



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.





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.

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



ADVICE PAGES



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 2025	April 2025 - March 2026	28/02/25	07/03/25

TO RESERVE A SPACE

Secure your space in the 2025/6 edition of Direction by emailing Ceri Baker on ceri@factory.je

EXAMPLE OF DOUBLE PAGE SPREAD ADVERTORIAL LAYOUT

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Head: Headshot
Head: Headshot
1


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 40 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: www.recruitment@intertrustgroup.com

SENIOR ADMINISTRATOR

Robert Scott

Uni Attended: Oxford Brookes
Course: History & Politics

What do you think are the 2 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? Working as part of the Head Office team I really like being able to see the effect our work has on the priorities 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 ICSA 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 2 most important skills for your job? Attention to detail, interpersonal skills and initiative.

What do you love most about working in your career? 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 hard at 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 at the end through the graduate scheme, having had meetings with upper management including the MD Simon Halpinson, 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? ICSA Diploma - 1st year. 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 school.

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 generally interesting, working with really interesting clients and assets, being with people in really different jurisdictions in the world not only opens your eyes to globalisation but also makes the work engaging 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 2 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? 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 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 world.

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 providing an overview of the basic principles required to administer offshore trusts and companies. I am also studying towards the ICMA 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.

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

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Head: Headshot
Head: Headshot
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Hannah Robinson

SENIOR ASSOCIATE, COMMERCIAL PROPERTY

Bevell Crislin

What does a typical day look like for you? Every day in Commercial Property brings a blend of routine and surprise. Fuelled by the excitement of my morning coffee, I start off with a meeting with my teams, setting out the day's plan.

As a Senior Associate at Bevell Crislin, I manage the world of headshots, tenants, developments, and more. Keeping clients on the top of their priorities, before diving into legal drafting and transactional work. Meetings with clients and internal colleagues help to fill my schedule, but a particular reward comes from negotiating top deals.

Our clients often major leaders in property development, long things attracting and Bevell Crislin's comprehensive expertise makes a smart, multi-disciplinary service. It's a balanced mix of structure and mastery in the world of Commercial Property.

How did you get your law / white training, degree, qualifications etc you need? I studied Law at university followed by the Legal Practice Course. I then earned a 2 year training contract at a firm in Manchester and qualified as a solicitor of England and Wales in 2016. I worked as a solicitor in Manchester for six years before moving to Bevell Crislin, in Jersey, so I have now been practicing Commercial Property for nearly 12 years. Jersey law is different to the UK so after 2 years of study, I was sworn in as a Jersey Advocate in December 2018.

What do you like most about your current role / your firm / your clients? A great benefit has to be for detail and is motivated by providing a good service to their clients. Most essential, however, are excellent communication skills.

Are there any future skills you will need to learn for your role? Every day is a school day! No two transactions are the same and, as a lawyer, you need to constantly develop your technical skills. It is also increasingly important that, to be a modern lawyer, you grow your management and business development skills. I don't think I will ever stop learning in this job.

What motivates you daily when always keeps you motivated? I love working with my clients and am always greatly satisfied when a transaction concludes successfully.

What advice would you give someone interested in a career in your profession? Buy books and read legal work experience. It is invaluable when you come to apply for roles in the legal profession. Never turn up to an interview without knowing as much as you can about the firm and role that you are applying for. Do your research on the different ways you can become qualified as a lawyer. There are a number of different routes, some of which do not require you to have a law degree (for example trainee schemes through the RGE route) and trainee schemes which may sponsor some of the costs of your studies.

What would you tell your younger self? Hard work always pays off, trust the process!

BEDELL CRISTIN

TRAINEE AND BURSARY SCHEMES

The Bevell Crislin trainee and bursary initiatives offer local students a valuable chance to learn from some of the best lawyers in the Channel Islands, providing an unforgettable experience. The trainee programme provides graduates with the opportunity to learn from some of the top legal minds in the Channel Islands, gaining first-hand experience of working in a world-class law firm through the RGE route.

Over a 12-month period, trainees engage in intensive in-house legal department and support areas. The paid programme

JULY WESTHACOTT PARTNER

What does a typical day look like for you? There's just no typical day, but my mornings are usually split between providing our first, personal client and whereas I often go to court, my evenings are more often used to help clients develop and clear their work, which for me is a complete joy.

How did you get your law / white training, degree, qualifications etc you need? I studied languages at university followed by a 3-year programme to qualify in law. I did an LPC and then a training contract in the UK. Regarding career, we now follow the RGE route to qualify and work with Bevell Crislin.

What do you like most about your current role / your firm / your clients? A complete deal with a happy client. And I love the fact that the team on a Friday morning.

What advice would you give someone interested in a career in your profession? It is important to be well prepared, both with legal skills, which is always fundamental to the industry.

What would you tell your younger self? Don't ever stop learning and always keep your business and legal education.

CATARINA BASILIO TRAINEE SOLICITOR

What does a typical day look like for you? A typical day for me is both demanding and interesting. I engage in legal research, draft legal documents, and work closely with senior colleagues on providing our clients with best solutions.

