

#CDIBigListen

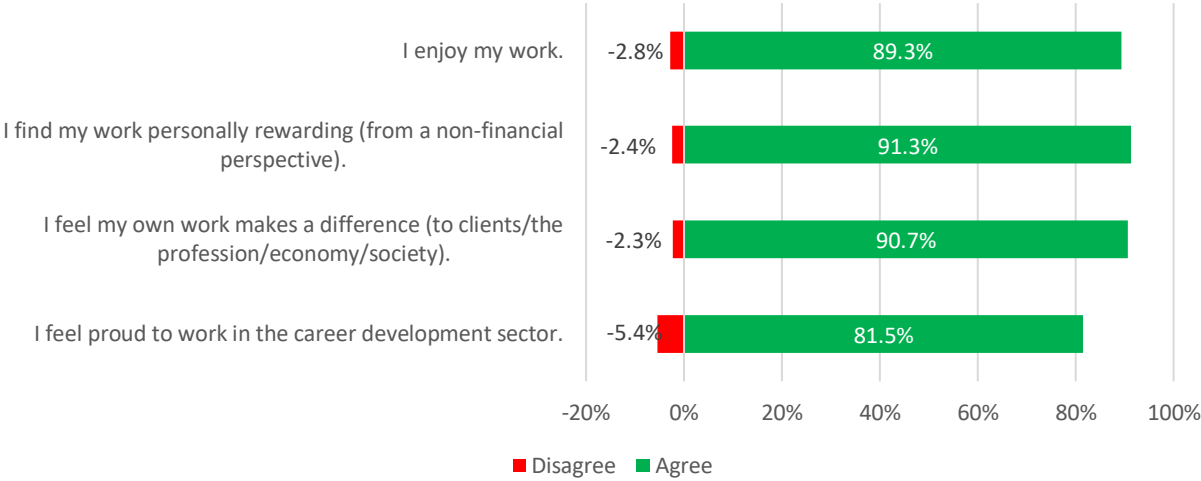
Profession benchmark

November 2021

Survey results

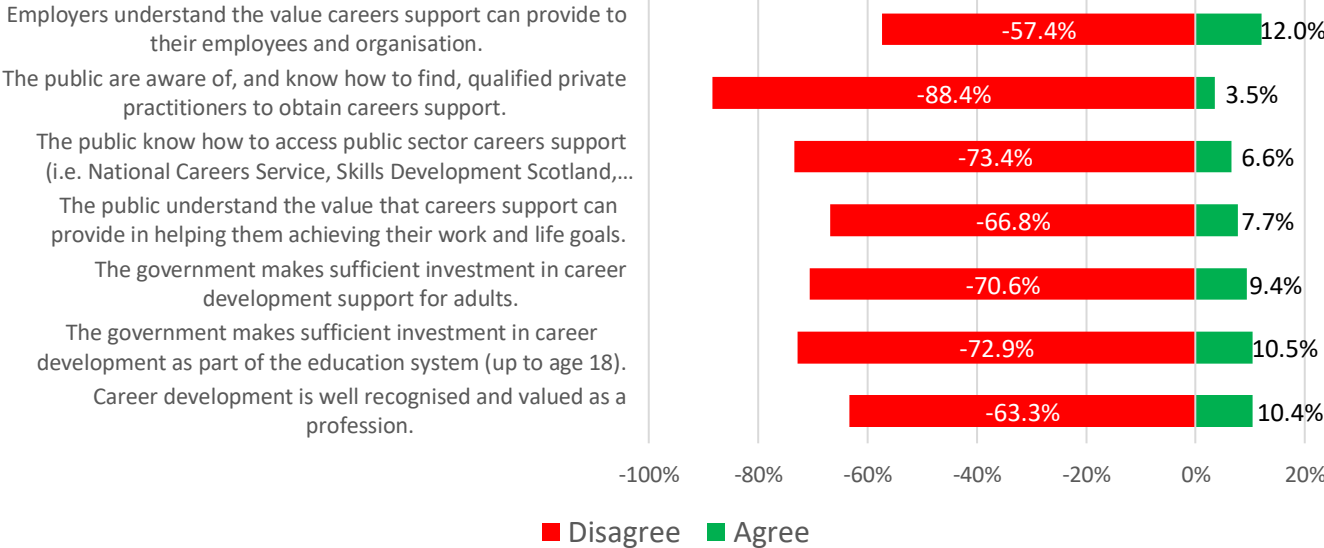
Perception of value and recognition

Perception of working in CD - positive statements



Strong feelings of pride and adding value – but don't feel that is recognised.

