

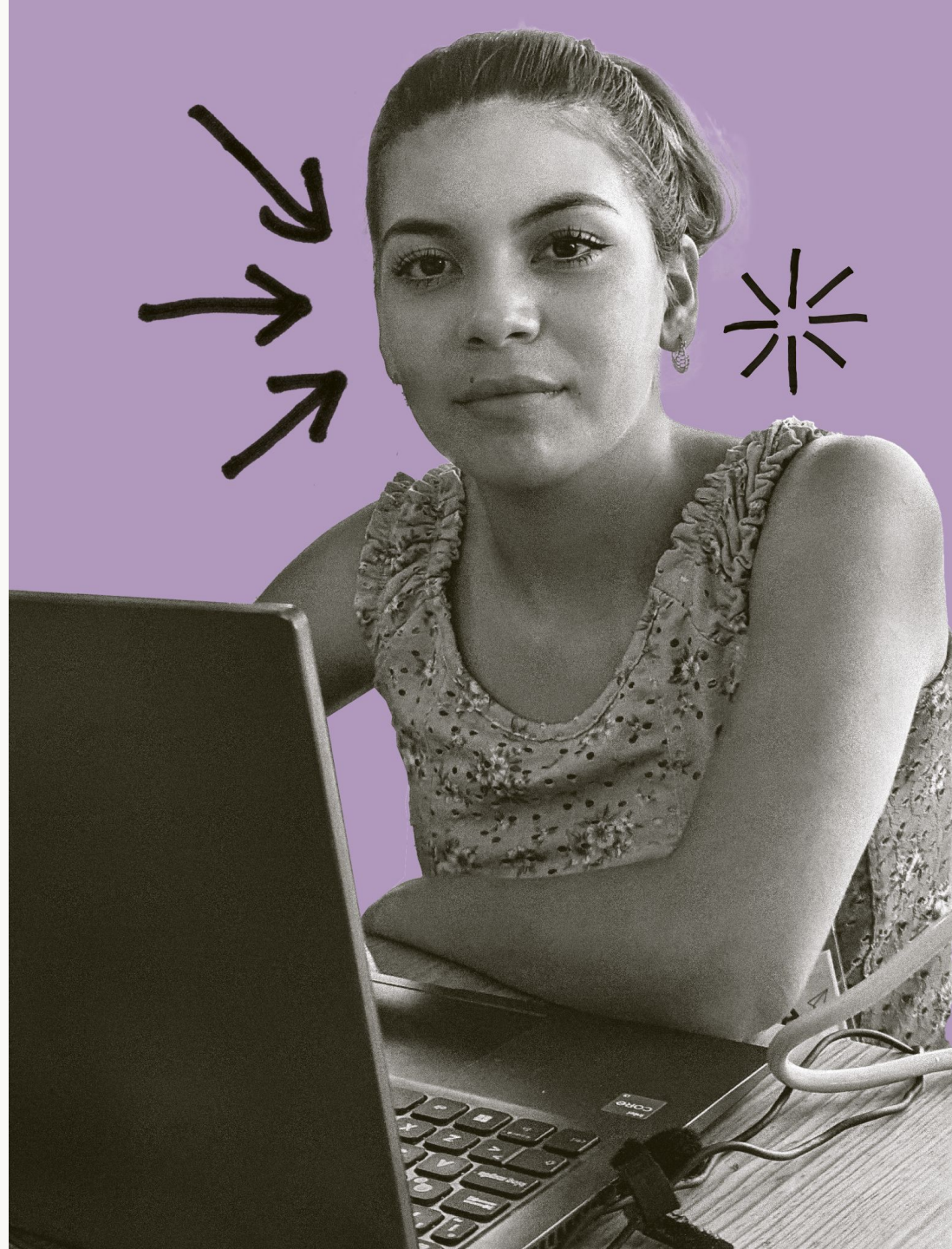
REPORTE APUNTA

Identifying the best job and
training pathways for
opportunity youth.

Mexico City
2024



GLOBAL OPPORTUNITY
YOUTH NETWORK: CIUDAD DE MÉXICO
EL FUTURO ES JOVEN
aspen institute



1.

WELCOME



2.

PRESENTING ***REPORTE APUNTA***





WHY THIS REPORT?

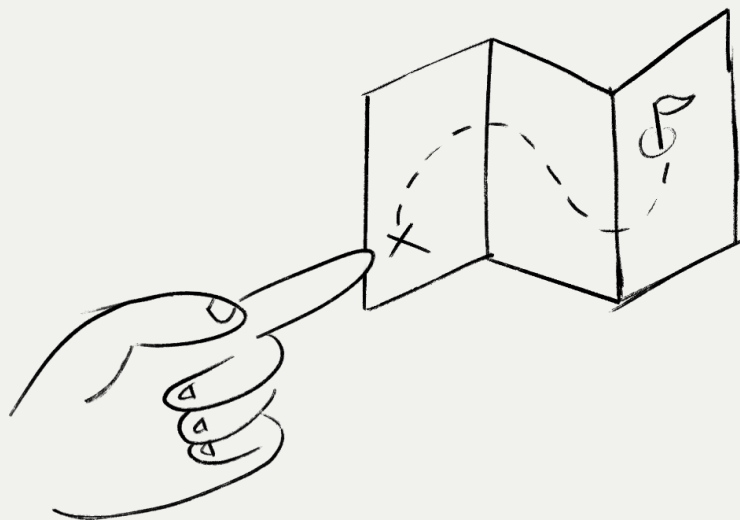
Mexico City has 2.2 million young people between the ages of 15 and 29. Around 32% lack connection to work or education, or work in low-income jobs without social security.

These young people, whom we call **opportunity youth (OY)**, have great potential to build better job pathways and life paths. As they do so, they will generate greater value for companies and contribute to the development of their families and communities.

OY must know which jobs are best for them and what knowledge and skills are required to achieve those that align with their interests.

The report, developed using **Clap's Apunta** methodology, offers them and those working on their development a current and accurate guide to achieving this.

IN SEARCH OF THE BEST JOB OPPORTUNITIES FOR YOUTH IN MEXICO CITY



This report addresses some critical questions:

What are the **best job pathways for young people** in Mexico City, especially those facing greater challenges?

What **skills and knowledge can open** the most doors to improving their income and well-being?

We invite you to find out.



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**Clap developed this report using its methodology
for the *Global Opportunity Youth Network* (GOYN)
Mexico City.**



Financial support provided by Accenture.

