

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 ¹ _____ is responsible for the recruiting, training and support of employees. He's just interviewed a candidate for the position of ² _____, 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 ¹_____ is the head of the company. Today he is meeting with the ²_____, who decides how much money to allocate to each department, and the ³_____, who ensures that the company is doing business legally and not breaking any laws.

D In the kitchen, one of the company's ¹_____ 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 ²_____ produce all the external communication with customers and the media. Today they are having a meeting with a freelance ³_____. He is going to make a short promotional video about the company.



F

In this meeting, the ¹⁰ _____ is presenting the best ways to engage with customers for their latest marketing campaign. The ¹¹ _____ 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 ¹² _____ to join them. His job is to sell the company's products to customers both online and face-to-face.