

Task 1: Comparison of Job Adverts

The two job advertisements selected for comparison are for a Warehouse Picker/Packer role and a customs Supervisor position. Although both roles are offered by the same recruitment comparer in Redditch, they differ significantly in terms of responsibilities, required skills, and salary levels.

The first advertisement is for a Warehouse Picker/Packer role in a warehouse environment. The main responsibilities include picking and packing gym wear products, scanning items, placing products into delivery locations, replenishing stock, and occasionally handling returns. The job description highlights that the work involves a lot of walking and is considered light physical work. This indicates that the role is more operational and physically demanding rather than requiring specialised technical knowledge. The pay rate for this role starts at £12.00 per hour and can increase to £14.50 per hour if productivity targets are achieved. The working hours are Monday to Friday from 14:30 to 22:30.

In comparison, the second advertisement is for a customs Supervisor role, which is a significantly more skilled and professional position. The responsibilities involve managing road freight export files, communicating with overseas agents and suppliers, ensuring accurate documentation, and supporting the wider operations team. This role requires a strong understanding of road freight exports and customs declarations, particularly for Northern Ireland and Southern Ireland. Candidates are also expected to have knowledge of systems such as TSS and IMMI, as well as good proficiency in Excel and other office software.

Another major difference between the two jobs is the level of experience required. The Picker/Packer role does not require specialised experience or qualifications, making it suitable for entry-level workers or students looking for temporary employment. On the other hand, the Customs Supervisor role requires proven experience in customs or road freight operations, strong organisational skills, and attention to detail. This indicates that it is intended for professionals who already have knowledge of logistics and international trade procedures.

The salary difference also reflects the level of responsibility. The warehouse job pays an hourly rate starting from £12.00, while the Customs Supervisor role offers an annual salary between £35,000 and £38,000. In addition, the supervisor role offers more long-term benefits such as annual leave, pension contributions, and bonus schemes.

Overall, these two job adverts demonstrate the differences between entry-level operational work and skilled professional roles. While the Picker/Packer position focuses on physical tasks and short-term productivity, the Customs Supervisor role requires specialised knowledge, leadership ability, and greater responsibility within the logistics industry.

Task 2: Self-Assessment

Self-assessment is an important process for understanding personal strengths, weaknesses, and career development needs. By analysing the requirements of the two job adverts, it is possible to reflect on my current skills and identify areas where I need further development.

One of my main strengths is my ability to work hard and stay focused on completing tasks. For example, in roles such as the Warehouse Picker/Packer job, physical stamina and reliability are important qualities. I believe I would perform well in this type of environment because I am able to follow instructions carefully and remain productive during long shifts. I am also comfortable working as part of a team, which is an essential skill in warehouse operations where employees must coordinate with colleagues to complete tasks efficiently.

Another strength I possess is adaptability. In many work environments, employees must be able to adjust quickly to different responsibilities or unexpected challenges. For example, warehouse work often involves moving between different tasks such as picking items, packing products, or restocking shelves. Being adaptable helps employees remain effective even when the workload changes.

However, when comparing my current abilities with the requirements of the Customs Supervisor role, there are several areas where I would need to improve. One of the main requirements for this role is a strong understanding of customs procedures and international freight documentation. Now, I have limited experience in this area. This means that if I wanted to pursue a career in logistics or international trade, I would need to gain more knowledge about customs regulations, export documentation, and supply chain processes.

Another skill mentioned in the job advert is the ability to use systems such as Excel and other office software. While I have basic computer skills, I recognise that developing more advanced digital skills would improve my employability. Many professional roles require employees to manage data, prepare reports, and analyse information using software tools. Therefore, improving my proficiency in applications such as Excel would be an important step in my career development.

Time management and organisational skills are also essential for roles such as Customs Supervisor. These positions involve handling multiple tasks at once, ensuring documents are completed accurately, and meeting strict deadlines. Although I generally manage my time well when studying or working, I believe there is always room for improvement. Developing better organisational habits, such as planning tasks more effectively and prioritising responsibilities, would help me perform better in more demanding roles.

Communication skills are another key area to consider. The Customs Supervisor job requires regular communication with overseas agents and suppliers. This means that clear and professional communication is essential to ensure that shipments move smoothly and documentation is accurate. I believe I have good basic communication skills, particularly when working with colleagues, but I would benefit from gaining more experience in professional and international communication contexts.

Finally, problem-solving is a skill that appears in both job roles, although at different levels. In warehouse work, problem-solving may involve dealing with missing items or organising stock efficiently. In a supervisory logistics role, problem-solving could involve resolving customs delays or correcting documentation errors.

Developing stronger analytical thinking and decision-making skills would therefore help me progress toward more advanced career opportunities.

In conclusion, my self-assessment shows that I already possess some useful transferable skills such as teamwork, adaptability, and reliability. However, to move toward more professional roles like the Customs Supervisor position, I would need to improve my technical knowledge, digital skills, and professional communication abilities. Recognising these development areas is an important step in preparing for future career opportunities.

Task 3: Employment Goals and Personal Development Plan

Setting clear employment goals is an important part of career development. By analysing job advertisements and reflecting on personal skills, it becomes easier to identify realistic career objectives and the steps required to achieve them.

In the short term, my employment goal is to gain practical work experience in a professional environment. Entry-level roles such as warehouse or operational positions can provide valuable experience in teamwork, responsibility, and workplace discipline. These roles can also help develop transferable skills such as time management, communication, and reliability.

In the medium term, my goal is to move into a more skilled position within a professional industry. For example, roles in logistics, supply chain management, or administration could provide opportunities to develop more advanced skills. To achieve this, I will need to improve my digital skills, particularly in software such as Excel and other office applications. Completing online training courses or gaining certifications could help strengthen these abilities.

Another important step in my personal development plan is gaining knowledge about international trade and logistics systems. Since roles such as Customs Supervisor require understanding of freight processes and customs documentation, learning about these areas would make me more competitive in the job market. This could involve attending training sessions, researching industry practices, or gaining experience through internships or entry-level logistics roles.

In the long term, my career goal is to progress into a supervisory or management position. Achieving this would require not only technical knowledge but also leadership and organisational skills. Therefore, I plan to continue developing my communication skills, decision-making abilities, and confidence in managing responsibilities.

Overall, my personal development plan focuses on gradually building experience, improving professional skills, and gaining industry knowledge. By following these steps, I believe I can move from entry-level employment toward more specialised and responsible career opportunities.

Area for Improvement	Action	Timeline	Resources needed	Success Measure
Data and Analysing skills	Complete Analtrics training course	2 months	Online training platforms	Ability Analyse marketing data
Industry Experience	Multiple life experiences in Industry	1,5 year	Industry, Factory experience	Good work rate
Professional Networking	marketing workshops and networking events	Ongoing always improve	Professional events	Build contacts
SEO knowledge	Complete Online certificate	4 months	Digital marketing class	Improved SEO

References:

The Best Connection (2026) Warehouse Picker Packer Job Advertisement. Redditch

The Best Connection (2026) Custom Supervisor Job Advertisement. Redditch.