ABOUT THE APUNTA METHODOLOGY

A few years ago, Clap identified the need to understand better which jobs are best for *opportunity youth*.

Due to the lack of information that considered the full scope of available jobs, Clap developed a methodology to analyze them swiftly and in-depth.



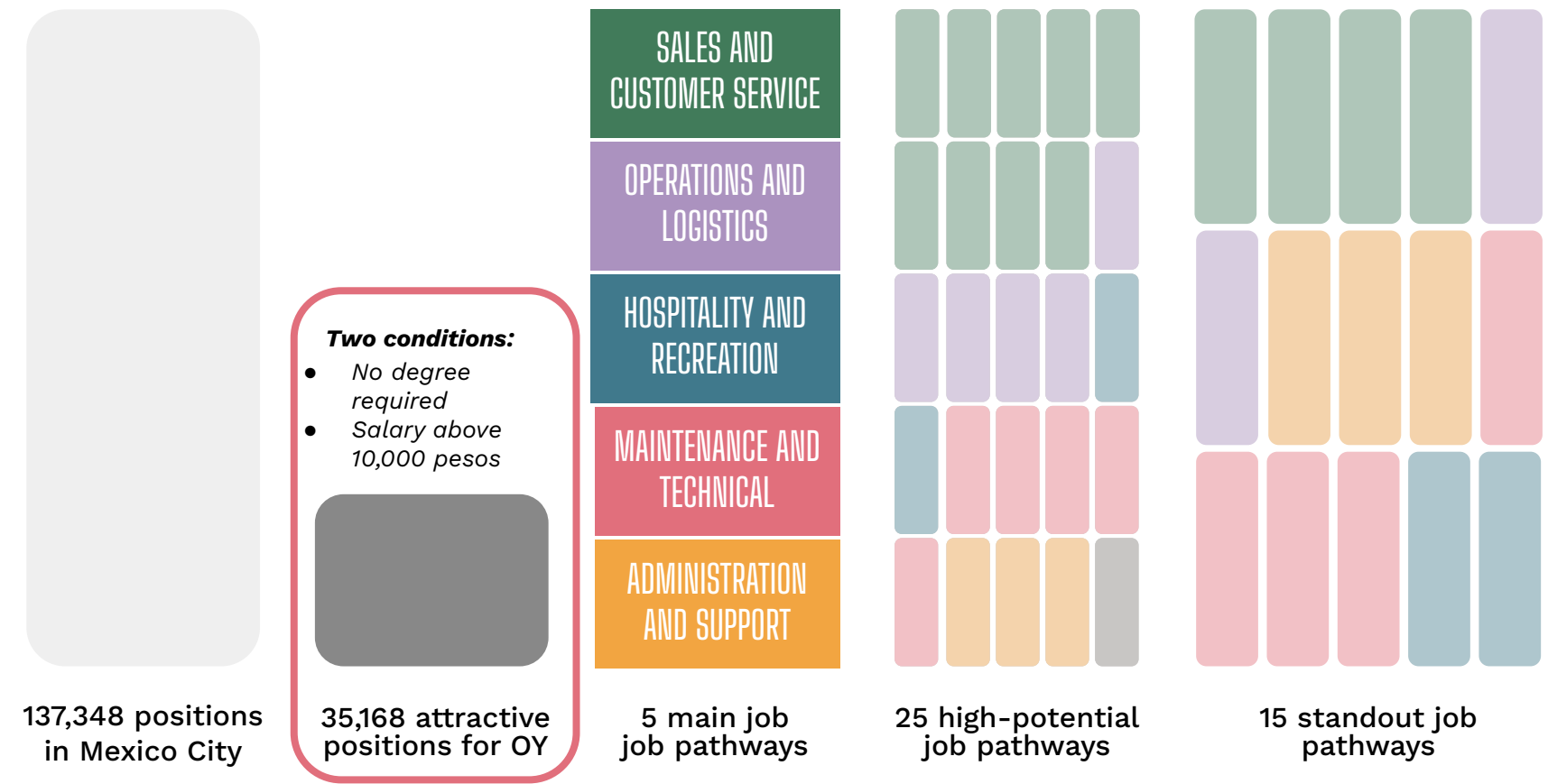
Since 2022, we have strengthened this analytical model, **Apunta**, by integrating a more robust process and incorporating Big Data and Machine Learning tools.

Apunta allows us to identify the best current labor market opportunities and the skills needed to attain them.

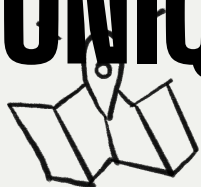
Learn more at www.clap.la/apunta

APPROACH

We integrated around **140,000 openings** in the leading job portals used in CDMX and identified and analyzed **35,168 positions for OY that offer welfare salaries.**



WHAT MAKES THIS METHODOLOGY UNIQUE?



UP-TO-DATE

Analyzes many recently posted job openings, allowing for real-time mapping.



INNOVATIVE

Enhanced by machine learning technologies that expedite analysis and meticulous work from a team of analysts.



THOROUGH

It connects job positions, skills, requirements, and salaries in one place and covers all sectors.

HOW TO USE THIS REPORT?

The report aims to be read and, more importantly, **used**. The first section gives an **overview of the best jobs in Mexico City**. The second section shows which job groups (categories) and specific **job pathways offer the highest income potential**. Finally, the last section details the essential skills and knowledge for the **15 most attractive job pathways for opportunity youth** by breaking down thousands of positions.

WHO IS IT VALUABLE FOR?

What skills to develop?



YOUTH

- Find job pathways that match their interests and personality.
- Pick the best choice between training programs.

How to design better programs?



GOVERNMENTS AND EDUCATIONAL INSTITUTIONS

- Develop training programs focused on valuable skills.
- Better support OY in their education and job pathways decisions.

How to be a better alternative for young people?



