

# 5

## Work and inventions

### 5A

#### Vocabulary

### The world of work

*I can talk about jobs in a company.*

- 1 **SPEAKING** Work in pairs. What are the most popular types of jobs in Kazakhstan?
- 2 **VOCABULARY** Check the meaning of the job titles below. Then read and complete the infographic of a company with the job titles.

Job titles digital marketing manager content manager community manager  
blogger sales executive web developer CEO communications executive  
finance director HR manager video producer company lawyer

# 21st Century Working

**A** The <sup>1</sup> \_\_\_\_\_ is responsible for the recruiting, training and support of employees. He's just interviewed a candidate for the position of <sup>2</sup> \_\_\_\_\_, a job that involves building relationships with the company's customers online, answering questions and monitoring their feedback.

**B** \_\_\_\_\_ use their programming skills to build the company's website and apps, and ensure that all upgrades to the site are functioning before they go live.



**C** The <sup>1</sup>\_\_\_\_\_ is the head of the company. Today he is meeting with the <sup>2</sup>\_\_\_\_\_, who decides how much money to allocate to each department, and the <sup>3</sup>\_\_\_\_\_, who ensures that the company is doing business legally and not breaking any laws.

**D** In the kitchen, one of the company's <sup>4</sup>\_\_\_\_\_ is writing an article about a new product the company is launching. He will tweet about the article to his thousands of followers and post it on social media.

The two <sup>5</sup>\_\_\_\_\_ produce all the external communication with customers and the media. Today they are having a meeting with a freelance <sup>6</sup>\_\_\_\_\_. He is going to make a short promotional video about the company.





**F** In this meeting, the <sup>10</sup> \_\_\_\_\_ is presenting the best ways to engage with customers for their latest marketing campaign. The <sup>11</sup> \_\_\_\_\_ is also the meeting. She is responsible for everything that is published on the company's website, and tweeted and posted on social media. It's an important position for a company that engages with their customers online. They have invited a <sup>12</sup> \_\_\_\_\_ to join them. His job is to sell the company's products to customers both online and face-to-face.