroundings and decreasing physical activities, obesity, diabetes, and other health problems are coming in picture. People are becoming more conscious of their food habits and are looking for dieticians to get customized food options for themselves. Dieticians or nutritionists first understand the workings of your body and plan out a diet plan that assists in reaching their goals- be it losing weight or just trying to stay fit. Also, the modified lifestyle is making people intolerant to particular foods and they are looking to nutritionists for suggestions.

Designer

Creativity is a profoundly human trait and is most unlikely to be replaced by artificial intelligence. Be it interior design, fashion design, product design or communication design, the design industry is vast. People are more inclined towards customization, and hence, they will be looking to designers for the same. Designers provide solutions and as people are getting more and more occupied in their lives, they understand the needs of their customers, crafting available solution that saves time and effort.

Event Managers

Gone are the days when the entire family used to sit together for weeks, planning for a marriage ceremony. Just hire an event manager and get all your work done flawlessly, without any unnecessary stress. This industry is one of the quickest growing in recent times. Be it a marriage, anniversary, or a corporate event, they have their expertise in adhering to the client's demands and making the event memorable. They make use of their creativity, management, communicative, and budgeting skills to tailor solutions for their customers. As people are getting busier, they are hiring managers for even smaller events like birthdays.

The evolution of technology and the changing lifestyle of the people are the major factors contributing to the rapidly changing job trends. Most of these jobs will be in trend in the long run and it's time you start developing your skills for the job that fascinates you. [H](#)

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- **Over 50% students changed study plans due to COVID-19**
 - **One in four families are rethinking the college choices. Parents are looking for colleges closer to home.**
 - **Some students are opting to put off their career plans for next 6 months.**
 - **Most of the students have postponed or abandoned their plans of perusing higher education abroad.**
 - **Most students still prefer opting for Engineering and Tech stream (37%) followed by Arts, Humanities and Social Sciences (26%).**
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Sub Editors:
D Tejaswi

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+91 7207015151

Email:
info@highereducationplus.com
hep2406@gmail.com

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