COMPANIES

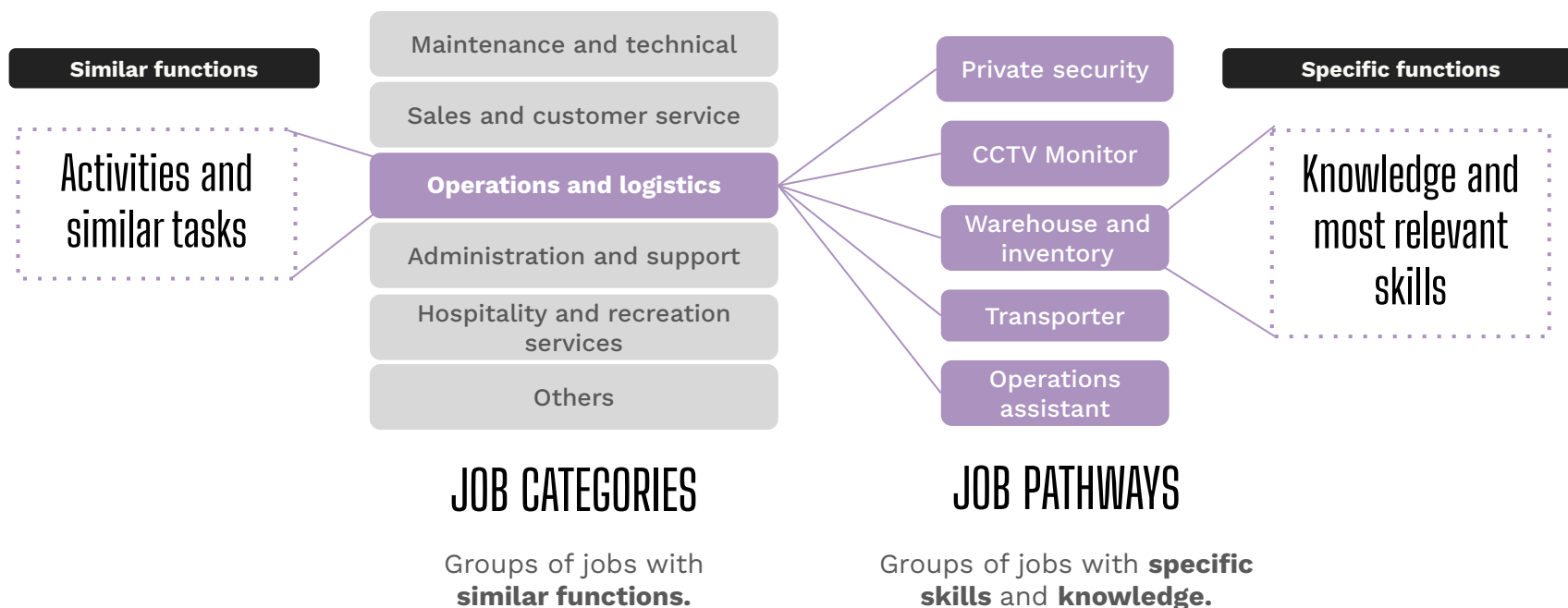
- Improve job offerings to attract young talent.
- Develop relevant training and development plans.

A TWO-TIER APPROACH

Which are the highest-paying jobs and those with the most openings?

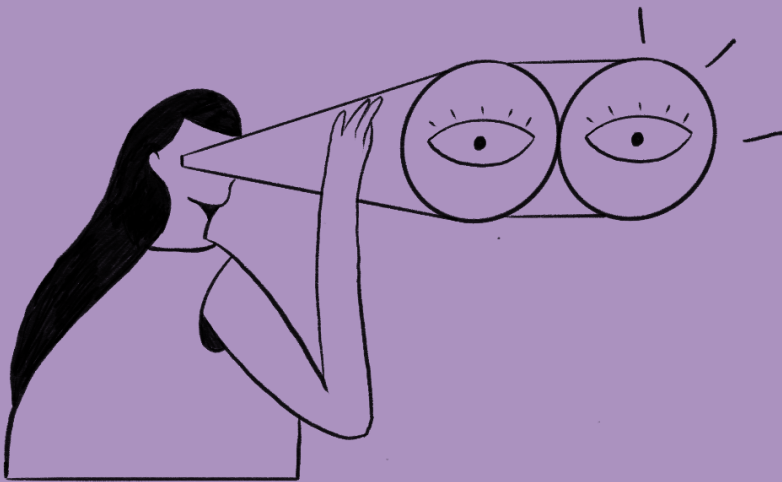
More importantly, what skills are needed to access them?

To identify the best job pathways for OY, **we distilled thousands of jobs and grouped them into categories based on similar functions**, regardless of their sector. We then **analyzed the distinctive functions** to create more specific job pathways. Finally, **we detailed the skills and knowledge** required for each job pathways to determine the most relevant ones.



2.

