

Offscript Career Pathways

Research Report

Executive Summary

This report integrates emerging labour market data, platform trends, and content strategy to inform Offscript's product roadmap. Key opportunities lie in bridging personalised exploration and career guidance using AI, verifiable content, and accessible upskilling. The platform must inspire curiosity while anchoring users in trustworthy, forward-facing insights.

Sector and Job Trend Analysis (2025-2035)

WEF and BLS data highlight sustained job growth in tech, health, and green sectors. Between 2025-2030, global net job creation is estimated at 78 million. Highest growth roles: AI/ML specialists, nurse practitioners, wind turbine techs, and cybersecurity analysts. Structural displacement will impact ~22% of roles, especially those with routine or manual tasks.

Global Job Creation vs Displacement

Figure 1: Global Job Creation vs Displacement (2025-2030)

Fast-Growing Skills and Roles by Industry

Across domains, the fastest-growing skill clusters include data analysis, technology literacy, creative problem solving, and adaptability. Sector specifics:

- **Tech:** Data science, cloud computing, cybersecurity
- **Healthcare:** Patient care, digital health, diagnostics
- **Green Economy:** EV engineering, solar/wind maintenance
- **Education & Frontline Services:** Personal care, teaching, logistics

Top Emerging Skills Demand

Figure 2: Top Emerging Skills by Relative Demand

Upskilling and Micro-Credential Platforms

Coursera, edX, Udacity, and Udemy each serve different learner needs. Industry-aligned certificates (e.g. Google, AWS, IBM) offer stackable and job-linked pathways. Key considerations include cost, employer recognition, interactivity, and content depth.

Day-in-the-Life Video Content Strategy

Use authentic content from YouTube, NHS Careers, LinkedIn creators. Prioritise transparency, diversity, and credible workplace depictions. Tag content by role, industry, and context (e.g. salary, hours, career trajectory). Verification criteria include creator credibility and recency.

Content Verification Framework

Sources should be categorised by tiers:

- Tier 1 – Government (BLS, ONS, O*NET)

- Tier 2 – Accredited institutions
- Tier 3 – Industry & professional bodies
- Tier 4 – Practitioner sources (with vetting)
- Tier 5 – Media and user-submitted (flagged accordingly)

Platform should display metadata, timestamps, and attribution for transparency. Verification badges aid trust building.

AI-Powered Discovery-First Learning Journeys

The platform should use AI to infer user preferences, dynamically suggest pathways, and provide guided experiences. Key features:

- Initial onboarding to assess skills, values, motivations
- Real-time content recommendations
- Multi-modal exploration: video, text, quizzes
- Interactive pathway builder
- Chat-based career coach