

THE CERAMICS CAREER PATHWAY

An industry full of opportunity



ceramic skills
academy

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WHAT'S THE CERAMICS INDUSTRY ALL ABOUT?

For centuries, Stoke-on-Trent has been known as the ceramics heartland of the world. With a resurgence being seen in the industry, many long-term career opportunities are now available for talented people.

Ceramics isn't just about cups and saucers. It is a high-tech, innovative industry with ceramics now used in computers, mobile phones, sports cars and even space shuttles - the list is endless and so are the possibilities.

The Ceramic Skills Academy continues to support the resurgence of the local ceramic industry by building bridges between industry and education to ensure there is a skilled workforce for the future, as well as leading young people to a career for life.

The ceramics industry is full of opportunities for young people. It is an industry with a future, with fantastic prospects to learn sought after skills, to grow and to progress their careers.

Do you want to join a growing and innovative industry?

Here is your path. Find out where it can take you.



WHICH OPTION WILL YOU TAKE?



YOU WILL NEED
GCSEs - ideally in English, Maths and Science.

STUDY
Part-time at a college or training provider.

COST
£0 as you earn while you learn.

At 18 you could go on to a higher apprenticeship, study for a HNC/D or degree or continue into employment.

By 23, you could be:
An Engineering Projects Technician on £22,000
An IT Support Assistant on £19,000
A Ceramics Lab Assistant on £21,000



YOU WILL NEED
GCSEs A* - C to study at Level 3. With GCSEs below grade C, you will study at Level 2.

STUDY
Full-time at college completing a BTEC.

COST
£0 up to age 19. Fees from 19+.



At 18 you could go on to a higher apprenticeship, study for a HNC/D or degree or continue into employment.

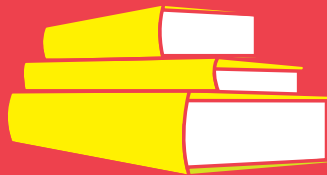
By 23, you could be:
A Manufacturing Team Leader on £25,000
A Whitewares Sales Executive on £22,000
A Design Studio Assistant on £19,000



YOU WILL NEED
GCSEs mainly A*-B ideally in English, maths and science.

STUDY
Full time at sixth form or college completing A-levels

COST
£0 up to age 19. Fees from 19+.



At 18 you could go on to a higher apprenticeship, study for a HNC/D or degree or continue into employment.

By 23, you could be:
A Buying Assistant on £20,000
A Marketing Executive on £19,000
A Graphic Designer on £27,000

EARN WHILE YOU LEARN

APPRENTICESHIP

AN APPRENTICESHIP IS A REAL JOB WITH OPPORTUNITIES TO TRAIN.

This means that you can earn while you learn, as well as getting a recognised qualification. Training could be in block periods of a couple of months or through day release where you will have four days at work and one day at college.

WHY CHOOSE THE APPRENTICESHIP ROUTE?

- Earn a salary
- Training in skills that employers want
- Excellent career progression opportunities
- Fantastic future earning potential
- Learning at your own pace

THERE ARE THREE MAIN LEVELS TO AN APPRENTICESHIP:

- Intermediate Apprenticeships (Level 2)
- Advanced Apprenticeships (Level 3)
- Higher Apprenticeships (Level 4/5)

The apprenticeship route can take between one and four years to complete.



HANDS ON PRACTICAL STUDY

VOCATIONAL

VOCATIONAL COURSES ARE MORE PRACTICAL AND HANDS-ON THAN ACADEMIC QUALIFICATIONS.

The vocational route prepares you for specific trades, crafts and careers at various levels. You could study for a variety of qualifications such as BTEC or City and Guilds.

WHY CHOOSE THE VOCATIONAL ROUTE?

- Work-related qualifications at a range of levels
- Designed to accommodate the needs of employers
- A flexible choice of next steps, for example university, apprenticeships or part-time study
- More practical, hands-on approach, learning alongside some theory
- Can help you decide if a particular job/sector is right for you
- You could move into work, take on an apprenticeship or undertake further study

Vocational route usually takes two years to complete.