**HOW DOES THE
LABOR MARKET
LOOK FOR OY IN
MEXICO CITY?**

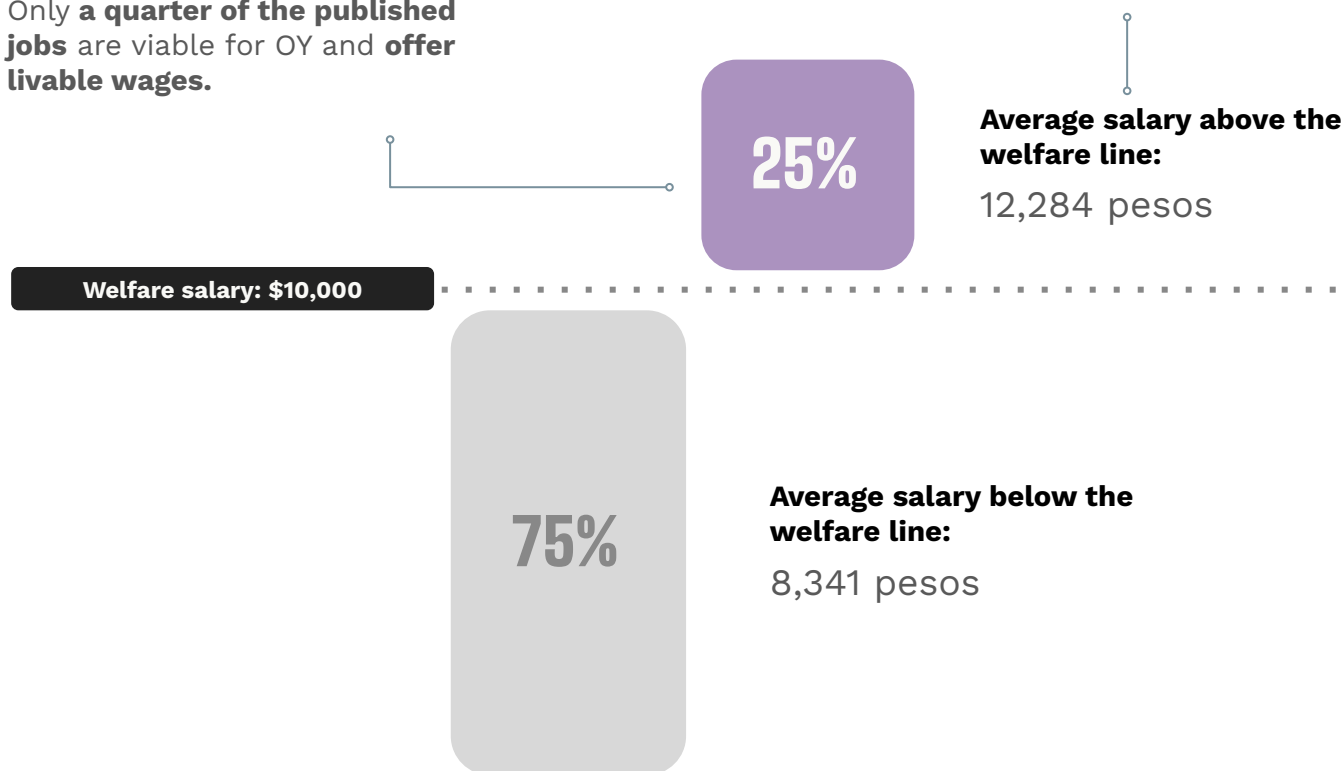


Finding #1

ONLY 25% OF JOBS FOR YOUTH WITHOUT A UNIVERSITY DEGREE PAY A LIVING WAGE.

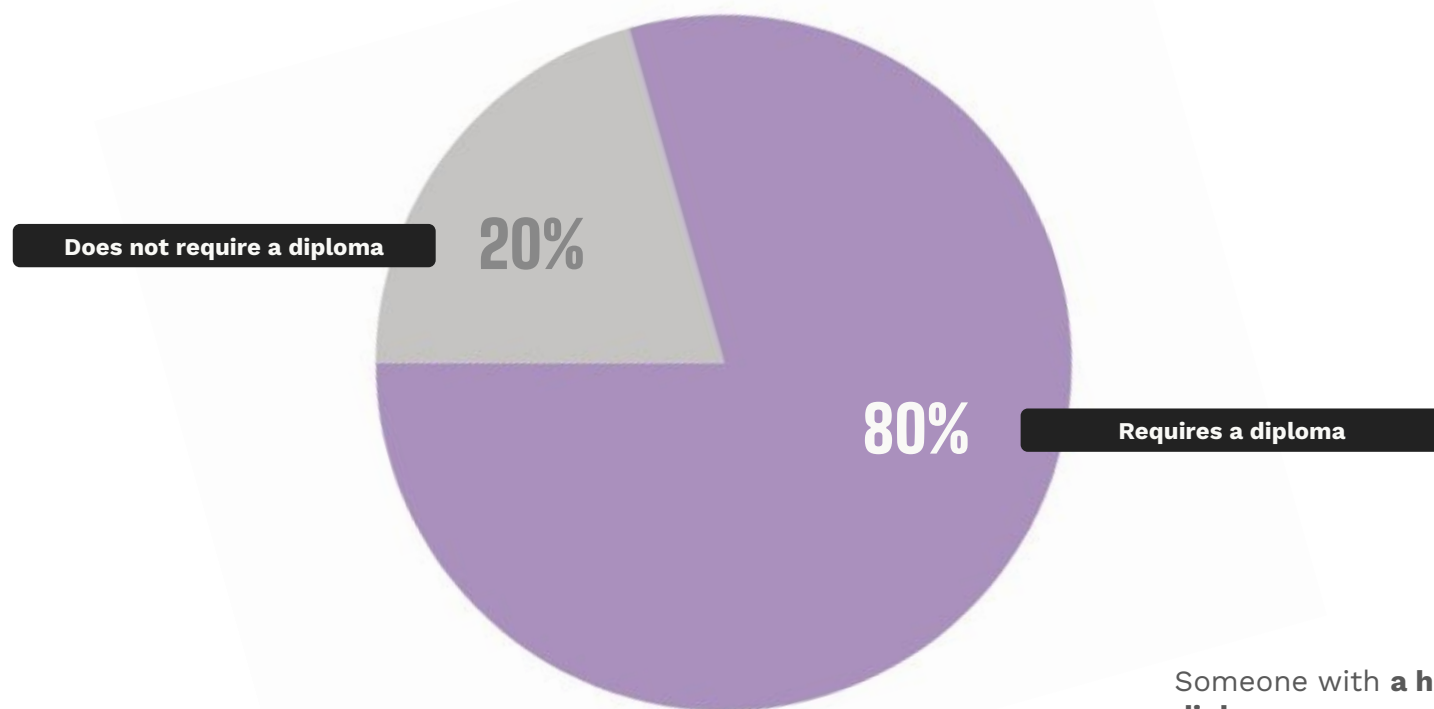
Only **a quarter of the published jobs** are viable for OY and **offer livable wages**.

The average income of the best jobs is 12,284 pesos, **57% higher** than jobs below the welfare line.



