

# Direction 2024

THE ANNUAL CAREERS GUIDE, IN ASSOCIATION WITH



JERSEY'S FOODIE GUIDE  
MEDIA PACK / RATECARD

**FACTORY**



## TALK TO YOUR FUTURE TEAM...

If you'd like to encourage future employees to join your organisation, why not use Direction to advertise your firm to future employees. With any advertising placement, we can offer an employee role profile or you can choose to showcase your team in a branded profile.



## JERSEY'S ANNUAL CAREERS GUIDE RATECARD



# Direction



### TARGET JERSEY GRADUATES AND JOBSEEKERS

**Direction is distributed year round by Skills Jersey to jobseekers, graduates, career switchers and all secondary schools / sixth form colleges, in addition to being the publication that serves as the official companion to Skills Jersey's events programme. This edition is being posted to each final year student on and off island by Skills Jersey.**

### OFFICIAL PUBLICATION OF THE SKILLS SHOW

Direction remains current all year round featuring a wealth of careers advice, useful contacts and information as well as individual career case studies covering a vast cross-section of career paths. This year's Skills Show takes place in October where the printed guide will be distributed. In addition, all direction profiles and content will be online at [direction.je](http://direction.je).

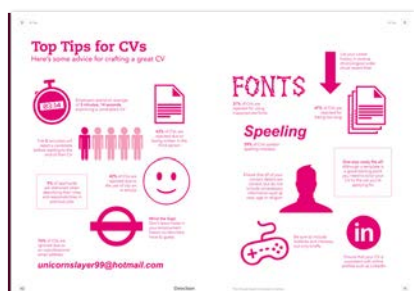
### BUILT ON FIRST PERSON EXPERIENCES

The perfect medium to represent your business when looking to recruit fresh talent, Direction magazine is distributed to all local students who are leaving education during the year of publication. As well as all of the advice and guidance they need provided directly from Careers Jersey it also features a whole host of individual case studies covering all manner of career paths from anaesthetist to zoological keeper and everything in between. If you're seeking talent, give them some direction.

### SKILLS JERSEY'S OFFICIAL ANNUAL PUBLICATION

### THE BEST WAY TO REACH GRADUATES/JOB SEEKERS

### DISTRIBUTED YEAR ROUND BY SKILLS JERSEY



STEP BY STEP GUIDES



CAREER PROFILES



CORPORATE CASE STUDIES

### ADVERTISING RATES

Display Advertisement	Size	Booking Rate
Full Page	210mm x 297mm (plus 3mm bleed)	£1495
Double Page Spread	420mm x 297mm (plus 3mm bleed)	£1895
Half page	190 mm x 137 mm	£895
Inside Front / Back Cover	210mm x 297mm (plus 3mm bleed)	£1695
Back Cover	210mm x 297mm (plus 3mm bleed)	£1895
Double page Advertorial	including respondent photo shoot. Up to 1200 words	£1895

### DIRECTION IS PUBLISHED IN DECEMBER

The publication will be distributed by Skills Jersey to all attendee at the Skills Show and throughout the year.

### DEADLINES

Our deadline for supplied artwork.

#	Edition	Months covered.	editorial	artwork
11	Direction 2024	January 24 - December 24	24/11/23	31/11/23

### TO BOOK YOUR SPACE

Secure your space in the 2023/4 edition of reach by emailing Ceri Baker on [ceri@factory.je](mailto:ceri@factory.je)



## EXAMPLE OF DOUBLE PAGE SPREAD ADVERTORIAL LAYOUT

Meet - Intertrust



# Intertrust

A great place to work for great people!

With trainee opportunities across all service lines, kick start your career in finance and join the company that is raising the bar with a people focused culture and exceptional client service.

Intertrust is a global leader in fund and corporate services, capital market solutions, private wealth and employee benefit solutions. 2,500 employees work across 41 offices in 30 jurisdictions throughout Europe, the Americas, Asia and the Middle-East.

We will support you in achieving your career aspirations in a fun and dynamic working environment. Being part of a global network provides lots of exciting opportunities including the global mobility programme that offers placements across the globe.

