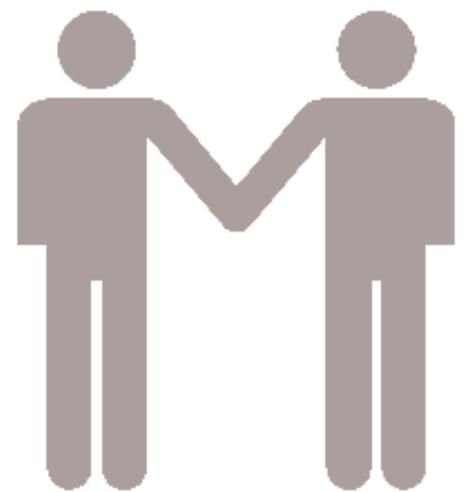


# The most In-Demand jobs in the Social Services Sector

## Report 2014



Elaborated by:

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"Una manera de fer Europa"

## 1. Introduction to the Sector

The main objectives of the social services sector, also called the third sector, are to ensure the right of all people to live a decent life and provide greater equality of opportunities to those who require it. The sector is mainly promoted by the public administration, although increasingly there are others, many promoted by the citizens, who are dedicated to develop great social projects. The sector is made up of three different areas:

- **Attention to the educational and employment needs:** Includes services aimed to advising and career counseling, the psychologist counseling and related to education.
- **Attention to familiar and social needs:** This includes services related to the information, guidance, assessment and support to people with special needs and also includes daytime helping disable people.
- **Caring for people with dependence:** Services addressed to people with age issues illness, etc. who need help from others to make their activities.

This segmentation in areas is complementary to the differentiation between the two types of services that covers the industry: The basic social services accessible to all people and services requiring specialized equipment and specific materials.

## 2. Current Environment

**Global Trends:** The European Union (EU) sees in the social services industry a pillar of social protection, which is essential for the social, economic and territorial cohesion and shows interest in the member states to be provided with social services of high quality, accessible, affordable and sustainable in order to guarantee fundamental rights. Still, the aim of the EU towards this industry is far from the current situation characterized by measures that can involve a deterioration of social services without providing some essential supplies.

**Spain:** The social services sector in Spain is an important sector for the social and economic development since the sector plays an important role in the fight against poverty and social exclusion. According to a study by the Social "la Caixa" Foundation in December 2012, this importance is reflected in the number of member organizations, the large number of social demands met, the volume of social investment made etc. According to the latest data published in the *Boletín Oficial del Estado* in February 2013, Spain, has, currently, about 29,000 entities that provide services to more than 5 million people. Its importance and economic impact is very significant, accounting for 1.7% of GDP, employing about 500,000 people, representing 2.5% of the total Spanish population employed.

**Catalonia:** One of the main recommendations for Spain and Catalonia made by the Commission under the Europe 2020 strategy is the establishment of sustainable public finances. This is the result of in progressive reduction in public spending by the central government that is causing problems arising from the suspension or delay in payment by government entities that provide basic services to our society, as is the social services sector. Barcelona, as well as other cities, is experiencing a significant reduction of staff hired can make the welfare state is unbalanced, although they are undertaking various measures to avoid this situation.

Social Services indicators	Contribution of the sector to the Spanish GDP <sup>(1)</sup>	Working population in Spain <sup>(2)</sup>	Number of enterprises in Spain <sup>(3)</sup>
	1,7% (February 2013)	500.000 (February 2013)	29.000 (February 2013)

**Source:**

- (1) Documento BOE-A-2013-1044 – Agenda Estatal – Boletín Oficial del Estado  
 (2) Documento BOE-A-2013-1044 – Agenda Estatal – Boletín Oficial del Estado  
 (3) Documento BOE-A-2013-1044 – Agenda Estatal – Boletín Oficial del Estado

### 3. Key Sectorial Trends

#### Sectorial trends

	<p><b>Need responses to confront the aging population</b></p>	<p>The population of the EU member countries is aging as a result of declining fertility rates and increasing life expectancy, a fact which will mean an increase in the dependency ratio of the elderly people. This upward trend has a clear impact on the ability of European society to address the economic benefits of society as well as responding to the changing needs of health care and long-term personal cures. This aging affects the occupations demand in the sector, as there will be an increasingly large group of dependent population over 65 years, which will require more human capital to take care of them.</p>
	<p><b>Overcoming challenges as a result of cuts in the industry</b></p>	<p>According to the latest news published between 2008 and 2012 public spending in Spain rose to 45.3% of GDP. That is, more than 450,000 million euros used for pensions, education, health, police and all services provided by public administrations. Even so, most citizens do not identify this level of expenditure in terms of social services but are concerned about cuts. Currently, the general state budget planned for 2014 include a 36% cut in the resources allocated to social services, endangering the quality and universality of social services. The main issues they are concerned about are the waiting lists for health services and low scores of Spanish students in certain reports such as PISA or similar.</p>
	<p><b>Increase in the demand</b></p>	<p>According to the information provided in the report of the Social Services in Spain, a rather remarkable trend corresponds to an increase in demand for social services as a result of the high unemployment rate. In May 2013 the social workers managed an average of 49 requests, especially focused in the areas of information, counseling, intervention and family support and ultimately, prevention and social inclusion. Actually, all areas and sectors of the industry have experienced an increase in demand, which the State has failed to respond, increasing the pressure of banks, many of which are facing considerable on budget constraints.</p>
	<p><b>Professionalization of the industry</b></p>	<p>Increasingly, professionals dedicated to social services are looking forward were training. It has been an increase in developing specific educational progress: such as a Master addressed to social centers and institutions management, as well as and improving working conditions. Also, the draft of the Law on the Promotion of Personal Autonomy and Care for People Experiencing Unit Approved on July 13, 2012 has been a clear impetus to this trend, since it requires workers in Un certain positions to have prior training.</p>