Finding #2

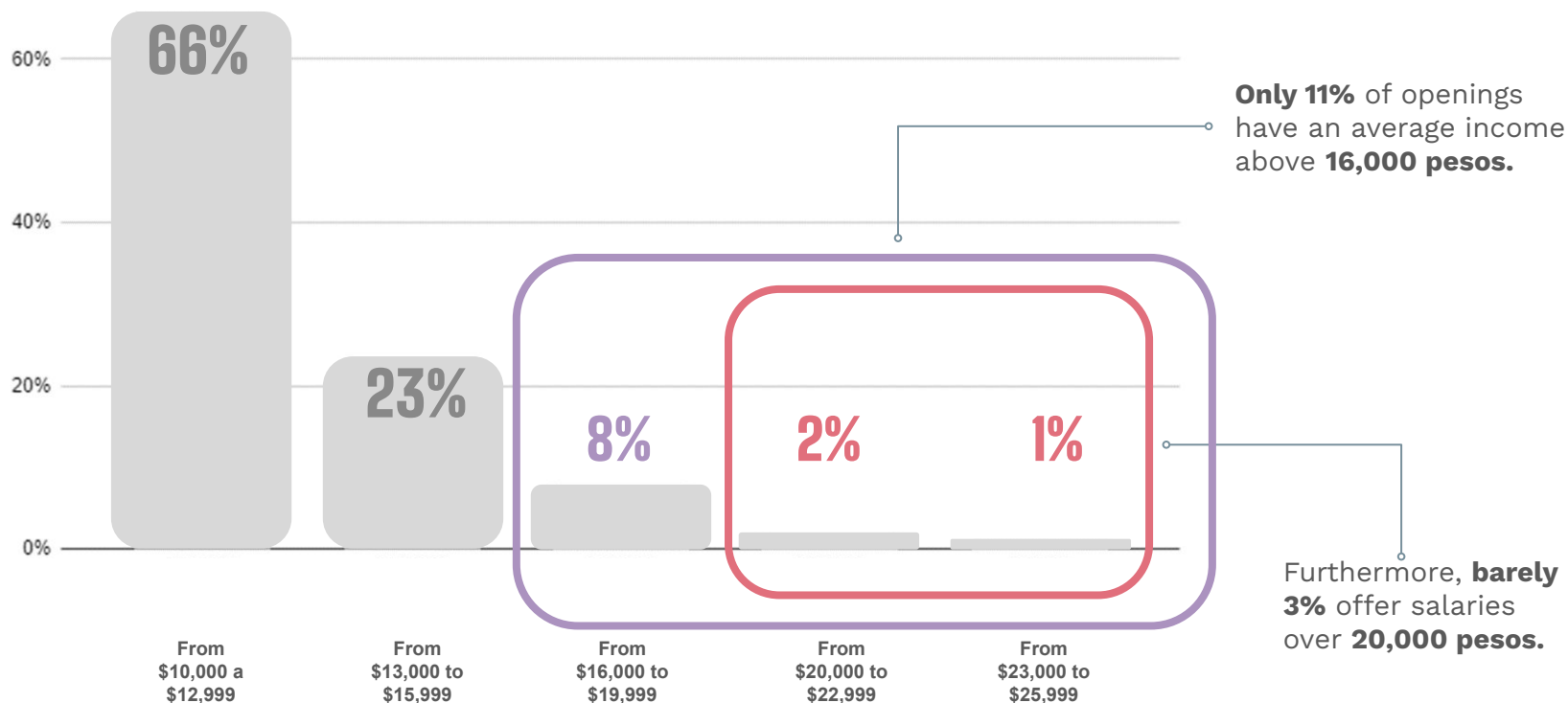
OF THE AVAILABLE JOBS WITH LIVABLE WAGES, 80% REQUIRE A HIGH SCHOOL DIPLOMA.



Someone with a **high school diploma** can access **four times** as many good-income jobs as someone without one.

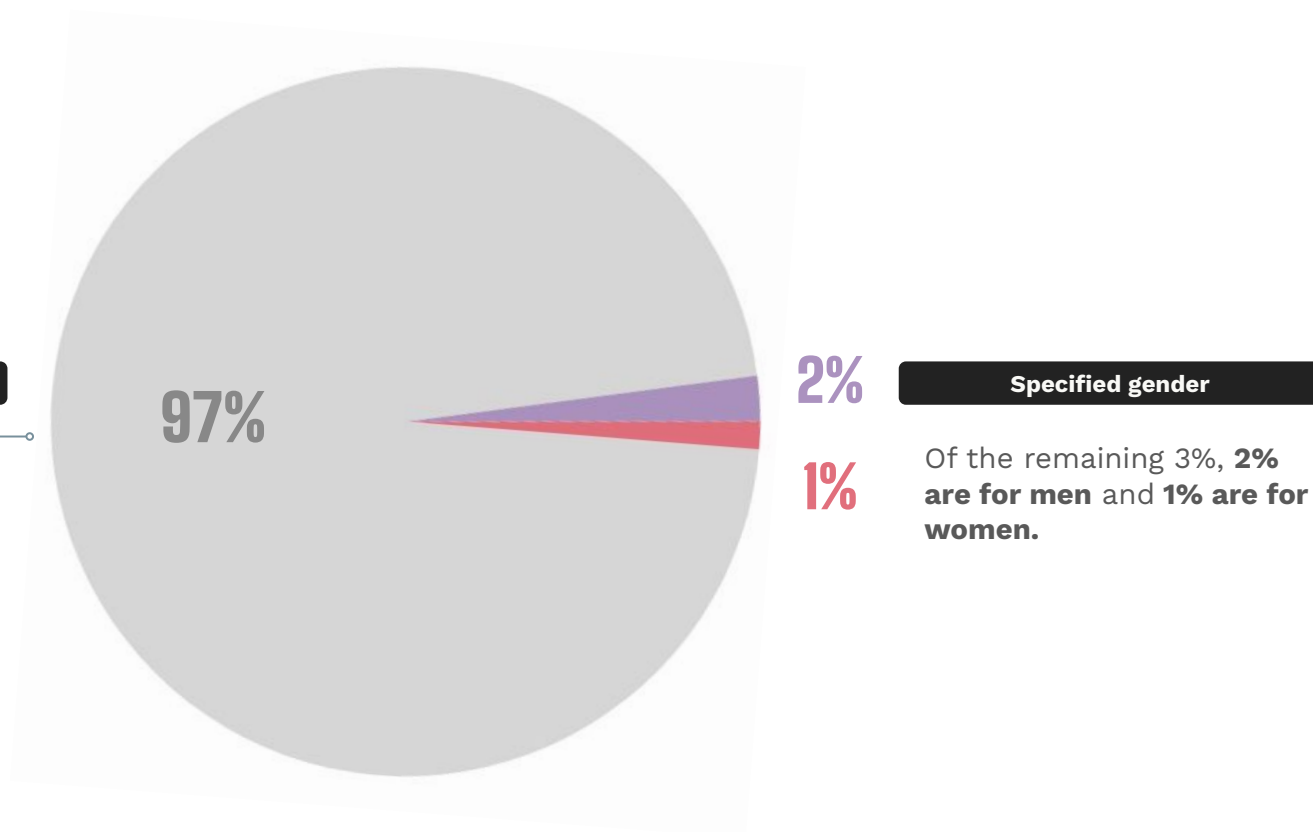
Finding #3

MOST JOBS OFFERING LIVABLE WAGES HAVE MONTHLY SALARIES BETWEEN 10,000 AND 13,000 PESOS (US 500-650)