To find out more, get in touch with our HR Team at: [jerseyrecruitment@intertrustgroup.com](mailto:jerseyrecruitment@intertrustgroup.com)

**SENIOR ADMINISTRATOR**

**Robert Scott**

Uni Attended: University of Sheffield

Course: History & Politics

What do you think are the 3 most important skills for your job? An interest in learning, working as part of a team and strong internal motivation.

What do you love most about working in your career area? Working as part of the Real Estate team I really like being able to see the effect our work has on the properties our clients own, this is very rewarding to see the real effect of our hard work.

What training / qualifications have you done? I am currently about to start the fourth and final module for my ICISA Diploma qualification, Fund Administration.

Is there any other information that would be of interest to someone thinking of this career? Finance is never an industry I thought I would work in and it has definitely not been what I had expected. For people who are motivated and want to work in an environment where the work is both challenging and always responding to changing global trends, it has been such an interesting change from both my degree and my previous job in sales in the UK. The people at Intertrust have also been so welcoming, which really helped when I moved to Jersey from the UK just over 2 years ago.

**GRADUATE**

**Tom Hiles**

Uni Attended: Oxford Brookes

Course: Business and Management

What do you think are the 3 most important skills for your job? Attention to detail, interpersonal skills and initiative.

What do you love most about working in your career area? There is clear progression, I feel very motivated when I come into work because I know that there is a clear path for my career and all the help I need to get there. All I need to do is put in the hard work!

However most of all it's the people. Having such great people on your team means that you look forward to coming into work, whether they be directors, or upper management, everyone is very friendly and there is a complete open door policy meaning if you can get advice and learn from people with 20 years + in the industry! The flat hierarchy has been evident all the way through the graduate scheme, having had meetings with upper management including the MD Simon Mackenzie, in which they have put aside a lot of time for us to pick their brains and get to know the people at the top of the business.

What training / qualifications have you done? ICISA Diploma - 1st exam. All our training has been fully paid for, which is brilliant and we also have very generous study leave meaning you don't lose any holiday to revision.

Is there any other information that would be of interest to someone thinking of this career? Unlike a lot of other jobs the work we do here is genuinely interesting. Working with really interesting clients and assets, liaising with people in many different jurisdictions in the world not only opens your eyes to globalisation but also makes the work enjoyable and varied, with no two days being the same. There are also opportunities to go on secondments abroad, since Intertrust has a presence in 30 different jurisdictions. This can be a chance, not only to travel the world, but also to experience and learn from different cultures, furthering your own development.

**GRADUATE**

**Lauren Midgley**

Uni Attended: University of Sussex

Course: History BA and a MA in Conflict, Security and Development

What do you think are the 3 most important skills for your job? Communication. Whether I'm engaging with Intertrust's global client base or working effectively within my team, it helps to be friendly and responsive.

Flexibility. As a graduate trainee I rotate every 6 months to a new department, so I have to be ready to take on any new and challenging work that gets passed my way.

Attention to detail. At Intertrust we pride ourselves on providing a quality service for our clients, so being diligent and getting it right the first time builds trust and inspires confidence in us as a company.

What do you love most about working in your career area? The variety. One day I might be organising and writing minutes for a board meeting, the next I could be incorporating a company or setting up a trust. I never know what tasks the office what tasks are going to land on my desk.


This is enhanced by other in-house projects I have been involved in. So far I have helped produce a recruitment film for Intertrust and have given career talks to schools around the island.

What training / qualifications have you done? When I first started I completed six weeks of introductory training. This was comprehensive, covering how to use our internal systems and provided an overview of the basic processes required to administer offshore trusts and companies. I am also studying towards the ICISA Diploma in International Finance and Administration which is fully supported by Intertrust in terms of the cost of our studies and time out of the office for study leave.

Is there any other information that would be of interest to someone thinking of this career? Don't be put off if you have not studied a finance related qualification or have no experience within the industry. The range of responsibilities within my role lends itself to people from diverse backgrounds.

