## The Transfer >>> Market

Totaljobs research has found that many people have a growing desire to make a career change. Employers in the **advertising sector** can build talent pools of people with relevant transferable skills from other industries.



of people are considering a career change in light of Covid-19



## Top transferable skills:

- Interpersonal skills
- Teamwork
- Time management
- Leadership
- Event management

## Most transferable industries

Arts and Entertainment	<b>&gt;&gt;&gt;</b>	53% Match	
Business Management	<b>&gt;&gt;&gt;</b>	<b>47</b> % Match	
Hospitality	<b>&gt;&gt;&gt;</b>	<b>47</b> % Match	Advertising
Marketing	<b>&gt;&gt;&gt;</b>	<b>41%</b> Match	
Social Care	<b>&gt;&gt;&gt;</b>	<b>41</b> %. Match	