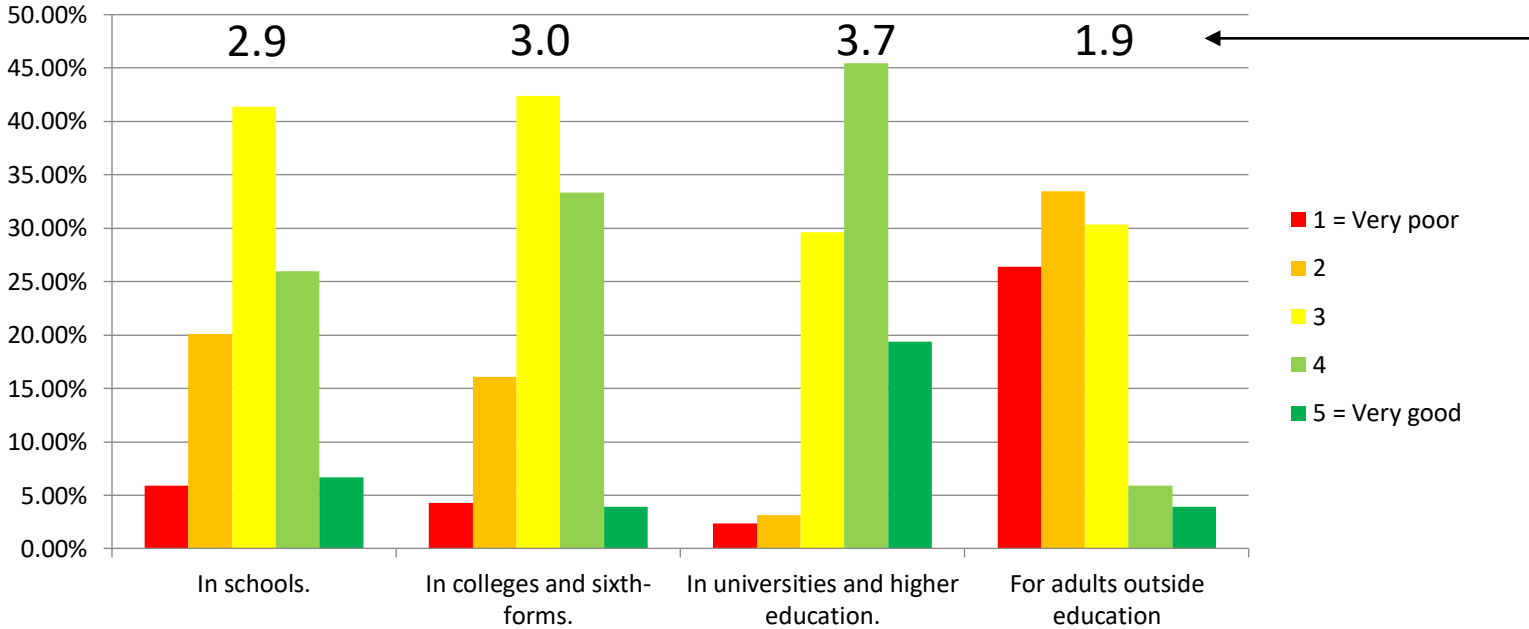
Recognition and investment for career development



Performance of public careers services

University provision is rated highest, adult lowest. Schools rate slightly behind colleges.