## EXAMPLE OF DOUBLE PAGE SPREAD ADVERTORIAL LAYOUT (WITH CLIENT SUPPLIED HEADSHOTS)

Meet - BNP Paribas



# BNP PARIBAS

**FUND ADMINISTRATOR**

**Tim Hornby**

BNP Paribas Securities Services

**Describe a typical day at work:** Due to the nature of my role plans can change to accommodate urgent business. The daily tasks vary from answering and investigating client requests, the preparation of all types of board meetings, dividends, distributions and investments.

**What do you think are the three most important skills to succeed in your job?** An ability to work well under pressure, multi-tasking and flexibility.

**Was this something you planned to do or did you change direction at any point in the past?** I was in my last role for six years which was a Private Banking Consultant, however due to all the recent changes within the banking world there didn't seem to be as much room for growth as there once was. I decided that I wanted to make a change to Fund Administration in the Private Equity area. After a year in the job I do feel like I made the right choice.

**What do you love most about working in your career area?** The people that I work with. On a professional level I am surrounded by a great group of people all with a wealth of knowledge to help me with my role on a day to day basis, on a personal level everyone seems to get on well and there is a good social side to the job which helps as well. We spend more time at work that we do anywhere else so this is important to me.

**What training/qualifications did you undertake for your current role or are you currently undertaking?** I am currently studying towards the ICISA certificate in Offshore Finance and Administration which are being supported by BNP Paribas.

**Is there any other information that would be of interest to someone thinking of this career?** I believe that the Fund sector is growing within the Finance industry and this will provide a platform for a long career should you wish to put in the hard work.

**BANKING AND TREASURY OPERATIONS OFFICER**

**Daisy Larbalestier**

BNP Paribas Jersey Branch

**Describe a typical day at work:** My team supports BNP Paribas Wealth Management and Treasury. Primarily, I deal with payments, processing transactions, managing queries, liaising with all areas of the business including Relationship Managers and their assistants to ensure we meet deadlines and most importantly keep our clients happy!

**What do you think are the three most important skills to succeed in your job?** Attention to detail is vital, plus being able to work under pressure given time constraints associated with payments. Teamwork is also key.

**Was this something you planned to do or did you change direction at any point in the past?** Becoming a chef was always my dream career and I achieved my City & Guilds Diploma in Culinary Arts. However, from the various work experiences I undertook during that time, I discovered a career in that industry wasn't for me. Making a career change was not as difficult as I had first thought.

**What do you love most about working in your career area?** A happy working environment. Working in a team where your manager and colleagues are approachable and helpful is essential to me and has been key to my development.

**What training/qualifications did you undertake for your current role?** BNP Paribas are currently supporting me with my studies towards a CISI Level 4 Investment Advice Diploma.

**Is there any other information that would be of interest to someone thinking of this career?** Working within Banking and Treasury Operations is an ideal starting point for developing your knowledge of the banking industry.

**FINANCE OFFICER**

**James Few**

BNP Paribas Jersey Branch

**Describe a typical day at work:** The work we do will vary depending on the time of the year. For example, at quarter end we are particularly busy completing the regulatory returns. We also have to complete the group financial reporting for the head office in Paris at this time. This can involve liaising with different entities from around the world to ensure our figures are consistent with theirs.

**What do you think are the three most important skills to succeed in your career area?** Strong analytical skills, a keen eye for detail and the ability to work well under pressure.

**Was this something you planned to do or did you change direction at any point in the past?** I was considering becoming a teacher at one point and also got on to a graduate scheme with a supermarket but decided that both of these options weren't for me. I then got a job in the treasury department of a building society in the UK and progressed to their Trainee Accountancy Scheme. After 5 years there I decided I needed a change so moved to BNP Paribas in Jersey.

**What do you love most about working in your career area?** I enjoy the challenge that the role brings. We have a fair amount of regular monthly work but there are always new challenges.

**What training/qualifications did you undertake for your current role or are you currently undertaking?** I have completed the ACCA qualification.

**Is there any other information that would be of interest to someone thinking of this career?** Studying to gain an accountancy qualification is not easy but if you are hardworking and committed then you can enjoy a rewarding and challenging career.

