

# RECRUITMENT: LOOKING INTO THE FUTURE

ECDIS TODAY SPOKE TO SHIPTALKJOBS' ANNELEY PICKLES FOR THE SECOND PART OF OUR INVESTIGATION INTO THE SEEMINGLY INCREASING LACK OF YOUNG PEOPLE TAKING UP A CAREER AT SEA.



According to Anneley, it is a sad, and often lamented fact that young people do not seem to want to go to sea anymore. During a recent open day at the Warsash Maritime Academy in the UK, one of the burning questions was, "How do we attract young people to what is seemingly, an unattractive job and lifestyle?"

At this high profile event, attended by some of the biggest names in maritime recruitment, it appeared a major task ahead is one of changing the mindset of the young target audience, and showing just how positive the step to seagoing can be. Anneley says: "It seems that many young people are attracted by so many different options in the UK today, predominantly higher education, despite its attendant risks of debt and no guarantee of a job. In developing markets the options of employment provided by multinationals offering work in call centres have never been more attractive".

"If we are going to reassert shipping as a destination for bright, young people around the world we need to shout of a life of opportunity, of responsibility and of great rewards.

We as an industry have to realise that people don't expect to stay on a ship forever, so we must offer a career for life, if not a job, and we must provide the opportunity for young people to grab a new challenge", she continues.

This struggle to maintain a flow of cadets into the industry is one being played out around the globe, from Manila to Mumbai, from Poznan to Piraeus. Faced with these challenges, many recruiters need to be ever more imaginative and determined in their search for the right people to provide the shipping industry with its vital lifeblood.

In a recent Shiptalk interview with Bibby Line Ltd, Hugh Landels, Fleet Resources Manager, stated that they are looking, "not only to promote themselves, but also the industry at large". He added, "Many people do not understand what the sea can offer, we need to have the confidence to promote what a fantastic career people could have".

Events such as that held by Warsash Maritime Academy are about offering a united front, whether by cruise lines or oil majors, to reignite the desire of people to choose a career at sea.

Nigel Holloway, Marketing Manager of Warsash Maritime Academy explained, "There is a lot of ignorance surrounding the industry. When we actually sit down with people and explain what is on offer, their eyes light up - so it is essential that we keep reinforcing the positive images".

The huge need for quality personnel has led many companies to look to increasingly innovative means of advertising. Anneley says: "Many of ShiptalkJOBS' featured companies were on hand at the Warsash event, showing that the traditional face-to-face approach still sits well with new, more technologically advanced ways of spreading the word."

Anneley continues; "The final words should go to Eileen Hagan, of Bibby Line Ltd who said, 'Promoting a career in the merchant navy is not about selling a 9-to-5 job. There are so many possibilities, challenges and rewards, and we should be shouting about them!'. At ShiptalkJOBS, we couldn't agree more".

[www.shiptalkjobs.com](http://www.shiptalkjobs.com)

“ It seems that many young people are attracted by so many different options in the UK today ”

