NBE Marketing asks ‘Should more Young People be concerned about Job automation?’

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It may seem like an issue that is far off in the future, but job automation is a very real problem and many workers have already found their skills surplus to requirements. Sales and marketing firm NBE Marketing review whether young people are seriously considering the dangers of automation when choosing a career.

Job automation is how many businesses choose to cut costs of employing someone and increase efficiency by investing in machinery or technology to replace a role that previously needed a human to complete. NBE Marketing has witnessed how many businesses have already streamlined their workforce and implemented new technology.

About NBE Marketing: http://www.nbemarketing.com/

NBE Marketing believes that for many young people the future could be tough trying to find a job if they fail to consider automation when choosing a career. However, shockingly, according to a study by the jobsite, Indeed, around 17 percent of people are not aware of job automation at all. As well as this, according to a survey of 1,000 Britons ages 16-25, almost half (48 percent) of young people stated that no one has even discussed this future job trend with them, meaning young Britons have no understanding of how this could impact their career at all. For those unaware of the trend, the future could prove difficult after having studied for a job role that no longer exists.

NBE Marketing believes that the direct sales and marketing industry is a great career choice for young people to pursue as it deals with consumers directly meaning that there is no chance of future automation. “This area of marketing works because it is so personalised to the consumer's needs, no amount of technology could ever replace that need for human interaction," highlights Richard Clarke, Managing Director of NBE Marketing. The firm also points out that the industry will never fade out either, “as long as people need to sell things, there will always be a need for direct marketing services" states the firm.

NBE Marketing is an outsourced sales and marketing firm that specialises in a unique form of direct marketing. Based in Reading, the firm have market reach across the UK and use this to connect with consumers on a face-to-face basis which helps to encourage long-lasting and personal business connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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