

New job options in the works

Many workers now are employed in a host of jobs that did not exist five years ago. CareerOne Editor **Cara Jenkin** reports.

NEW occupations are spawning out of ongoing developments in lifestyle and technology, providing a constant stream of new job options for workers.

Improved technology, cultural shifts and a better understanding of environments are the main drivers to the occupation evolution.

Increased use and dependence on the internet is creating jobs not only in technical fields directly related to creating websites but in using them, such as social media.

Greater understanding of the environment, personal health and wellbeing is creating new opportunities for workers to address new problems.

Extrastaff Recruitment managing director Declan Rowan says many new jobs evolve out of a change in

technology as it is incorporated into a business. "Working with a new technology is an underlying theme that would drive the reason for the new jobs," he says.

"I think it's something that we wake up one morning and realise there's a new industry.

"We invent something and people take that idea and use it for their own and use it as a driver for these opportunities."

He says new jobs have been created in computer programming that would not have previously existed because of mobile phone and tablet developments.

The uptake of social media is leading to new roles co-ordinating, monitoring and updating profiles for corporate advantage.



Abbie Allen is the principal of Lifestyle Elements, which is one of Australia's leading personal concierge companies and is based at Torrensville. Picture: Bianca De Marchi

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