EDUCATIONAL STUDY

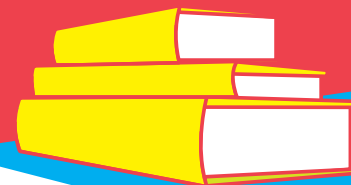
ACADEMIC

ONCE GCSES ARE COMPLETED, YOU COMMENCE FURTHER STUDY AND TAKE A OR AS-LEVELS IN SCHOOL, SIXTH FORM OR AT COLLEGE.

These give you a chance to explore subjects you may not have studied before or to broaden your knowledge of your GCSE subjects.

WHY CHOOSE THE ACADEMIC ROUTE?

- Opportunity to study new and existing subjects
- Time to assess future career options and paths
- Potentially higher earning potential
- Could move on to university to study a degree, full-time employment or an apprenticeship.





The Ceramics Industry **AN INNOVATIVE AND PROSPEROUS SECTOR**

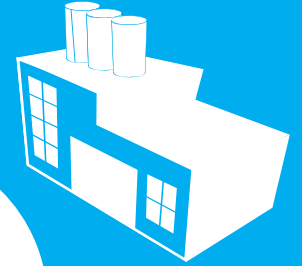
Motivated by our extensive history and knowledge in ceramics, the sectors skills and innovations are at the forefront of industries from automotive to healthcare.

- The industry has depth of knowledge and specialist excellence with business ranging from biotechnology through to aerospace.
- The ceramics sector's annual contribution to the UK economy is around £650m
- Stoke-on-Trent has over 350 ceramics-based businesses employing around 7,000 people, which is almost 5.6 per cent of the Stoke-on-Trent workforce.
- The local ceramics industry provides one quarter of all ceramics-based jobs in the UK, and 32 per cent of all UK ceramics employers.
- Stoke-on-Trent is a key destination for pottery and ceramics tourists with an estimated 4.1 million tourism visits per year generating around £207 million annually
- The industry isn't just about manufacturing. Ceramics businesses have world-leading design, marketing and IT departments plus many more.

Ceramics are used in: ballistic vests, space shuttles, deep sea submersibles, computers and much more. Surprised?

PRODUCTION

Production is the area where all of the company's products get made. A keen eye and attention to detail are vital in any production role. Manufacturers have high standards to maintain under constant pressure to deliver but for those that can adapt, opportunities for progression are readily available.



What job skills do I need?

- The ability to work under pressure
- Attention to detail
- Communication skills
- Decision making skills
- Problem solving
- Effective listening
- Reliability
- Self-motivation
- Teamwork

FACTORY OPERATIVE

Assistant in dispatching the products.

£15k - £18k
average salary

TEAM LEADER

Responsible for leading and organising a team including delegation and monitor performance.

£25k - £28k
average salary

SHIFT MANAGER

Lead the team on shift and maintain health and safety.

£29k - £31k
average salary

MANUFACTURING MANAGER

Responsible for the planning, co-ordinating and monitoring of the manufacturing process.

£38k - £42k
average salary

PRODUCTION DIRECTOR

Responsible for ensuring that the production needs are being adhered to by staff members and that good customer service is being given.

£48k - £51k
average salary

MANAGING DIRECTOR

Responsible for the overall running of the business, reporting progress to the board of directors.

£70k+
average salary



ENGINEERING

Do you ever find yourself wondering how something works? Are you a problem solver? Do you want to design, test and build the technology of tomorrow? If this sounds like you then you could be ideally suited to a career in engineering. The ceramics industry has numerous opportunities within engineering for the right people.

What job skills do I need?

- Working under pressure
- Attention to detail
- Communication
- Thinking logically
- Defining problems
- Operating equipment
- Recognising problems
- Technical work
- Inspecting equipment

FACTORY OPERATIVE

Assist in the production of various products and goods. Can involve using machinery.

£15k - £18k
average salary

MULTI SKILLED TECHNICIAN

Assist and support the varying projects.

£30k - £34k
average salary

PROJECTS TECHNICIAN

Provide assistance and support with the engineering projects.