## 4. Employment at Social Services Sector

Despite the focus of social services industry on improving the quality of life, in the past it has experienced a decrease in the quantity of services provided on behalf of higher quality standards in the provided benefits. These decrease is closely related to expenditure cuts and, although they are looking for other ways to move the industry forward, the positions are decreasing and professionals feel overloaded, currently worry.

Analysis of employment in the Social Services Sector	Current Trend	Forecast Growth
		

 Recovery / Growth;  Maintenance;  Decrease

### 4.1. The most required highly-qualified jobs

	Job Position	Description	Requirements valued (Education, experiences and skills)	Additional considerations
1	<a href="#">Local development agent</a>	The local development agent carries out tasks aimed to the comprehensive growth (economic, cultural and social) and sustainable growth of a certain area, while taking advantage of local resources (natural, physical, financial, etc.) this is to end integrating, all the social and economic agents that comprise the business, administrative and population network of their geographic area of activity, within the framework of a municipal or supra-municipal economic policy.	<ul style="list-style-type: none"> <li>• Education: The different studies which qualify an individual to carry out this occupation include: degree in Psychology, Sociology or Economics. Extra training in economic promotion is valued.</li> <li>• Experience: Previous experience in job placement programs or similar is desirable.</li> <li>• Skills: <a href="#">Conceptual thought</a> and <a href="#">initiative</a></li> </ul>	<ul style="list-style-type: none"> <li>• For all this positions is necessary to have a degree in social sciences like Psychology, Pedagogy and education.</li> <li>• Experience in similar programs in Social Services industry is valued.</li> </ul>
2	<a href="#">Job placement specialist</a>	The job placement specialist carries out actions aimed to facilitating the incorporation of individuals into the labor market. Their activity includes actions related to analysis, information, guidance, motivation, training, counselling and assistance for individuals, generally those with placement difficulties, with the aim of developing their employability and helping them enter the labor market and keep their job.	<ul style="list-style-type: none"> <li>• Education: It is necessary to have a degree oriented in education such as Psychology, Social Education, Educational Psychology...</li> <li>• Experience: Previous experience in job placement and counselling programs, community or social intervention programs is desirable.</li> <li>• Skills: <a href="#">Orientation towards achievement</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Is important to be an <a href="#">emphatic</a> person and have service vocation. It is desirable have this skills: <a href="#">Team work and cooperation</a>, <a href="#">self-confidence</a> and <a href="#">concern for order and quality</a></li> </ul>

	Job Position	Description	Requirements valued (Education, experiences and skills)	Additional considerations
3	<a href="#">Retirement adviser</a>	The retirement adviser is a technician who specializes in providing guidance and advice regarding the retirement process and, in general, the withdrawal from the productive employment market, lending his/her services to persons in an interpersonal manner or via businesses and organizations operating as mediators in the employment market. The adviser provides information and guidance during procedures and in connection with the legal provisions linked to retirement-related matters, in accordance with current regulations, whilst also providing all the necessary resources to existing pensioners in the area assigned to him/her, helping their integration in society beyond what constitutes the economic-productive environment.	<ul style="list-style-type: none"> <li>• Education: Degree in Social and Legal Sciences is required.</li> <li>• Experience: Experience in the field of administration, particularly, in human resources departments and payroll procedures. Also previous experience in specialized agencies in administrative procedures and management is desirable.</li> <li>• Skills: <a href="#">Planning and organisation</a> and <a href="#">analytical thought</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• For almost all positions, a degree in social sciences such as psychology, pedagogy, education is required.</li> <li>• Experience in similar programs in Social Services industry is desirable.</li> <li>• It is important to be an <a href="#">emphatic</a> person and have service vocation. It is desirable have this skills: <a href="#">team work and cooperation</a>, <a href="#">self-confidence</a> and <a href="#">concern for order and quality</a></li> </ul>
4	<a href="#">Gerontology services manager</a>	The gerontology services director manages premises devoted to caring for the elderly patient or daycare basis. Within this principle, s/he plans and organizes institution activities and resources in accordance with established quality parameters to guarantee the quality of the services provided in daycare centers or nursing homes.	<ul style="list-style-type: none"> <li>• Education: Degree in social and legal sciences or health sciences is required</li> <li>• Experience: A minimum of five years' experience is required in the field of business management and administration, as well as some experience in the field of geriatric care.</li> <li>• Skills: <a href="#">Commitment to the organisation</a></li> </ul>	

