

## **My 2025 Job Market Assessment \***

For the past few months, I've spent numerous hours looking at job opportunities available in various career fields. These fields include working as a manager in the non-profit sector, a Community Engagement Specialist, Public Relations Specialist, Communications Specialist, Marketing Coordinator and even began searching for opportunities in the finance sector which is not my area of strength.

The majority of my job research has been conducted through the online portals of LinkedIn, Indeed, Google and Handshake. Based on my research, a trend I've noticed in most fields, especially in the social services/non-profit sector, is the lower range in pay being available. I've also encountered a few job postings choosing to not disclose pay information which discourage me from applying due to its lack of pay transparency. Most noticeably, LinkedIn has a feature for Premium users that allows applicants to view an estimate of how many people have applied to the position as well as their level of education. On average each job posting has over 100+ applicants listed. Overall, my experience as a consistent job applicant has led me to believe that the current job market is highly saturated with talented applicants of diverse background experiences therefore making it an extremely competitive experience to endure.

Additionally, the job positions themselves seem to be breaking away from the traditional solo occupant role to hybrid role positions consisting of two or more job functions within a single position. I've encountered this trend most frequently in the customer service, finance and non-profit sectors of business. These hybrid roles also fall prevalent to a majority of leaderships/managerial positions currently in today's workforce.

One of my career goals include obtaining more experience in areas of leadership. I believe that having obtained many years of experience in diverse sectors of work has allowed me the range needed to support, collaborate and lead teams towards professional success. As I come to an end with completing my MA in Strategic Communication program, I remain open to different fields of work that'll teach me the skills to grow as a professional human being in the workforce.