£21k - £24k
average salary

ENGINEERING SUPERVISOR

Responsible for leading a team to maximise productivity.

£32k - £35k
average salary

ENGINEERING DIRECTOR

Plans and directs all aspects of engineering activities within an organization. Ensuring all projects and processes are in conformance with policies and objectives.

£50k - £55k
average salary

ENGINEERING MANAGER

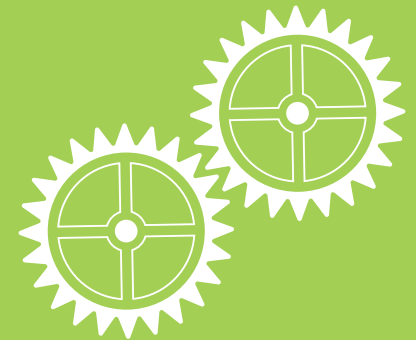
Responsible for leading a team as well as developing and managing health and safety.

£40k - £44k
average salary

MANAGING DIRECTOR

Responsible for the running of the business, driving sales growth and constantly monitoring and evaluating progress.

£70k+
average salary



CUSTOMER SERVICES

Customer services are often the face of a company for its customers. How you look after customers before, during and after purchasing or using your products shapes how successful the company will be. You will need to be an effective communicator and be able to listen to your customer's concerns. Does this sound like you?

What job skills do I need?

- Working under pressure
- Attention to detail
- Communication
- Thinking logically
- Defining problems
- Operating equipment
- Recognising problems
- Technical work
- Inspecting equipment



CUSTOMER SERVICES ADVISOR

Responsible for providing good customer service to clients, responding to their needs and promptly solving any problems.

£17k - £19k
average salary



CUSTOMER SERVICES TEAM LEADER

Lead a team to ensure that customer needs are being met by Customer Advisors.

£23k - £26k
average salary



CUSTOMER SERVICES MANAGER

Responsible for leading and managing the Customer Service team, ensuring that the objectives are being met.

£30k - £34k
average salary

CUSTOMER SERVICES DIRECTOR

Responsible for driving the Customer Services team to deliver good customer care through planning and leadership.

£35k - £40k
average salary



MANAGING DIRECTOR

To lead on the growth of the business to help improve the performance of sales and meet the company objectives.

£70k+
average salary

TECHNICAL

If you are well organised, can work methodically and are looking for a practical and varied job, this might be an ideal career for you. You could find yourself working with raw materials or in research and development working towards the innovation, introduction and improvement of products and processes.

What job skills do I need?

- IT skills
- Working under pressure
- Accuracy
- Analysing data
- Problem solving
- Resourcefulness
- Creativity
- Operating equipment
- Meeting Deadlines



LABORATORY TECHNICIANS

Responsible for providing effective and efficient testing.

£22k - £25k
average salary

LABORATORY ASSISTANT

To assist team members in identifying any problems.

£19k - £21k
average salary

TECHNICAL DIRECTOR

Responsible for developing a technical strategy to satisfy customers future requirements.

£48k - £51k
average salary

RESEARCH & DEVELOPMENT

Managing projects to improve and develop new designs, products and processes.

£35k - £38k
average salary

TECHNICAL MANAGER

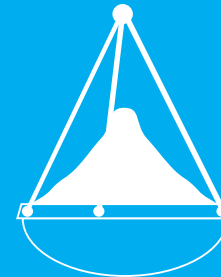
Leading, managing and providing technical expertise to the project teams.

£40k - £44k
average salary

MANAGING DIRECTOR

Leads the growth and direction of the business.

£70k+
average salary



IT

Information technology is everywhere. It's become so integral to our daily lives that the modern business couldn't function without it and the ceramics industry is no different. Whether you want to programme computers, manage projects or create websites, a career in IT in the ceramics sector will have something to offer you.

What job skills do I need?

- The ability to work under pressure
- Analysing data
- Problem solving
- Project management
- Teamwork
- Effective listening
- Logical thinking
- Designing systems
- Resourcefulness



I.T. SUPPORT ASSISTANT

Provides practical assistance in the use of computer hardware, software and specialist technology.