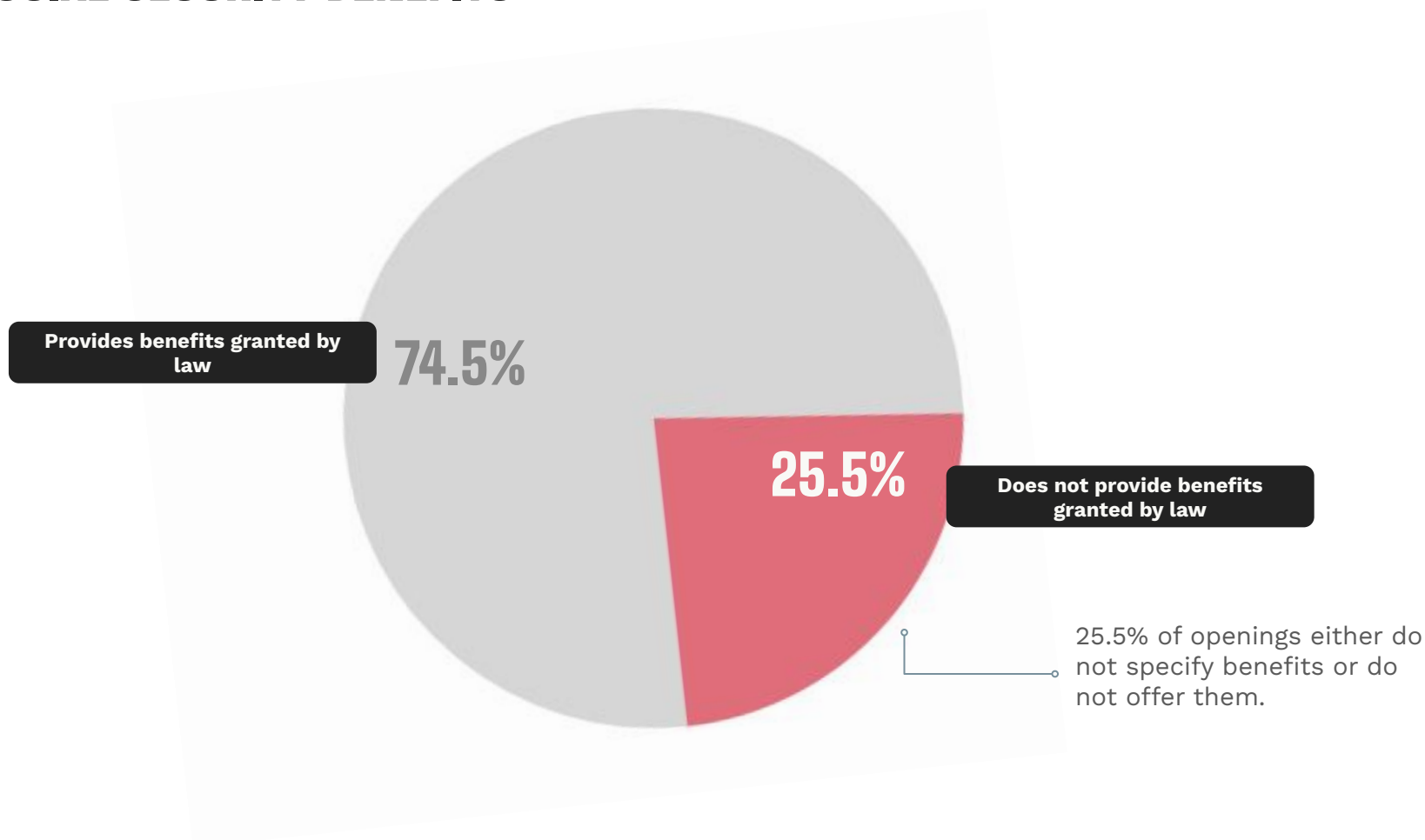
Finding #4

THE VAST MAJORITY OF JOBS DO NOT SPECIFY GENDER IN THEIR REQUIREMENTS.



Finding #5

MOST OF THE HIGH-POTENTIAL JOBS OFFER BASIC SOCIAL SECURITY BENEFITS

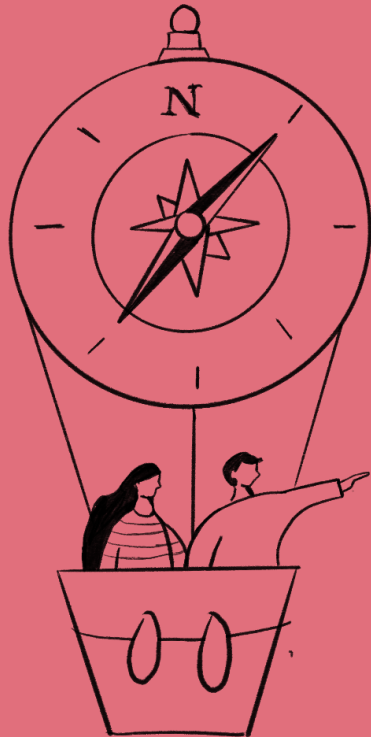


3.

WHICH ARE THE BEST JOBS?



