

# Morrisby Careers

Aspirations assessment session



We have a new look. Feel free to explore, or just **log in** as normal



# Your Future Starts Here

Careers education, information, advice and guidance for schools, careers organisations and individuals.

[Explore our solutions](#)

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Your career journey starts here

Please visit this link:


<https://newapp.morrisby.com/sign-up>

Contact Bronte  
for your  
personalised  
code.



Login Sign Up Morrisby Pay

**Code**

Enter code 

You should have a code from: a teacher/adviser, a Morrisby Pass, or a Morrisby Profile report.

**Don't have a code?** Buy a Morrisby Pass here

**First Name**




Enter your First name

**Last Name**

Enter your Last name

**Date of Birth**

Date Month Year

We need to know your age to be able to score the assessments accurately and also to tailor the site to you.



## Your Data

- ✓ To allow us to provide personalised careers guidance we collect and process information about you.
- ✓ We only share your information with people that help deliver your careers guidance. You are able to view exactly who has access from the "Account" section of this website.
- ✓ You can request to have your data removed from our system.

[Want to know more?](#) 

I Understand

## How should you approach it?

- The process will take about 15-20 minutes.
- The validity of the results will be impacted by the approach you take. So...
  - It is important to be honest in answering the questions
  - Make sure your answers are based on your *own* interests and not on what you *think* you should be answering
  - Although the questionnaire is untimed, don't take too long on each question - just answer with the first thing that comes into your head as this is usually the most accurate answer
  - If your interests change in the future you can retake the questionnaire
  - Your results will include a number of careers that best match your interests



# Complete the Aspirations questionnaire

I would like to...

**help people who cannot manage on their own**

A lot

A bit

Not much

Not at all

# Dashboard / Homepage > Select Aspirations

The dashboard features a top navigation bar with the following links: Home | About Me | My Choices | Progress. The user's name, Ian SharpC061020, is displayed in the top right corner.

**What to do next**  
Share your results and selections with your parents or guardian.  
⌚ 3 minutes

**About me**

- Status
- Aspirations** >
- Aptitudes
- Personality
- Priorities Start
- Study Interests Start

**My choices**

- Status
- Careers 0 >
- Qualifications 0 >
- Destinations 0 >
- Apprenticeships 0 >
- Planner >

**Progress**

- Status
- Action Plan 0 >
- Activities
- Essential Skills 0 >
- Passport
- Applications

**Resources**

A red arrow points to the 'Aspirations' link in the 'About me' card.

# Choose the About Me Menu – check tabs - Interests, Work style etc



Home | **About Me** | My Choices | Progress | Locker



Interests



Work Style



Workplace



Priorities



Study Interests

## People

Caring for people



Advising people



Persuading people



## Information

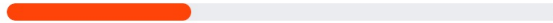
Writing & speaking



Computers

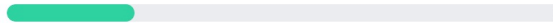


Analysing numbers



## Things

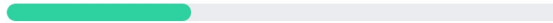
Working in Science



Engineering & technology



Make, build & transport



Art & Design



## Career Families

How interested are you in each of the 49 career families which make up the world of work.

 World of Work chart

 Retake Questionnaire 

You are most interested in a career involved in verbal communication; writing, working with the written or spoken word. This includes journalism and other forms of writing, media, publishing, advertising and is also associated with many academic pursuits and some types of teaching.



# Choose the My Choices Menu – Choose subjects – IB Diploma



Home | About Me | **My Choices** | Progress | Locker

  
Careers

  
Subjects

  
Destinations

  
Planner


Options at 16

Vocational Routes

Use the drop down to select IB Diploma



Currently Viewing ✓ IB Diploma  
Senior Secondary

Title	Rating 	Taking
Language A: Language and Literature (SL)	No rating	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Language A: Language and Literature (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Language A: Literature (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Psychology (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Film (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Social and Cultural Anthropology (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Philosophy (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>
Theatre (HL)	<input type="checkbox"/>	<input checked="" type="checkbox"/> ? <input type="checkbox"/>

