

# CAREER SPECIALIST ACTIVITY IMPORTANCE IN THE CONSTANTLY CHANGING ACTIVITY WORLD CONTEXT

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In European Union rational and purposeful human recourse use and their high professional preparation is regarded as a priority target of education and labour market policy. Professional guidance, career education and career planning services are important for education system and labour market and their close interrelationship. Career management as a lifelong lasting process in our contemporary society becomes very urgent due to many reasons. First, labour market demand change is becoming more rapid. People more often have to change the type of activity and organisation. Second, at this moment labour market needs new quality workers, not only able to acquire a certain level professional education, but also to adequately react to organisational, regional, national, global, social and economic environment dynamics, able to establish and implement strategies how to choose, master, coordinate work and other social roles with personal life values and ambitions. New requirements appear for human activity, a new career conception. Therefore, it is necessary to systematically provide career services to people, seeking to help them plan career and be successful professionals. Professional consultation service importance reflects in various European Commission and Lithuanian documents. In many documents it is emphasised that professional consultation services is the most important teaching and occupation policy element. Professional consultation has to play a crucial role encouraging learning availability, mobility, to raise learners' motivation, to increase occupation and to decrease unemployment.

In Lithuanian context, professional consultation, information and career education is considered one of the most important factors, encouraging occupation, labour force adaptation to market conditions, entrepreneurship and equal possibilities. Lately, it is more often related to economic and social policy. The country's economic success depends not only on the fact how much of the youth graduate higher education institutions, but also on that if everyone in their activity and work world finds a place, mostly corresponding to their demands and abilities. Therefore, efficiently provided professional orientation, information, consultation and career education services become important both for education system, and labour market, and their interrelationship. Namely these services help to better use human resources, because favourable conditions are formed for human ability and interest conformity with current teaching and occupation possibilities.

Career is a lifelong lasting process, which can be developed consistently and systematically or chaotically and haphazardly. It is difficult to imagine successful career now otherwise than a person's himself planned and managed process, therefore today the ability to manage one's own career process is valued as one of the most important abilities of an active labour market participant. In order to achieve these aims, a big responsibility falls on career specialists. Career specialist task

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is – to provide people with qualitative information and consultation about learning and employment possibilities, taking into consideration labour market and vocational education possibilities. Professional consultation services are directed not only towards giving support to the man choosing a professional activity, but also to the man's employment ability, entrepreneurship and continuous knowledge seeking education.

The activity of career specialists now is manifold, comprising all human age periods, various spheres and performing various functions. In the education institutions career specialists orientate their activity into four spheres: good cognition of the personality, skills and abilities of the person consulted; professional information and work world cognition; professional activities (“professional exercises”); personality feature and the requirement raised by profession compatibility cognition. Career education under contemporary conditions becomes a continual process, which starts in general education schools, parallelly is carried out in education support institutions, is continued in vocational teaching institutions and in higher schools, then moves to lifelong learning space. In this process, the person acquires career planning and its management abilities, helping him to create and realise one's own personality peculiarities corresponding to his career plans, to accumulate the required knowledge, skills and attitudes for the implementation of them, the abilities to flexibly react to society and labour market changes, to successfully accept the appropriate career related decisions, to acquire lifelong learning motivation, to successfully settle in the changing labour market, to solve personal and social life questions. Non-linear career dynamics, constant changes in the work world, various ability variety and other postmodern epoch characteristic factors require new activity models from a career consultant. Helping the person to plan his career, a career specialist encounters with complicated career decisions, affected by various interrelated factors. Therefore, a career specialist's activity spreads from simple pieces of advice making a professional choice to expert collaboration creating a holistic life project (Savickas, 2009). Support for people choosing a profession and planning a career is necessary due to very diverse reasons, therefore different career consultation services are necessary. For some people, explanation where to find necessary information and how to use it is enough, the others need services related to their individual personal demands. For other people, intensive consultation is necessary seeking to clarify convictions, values, behaviour, action procedure how to further plan their career, to foresee possible changes how work roles integrate into other life roles, to evaluate various possibilities, cultural and social context. Such diverse activity requires new competences and consultation methods, individualised activity ways. Therefore, career specialist's professional activity needs general, consultation, research and evaluation, information, information management, collaboration and quality guaranteeing of the provided services competences (Navickienė, 2010). Career specialist has to understand his professional activity as complex, overall, exhaustive support, integrating career and other life aspects.

## References

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