



# Unit 9 Careers

## International cultural knowledge – International careers

- 1 Write down as many jobs as you can where you think a second language would be important.

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### WORD BOOSTER

#### Match the words and the definitions.

- |              |                 |
|--------------|-----------------|
| 1 implement  | a earn          |
| 2 launch     | b business area |
| 3 innovative | c carry out     |
| 4 command    | d self-employed |
| 5 sector     | e start         |
| 6 freelance  | f original      |

- 2 Read the whole article and for each question below choose from the five jobs (A–E). The jobs may be chosen more than once.

Which job(s) ...

- 1 specifies the qualifications required? .....
- 2 requires prospective employees to have worked in the profession before? .....
- 3 involves checking other people's language abilities? .....
- 4 needs people who can think creatively? .....
- 5 has the lowest top salary? .....
- 6 involves making arrangements and coordinating people? .....
- 7 offers the highest salary? .....
- 8 involves advertising? .....

- 3 Which of the jobs mentioned in the text would you like to have? Why? If none, say why.

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- 4 Think of another job requiring a second language that could be added to the list. Write a short description of it using the same headings:

What is it? .....

.....  
.....

Requirements: .....

.....  
.....

Pay: .....

.....  
.....



## Career options with language skills

In today's international workplace, companies are eager to employ people who are not only able to communicate in another language but who also have an awareness of behaviour and customs in other cultures. Having a second language opens up a wide range of jobs. Here are some examples.

### A Software developer

Many multinational companies use software applications designed to meet all needs from small enterprises to global companies. Software developers support the business processes in industries such as high tech, retail and finance services. You could be employed, for example, to help local businesses implement business software programmes.

To launch your career you will usually need a degree, local language expertise sufficient for communication with company teams, and preferably some development experience.

A starting salary for a junior software developer would be in the region of £23,000. An average salary for a developer is around £37,000 and a few senior positions can command about £70,000 per annum.

### B Marketing assistant

Multinational companies need employees to support their managers by explaining marketing techniques and strategies to colleagues overseas. You could also be involved in planning marketing campaigns and promoting your company's products or services.

This role can require a degree and some marketing experience, but traineeships are available for those who have other qualifications, in particular in another language. You also need to be innovative with excellent communication skills.

Salaries start at about £19,000. More experienced candidates could ask for about £25,000 initially, which could rise to around £40,000 for a marketing manager position.

### C Recruitment consultant

A multilingual consultant matches jobs with new employees by checking how fluently they speak and how well they communicate.

You need to be people-oriented, have a good level of fluency in a wide range of languages, and be able to organise your time and projects efficiently.

Salaries start at about £18,000 for a trainee, depending on the industry you recruit for. You may also receive commission for each position successfully filled. With experience you can expect to earn around £30,000 or more.

### D Personal assistant

A personal assistant supports a company's senior management. Responsibilities could include tasks such as arranging travel, scheduling appointments, liaising with clients, organising conferences, and preparing presentations.

You would need excellent communication skills and fluency in the language required for the company location and business, along with the ability to work on your own initiative.

Depending on responsibilities, an experienced multilingual PA in banking or finance can earn up to £60,000, but this can vary. An average annual salary in most sectors is around £30,000.

### E Video games tester

Testers locate and document bugs and glitches that are then repaired by programmers. As localised versions of games become more profitable, companies require people not just to translate, but to provide audio files and even create terminology for local versions of games.

Testers need language fluency, an eye for detail and an ability to focus for concentrated periods of time.

This varies widely and can be offered on a freelance basis for an hourly rate varying between £15 and £18, or starting out at about £14,000 per annum and moving up the scale to about £26,000.