# Choose the My Choices Menu – Choose Careers tab

Home | About Me | **My Choices** | Progress | Locker

Careers Subjects Destinations Planner

## Favourites

Title	Rating
Journalist	<div><div style="width: 80%;"></div></div>
Writer/Blogger	<div><div style="width: 80%;"></div></div>
Editor: Publishing	<div><div style="width: 80%;"></div></div>

## Best Matches

[View Binned Careers \(5\)](#)

**Focus On:** **What If?**

Interests  Specialist Interests  I obtained a competitive degree?  Focused on Apprenticeships / Traineeships

**Select qualifications you have or hope to achieve**

**In my MYP**  **Following my MYP**  **Following school or college:**

The suggestions below are based on your interests, work preferences, and your selected qualification level

Title	Rating
Journalist <a href="#">1 related career</a>	<div><div style="width: 80%;"></div></div>

Use the check boxes and drop down menus to see different suggestions.

# Choose the My Choices Menu – Choose Careers tab

The screenshot shows the 'My Choices' menu with the 'Careers' tab selected. The navigation bar includes 'Home', 'About Me', 'My Choices', 'Progress', and 'Locker'. Below the navigation bar are icons for 'Careers', 'Subjects', 'Destinations', and 'Planner'. The main content area is divided into 'Favourites' and 'Best Matches' sections. The 'Favourites' section lists 'Journalist', 'Writer/Blogger', and 'Editor: Publishing' with progress bars, heart icons, and trash icons. The 'Best Matches' section includes filters for 'Focus On' (Interests, Specialist Interests, etc.), 'What If?' (I obtained a competitive degree?, etc.), and 'Select qualifications you have or hope to achieve' (In my MYP, Following my MYP, Following school or college:). A callout box points to the view toggle buttons, and another callout box points to the 'List View' button.

Use the check boxes and drop down menus to see different suggestions.

Change views to list or thumbnail

List View

Home | About Me | **My Choices** | Progress | Locker

Careers | Subjects | Destinations | Planner

### Favourites

Title	Rating
Journalist	<div><div style="width: 80%;"></div></div>
Writer/Blogger	<div><div style="width: 80%;"></div></div>
Editor: Publishing	<div><div style="width: 80%;"></div></div>

### Best Matches

Focus On: What If?

Interests  Specialist Interests  I obtained a competitive degree?  Focused on Apprenticeships / Traineeships

Select qualifications you have or hope to achieve

In my MYP:  Following my MYP:  Following school or college:

The suggestions below are based on your interests, work preferences, and your selected qualification level

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Journalist <a href="#">1 related career</a>	<div><div style="width: 80%;"></div></div>

# Best Matches

☰ ☑ View Binned Careers (5)

Focus On: ⓘ

- Interests  Specialist Interests  I obtained a competitive degree?  Focused on Apprenticeships / Traineeships

What If? ⓘ

Select qualifications you have or hope to achieve ⓘ

In my MYP

MYP: 5-7 grade average ⇅

Following my MYP

IB 36+ points ⇅


Following school or college:

Degree (3+ years) ⇅

The suggestions below are based on your interests, work preferences, and your selected qualification level

Thumbnail View →

Click on a Career to learn more →



**Journalist**


95%

1 related career



**Social Media Manager**

92%




**Writer/Blogger**

88%



**Teacher: Secondary**

85%




# Social Media Manager



Your rating  92%


Not one of your Favourites



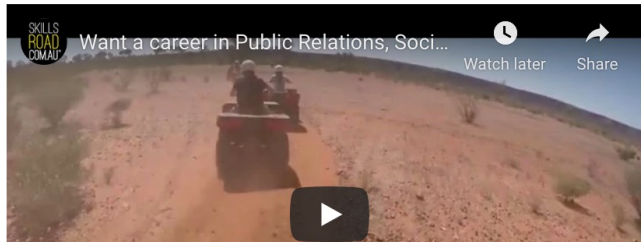
Get an overview 

## Overview

Social media managers develop and implement an organisation's strategy for engaging with potential and existing customers and clients through various social media channels. A strategy is likely to be developed in conjunction with other senior managers. The social media manager will develop content and publish it on the appropriate sites. The impact and usage would then be assessed using visitor statistics and other analytical tools. The message or medium might then be altered according to the findings. The content might include videos, blog posts, articles, competitions, graphics, and photographs. The role requires strong IT skills including using authoring software, content management systems, social media tools, graphics and photo packages. A thorough and up-to-date appreciation of social media is essential. In a fast changing area you must be prepared to keep training up to date through reading, and acting upon, blogs and articles about social media developments.

