

SOCCER JOBS 2010 –YOUR GUIDE

BY ROB RIDOUT

Every South African has in some way been touched by this momentous event. If not by some of the worst traffic jams seen to mankind it's been the endless debates on our televisions regards coaches and poor performances.

That's right it's the 2010 Soccer World Cup.

With a predicted total contribution of about R50 billion to South Africa's gross domestic product (GDP) to the run up of the event between 2006 and 2010, the contribution to our economy is mammoth. But how and in what sectors will this contribute to our job market? This is of course especially important for our graduates to understand. I am always advocating the need for proactive planning when getting yourself into the marketplace and with a major event such as this about to occur now as better time as ever to ensure that your CV is marketed in then right sector.

The backbone of the event will obviously require huge technology support and structure, especially for all visitors from first world countries. It is maybe then not that unexpected that the ITC sector has in 2009 taken the least amount of pain regards retrenchments. The IDC conducted research into the demand for skills across Africa which indicated a combined need of about 75 000 new jobs. More recent studies now suggest as many as 100 000 IT jobs alone in South Africa will be created due to the soccer. Specialist skills will obviously be needed in traditional areas such as MCSE's and Network Engineers. Other parallel industries such as web development companies will also benefit positively as most companies will want to grow their web presence to attract visitors to local content on products and service offerings.

According to labour brokers operating in the engineering and construction sectors it is predicated that there will be the need to import thousands of skilled artisans from Australia and Dubai to substitute for the lack of skills needed to meet the construction deadlines here in South Africa. With the average age of artisans now mid forties, the need for school leavers to enter into the fray is ever more important. Areas of high need include millwrights, electricians, fitters and turners, pattern makers and injection moulders to mention a few. Again parallel industries will benefit as well. Just think of the amount of signage that is going to be needed and the demand for labour to erect and construct billboards.

With out doubt the largest sector to benefit will be tourism and hospitality. Everything from tour operators to hotel staff will be required to service visitors. The government is also pushing that visitors use the smaller B&B's ensuring not only the big hotel brands but the smaller business owner also benefit. This increase in people will obviously also increase the need for waste management which in turn will increase the need for more recycling service orientated businesses, not to mention the increase in staff in the service industry especially relating to the production of cleaning products. The list of opportunity is really just endless.

There will also be a need for some more unique skills not seen as high need areas before here in South Africa. Think of all the languages. Translators will need to be assigned to assist visitors and delegates especially VIP's. All our public viewing sites, museums and all historical sites are going to need up skilling to ensure that visitors get the best possible impression of our great heritage.

But what happens when the visitors leave, of course there will be those that will return. Travel agencies will be kept very busy long after the event. Many international businesses that have seen our country and now wish to return to open branches will need advice on conducting and opening businesses in South Africa.

So if you are preparing to enter the job market you are now in a good position to decide on what broad range of skills will assist you find that ideal starting place for your career using the soccer opportunity as an initial boost. If we look just at the need for event organising, graduates who have studied PR and event organising will certainly get an opportunity to enter into the market into an events organising or PR company. And if we stay in the field of marketing - brand management would be my next choice. Most companies will want to push their brands to international customers and will need "out the box" marketing ideas to ensure their brands reach as many visitors as possible. So certainly jobs in fields such as marketing assistants and junior brand managers will be in abundance.

If you are already in your chosen career and even at executive level, now is possibly your chance to grab a larger more lucrative opportunity. Most international companies wanting to open businesses here will realise that our generalist style of training managers will ensure that South Africa's top talent will have the ability to transfer their skills to that of opening and running much larger multinational operations wanting to open in South Africa. Getting yourself a well recognised MBA, now than ever before, is a must for any General Manager or Executive wanting to attract a new international opportunity to themselves. Additionally loading your CV onto a top international website is a must. There is no doubt that most executives visiting our shores will have already devised a plan of action to penetrate Africa through a South African business - take note especially if you have experience working in Africa, make sure that this is emphasised on your CV.

Which ever industry sector or skill area you are in it is without any debate a time for change and opportunity. 2010 will be the year for all South African talent to make up for the 2009 devastation and lets hope this will be the boost that we require to push our emerging economy even further down the track of economic success.