

Screenshots from the Adzuna CareerPaths service



CareerPaths

Get career recommendations based on your experience and skills.
Start by entering jobs you have done or would like to do.

Enter one or more job title(s):

Start

Supported by



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We've found some skills

Pick three or more skills that are relevant to you.
We'll use these to make your career recommendations.

☒ Select all ☐ Unselect all

B2B

Copywriting

Customer Relationship Management

Data

Digital Marketing

Email Marketing

Marketing

Marketing Collateral

Marketing Strategy

Pay-Per-Click

Public Relations

Reporting

Sales

Search Engine Optimisation

Social Media

Type in any other skills you have:

Continue

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Last step...

Enter your minimum salary expectation.

£35,000



See your results

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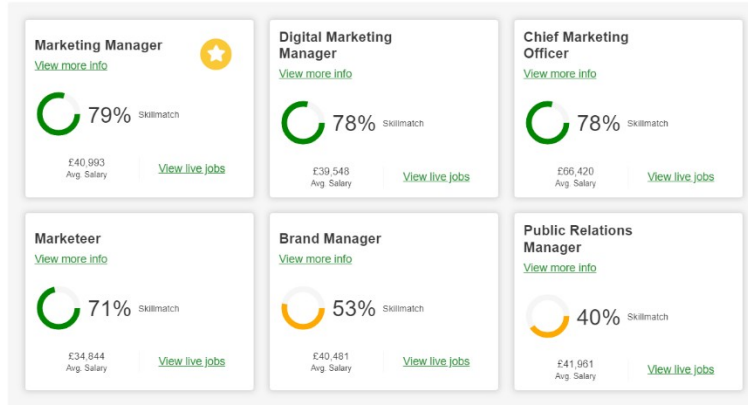


Share with friends



Your results

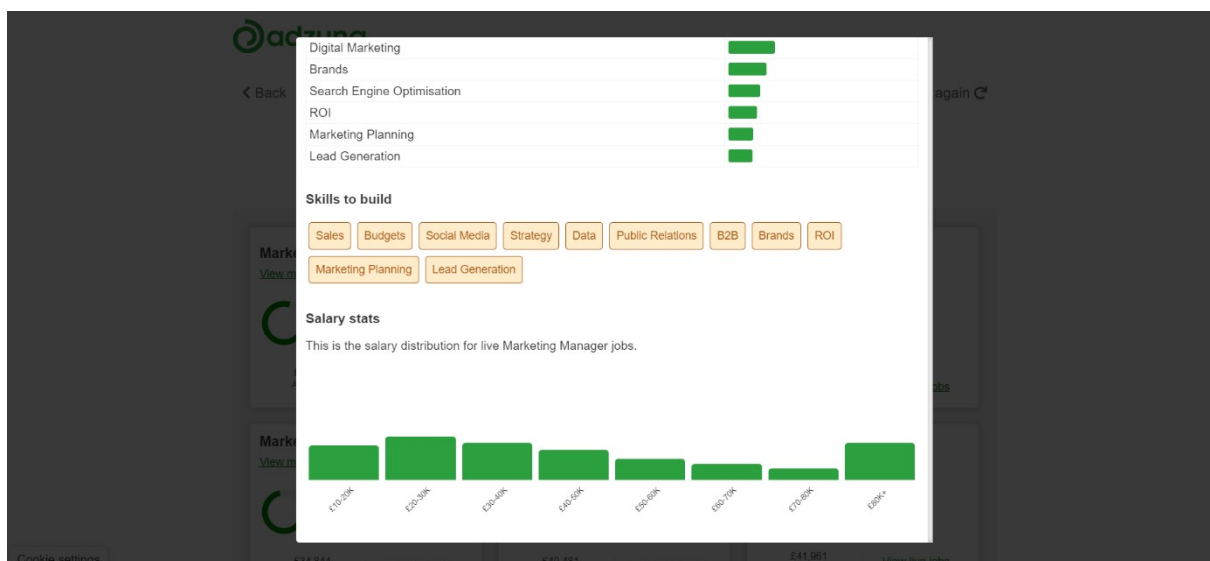
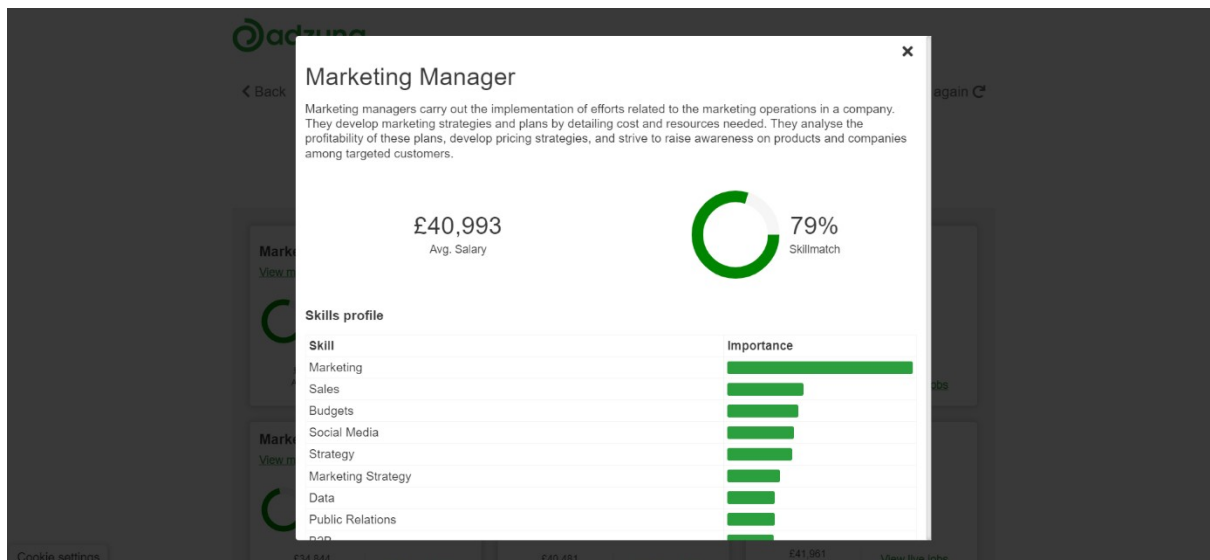
Here are some career paths which match your skills profile.