Watch videos to learn more 

## Media





# Social Media Manager



Your rating  92%

Not one of your Favourites



## Become

### Academic and Vocational Notes

As this is still a fairly new career role, there is no set entry route. Vocational qualifications can range from Certificate IV in Marketing to an Advanced Diploma of Marketing and Communication, while you can study a targeted Diploma of Social Media Marketing. Although employers tend to look for graduates from a broad range of useful degrees including business, media, marketing, communications, public relations, advertising. Targeted degrees in social media are available - such as Bachelor of Communication or Arts (Media and Social Media) - and completion of one of these will improve your employment prospects. You would need also a working knowledge of YouTube Video optimisation, Custom Facebook apps, Twitter and YouTube headers, Hashtag marketing, webcasts, Google+Hangouts and Email Capture Forms - all of which can be learned through on-line courses. Check admission guidelines and selection criteria for degree courses carefully as they vary between universities. Ensure you have the pre-requisite subjects and have met the study score requirements before you finalise your application. If you miss out on the ATAR necessary it is possible to pathway from Diploma, Advanced Diploma and, particularly, Associate degrees into degree programs.

### Work Based Training Notes

As a Social Media Manager your daily work will involve developing an organisation's digital presence. This will include website structure and content; using a media platform like Hootsuite to manage social media channels like Twitter, Facebook, Instagram, Pinterest, Google+, Instagram and Snapchat; writing blog posts and articles and responding to other bloggers within the field; commissioning multimedia content; monitoring web traffic using Analytics or similar. It is a rapidly evolving field so it will be important for you to keep up with the trends and preferences as well as the technology. You would be expected to work a standard 40 hour week, but this may include evenings and weekends depending on what social media you are monitoring. You may work from an office or home office. You may visit clients at their organisations or you could be in an internal role within a business.

### Other Routes

Whilst these are the usual routes to this career, there can be alternatives. You will be able to discuss these with your adviser. Whilst these are the usual routes to this career, there can be alternatives. You will be able to discuss these with your adviser.