How did you get your law / white training, degree, qualifications etc you need? I followed my passion through a combination of education and dedication. I completed my law degree and subsequently a postgraduate legal qualification (LPC) while balancing part-time work experience at Bevell Crislin.

What do you like most about your current role / your firm / your clients? The most rewarding aspect of my job is the opportunity to help clients manage complex legal issues and provide them with practical solutions. Early day pressure and challenges motivate me to develop my skills and legal expertise.

What advice would you give someone interested in a career in your profession? Focus on your education, your practical legal work experience, and build a professional network.

What would you tell your younger self? I would advise my younger self to embrace challenges, seek diverse experiences, and not lose focus. Each setback is an opportunity for growth and learning, so stay resilient and always believe in your potential!





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BEDELL CRISTIN

For more info scan here



OR VISIT BEDELLCRISTIN.COM

Luis Filipe Campos

SENIOR ADMINISTRATOR

Sanne

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.

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;

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- Corporate Services,
- Private Equity,
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We also offer...

- Full financial support towards qualification (ACCA, CFI 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

Let's talk...

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Sanne ADVANCE
Encouraging you to be the best you can be.

sannegroup.com

Information on Sanne and details of its regulators can be accessed via sannegroup.com

Lauren Murphy

OFFICER, FUNDS AND INSTITUTIONAL

IQ-EQ



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 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.

IQEQ
Know how. Know you.



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

If you'd like to find out more before you apply contact hrjersey@iqeq.com



The Skills Development Team: Elin, Natalie, Hannah, Marta, Jeremy, Gary, Brian, Sally, Angela

The Skills Development Team

Working closely with schools, parents, employers, the government, and wider community we research, create, promote and deliver a portfolio of skills development schemes and initiatives that meet the needs of the Island – now and in the future.

Marketing and Events
We coordinate a series of annual events that are key to the wider education, inclusive of the Higher Education Fair and the Skills Show that align with the needs of the Island. In collaboration with industry, these events are designed to offer students of all ages the chance to have meaningful encounters with relevant stakeholders, ensuring them in navigating their options at various stages of life.

Complementing such events, we work with local politicians, partners, on the two distinctive publications 'Society' – a comprehensive guide to Higher Education, and 'Director' – a compelling magazine that showcases the diverse career journeys of local individuals. Annually we organise career fairs within schools and conduct industry workshops and events at the Jersey Day updated in our activities and upcoming events by following us on social media @skillsdevelopment and visiting our Skills Show website at www.skillsdevelopment.com.

Research
Our Skills Development Officers support Senior Officers within Government including CDEI and the Economy along with various industry groups to appropriately respond to current and future skills gaps and trends, including through developing our current and future workbooks, to create a dynamic, meaningful landscape that will ensure a thriving economy and skilled workforce.

This is achieved through providing advice and suggestions for moving forward informed by labour market information and wide ranging and up to date research from related experts and professional bodies, across international jurisdictions.

Employer Engagement
Our Skills Development Leads provide links between all areas of the economy from schools, businesses, and the Government to develop the knowledge, aptitudes and employability skills of young people and all Islanders.

This includes meeting with all industry sectors in the Island to find out what skills they may be looking for in a potential employee and if there are areas where skills may be in short supply.

We can support industries to develop relevant skills pathway opportunities, including apprenticeships, training courses, work experience, and insight days from various providers to bridge these gaps.

The aim is to make sure that Islanders have the knowledge and skills that are required to make Jersey a thriving place to live and work.

Work Experience & similar initiatives
Over 1,000 Year 10 students take part in Talent each year which is a valuable two-week work experience introduction to the world of work. Students choose from approximately 300 placement opportunities which is offered by over 300 local employers. This initiative aims to provide students with firsthand experience of various working environments, build a strong work ethic, and foster the development of essential life and employability skills.

Short two-day school holiday camps for students in Years 7 to 10 are facilitated by our teams, along with training providers including Highlands College within a variety of industries including hospitality, hair and beauty, entrepreneurship, engineering, agriculture and many more which provides students with a fun and engaging way to learn new skills and gain an insight into the industry.

Insight days are offered to students between Year 9 to Year 10 which focuses on in-depth insight into a specific vocational area where students gain valuable knowledge from a variety of professionals within their field. These include, but are not limited to, Medicine, Healthcare, Teaching, Hospitality and Construction.

Skills Development

Direction The Annual Guide to Careers in Jersey
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Top Tips for CVs

Here's some advice for crafting a great CV

03:14 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

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

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

unicornslayer99@hotmail.com

Fonts
31% of CVs are rejected for using inappropriate fonts

Spelling
59% of CVs contain spelling mistakes

47% of CVs are rejected for being too long

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

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

Direction The Annual Guide to Careers in Jersey

Tahnee Blakemore

EDUCATION OFFICER

Jersey Heritage

What does a typical day look like for you?
There isn't really a typical day which is why it is fun! My day can start with a school group at a historic site such as the castle, the Victoria house or even La Hague Elm. We help school groups get the most from their visit by making a informative and fun. We research different topics, create resources for teachers and exhibitions, and we making our education offerings more accessible. I've attended and presented at conferences, and even helped organize a walk around La Cotte de St Brice for our Young Archaeologists Club. What other jobs could you go from looking forward (for an audience of years old to dressing white up as knights (with chainmail and a sword)?

