

Special jobs of future arrive to defy gloom



PLANS IN PLACE: Rebecca Mezzino is at the forefront of a growing industry - professional organising.

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FROM professional organisers to knowledge managers, a raft of new jobs are flourishing despite the economic downturn.

While job losses are occurring in more traditional industries, there are several left-of-centre occupations that are either emerging or recently have gained more traction.

Rebecca Mezzino, of Kensington Gardens, is set to become the state's first expert-accredited professional organiser and says there's scope for the profession to grow in Adelaide.

Formerly in IT, Ms Mezzino says her hobby for getting more organised spawned her business, Clear Space Organising Services.

"I did a lot of research on the industry and found it was well established in the U.S. and it was just growing in Australia," she said.

The rise of social networking sites has given rise to an army of professional Twitterers and Facebookers. While in Adelaide they are yet to take on official job status, use of these mediums is beginning to reshape existing roles.

KojoInteractive producer Joseph Cassar says marketing via MySpace,

The Advertiser CAREERWEEK

Facebook, Twitter and YouTube is a rapidly increasing part of his job role.

"It wasn't there and then came in a big rush," he said of new media.

Recently, to coincide with the premiere of locally produced film *Beautiful*, Mr Cassar created a Facebook page which appears to belong to the lead character and then updated the page daily, pretending to be the film's lead female protagonist.

Knowledge management is also growing as a viable industry.

Described as creating an exciting environment within an organisation that will promote the creation and transfer of knowledge, Helen Paige, who runs Advance Knowledge Networks, says that locally there's a small group of key people who work in and around knowledge management.

"We call this a 'community of practice' and we are actively involved in promoting but, more importantly, implementing knowledge management ideas and processes across a variety of industries," she said.