Learn what qualifications you need



# Social Media Manager

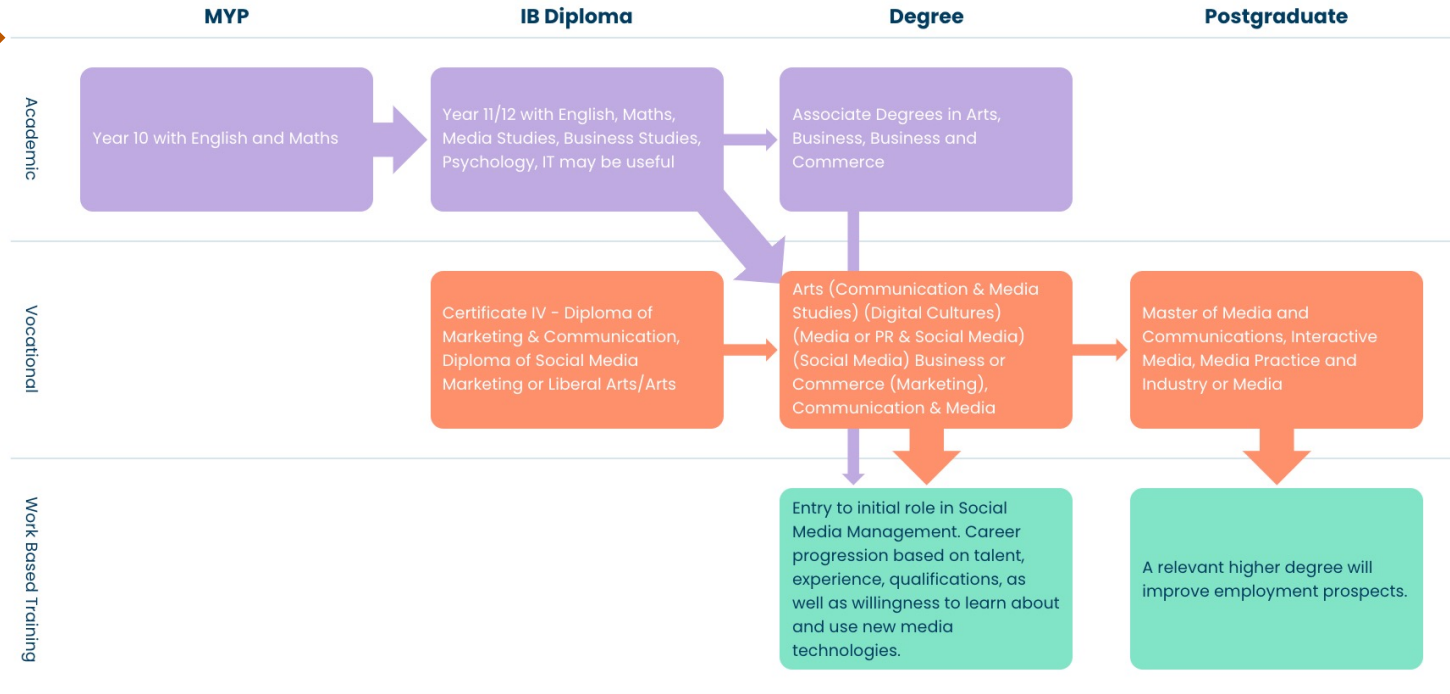


Your rating 92%

Not one of your Favourites

## Routes

Pathways to get there




# Social Media Manager



Your rating  92%

Not one of your Favourites 

Learn about related careers 

## Related Careers

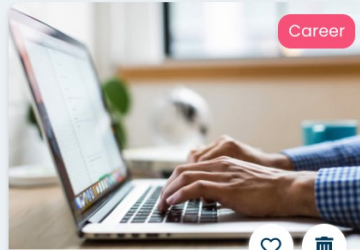


Career



Public Relations Officer

 81%



Career



Copywriter (Advertising)

 80%



Career



Digital Marketer

 79%



Career



Advertising Media Planner

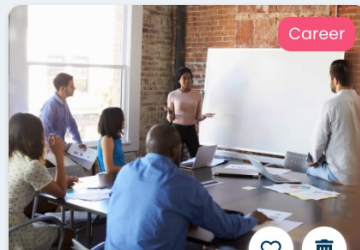
 79%



Career



Marketing Manager



Career



Advertising Account



# Social Media Manager



Your rating  92%

Not one of your Favourites



## Resources

### General Information

- ✓ CareerHQ - Social Media Manager
- ✓ CareerHQ - Interactive Media Manager
- ✓ [OpenColleges - Career in Social Media Marketing infographic](#)
- ✓ Postplanner (US) - How to Become a Social Media Manager in 6 steps

### Income

- ✓ Payscale - Social media Manager
- ✓ Payscale - Social Media Co ordinator

### Key Links

- ✓ The Good Careers Guide - Social Media Manager
- ✓ SEEK Careers - Social Media Manager

### Case Studies

- ✓ Youth Central - Web Communications Adviser

Check out related resources



# Choose the My Choices Menu – Explore destinations



Home | About Me | **My Choices** | Progress | Locker

  
Careers

  
Subjects

  
Destinations

  
Planner

Options at 18

Apprenticeships

Employment

This section is all about your next destination if that is further study or into an Apprenticeship. Here you can see your subject matches, review Colleges and Universities and see live Apprenticeship opportunities.



## What should I study?

Review your Higher subject matches in [Options at 18](#) and create a favourite list - with the ability to click through to view actual courses.