Cookie settings

See how much you can earn in today's job market with ValueMyCV

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Choose where to view live
"Marketing Manager" jobs



Adzuna lists all available jobs in the UK and provides unique tools and labour market stats to help you with your job search.

View jobs on Adzuna

Find a job

"Find a job" is the Government service listing over 250,000 jobs from verified employers in England, Scotland and Wales.

View jobs on "Find a job"

Marketing Man

View more info



Marketeer

View more info



About CareerPaths

CareerPaths helps you understand what careers you can do based on your experience and skills. Whether you are at the start of your career, have recently been made redundant or are just looking for inspiration, CareerPaths can help you explore what kind of job might be right for you, identify what skills you'll need and direct you to companies that are hiring.

How to use CareerPaths

Start by entering a current or desired job title. The system will show a list of skills that are common for the role you have entered and ask you to choose some that are relevant to you. At this stage you can also enter any additional skills. Lastly, you will be asked to enter your minimum salary expectations.

The system will then generate a list of career recommendations with a percentage match based on your skills. For each recommendation you can view more information about the role, including job profiles, skills you will need to build and salary statistics. You can then click through to see live jobs.

How CareerPaths works

CareerPaths helps you understand what your potential future career path could be by generating recommendations that are based on thousands of unique job titles which have been profiled and characterised. The system uses machine learning technology to build a predictive model from over 30 million live and archived job vacancies. Using this model, the system takes your entered job title, skills and salary expectations and matches you to a set of recommended careers and live jobs.



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Privacy Notice - CareerPaths

This notice sets out how we use and protect Personal Information we collect about you when you use the CareerPaths tool at <https://www.adzuna.co.uk/jobs/dwp-careerpaths/>.

"Personal Data" is any information that identifies you or that can be linked to you. You are not under any statutory or contractual obligation to provide us with Personal Data.

Who we are

Adzuna is the trading name of Adzuna Ltd, a privately-owned UK company.

Note: This privacy notice applies only to the CareerPaths tool and not to any other Adzuna products or services.

The type of personal information we collect

We currently collect and process the following information that you provide Adzuna:

- Cookies
- IP addresses

How we get the personal information and why we have it

Cookies

A cookie is a small file which is saved on your computer by a website. More information about cookies, including how to delete and control them, can be found here: www.aboutcookies.org. On this website Adzuna uses the following types of cookie:

- Cookies set by us: we use these to collect anonymous statistics about user activity on the website (for example, which job titles users have most commonly looked at)
- Third party cookies: we use Google Analytics cookies which collect anonymous statistical data about pages visited (for example session duration and numbers of visits)

IP addresses

An IP address provides an identifier for every device that accesses CareerPaths. We store IP addresses within our log files. These log files are needed for site security (for example to determine the source of any hacking or denial-of-service attacks).

The lawful basis for the processing

Consent: We seek your consent within the cookie banner at the footer of the page when you first visit CareerPaths.

Legitimate interest: The legal basis for our storage of IP addresses is a legitimate interest since this data is required for website security.

How we store your personal information

Adzuna cookie and log file data is stored on AWS (Amazon Web Services) data centres in the UK. We store this data for up to 6 months after creation, at which point the data will be deleted.

Google Analytics cookie data is stored on Google Cloud servers globally. This data is deleted by Google Analytics after the default period of six months of inactivity for a given user.

Your data protection rights

Under data protection law, you have rights including:

Your right of access

You have the right to ask us for copies of your personal information. This right always applies.

Your right to rectification

You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing

You have the right to object to processing, unless you have given consent. You also have the right to withdraw consent.

You are not required to pay any charge for exercising your rights. We have one month to respond to you.

Other websites

This privacy notice only applies to <https://www.adzuna.co.uk/jobs/dwp-careerpaths/>. This website contains links to other websites and if you visit another website then their privacy notice will apply.

How to contact us

You can get in touch with us via our online [contact form](#), or alternatively you can write to us at our registered office: Adzuna Limited, 40 Vanston PI, Fulham, London SW6 1AX.

If you have any questions about this policy you can email: dataprotectionofficer@adzuna.com (remove spaces when sending email) or write to the Data Protection Officer at the address above.

You can also complain to the ICO if you are unhappy with how we have used your data. The ICO's address is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. (Helpline number: 0303 123 1113, website: <https://www.ico.org.uk>)

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