

# The Transfer

# Market

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



70% of people are considering a career change in light of Covid-19



## Top transferable skills:

- Communication
- Attention to detail
- Organisation
- Teamwork
- Literacy

## Most transferable industries