£16k - £19k
average salary

I.T. CONSULTANT

Responsible for advanced support and delivery of key IT hardware, software and infrastructure.

£26k - £29k
average salary

SENIOR DEVELOPER

Specialist in the creation of IT software, websites and key programmes.

£35k - £40k
average salary

I.T. MANAGER

Responsible for leading a team to meet the IT needs of the business.

£42k - £46k
average salary

I.T. DIRECTOR

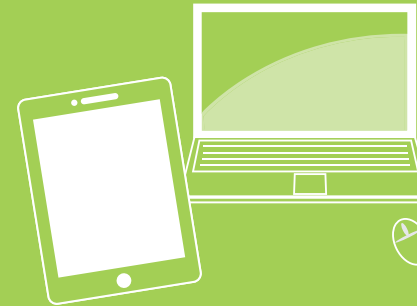
Responsible for the whole IT team and provides the strategic and long term direction for the business.

£48k - £52k
average salary

MANAGING DIRECTOR

Responsible for the overall company leadership and strategic direction.

£70k+
average salary



HUMAN RESOURCES

HR offers a wealth of opportunities in every business sector and ceramics is no exception. A good HR function is vital to any successful organisation and you could find yourself working with company directors to coordinate the strategy for the company or working with employees on career development plans.

What job skills do I need?

- Communication skills
- Recruiting people
- Training skills
- Teamwork
- Ability to take on responsibility
- Conflict resolution
- Attention to detail
- Diplomacy skills
- Listening skills

HR ADVISOR

Advising employers and customers on how to recruit and maintain current staff members.

£29k - £32k
average salary

HR ASSISTANT

Responsible for primarily processing payroll and maintaining personnel files.

£18k - £21k
average salary

LEARNING & DEVELOPMENT MANAGER

Leads on the learning and professional development of the businesses employees.

£34k - £38k
average salary

HR MANAGER

Leads the HR team to ensure that the service provided meets the needs of the client as well as the business.

£38k - £42k
average salary

HR DIRECTOR

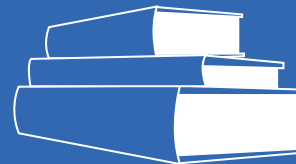
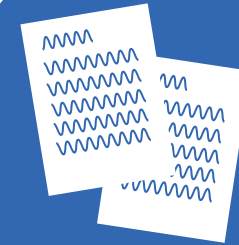
Responsible for the HR department, including the businesses personnel and training strategy.

£45k - £50k
average salary

MANAGING DIRECTOR

Leads the business with the support of the Board.

£70k+
average salary



SALES

Companies need to make sales to survive, that's a fact. Most roles in business involve sales to some degree. It could be selling an idea to your manager or selling a product to a customer. Most CEOs have spent time in their career working in a sales role. If you are tenacious and the idea of hitting a target appeals, then a career in sales could be for you.

What job skills do I need?

- Communication
- Negotiation
- Listening skills
- Attention to detail
- Writing clearly and concisely
- Selling ideas
- Selling products or services
- Determination
- Results orientated

SALES EXECUTIVE

Support the promotion of the products and services to clients to maximise sales.

£21k - £23k
average salary

SALES REPRESENTATIVE

Responsible for achieving the maximum sales.

£18k - £20k
average salary

ACCOUNT MANAGER

Responsible for the management of accounts as well as monitoring budgets.

£28k - £32k
average salary

SALES MANAGER

Supervises the sales team, leading the team to consistently increase sales through planning and monitoring to ensure targets are being met.

£35k - £40k
average salary

SALES DIRECTOR

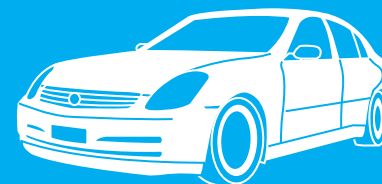
Responsible for creating and delivering sales strategies.

£45k - £50k
average salary

MANAGING DIRECTOR

Directs and leads the business for maximum growth.

