

## Survey reveals best careers in SA and USA

Matrics who are still undecided about which career to pursue, should take a look at CNNMoney's 2012 List of Best Jobs in America. While America has a slightly different economy than our own, we can still follow their trend and gain some interesting insights, says Natalie Rabson of Boston City Campus and Business College.

"Look for example at the criteria that CNNMoney used to select the so-called best careers. You can use their criteria to help you decide which career to follow - not forgetting that your talents and abilities also come into the equation."

CNNMoney says that it is a tough job market so when the company set out to find America's best jobs this year, it looked at professions that offer growth and opportunities. It looked at how well the job pays as well as softer issues such as how satisfying, flexible or low stress a job is. CNNMoney also incorporated data from compensation experts PayScale.com's survey of more than 120 000 workers. Employees ranked their jobs on quality of life factors such as stress, flexibility, satisfaction and how they feel their jobs contribute to the world. Ease of entering the field was also considered.

**Ranked in CNNMoney top ten careers in America are:**

1. Biomedical engineer (equivalent to biotechnologist in SA)
2. Marketing consultant
3. Software architect
4. Clinical research associate
5. Database administrator
6. Financial advisor
7. Market research analyst
8. Physiotherapist
9. Software developer
10. Occupational therapist

### Skills shortages

"Interestingly, in South Africa the softer issues play a much lesser role," comments Rabson. "Our priority is choosing a career where lots of jobs are available. We look at where there are skills shortages. Networking, reading media, watching notice boards and consulting with recruitment agents will give you a very clear idea of careers with high job opportunities." She also suggests that you have a look at the ManpowerGroup's 2012 Talent Shortage Survey results for South Africa. The survey reflects the following careers have the highest levels of skills shortages:

1. Engineers
2. Drivers
3. Skilled trades
4. Labourers
5. Management/Executive
6. Teachers
7. Legal staff
8. Secretaries, PAs, administrative assistants and office support staff
9. Technicians
10. Accounting and finance staff

"This list differs somewhat from the American one, but keep in mind that the South African list is focused on job openings and pay scale. It is also quite broad in the careers it mentions. Marketing will be included in management, software architects and software engineers will be included in skilled trades. You also need to veer towards a career in which will

encompass your interest and skills, and for which you have a passion," Rabson says.

For more, visit: <https://www.bizcommunity.com>