

**ACCA**

# CAREER NAVIGATOR

**A NEW DIGITAL TOOL TO HELP YOU  
ATTRACT AND SUPPORT YOUR STUDENTS**

Think Ahead

# What is Career Navigator?

Career Navigator is an innovative, open-access digital tool, accessible through [accaglobal.com](https://accaglobal.com). It enables **effective, future-proof career planning and readiness** by mapping specific aptitudes against current and emerging job opportunities.

Developed in collaboration with our extensive employer network, and linked to ACCA Careers (the world's leading employability site for accountancy and finance professionals).

Career Navigator signposts your students to **relevant** live vacancies and employability content, unique to them.

The employability of our students is a key focus for us, having a tool that directly shows how the skills they're developing during their studies map to the capabilities needed of different roles will be very motivating.'

**Dinesh Ramadas,  
Sunway TES, Malaysia**

# How was Career Navigator developed?

Finance and accountancy is rapidly transforming to meet the challenges and opportunities presented by a fast-changing world.

To identify what competencies are needed now, and what will be sought after in the future. Our award-winning Professional Insights team conducted extensive global research on talent development and future skills, consulting with our network of more than 2000 employers through surveys and focus groups.

The resulting report, **Professional accountants at the heart of sustainable organisations**, explores the drivers of change shaping these organisations and its insight lead to the creation of Career Navigator.

## Organisations involved in the development of Career Navigator

- KPMG
- EY
- BDO
- PwC
- Baker Tilly International
- PrimeGlobal
- Hewlett Packard
- First Intuition
- IFAC
- Deloitte
- Facebook
- Mazars
- Unilever
- BNP Paribas
- Standard Chartered Bank
- Malaysian Institute of Accountants
- Companies House
- NHS (various)
- Blackrock
- Kaplan
- Oxford Brookes
- Birmingham University

# As an educator, how does Career Navigator benefit me?

As educators, you are preparing the finance professionals of the future. You are inspiring, shaping and equipping your students for career success.

Career Navigator can help improve your progression rates, enhance the employability prospects for your students, and attract quality talent to your institution by:

## Enhancing your employability offering

Incorporating Career Navigator into your employability offering will give your prospective and existing students a tangible way to plan for their future and connect them to relevant support and a global network of real employers.

## Attracting quality students to your finance programmes

Career Navigator's content is informed by more than 2000 real employers worldwide and showcases exciting career opportunities mapped against the competencies and skills your programmes teach/provide. This means you can use Career Navigator to **prove** your programmes are arming students with what they need to succeed.

## Increasing students' motivation and engagement

Career Navigator can really help to engage and motivate your students by allowing them to see where their finance qualifications could take them. They can explore multiple career paths and opportunities, connect with potential employers and become familiar with the industry language needed to get their careers off to a flying start.

## Supporting your relationships with employers

Career Navigator can enhance your skills development conversations with employers by enabling you to demonstrate how your pre- and post-qualification courses deliver the capabilities they need.

# How can I promote and communicate Career Navigator to my existing and prospective students?

In this section we've provided you with consistent, ready-to-share messaging for your own channels, regardless of the nature of your partnership with ACCA. This messaging is aimed at students who are thinking of embarking on a career in finance and training with ACCA post-graduation.

## QUOTE

'For anyone at the start of their accountancy journey, the ACCA Career Navigator is a great way to explore the multiple career opportunities that they can pursue with the skills they'll gain from the ACCA Qualification.'

Ciara Phillips, ACCA student, UK

Longer messaging suitable for web and email communications

1

Accountancy is a flexible and rewarding career with sustainability at its heart, and the ACCA Qualification opens doors to an exciting range of career opportunities in business and finance across all sectors worldwide.

**The Career Navigator can help you plan your career in finance by exploring the multiple paths and roles open to you using the skills can acquire from the ACCA Qualification.**

2

Over the coming decade, the accountancy profession will be integral to building sustainable organisations that generate both financial returns and long-term value for society.

**Use Career Navigator to understand the core capabilities that will give you the edge at different stages of your career journey and set you apart as a sustainable business and finance professional.**



GO TO CAREER NAVIGATOR

# Shorter messaging for social media



Use ACCA Career Navigator to understand the core capabilities that will give you the edge at different stages of your career journey

<https://careernavigator.accaglobal.com/gb/en.html>

Plan your career path with ACCA Career Navigator by exploring emerging career opportunities and current job roles mapped to the blend of capabilities these require

<https://careernavigator.accaglobal.com/gb/en.html>

Wherever you are on your journey, ACCA Career Navigator guides your route. Acquire new skills, explore career destinations and opportunities, and gain the edge in today's job market

<https://careernavigator.accaglobal.com/gb/en.html>

## Social media assets



## Promotional video

