Employers Digital Skills Profile

Chester Zoo

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Company

Chester Zoo

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Company size

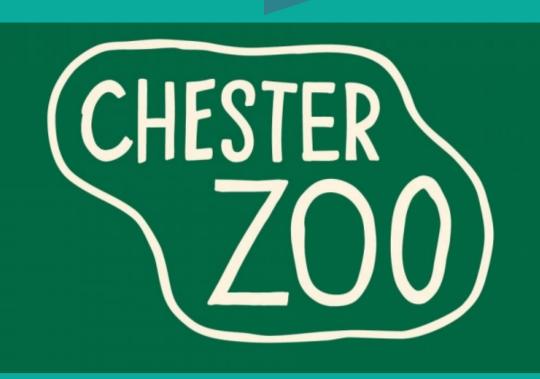1000 people

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Founded

1931

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Where is the company based

Chester but research and academic connections across the world

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Examples of typical graduate roles

Finance and Accountancy
Marketing
Creative Content Development
Education Ranger
Hospitality
Scientists and Lab Technicians
Guest Operations

Essential Digital Skills We Value

Data Literacy	Statistical analysis ranging from managing excel all the way up to R coding, using coding language, working with large data sets, predictive modelling, understanding influence of software and hardware, and data organisation
Digital Problem Solving	Solve problems associated with R
Digital Learning and Creativity	Digital training tools such as poll websites, embedding within PowerPoint presentations and MS Teams

Have you noticed any common weaknesses in the digital skills of graduates you employ?

"This is a bit left field but the ethical awareness of using technology. We are a visitor attraction so we have to be careful of our processes and have ethical reviews. We have to be aware of GDPR, data protection and we have to think of the field of view of cameras and the impact of technology on animal welfare, from lights, noises and heat. What if that camera changes the water temperature? Also the practicalities, so we don't have plugs everywhere or Wi-Fi and we work globally so that's just a whole other element that needs to be considered."

What would be your best advice for graduates?

"Add as many bolt on courses as you can because we don't expect you to know everything but if all the applicants have done similar degrees but nothing extra then there is nothing setting you apart."

What do you look for in an employee?

"One new thing we are looking into is AI so lots of our scientists work on large-scale camera tracking technology and we need grads to be ready for things that don't yet exist. You have to be on top of your own learning and keep up to date with the latest tech developments. We also look for resilience to cope with changes, problem solving and ability to adapt quickly."

Do you think graduates overlook digital skills in this area of work?

"Absolutely, a large chunk of our jobs are spent in front of a computer. We are not seeing university modules with enough emphasis on the tech we are using, whether that's thermal imaging or R statistic as opposed to SPSS which isn't really used in industry, so to be cutting edge when modules are only changing every 4-5 years is really tricky."

[Chester Zoo Website](#)