£70k+
average salary



PURCHASING

The purchasing department within any organisation is vital. Spending money is the first step to making money and the purchasing team is a fine balancing act. Spend too much and the company's profits will be affected, spend too little and the quality of raw materials could be compromised.

Purchasing managers need to get to know the market, build relationships with suppliers and negotiate contracts and prices. Sound like it could be for you?

What job skills do I need?

- Attention to detail
- Analysing data
- Accuracy
- Budgeting
- Negotiation
- Communication skills
- Listening skills
- Predicting future trends
- Extracting information



BUYING ASSISTANT

Assist purchasing manager to buy the necessary materials needed to produce the final product.

£20k - £23k
average salary

BUYING MANAGER

Investigate the best quality materials to purchase for the business at competitive prices.

£32k - 35k
average salary

PURCHASING DIRECTOR

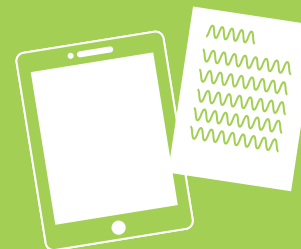
Responsible for developing the procurement strategy to ensure the raw materials bought are at the best price.

£50k - £55k
average salary

MANAGING DIRECTOR

Directs and leads the business for maximum growth.

£70k+
average salary



FINANCE

Do you enjoy working with numbers? Do you have an analytical brain and like solving problems? If you do then a career in finance could be perfect for you.

A career in finance will have you touching every part of the business you work in – a vital cog in a well-oiled machine.

What job skills do I need?

- Analysing data
- Communication skills
- Problem solving
- Negotiation
- Attention to detail
- Ability to work under pressure
- Working with statistics
- Good with numbers
- Extracting information
- Gathering information



ACCOUNTS ASSISTANT

Supports the finance manager in ensuring all accounts are up to date.

£18k - £21k
average salary



BUSINESS ANALYST

Responsible for analysing the business, assessing the business model.

£30k - £35k
average salary



FINANCE MANAGER

Responsible for leading a team and providing financial advice and support to the business and clients.

£40k - £45k
average salary

FINANCE DIRECTOR

Responsible for the financial department, making key decisions to drive the business forward.

£48k - £52k
average salary



MANAGING DIRECTOR

Lead the business to grow and succeed.

£70k+
average salary

MARKETING

Marketing can be fast-paced and glamorous but it's also hard work. You'll need to tap into your market's buying habits and get them to purchase enough products to make your company profitable. It will be your job to make your company stand out from the crowd. Sound exciting? If so then a career in marketing could be for you.

What job skills do I need?

- Creative skills
- Working under pressure
- Attention to detail
- Communication skills
- Listening skills
- Problem solving
- Social media skills
- Product promotion
- Expressing ideas



MARKETING ASSISTANT/EXECUTIVE

Support the marketing of products by developing marketing campaigns to promote the product.

£17k - £21k
average salary

COMMUNICATIONS CO-ORDINATOR/COPYWRITER

Responsible for maintaining all communication streams with customers such as the website and social media.

£24k - £28k
average salary



MARKETING MANAGER

Lead a team in producing the best ways to promote and advertise products.

£35k - £38k
average salary

MARKETING DIRECTOR

Head of the marketing department, making strategic decisions on the business marketing plan to increase sales and the business profile.

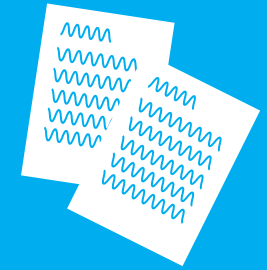
£40k - £45k
average salary



MANAGING DIRECTOR

Lead the business to grow and succeed.

£70k+
average salary



DESIGN

As a designer in the ceramics industry, every day is different. Ceramics designers create designs for a range of pottery objects that are then made by shaping and firing clay.

Ceramics designers who work for large companies interpret a product brief and turn it into a commercially successful design for mass production.

You'll need to be creative and able to work under pressure but a career in design can open up pathways into a number of other areas due to the breadth of skills needed.

What job skills do I need?