**COMPLIANCE CONTROLS AND ETHICS OFFICER**

**Sammie Gardner**

BNP Paribas Jersey Branch

**Describe a typical day at work:** My role involves undertaking various controls which are contained in the Control Monitoring Plan, an essential tool used to assess the effectiveness of processes being completed in compliance with policies and procedures. I also fulfil the role of the Professional Ethics and Data Protection Officer.

**What do you think are the three most important skills to succeed in your job?** Effective communication. Analytical skills and the ability to approach Compliance topics in a pragmatic way.

**Was this something you planned to do or did you change direction at any point in the past?** I studied the Financial Services Degree in Jersey with work placements at BNP Paribas throughout the 3 years. Following completion, I was offered a permanent position in Client Administration at BNP Paribas. I developed an interest in Compliance and when the opportunity to move into Compliance arose in March 2015, I jumped at the chance.

**What do you love most about working in your career area?** I enjoy building strong working relationships. I love the variety of work and challenges that arise in Compliance. I have learnt many skills and vastly improved my knowledge and understanding of different aspects of the Finance industry.

**What training / qualifications did you undertake for your current role or are you currently undertaking?** BNP Paribas supports and encourages the completion of relevant training and qualifications. I recently completed the ICA Diploma in Governance, Risk and Compliance and am now looking to study and certify in General Data Protection Regulation as the Data Protection Officer.

**Is there any other information that would be of interest to someone thinking of this career?** A career in Compliance provides many challenges, develops essential skills and opens many future professional opportunities.

For more information contact:

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 1FC 1, The Esplanade, St Helier, JE1 5BP  
[www.bnpparibas.je](http://www.bnpparibas.je)



FUNDS

## Luis Filipe Campos

SENIOR ADMINISTRATOR

Sanne

*I work with such a fantastic team who I consider my second family. They make Sanne such a great place to walk into and work every day.*



**What does a typical working day involve for you?**  
My day starts with a very nice cup of coffee to wake me up. Then I go through my calendar and emails to see all upcoming events and tasks for that day and prioritise accordingly. Once I have established my daily to-do list, I crack on with the job but always pay attention to my mailbox, as often something more urgent will come up which needs fulfilling first.

**How did you get your job?**

I was previously working in retail management and studying towards an accounting qualification, and one day I decided that I should start a career in finance so I could continue my studies whilst being able to apply my learning into practise. So, I submitted my CV to a recruitment agency and within a couple of weeks I got an interview with Sanne which was very successful and three years on, I'm still loving it!

**What motivates you in this role?**

I work with such a fantastic team who I consider my second family. They make Sanne such a great place to walk into and work every day. We all have set targets and deadlines to meet and if one struggles, the others are always there to help when needed. When we accomplish something, we accomplish it as a team.

**Are there any future skills you will need to learn for your role?**

I'm currently studying toward my ACCA qualification.

**What are the three most important skills required for your role?**

Attention to detail is key, followed by good organisation and being able to adapt to different circumstances quickly.

**What advice would you give someone interested in a career in your profession?**

Follow your passion and never be afraid to take the next step.

**Tell us a fun fact**

Cows can sleep standing up, but they can only dream lying down.

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Direction The Annual Guide to Careers in Jersey

See all case studies at [www.direction.je](http://www.direction.je)

sanne

## WELLBEING WE LOOK AFTER EACH OTHER, SO YOU CAN BE AT YOUR BEST.



Your wellbeing is important to us. That's why we'll be there for you with our employee assistance programme, flexible home working, medical insurance, our wellbeing app and more.

We are now accepting applications for our **Professional Training Programme** in the following business areas;

- Private Debt & Capital Markets,
- Corporate Services,
- Private Equity,
- Real Assets.

We also offer...

- Full financial support towards qualification (ACCA, CGI or ICAEW),
- On-the-job training
- Mentoring support
- Structured progression
- Exam success bonuses.

For more information, visit us online or to apply, email: [recruitment@sannegroup.com](mailto:recruitment@sannegroup.com)

Let's talk...