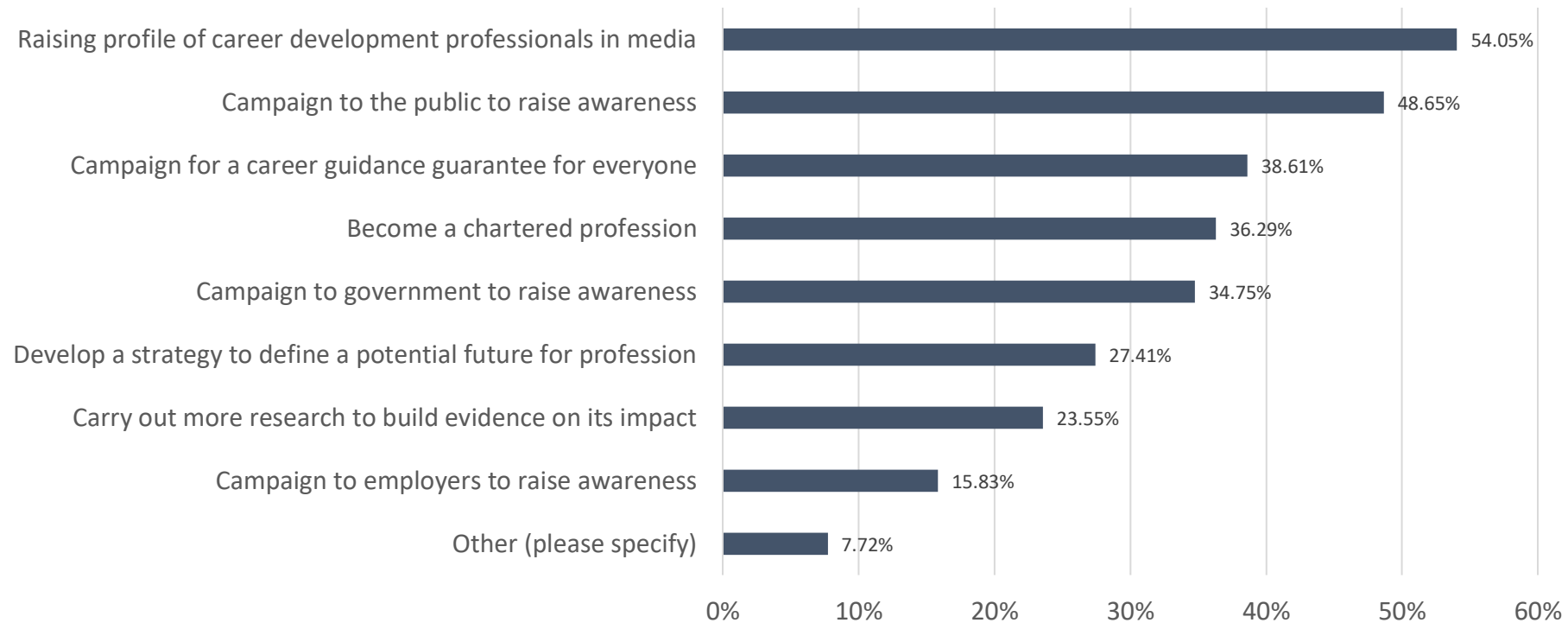
3. How would you rate the general level of careers support provided in each of the areas below?



Average score out of 5.