How did you get your job? / What training, degree, education do you need?
I have a Masters in anthropology and evolutionary anthropology and have also studied Island Conservation and Biodiversity (MSc) through JICAS. I have experience from volunteer and retail roles in museums, as well as informal and formal education experience. I believe you should take any opportunity you get to advance your skills. Having a second work experience has been helpful - I have previously worked as an exhibit guide and in conservation - making me appreciate Jersey's landscapes and wildlife from both a historical and environmental perspective.

What are the most important skills needed for your role/job?
My role involves engaging with different audiences from reception age to adults. You need to be able to adapt your communication skills to suit who you are talking to. A willingness to learn is needed as every day I learn something new, which is why I love this job. We taught in different topics last year as a good memory for facts can also help.

Are there any future skills you will need to learn for your role?
I am currently gaining more experience in anthropology through JICAS and the British Jurassic Virtual Reality (VR) tour and new technology are also being utilized in the heritage sector. Research skills are helpful, although in anthropology there are some things we never cover!

What is the best part of your job? / What motivates you in this role?
It is fun to pass on this sense of wonder and appreciation for what we have in Jersey, as we are fortunate to live on such a special island with an abundance of history. Hopefully, the more people that know about this the more people will care and protect it for future generations.

What advice would you give someone interested in a career in your profession?
Be really visible to get experience through volunteering and seeing which part of the heritage sector suits you the most. It can be quite difficult to get into the heritage sector but there has been government jobs it and preserving our history and environmental heritage is more important than ever so personal!

Tell us a fun fact...
My favourite film is Zhang Yi Dao - also known as a great historical, and the East India Company and even managed to retire with great wealth and live like King for a while.



Martha MacDonald

FREELANCE WRITER

Martha MacDonald (Self-Employed)

What does a typical day look like for you?
The two days as a freelance writer are some the best! I divide up my time between creative projects for myself with my planning and comedy writing work and commercial projects. I'm working on for clients which are more in the supporting and marketing sphere. On a quiet writing day, I'm working on my own stuff like writing a volume for an upcoming deadline, coming up with ideas for a play or comedy sketch or meeting with my clients. On a busy writing day, I'm sat at my desk on hold to the radio office or sending out invoices - but hey it all goes towards the life of a freelance!

How did you get your job? / What training, degree, education do you need?
Personally I would say you don't need any formal training to become a writer, you just need to be interested in storytelling and in people. But to make up one could tell it, as a young person I was really interested in theatre and did quite a lot of performance. From there, I did a literature degree and then spent some time working as a journalist which taught me a lot about being concise and got me into a really good discipline of writing every day.

What are the most important skills needed for your role/job?
Being in the creative industries require a lot of resilience. As a freelance, because the career path isn't structured for you, you have to make your own opportunities and that can get frustrating. There's a lot of rejection and uncertainty but perseverance pays off, as the old!

Are there any future skills you will need to learn for your role?
I feel like I'm constantly having to learn more skills through my work. In addition to writing as a writer, I've had to learn loads of new skills like administration, accounting and time management just to conduct myself as a business. In the future, I definitely want to build my financial literacy skills. Also, in order to bring value to my clients, I certainly have to learn new skills within content creation and marketing.

What is the best part of your job? / What motivates you in this role?
The best part of my job is being able to accomplish goals. I've had for myself since I was a kid. If you told me when I was 10 that in five years time I would have written and directed a one woman comedy show and been shortlisted for a comedy award, I never believed you!

What advice would you give someone interested in a career in your profession?
Community is everything in the age of social media, it's easy to feel competitive with our peers, but I would strongly urge any aspiring writer out to fall in love with their job. If you build connections and relationships with other creatives, they will be a vital resource when you're struggling. Surround yourself with people who will motivate you more in a more full of opportunities, and who will offer you feedback, understanding and creative input when you need it most.

Who inspires you and why?
My mum and dad inspire me. They've been side hustling entrepreneurs, creative entrepreneurs, and have it all, and they've always made space for me and my dreams.



MANAGING DIRECTOR

Fiona Kerley

Director Hotel & President of the Jersey Hospitality Association

Fortunately there is not 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 was in.

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 any 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.



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 user flows. 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 don't know exactly what it was but I applied anyway. It involved learning and configuring new software, designing, installing, developing and delivering. Inevitably, something I was more than qualified for from four years of teacher training. From that point on I've always been involved in IT, specifically building PCs and servers, supporting software and users, implementing new services such as VOD telephones. It was through the VOD 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 pain-point. 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 DfG (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 novelty and thrill of seeing things 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 helps me get 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.



FACTORY

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