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EVERY DAY  
COUNT**

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Encouraging you to be the best you can be

[sannegroup.com](http://sannegroup.com)

Information on Sanne and details of its regulators can be accessed via [sannegroup.com](http://sannegroup.com)

FUNDS

## Lauren Murphy

OFFICER, FUNDS AND INSTITUTIONAL

IQ-EQ



**What does a typical working day involve for you?**  
Emails / calls / minutes / payments. I work in the corporate team of the Funds & Institutional segment at IQ-EQ. My day-to-day involves lots of client interaction, working across various structures, including a large student accommodation portfolio. In my role I have also found a passion for mentoring trainees, managing the training of junior members of our team.

**How did you get your job?**

Through the Discovery Programme. In 2018, I was thrilled to join the IQ-EQ Discovery Programme's first cohort. The programme allowed me to gain broad exposure across the business and enabled me to develop and progress quickly. After working across the business, I found my home in Funds & Institutional, where I now work on various structures.

**What motivates you in this role?**

Team / self-development. I am motivated by working alongside hard-working and knowledgeable people. My team encourages me to set myself targets that contribute to my continued development, as well as allowing me to grow in confidence and embrace new challenges.

**Are there any future skills you will need to learn for your role?**

As an officer, I have had to take on the training of more junior staff. This means that delegating work and managing someone's workload will be increasingly required as my career progresses to ensure the team works effectively. I'm also currently working towards my ICSA IFA Level 4 Certificate.

**What are the three most important skills required for your role?**

To be successful in this role, it is important to be able to effectively manage your time, be able to prioritise work to meet deadlines and have an appetite for learning.

**What advice would you give someone interested in a career in your profession?**

To start exams as soon as possible.

**Tell us a fun fact**

I have recently been fortunate enough to be shortlisted for the Jersey Finance Rising Star Awards 2021 in the Funds category.

*To be successful in this role, it is important to be able to effectively manage your time, be able to prioritise work to meet deadlines and have an appetite for learning.*

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Direction The Annual Guide to Careers in Jersey

See all case studies at [www.direction.je](http://www.direction.je)



## Discover a career in financial professional services

Interested in finance but would like to explore different areas first? Our **Trainee Discovery Programme** does exactly that. You'll spend up to six months working with different teams in the main areas of our business. You'll build your skills, your knowledge and your network and after two years we'll work together to find a role that's the perfect fit for you.

**Sounds interesting? We'd love to hear from you.**

We are a leading investor services group. We pride ourselves on our ability to bring together that rare combination of global expertise with a deep understanding of the needs of our clients – fund managers, global companies, family offices and private clients operating around the world.

To apply for the Trainee Discovery Programme, visit [www.iqeq.com/careers](http://www.iqeq.com/careers)

If you'd like to find out more before you apply contact [hr.jersey@iqeq.com](mailto:hr.jersey@iqeq.com)



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**IQEQ**  
Know how. Know you.



## Trident Work Experience

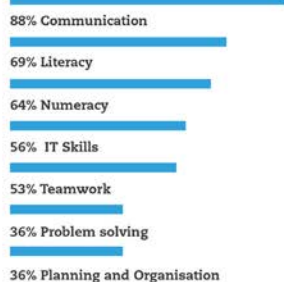
Trident Work experience is an opportunity for all students in Jersey to undertake work experience for two or three weeks during year 10 or 11. Trident is part of Skills Jersey and each year we organise placements for over 1000 students from all the Islands schools. This can only happen with the support of hundreds of local businesses and organisations. For many students this is their first experience of the working world and is the start of their vocational journey. So why is work experience so important?

**Work Experience can bring the curriculum to life by showing how subjects can be applied and valued in the workplace.**

**The advantages of work experience include:**

- Insight into the world of work
- Increased knowledge of certain industries
- Enhanced or more realistic career aspirations
- 'Insider advice' from employees; improved work-readiness
- Benefits in relation to motivation, engagement, self-esteem and the expansion of personal networks

**According to the British Chamber of Commerce, the entry level skills that businesses value the most are:**



### Trident Testimonials

*Jacob fitted in well here. He has grasped very quickly all that he has been shown. He has shown initiative - always appreciated when we are busy!*

