

# Offscript Career Pathways Research Report

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## Executive Summary

The career development landscape is being transformed by technology, evolving employer expectations, and alternative education pathways. Key trends (2025–2035) indicate robust job growth driven by digital transformation, green economy initiatives, and demographic shifts. Soft skills have emerged as critical differentiators. At the same time, alternative upskilling pathways are proving effective.

## Sector and Job Trend Analysis (2025–2035)

Major forces shaping the job market include broadening digital access, climate mitigation, and geoeconomic shifts. WEF projects 170 million new jobs globally and 92 million displaced. Growth will come from tech, care, education, and green economy sectors.

## Fast-Growing Skills and Roles by Industry

Top skills include AI/ML, data analytics, resilience, and cybersecurity. Roles growing in demand include nurse practitioners, wind turbine technicians, software developers, and data scientists. Soft skills such as adaptability, communication, and problem-solving are valued across all sectors.

## **Upskilling and Micro-Credential Platforms: Pros & Cons**

Coursera, edX, Udacity, and Udemy each offer unique strengths from rigorous academic learning to accessible vocational training. Industry-recognised credentials from Google, AWS, Microsoft provide job relevance and flexibility, especially when stacked.

## **Day-in-the-Life Video Content Strategy**

Use YouTube, TikTok, NHS Careers, and LinkedIn creators to showcase authentic workplace experiences. Prioritise transparency, diversity, and updated content. Verify sources and include real-world context such as salary and progression.

## **Content Verification Framework**

Tiered source tagging (Gov, Accredited, Industry, Practitioner, Media) enables trust. Add badges, timestamps, and hover-text to show provenance. Clear content notes and transparent sourcing help users navigate confidently.

## **AI-Powered Discovery-First Learning Journeys**

AI onboarding, adaptive content, multi-modal learning, user dashboards, and career pathway builders are essential. Add coaching bots and track progress with gamification. Connect discovery to opportunity pipelines (jobs, bootcamps, mentors).