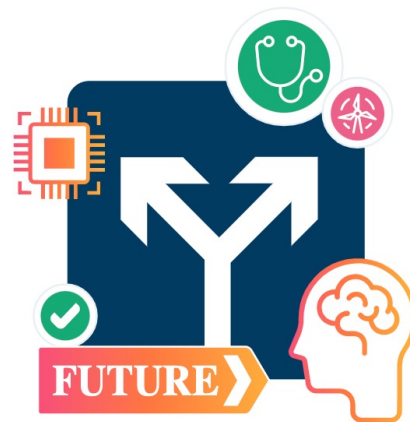
## Find my Apprenticeship

Use the [Apprenticeship](#) search to find live apprenticeship vacancies in your area with the ability to link directly through to the application pages.



## Employment

Use the [Employment](#) page to search for jobs and browse specific resources to prepare for and seek a job.



# Choose the My Choices Menu – Explore your planner & favoured careers



Home | About Me | **My Choices** | Progress | Locker

Careers | Subjects | Destinations | Planner

**Options at 16**

Language A: Language and Literature (SL)

Review

**Options 18**

**Subjects**

♥ Add study areas

**Apprenticeships**

♥ Explore apprenticeships

Review

**Careers**

Journalist

Editor: Publishing

Writer/Blogger

Review

# Choose the Progress Menu – Set goals – If you have favourites you'll see them here



Home | About Me | My Choices | **Progress** | Locker



Action Plan



Essential Skills



No Goals added

Create New Goal

# Choose the Progress Menu – Have a look at the Essential Skills!



Home | About Me | My Choices | **Progress** | Locker



Action Plan



Essential Skills

Skills Builder Overview



Listening



Speaking



Problem Solving



Creativity



Staying Positive



Aiming High



Leadership



Teamwork



## Introduction to the Skills Builder framework and Essential skills

It has never been more important to invest in building a set of essential skills : the ability to creatively solve problems, to manage themselves, to communicate effectively, or to work well with others. There is a consensus amongst employers and governments that skills have a vital role in becoming equipped to deal with the modern world and increase employability.

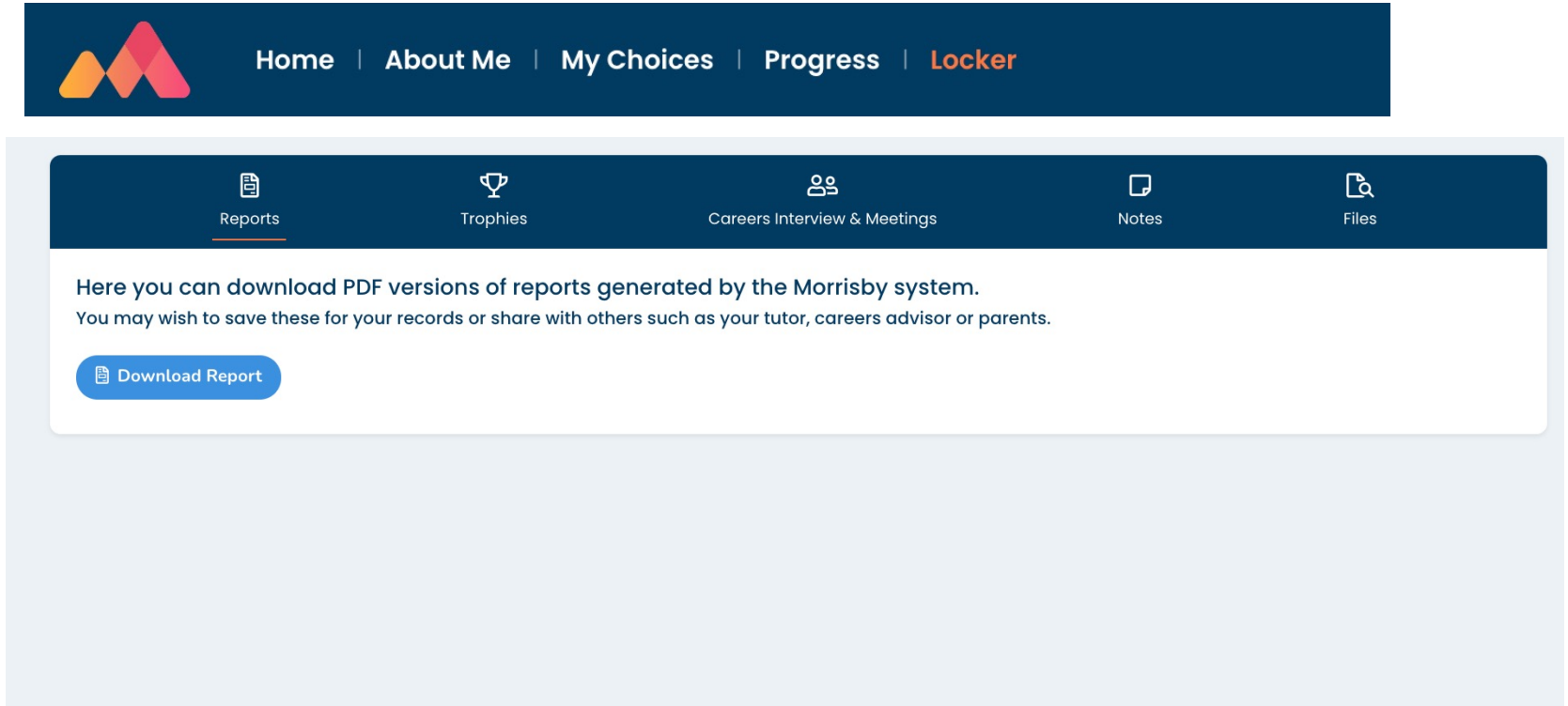
We call them essential skills because these are the skills that underpin success at every stage of life: they unlock learning while at school, ensure young people are fully prepared for the independence of university and college, and empower people to land their dream job. They are a diverse set of skills that are useful in lots of different contexts.

