## The Transfer



Totaljobs research has found that many people have a growing desire to make a career change. Employers in the **marketing 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:

- Communication
- Attention to detail
- Administration
- Teamwork
- Time management

## Most transferable industries

Business Management	<b>&gt;&gt;&gt;</b>	50% Match	
Human Resources	<b>&gt;&gt;&gt;</b>	50% Match	
PR	<b>&gt;</b> >>>	<b>50</b> % Match	-(→)- ≡ Marketing
Customer Service	<b>&gt;&gt;&gt;</b>	<b>44</b> % Match	
Administration	<b>&gt;&gt;&gt;</b>	<b>44</b> % Match	