Job categories and best job pathways
for OY in Mexico City

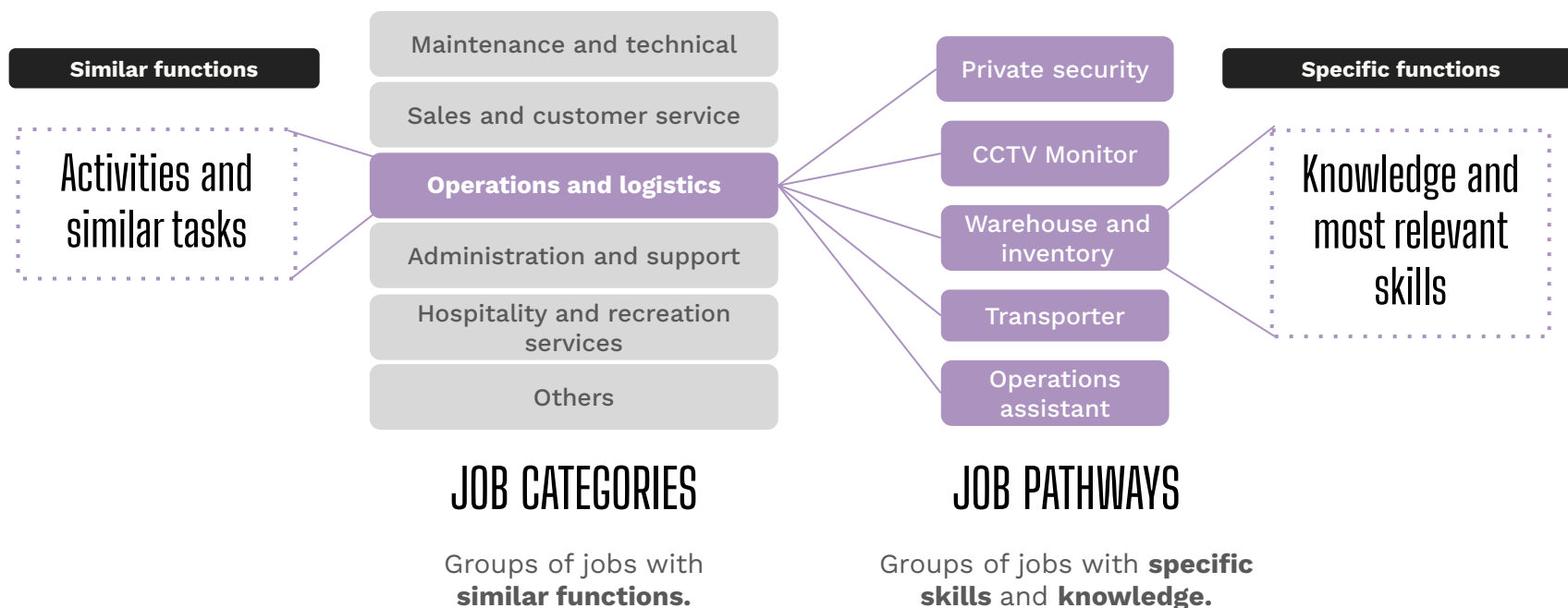


A TWO-TIER APPROACH

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More importantly, what skills are needed to access them?

To identify the best job pathways for OY, **we distilled thousands of jobs and grouped them into categories based on similar functions**, regardless of their sector. We then **analyzed the distinctive functions** to create more specific job pathways. Finally, **we detailed the skills and knowledge** required for each job pathways to determine the most relevant ones.

