What can I do with a degree in Anthropology?

Career planning: what do I need to know?
Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?
Many employers look for generic skills such as communication, customer-focus, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?
- Some skills are developed through your degree
- Extra-curricular activities can help, for example
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?
The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/subjects/anth

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

What is Anthropology?
Anthropology is the study of humanity (the Greek anthropos means ‘human being’). You will study culture, society and the wide variety of ways in which people around the world live. By appreciating what humans have in common, and the fundamentals on which social life is based, comparisons across societies and observations about the nature of human beings can be made. In this sense Anthropology promotes considerable cross-cultural awareness and self-understanding.

Traditionally, anthropology concentrated on the study of non-western societies, but now students can expect to learn about a variety of things relevant to western societies, such as ethnic relations, migration, social change, environmental policies, human-animal relations, and the preservation of cultural resources.
What skills have UC graduates gained?

Through their Anthropology degree, graduates develop a valuable set of transferable skills that includes:

- Holistic and contextual understanding
- Thinking critically and creatively, and challenging ideas
- Logical and quantitative thinking
- Knowledge of cultural and ethnic changes, policies and resources
- Problem solving skills
- Ability to show sensitivity to people
- An appreciation of cultural diversity
- An ability to see the world in different ways
- Interpretive and analytical thinking
- Oral and written communication
- Research and computing skills.

Opportunities to apply your learning outside the classroom are available, for example undertaking an internship can deepen your skillset, awareness of others, working knowledge and employability.

Where have UC graduates been employed?

Anthropologists are employed in sectors or institutions such as:

- Research
- Museums
- Education
- Community work
- Local and central government
- Non-governmental or not-for-profit agencies.

Due to their transferable skills, Anthropology graduates are found in a variety of destinations:

- International relations
- Media and public relations
- Social work
- Libraries
- High-tech industries
- Tourism
- Human resources
- Resource management
- Health.

The ability to see the world differently

Anthropology offers insights into many of the social issues and opportunities in Aotearoa New Zealand and the world today. Anthropologists therefore have an important role to play in areas of public policy, social equity, human rights, technological development, culture and behaviour.
What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the ‘Further study’ section.

Social researcher
- Designs and develops research projects
- Uses a range of quantitative and qualitative methods to gain insight
- Analyses and interprets data and findings
- Writes reports and briefings

Policy analyst / advisor
- Identifies and investigates issues and opportunities eg, in society, law or governance
- Interprets and consults on existing policies
- Prepares reports and recommends changes

Corporate anthropologist, ethnographic researcher, digital anthropologist
- Tailors products/services to people’s real needs
- Looks at the human side of search or selection
- Analyses human differences, appetite for change and interaction on behalf of a business
- Assesses how culture can impact data and digital technologies (and vice versa)

Archaeologist
- Preserves archaeological sites
- Carries out excavations
- Helps restore monuments and sites

Librarian
- Categorises and catalogues library materials
- Selects materials for library use
- Helps customers find and use materials

Marketing officer / manager
- Collects and analyses market insight
- Prepares and implements marketing plans
- Works with others to promote goods or services

Museum officer
- Plans museum programmes
- Ensures security of items and arranges logistics
- Inform museum visitors

Digital content analyst / advisor
- Develops a brand strategy and online presence
- Increases web traffic and digital engagement
- Oversees digital marketing and online search

International aid worker
- Manages and assesses projects
- Supports long-term development
- Evaluates responses to emergency situations

Data analyst
- Collects, analyses and interprets data
- Identifies and forecasts trends and needs
- Presents information to assist decision-making

Business development manager, sales specialist
- Identifies and develops new markets or business
- Manages client relationships and presentations
- Implements sales and marketing strategies

Curator
- Chooses display items at museums or galleries
- Manages collections and exhibitions
- Conducts research and communicates details

Entrepreneur and CEO
- Develops an idea to form their own business
- Gets involved in a start-up

Get started at www.canterbury.ac.nz/careers/Entrepreneurship/getting_started.shtml

What professional bodies can people link to?

As they progress, students and graduates often join professional bodies relevant to their area of interest. These organisations can provide regular communications and offer the chance to network with others in the same community.