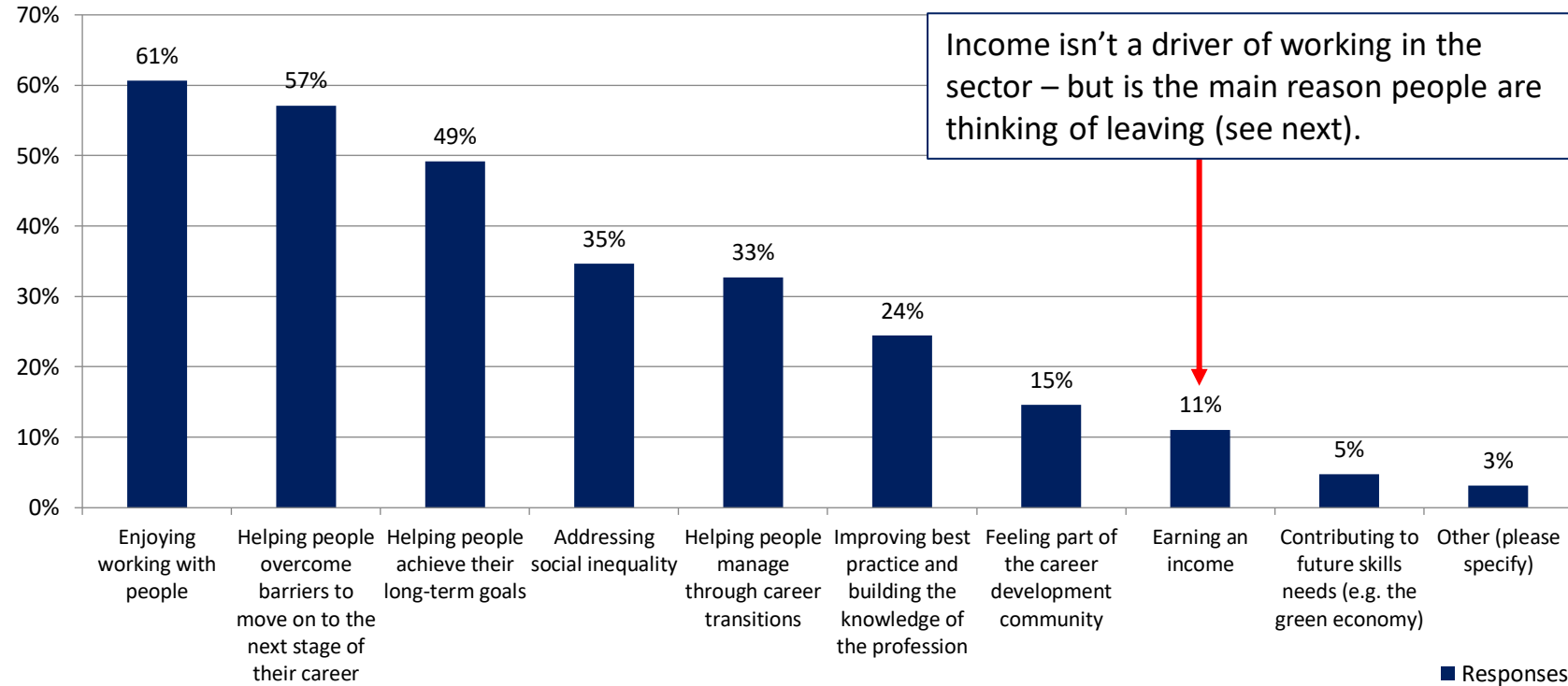
How to raise CD profile

Best ways to raise profile of career development



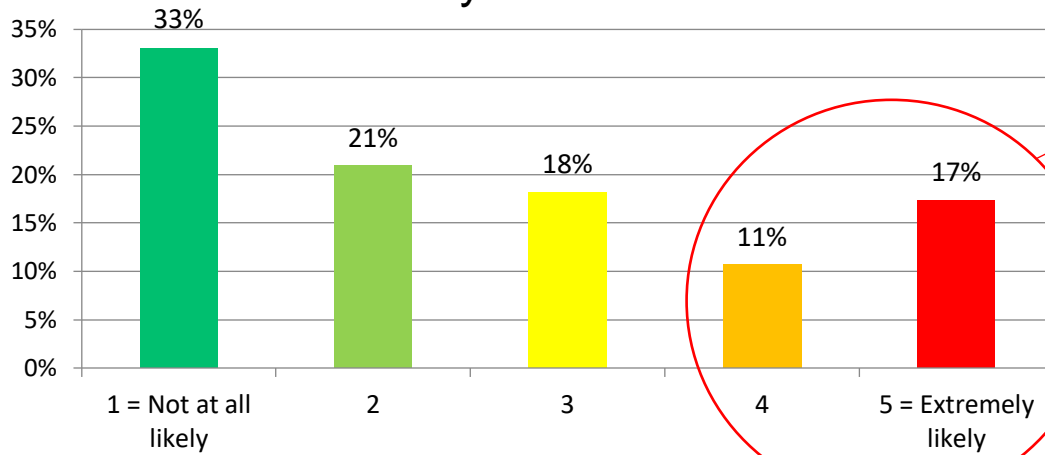
Working in career development

Which most motivates you about working in career development?