**MANAGER**

Castle Quay Pharmacy

*I feel I have developed a lot of skills and furthered my knowledge of food hugely. I have also developed a good understanding of what it's like to have a career in this field of work. It has motivated me to work harder at school.*

**EMILY, LE ROCQUIER**

Placed at Longueville Manor

*I feel I developed my communication skills with both adults and children. I also learnt that there is a lot more work required in teaching than you see as a student. I was kept busy and was able to show initiative and independence.*

**THOMAS, HAUTLIEU**

Placed at First Tower School

*Emma has grown in confidence and developed her skills in dealing with elderly residents. She is empathetic and diplomatic whilst maintaining a good sense of humour.*

**ACTIVITIES ORGANISER**

Maison St Brelade

*Alex was very quiet at first but soon became confident. He was a pleasure to work with. Alex was nominated by a member of the public for our employee of the month scheme. Very well done!*

**HR MANAGER**

Liberty Bus

*I developed my work ethic and understanding of how to act in a working environment.*

**KANE, HAUTE VALLÉE**

Placed at H&SS Engineering



## Top Tips for CVs

Here's some advice for crafting a great CV



Employers spend an average of 3 minutes, 14 seconds examining a candidate's CV



43% of CVs are rejected due to being written in the third person

1 in 5 recruiters will reject a candidate before reading to the end of their CV



5% of applicants are dishonest when describing their roles and responsibilities in previous jobs

42% of CVs are rejected due to the use of clip art or emojis



**Mind the Gap!** Don't leave holes in your employment history so recruiters have to guess

76% of CVs are ignored due to an unprofessional email address

**unicornslayer99@hotmail.com**

## Fonts

31% of CVs are rejected for using inappropriate fonts



List your career history in reverse chronological order (most recent first)

47% of CVs are rejected for being too long



## Spelling

59% of CVs contain spelling mistakes

Ensure that all of your contact details are correct, but do not include unnecessary information such as race, age or religion



**One size rarely fits all!** Although a template is a good starting point you need to tailor your CV to the job you're applying for



Be sure to include hobbies and interests, but only briefly



Ensure that your CV is consistent with online profiles such as LinkedIn

## ARTIST / ILLUSTRATOR

### Abi Overland

Abi Overland Jersey

My days vary massively, through planning and completing various personal drawing projects, undertaking freelance illustration jobs and ensuring that all my admin tasks are up to date. I am always seeking out new work and networking, in order to get involved with new and exciting opportunities. Quiet days are taken up by researching and exploring new ideas, designs or products as I love keeping busy so to continually improve the business.

#### What do you think are the three most important skills to succeed in your career area?

Determination, optimism and sociability. All three of these are imperative for a creative freelance career. It's not for the fainthearted and you need to be sure of yourself. You need to be able to work well with others, otherwise your potential clients will go elsewhere.

#### Was this something you planned to do or did you change direction at any point in the past?

I always knew that I couldn't sit behind a desk or have a job that wasn't creative. I worked in finance for three years before I decided to go to university and do a degree in illustration. My finance based work experience, gave me the motivation to pursue a career in illustration. It was hard going from a good steady job back to university, with no guarantee that I'd make something of it afterwards, but if it were easy then everyone would do it.

#### What do you love most about working in your career area?

I get to be my own boss and work to my own schedule, this might mean I'm working till 1 in the morning but it also means I can go for a mid-morning coffee at the beach if I want. I work hard but it's only up to me to decide the hours and I get to draw pretty much every day and that's what I love to do.

#### Are there any negative aspects of working in your career area that people considering it should be aware of?

It is a very scary career path as there is no one guaranteeing your wage each month. The longer you do it, the less stressful it is, but it is to you and you alone to ensure the rent is paid and your bills are covered. It can also be lonely at times but I share a studio with other creatives now which I think is very important for morale and discipline.

#### What training / qualifications did you undertake for your current role or are you currently undertaking?

I have a BA Hons in Illustration from the University of Brighton that followed from an FDA in illustration. I found that having an uninterrupted wealth of time to discover and develop your creativity and skill, is imperative to being successful. You need this time to make mistakes and be told by your tutors what you are doing right and wrong and build on this.