## 4.2. The most required less-qualified jobs

Job Position	Description	Requirements valued (Education, experiences and skills)	Additional considerations
<p>1 <a href="#">Senior citizen entertainer</a></p>	<p>Senior citizen entertainers schedule, organize, facilitate and assess activities aimed to boosting the autonomy of elderly persons or groups. They apply group dynamics techniques, making use of community, cultural and leisure resources. The purpose of these activities is to fulfill the plenty of free time senior citizens tend to have during their retirement.</p>	<ul style="list-style-type: none"> <li>• Education: The education recommended is a Professional Training Course in the field of Socio-cultural and Community Services with focus on social-cultural animation</li> <li>• Experience: Professional experience acquired in sociocultural entertainment activities as a whole, and the elderly in particular, is considered an advantage.</li> <li>• Skills: <a href="#">Self-confidence</a>, <a href="#">communication</a>, <a href="#">creativity</a> and <a href="#">empathy</a></li> </ul>	

## 5. Conclusions and Future prospects

### Redefinition and new opportunities



- Currently, an increase in public-private partnership is promoted. With the overall objective of improving the competitiveness of the industry and the quality of services, private entities are many an extra financial contribution in order to cover the public cuts. In this line, even though the social services industry belongs to the field of public services and their management has a high level of privatization, internal organization and their dynamics are quite similar to public organizations.
- Current social issues require multidisciplinary and efficient solutions and the industry is in a time of reflection and rehabilitation in order to promote coordinated and consensual actions by all stakeholders.

### The professionals in the Social Services Sector



- According to the latest data published in the report on social services in Spain, 74% of industry professionals say that over the past six months have had to cope with a high or very high workload produced by tasks related to information and assessment of specific treatments or accompaniments, intervention and family support, and finally, intervention and child protection. This is a consequence of increased demand caused by a larger number of users and new users not attended ever before.
- The professional in this sector is characterized by having a strong vocational component and direct contact with and proximity reality affected. Even though the poor employment situation in which find ourselves, the professional landscape has remained attractive in part because of the emotional intelligence and empathy that characterizes these workers.

### Alerts



- The cuts are causing important problems such as the deterioration of services in terms of quality and universality. The services that are being most affected are those for attention to poverty and social exclusion in terms of guaranteed incomes, the dependency care aimed to elderly people and ultimately the care dependency aimed to disabled people.
- The sector is experiencing some changes in the profiles of people requiring certain social services and therefore, there is a need for redefining the sector and consolidate for the solution to the specific needs. These new profiles correspond to people who previously belonged to the middle class, homeless and young people.

### Strenghts



- One of the main strengths of the industry is referring to the presence of important institutions such as the Red Cross or ONCE , trying to promote activities to ensure equal opportunities, integration and overcoming barriers and build capacity and reduce vulnerability people respectively.
- The fact that, although it is decreasing, there is a network of service centers and diversified care, it is representing a strength of this industry to be more specialized in front of the demand.
- There is now a greater awareness from citizens and businesses, a fact which make up for the reduced government budgets and ensures the future sustainability of the industry

**The professionals in this sector are characterized for having a strong vocational component and direct contact and proximity to the reality affected. They have to be clearly oriented to maintain the level of quality in their job,**

**Sources:** Recently published data: Obra Social la Caixa, Plataforma ONG de Acción Social, Parlamento Europeo, Federación de cajas de Ahorro Vasco-Navarras, Eurostat, BOE Prensa: Europapress, La Vanguardia, Expansion, Público.

**Articles and reports consulted:**

- ✓ Soriano, D. (2014). "El mercado puede ofrecer los servicios sociales mucho mejor que el Estado". *Libre Mercado*.
- ✓ Lima, A.I. (2014). I Informe Servicios Sociales en España. Consejo General del Trabajo Social. *ISSE*.
- ✓ Flotats, A. (2014). Los Servicios Sociales pierden 57.000 empleos en 3 años. *Público*.
- ✓ Redacción. (2013). El impacto de la crisis en la destrucción de empleo en el Sector de Servicios Sociales (2011-2013). *CCOO*.

## 6. Sectorial complementary Webography

- ✓ El butlletí de les entitats socials de Catalunya  
<http://www.tercersector.cat/>
- ✓ Associació Catalana de Recursos Assitencials (ACRA)  
<http://www.acra.es/>
- ✓ Departament de Voluntariat Social  
<http://www.federacio.net/ca/>
- ✓ Instituto Internacional sobre el Envejecimiento  
<http://www.inia.org.mt/>

### Barcelona Treball (The job seeking website of Barcelona)

Do you want more information of the main occupations of the Industry? You can know in detail the tasks required for each professional, the training needed to work, the key competencies and associated jobs posted on the major job seeking websites.

[www.bcn.cat/treball](http://www.bcn.cat/treball) > [Economic Industries](#)  
> [Job profiles search engine](#)

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