- Association of Social Anthropologists of Aotearoa New Zealand
  www.asaanz.org
- Australian Anthropological Society
  www.aas.asn.au
- Association for Social Anthropology in Oceania
  www.asao.org
- New Zealand Archaeological Association
  www.nzarchaeology.org

Social media networks such as LinkedIn, Facebook and Twitter can provide avenues to keep up-to-date with industry knowledge, networking opportunities, events and job vacancies.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into an occupation, faster progression rate, and advanced research capability. It is important to determine which, if any, further study will help you in the future.

Anthropology graduates can progress their studies from honours right through to PhD level. These degrees provide advanced research, project and writing skills. Postgraduate study can also lead to an academic career in teaching and research.

UC offers a range of conversion qualifications eg, in Teaching and Learning, Art Curatorship, Health Sciences, Policy and Governance, Linguistics, International Relations and Diplomacy, Business Management, and Māori and Indigenous Leadership. For listings and prerequisites visit www.canterbury.ac.nz/courses

Useful links

UC Careers, Internships & Employment
www.canterbury.ac.nz/careers

UC Anthropology and Sociology
www.canterbury.ac.nz/arts/anthropology

UC Careerhub — internships, jobs, tips
www.careerhub.canterbury.ac.nz

Careers New Zealand
www.careers.govt.nz

UC Arts Digital Lab
http://dh.canterbury.ac.nz
UC students seeking study advice.
Department of Anthropology and Sociology
Te Rāngai Toi Tangata | College of Arts
UC specialises in social and cultural anthropology. This branch is highly interdisciplinary and employs a research method called ethnography, where researchers immerse themselves in the activities and relationships of everyday life.
Topics covered include identity, power, human evolution, food and eating, kinship, ritual, history, environment, development, disaster, ethnicity, and multispecies anthropology. Courses are open to all, so come and discuss your interests with us.
T: +64 3 364 2176
E: artsdegreeadvice@canterbury.ac.nz
www.canterbury.ac.nz/arts/anthropology

Anyone seeking careers advice.
Careers, Internships & Employment
Te Rōpū Rapuara
CIE offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.
T: +64 3 364 3310
E: careers@canterbury.ac.nz
www.canterbury.ac.nz/careers
UCCareersEmployment

Prospective students seeking study advice.
Student Liaison
Te Rōpū Takawaenga
Student Liaison provides intending students with information about the university system in general and the courses, qualifications, support and facilities available at UC.
Ōtautahi | Christchurch
T: 0800 VARSITY (0800 827 748)
E: liaisons@canterbury.ac.nz
Tāmaki-makaurau | Auckland
T: 0800 UCAUCK
E: auckland@canterbury.ac.nz
Te Whanganui-a-Tara | Wellington
T: 0800 VARSITY (0800 827 748) ext 93231
E: wellington@canterbury.ac.nz
www.canterbury.ac.nz/liaison

More information

Rachel Kerr
Studying towards a Bachelor of Arts in Anthropology, Linguistics and Japanese

What do you enjoy about studying Anthropology?
I enjoy learning to look at the world with a different lens than the one that I have grown up viewing the world with. During your Anthropology courses you will begin to catch yourself analysing the world around you and asking questions about things that most people take for granted. I really like looking at our culture in deeper and more meaningful ways.

What advice do you have for students who are considering studying it?
Going into the degree you need to make sure you enter with an open mind and not to assume that you know all there is about the world. The role of an anthropologist is to question the assumptions that others make!

How was your exchange to Japan?
I got a PMSA (Prime Minister’s Scholarship for Asia) and a UC Exchange Scholarship for my 10-month exchange to Japan.
I went to Kwansei Gakuin University in Nishinomiya. It was both a challenging and motivating experience. I think it is important as a student to go and experience living in another culture that is different to our own. It opens your eyes to different ways of looking at the world and gives you an insight to a different culture that textbooks and readings can never do.
I highly recommend the homestay experience as it will enable you to experience interactions with a local family in that culture that you would otherwise never get to experience.

What are your career goals?
In the future I want to become a teacher, potentially to students learning English as a second language in Korea or Japan. I would also like to conduct an anthropological study within South Korea which would be focused either on the Christian church culture there or the obsessive “saesung” fanbase of K-Pop idols.

Read more online
Read Rachel’s full story about her university experience online. UC alumni make a difference in varied ways around the globe. To find out where Anthropology graduates are now visit
www.canterbury.ac.nz/profiles

The information in this brochure was correct at the time of print but is subject to change.