- The ability to work under pressure
- Creative skills
- Brainstorming
- Determination
- Attention to detail
- Envisioning ideas or solutions
- Communications skills
- Expressing ideas
- Multitasking



DESIGN STUDIO ASSISTANT

Assist in the design of the product.

£16k - £19k
average salary

GRAPHIC DESIGNER (LITHO)

Create and design the product to suit the needs of the customers.

£27k - £29k
average salary



DESIGNER

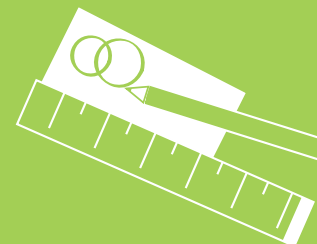
Responsible for creating and specifying how the product will look.

£35k - £38k
average salary

DESIGN DIRECTOR

Head of the Design Department ensuring all work together and adhere to the agreed design of the product.

£55k - £58k
average salary



DESIGN MANAGER

Responsible for leading the design team to work closely with the Designer ensuring all the products meet the specified criteria.

£41k - £44k
average salary

MANAGING DIRECTOR

Lead the business to grow and succeed.

£70k+
average salary



The Ceramics Career Pathway

THE NEXT STEPS



How to take the apprenticeship path

You can apply for an apprenticeship by:-

- Looking on the National Apprenticeship Service website - www.apprenticeships.gov.uk
- Approaching local companies directly
- Speaking to a local college or training provider



How to take the vocational path

You can apply for vocational training at colleges and universities.

Vocational training is education for people wanting to pursue a hands-on trade for example retail, tourism and management. You will need to pursue this educational route to prepare for your chosen trade or craft.



How to take the academic path

You can apply for academic training at colleges and universities.

Academic training is approached by a direct application to an academic institution such as a college or university. This form of training involves studying and reasoning rather than practical or technical skills.

Inspiring a future workforce,
training new starters and
supporting existing staff.

CASE STUDIES

1

**IT SUPPORT
TECHNICIAN
AT STEELITE
INTERNATIONAL**

RYAN STOKES



I became interested in becoming an apprentice when I saw an advert in the local paper.

Having progressed in my role, I am now the first line of IT support for both on-site and off-site employees.

Young people should take up the opportunity to learn new skills and should "Step Up to the Plate" when opportunities arise.

2

JAMES HOBSON



**COMPANY
GRADUATE AT
PORTMEIRION**

I choose the academic route as I had supportive parents and wanted to broaden my knowledge.

I was offered a temporary contract in the Marketing Department, a month later I was offered a place on the company's graduate scheme, working across departments in the organisation.

People would be surprised by the amount of opportunities there are in the ceramics industry. There is something for everyone, whether it be numerical, academic or practical.

3

**UK
STRATEGIC
MARKETING MANAGER
HOSPITALITY AT
CHURCHILL CHINA**

When I left school I was unsure what career I wanted to pursue so I decided to go to College and then University to study business management.

I moved into marketing the year after I started at the company and have worked my way up to my current position today. Every day is different and you are constantly learning new things.

The Ceramics industry is great. I am still learning other areas of the business and how they operate. Also, the products are innovative and dynamic which means there are lots of marketing opportunities, which I love.

CLAIRE HULME



4

**APPRENTICE
MODELLER AT
PORTMEIRION**

KRISTY JOHNSON



I was interesting in becoming an apprentice as it required me to complete various NVQ and college courses. This appealed to me as I have always strived to better myself.

I see myself continuing with my modelling apprentice until I am fully qualified. 5 years ago I never thought I would be on my way to becoming a modeller.

I would encourage anyone who is considering a career in ceramics to go for it. There has been a shift over the last few years as to where customers want their products manufactured so companies like ourselves are expanding our workforce rapidly to keep up with demand.



To advance your students' chances of securing a ceramics career, get in touch on 01782 202222.

By linking students to ceramics, Staffordshire's workforce can be kept both strong and dynamic.

BRITISH
ceramic
CONFEDERATION

Co-Investment from

UKCES
UK COMMISSION FOR
EMPLOYMENT AND SKILLS
Growth and Innovation Fund



Staffordshire
Chambers of
Commerce