#### Is there any other information that would be of interest to someone thinking of this career?

To run a business it's really important to enforce your own working routine. It's easy for days to run away without really achieving much when you work for yourself and if you don't work you don't earn.

Don't give up on the first hurdle as so many people do, in this industry you will probably get shot down countless times but you have to have faith in yourself, carry on and realise that you're absolutely not going to fail.



Direction

## TRAINEE TRADE MARK ATTORNEY

### Carly Sutherland

CPA Global

CPA Global offers a fantastic environment for collaboration, and I really enjoy being part of a global organisation. I work with customers to provide guidance and support in relation to their trade mark portfolios, while helping to manage CPA Global's in-house trade mark and domain name portfolio. I also provide support and training to colleagues on the topic of trade mark law. Through working closely with our Qualified Trade Mark Attorney and Head of IP Legal, I am able to get involved in more complex issues. This has been valuable for my training as it gives me exposure to in-depth legal matters. I also get involved in the many social committee events and CSR initiatives organised by CPA Global.

#### What do you think are the three most important skills to succeed in your career area?

CPA Global is a fast-moving and highly reputable company, so the three most important skills I need to succeed in my role are: time management, a good eye for detail, and great communication skills. It's a very professional atmosphere with talented people, so the ability to collaborate well with colleagues is also vital. I have great mentors here at CPA Global and I aim to use what I learn from them to mentor others in the future.

#### Was this something you planned to do or did you change direction at any point in the past? If so, what was that and was it easy to do?

While studying for my degree in Zoology, I worked for CPA Global in-between semesters. It was during this time that I became really interested in trade marks. I was then offered a permanent position at CPA Global after graduating and my career in trade marks took off from there. After two years, and to gain additional experience, I moved to London where I worked for a top law firm for three years. I then moved back to Jersey and rejoined CPA Global where I started studying for my professional qualifications to become a trade mark attorney. I have only ever worked in this industry, but I knew early on that this was the career path for me.

#### What do you love most about working in your career area?

Trade marks is a very niche industry - I love the specialisation aspect of it. I enjoy working within a small circle of colleagues but in a global setting. In particular, I enjoy attending conferences and online webinars as this gives me the chance to keep up to date with the trademark and wider intellectual property industry.

#### Are there any negative aspects of working in your career area that people considering it should be aware of?

As with any legal work, you are not only working to tight deadlines but you also need instructions and

documentation from your customers before you can proceed. It can also be frustrating at times to provide professional advice and then receive instructions from clients that are not in line with your recommendations. So, I'd say patience is key!

#### What training / qualifications did you undertake for your current role or are you currently undertaking?

My Zoology degree provided a foundation allowing me to complete a Post-Graduate Certificate in Trade Mark Law and Practice at the Queen Mary University of London. This certificate was the first step to becoming a trade mark attorney. In October this year, I start my last year of studies at Nottingham Trent University to complete a Professional Certificate in Trade Mark Practice, so I will become a fully-qualified Trade Mark Attorney by September 2018.

#### Is there any other information that would be of interest to someone thinking of this career?

Work experience in the field is vital as there is so much you need to learn. It also helps you get used to the basics of a professional environment which is important. I have been working in the industry for almost 10 years now and I am still learning new things every day. Intellectual Property is fast becoming the most fashionable legal service; the industry has a huge presence online and across social media, so it's easy to get hold of up-to-date information on industry issues and topics. One thing is for certain - intellectual property and brand management are more important than ever before, so it really is a great time to consider a career in the industry.



The Annual Guide to Careers in Jersey

## MANAGING DIRECTOR

### Fiona Kerley

Ommaroc Hotel & President of the Jersey Hospitality Association

Fortunately there is no such thing as a typical day at work in the hospitality industry! It is a vibrant place to work and you can't forecast what will happen from one hour to the next!

#### What do you think are the three most important skills to succeed in your career area?

Team Player - you are reliant on all members of the team to deliver in hospitality and it only takes one person to let the team down.

Patience - when dealing with both the general public and staffing matters this is something you will need in abundance!

Persistence - this is incredibly important and if you don't succeed at first don't give up!