The Framework breaks down each of the eight essential skills into sixteen tangible, teachable and measurable steps. You can use it to clarify what success looks like in each skill and to map out the trajectory for proficiency.

You can explore and build your capability in the eight skill areas by following the links on the left. This provides a powerful way for you to develop as a person, and to give yourself an advantage, not just in employment and at school but in all sorts of everyday situations.

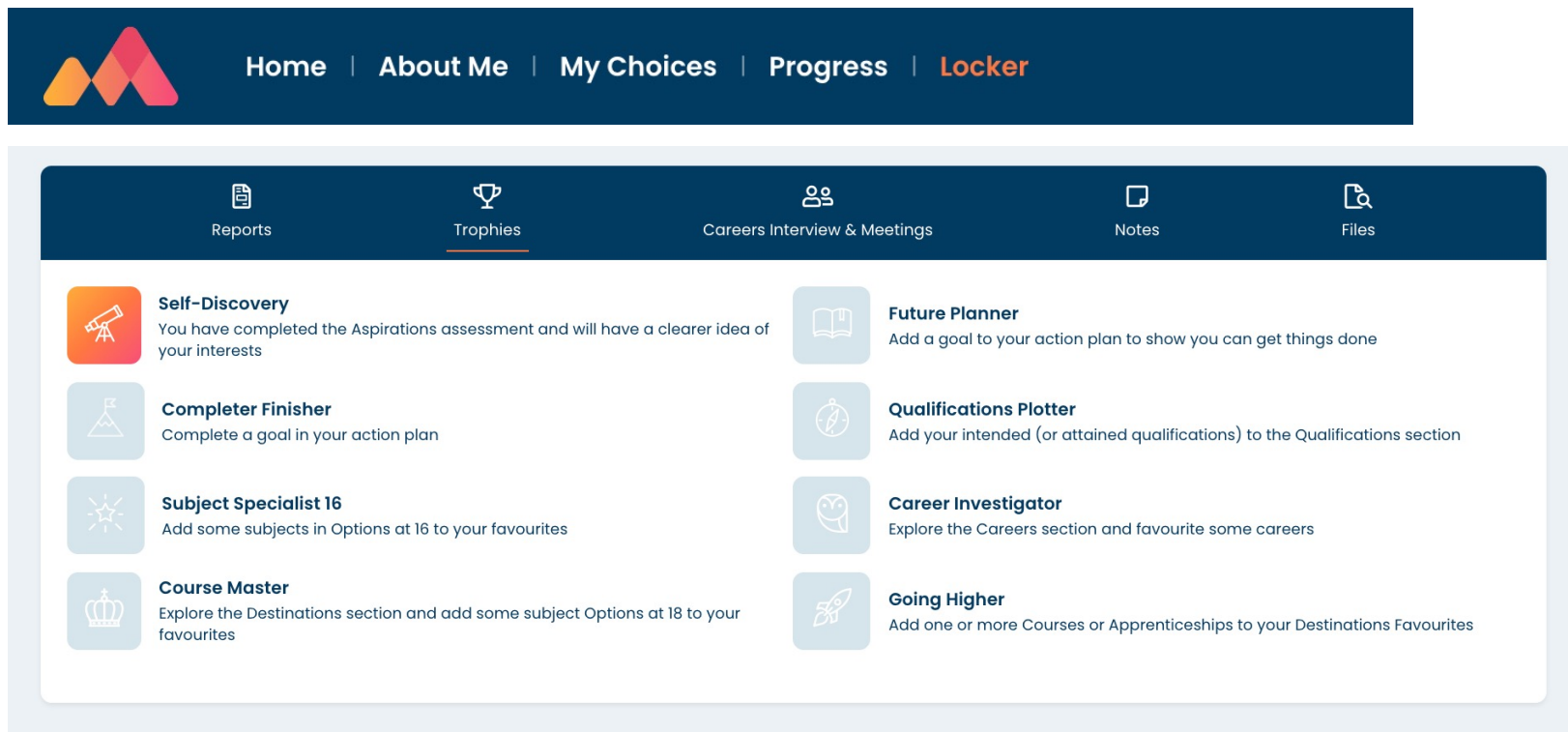
Each skill breaks into 16 different levels, the higher the level, the more proficient you are in that skill. You might, for example, set yourself an Action Plan goal to improve one skill each month and to record you progress on your Action Plan.