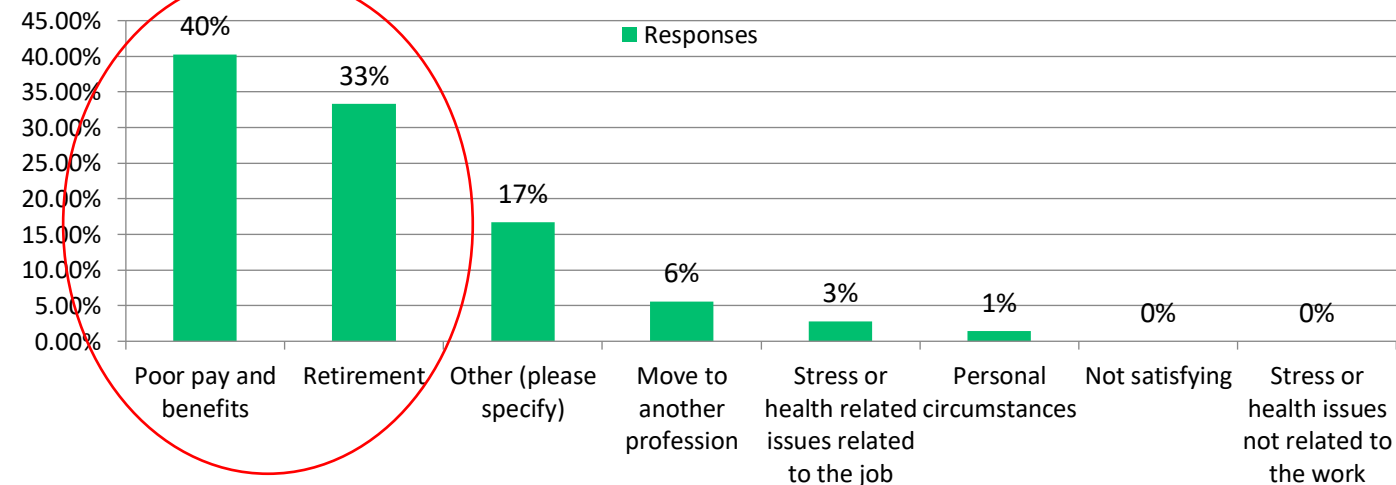
Working in career development

How likely are you to stop working in career development within the next two years?



Over a quarter are likely to leave the profession within two years, and poor pay and benefits is the biggest driver.

Why are you most likely to leave?



Pay analysis

No obvious link between pay and likelihood to leave the profession

Likelihood to leave	Average salary
Not at all likely	34,643
Not very likely	30,950
Neither	31,905
Likely	31,835
Extremely likely	33,970

Highest incomes are most and least likely to be leaving. Those citing 'poor pay' as a reason aren't the lowest paid on average.

Reason to leave	Average salary	Count
Move to another profession	39,125	4
Other (please specify)	28,898	10
Personal circumstances	-	0
Poor pay and benefits	32,091	24
Retirement	38,498	9
Stress or health related issues related to the job	30,000	1

Pay analysis

Limited by low response rate. Up to 172 people provided salary details, leaving some samples too small to be robust.

Salaries extrapolated to full-time equivalent (though some discrepancies)

Careers Adviser	Low	Average	High	Count
NI	28,000	28,000	28,000	2
Other	43,000	43,000	43,000	1
Scotland				
Senedd	25,600	31,920	37,500	5
UK	18,000	27,570	40,000	67
Total	18,000	28,084	43,000	75

Careers Adviser	Average pay	Count
Schools	28,183	34
Colleges and sixth forms	26,216	20
Others	29,708	21

Careers Leader	Low	Average	High	Count
NI				0
Other	25,000	25,000	25,000	1
Scotland				
Senedd				
UK	22,000	36,972	70,000	37
Total	22,000	36,657	70,000	38

Careers Leader	Average pay	Count
Schools	38,165	30
Colleges and sixth forms	29,560	5
Others	33,402	3

Leadership and Management	Low	Average	High	Count
NI				
Other				
Scotland	45,645	45,645	45,645	1
Senedd	44,000	44,000	44,000	1
UK	34,000	41,885	51,820	12
Total	34,000	42,305	51,820	14

Leadership and aManagement	Average pay	Count
Schools	40,900	5
Colleges and sixth forms	-	0
Others	43,085	9

Thank you for sharing your views



- The survey results are hugely valuable in helping us improve existing services and support as well as develop new ones that meet members' needs.
- The next survey will be out in July and will seek members' views on the experience of being a CDI member.
- The results will be published on the website and in Career Matters.