#### Was this something you planned to do or did you change direction at any point in the past? If so, what was that and was it easy to do?

I had always wanted to follow in my father's footsteps and get involved with the family business, but he was keen for me to obtain some qualifications first. Listening to his advice, I trained as an accountant initially and then after we had our first child, I decided that I wanted more flexibility to look after our daughter and so gradually started to learn the business that I now run.

#### What do you love most about working in your career area?

The variety of people you get to meet and work with. Regardless of the difficulties you may face, someone always comes along that brightens your day.

#### Are there any negative aspects of working in your career area that people considering it should be aware of?

If you are work shy then this is not the career for you, but the rewards for sticking it out will far outweigh these.

#### What training / qualifications did you undertake for your current role or are you currently undertaking?

I haven't taken any qualifications specifically relating to hospitality, but depending on which areas you are interested in there are plenty of relevant courses for all levels of experience and to support the different areas and opportunities within the industry.

#### Is there any other information that would be of interest to someone thinking of this career?

Working in hospitality is a great way to travel and see the world, there are always job opportunities in hotels, restaurants, bars and tourist attractions.



Direction

## INTERNET & INTRANET MANAGER

### Geraldine Cardwell

Digital Delivery Team, States of Jersey

Every day is different. If we are working on new functionality for our sites then my team and I could be running workshops with users or sitting in a lab observing how they use the sites. Other days I work with designers to develop wireframes, prototypes and visuals. We then turn these over to the developers so they can build it. Sometimes my day is spent testing sites or apps or advising people on customer behaviour. Other times, I'm working with my team on content writing, planning social media campaigns or reading the latest blogs on usability.

#### What do you think are the three most important skills to succeed in your career area?

Excellent writing skills - ability to write in language that the customer can understand, avoiding industry specific language.

User experience (UX) - this is about putting the customer at the heart of everything we design, making everything simple and easy to use.

Most importantly a desire to keep learning about new digital technology.

#### Was this something you planned to do or did you change direction at any point in the past? If so, what was that and was it easy to do?

The internet wasn't even around when I was deciding what to do! I studied Education, Maths and IT at university, so my intention was to be a teacher, an accountant or to do something with computers. I just wasn't sure. However, I loved the software side of my course so when a job came up at the States of Jersey Computer Services Department as an office systems analyst I applied. I didn't know exactly what it was but I applied anyway. It involved learning and configuring new software, designing templates, developing and delivering training, something I was more than qualified for from four years of teacher training. From that point on I've always been involved in IT projects e.g. building PCs and servers, supporting software and users, implementing new services such as VOP telephony. It was through the VOP project that I got involved with an intranet and that was the stepping-stone into websites and the job I do today.

#### What do you love most about this job?

I love the variety of my job, and knowing that what I do, along with other digital champions across the States, makes a difference to how people access our services online. I really enjoy working with the public, doing user research and testing out new functionality with them. That can be a real eye-opener. I love how things are always changing and it is great to see how other governments around the world are improving their services. I definitely get service envy when I look at the work of GDS (Government Digital Service) in the UK and the work they are doing.

#### Are there any negative aspects of working in your career area that people considering it should be aware of?

The variety and that things are changing all the time! It is hard to keep up to date. Every day brings new technology, new customer behaviour, new research which goes against what we were doing last year or last month.

#### What training / qualifications did you undertake for your current role or are you currently undertaking?

I have a qualification in user experience (UX), information architecture and content strategy and a diploma in writing for the web. I've done training in user research and testing, SharePoint, search engine optimisation, Google analytics, accessibility, usability and design interaction. The range of topics that you can cover is huge and there are just a fraction of them. I also follow a lot of professionals on twitter which keeps me informed and educated on a daily basis.

#### Is there any other information that would be of interest to someone thinking of this career?

Contrary to what people think, you don't need to be a coder or a designer to work in web. There are so many other aspects and skills required for this role. We want people who can write, who can analyse or who are logical, people who enjoy testing and running research with customers. In most cases, we want people who have common sense, who can use digital technology and who are not afraid to try something new.



The Annual Guide to Careers in Jersey

# FACTORY

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