# Choose the Locker Menu – Download reports, make notes, record interviews & add files



The screenshot displays the Morrisby system's 'Locker' menu. At the top, a dark blue navigation bar contains the Morrisby logo (three overlapping triangles in orange, red, and pink) and a menu with links for 'Home', 'About Me', 'My Choices', 'Progress', and 'Locker' (highlighted in orange). Below this is a secondary dark blue bar with five icons and labels: 'Reports' (document icon), 'Trophies' (trophy icon), 'Careers Interview & Meetings' (two people icon), 'Notes' (notepad icon), and 'Files' (document with magnifying glass icon). The 'Reports' section is active, showing a white content area with the text: 'Here you can download PDF versions of reports generated by the Morrisby system. You may wish to save these for your records or share with others such as your tutor, careers advisor or parents.' A blue button labeled 'Download Report' with a document icon is positioned below the text.

# Choose the Locker Menu – Use the Trophie menu to track your progress



The image shows a screenshot of a web application's 'Locker' menu. At the top, there is a dark blue navigation bar with a logo on the left and menu items: Home, About Me, My Choices, Progress, and Locker. Below this is a secondary dark blue bar with icons and labels for Reports, Trophies (which is underlined), Careers Interview & Meetings, Notes, and Files. The main content area is white and contains eight feature cards arranged in two columns. Each card has an icon, a title, and a brief description.

**Reports** | **Trophies** | **Careers Interview & Meetings** | **Notes** | **Files**

- Self-Discovery**  
You have completed the Aspirations assessment and will have a clearer idea of your interests
- Completer Finisher**  
Complete a goal in your action plan
- Subject Specialist 16**  
Add some subjects in Options at 16 to your favourites
- Course Master**  
Explore the Destinations section and add some subject Options at 18 to your favourites
- Future Planner**  
Add a goal to your action plan to show you can get things done
- Qualifications Plotter**  
Add your intended (or attained qualifications) to the Qualifications section
- Career Investigator**  
Explore the Careers section and favourite some careers
- Going Higher**  
Add one or more Courses or Apprenticeships to your Destinations Favourites

# Have Fun Exploring!