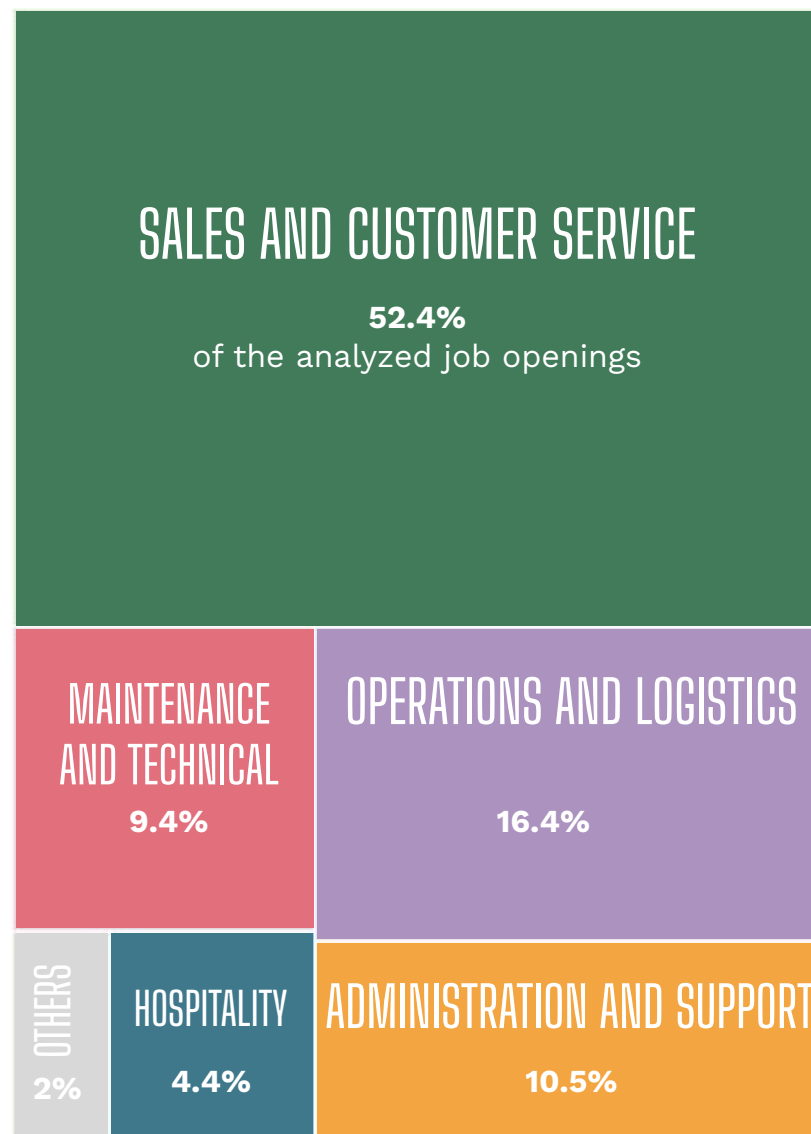


THE BEST JOB CATEGORIES

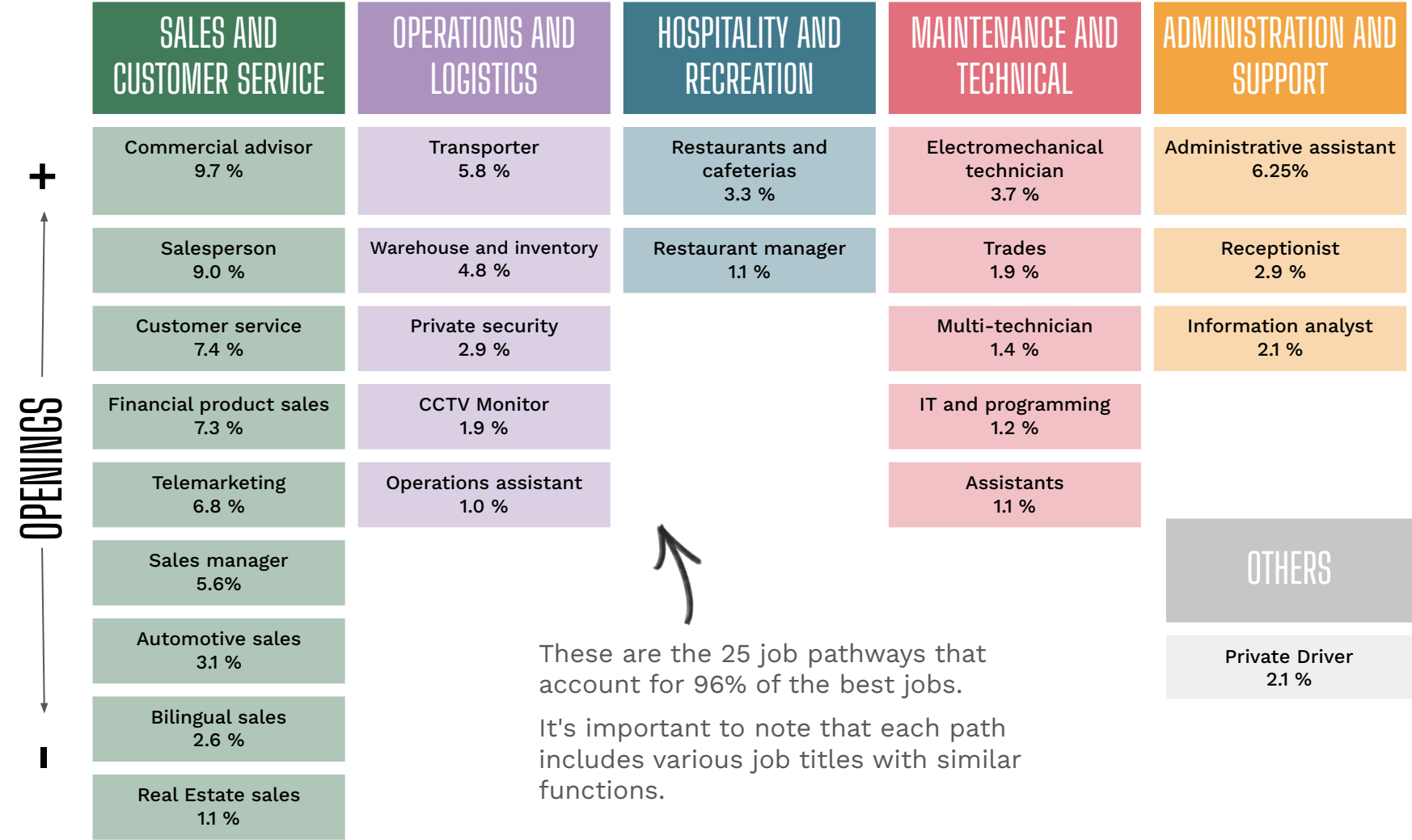
Almost all high-potential jobs available for OY fall into **5 categories**. **Sales and customer service** have the most jobs.



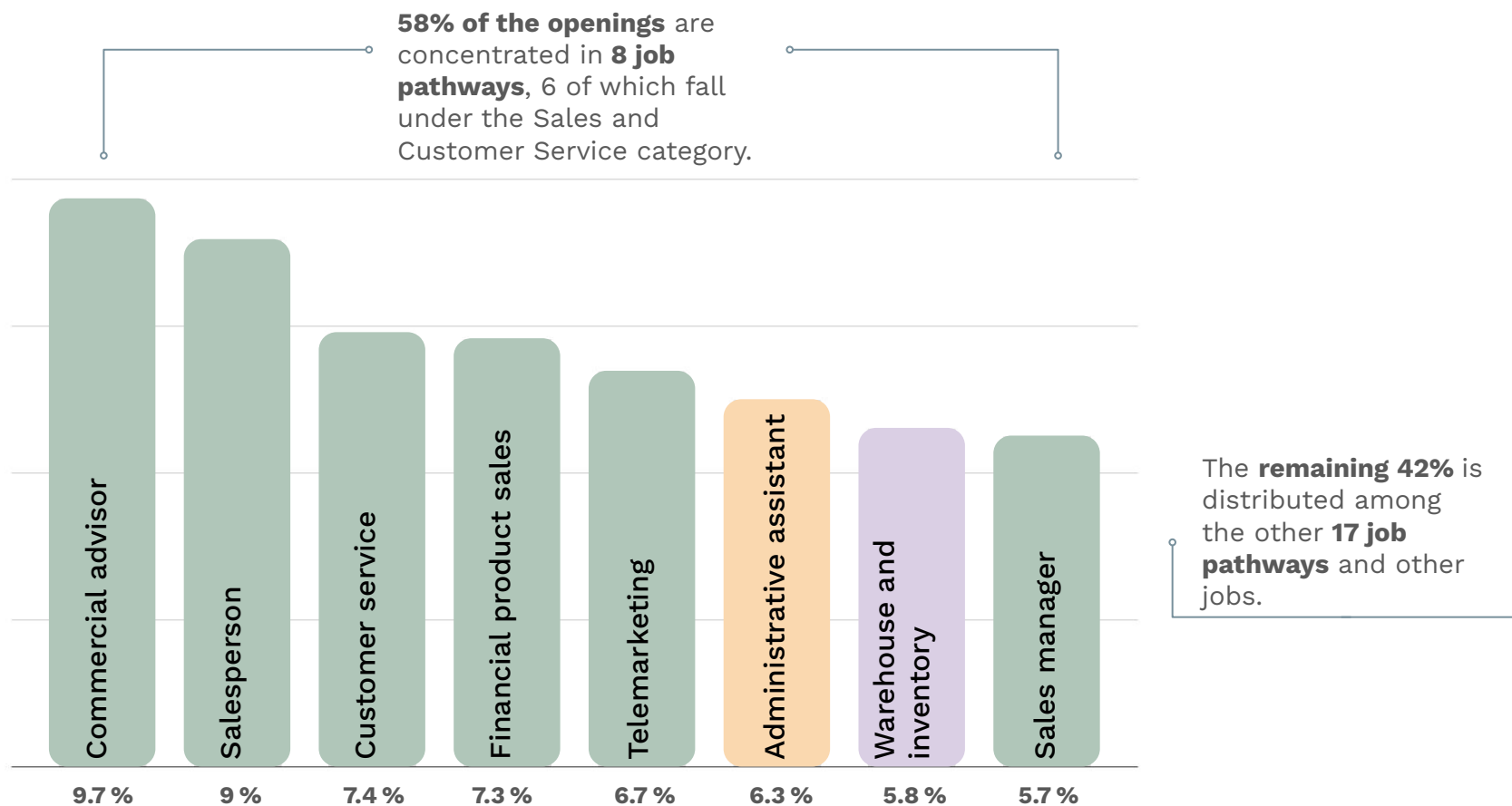
Two **criteria** to keep in mind: a monthly salary of at least 10,000 pesos and no requirement for higher education.



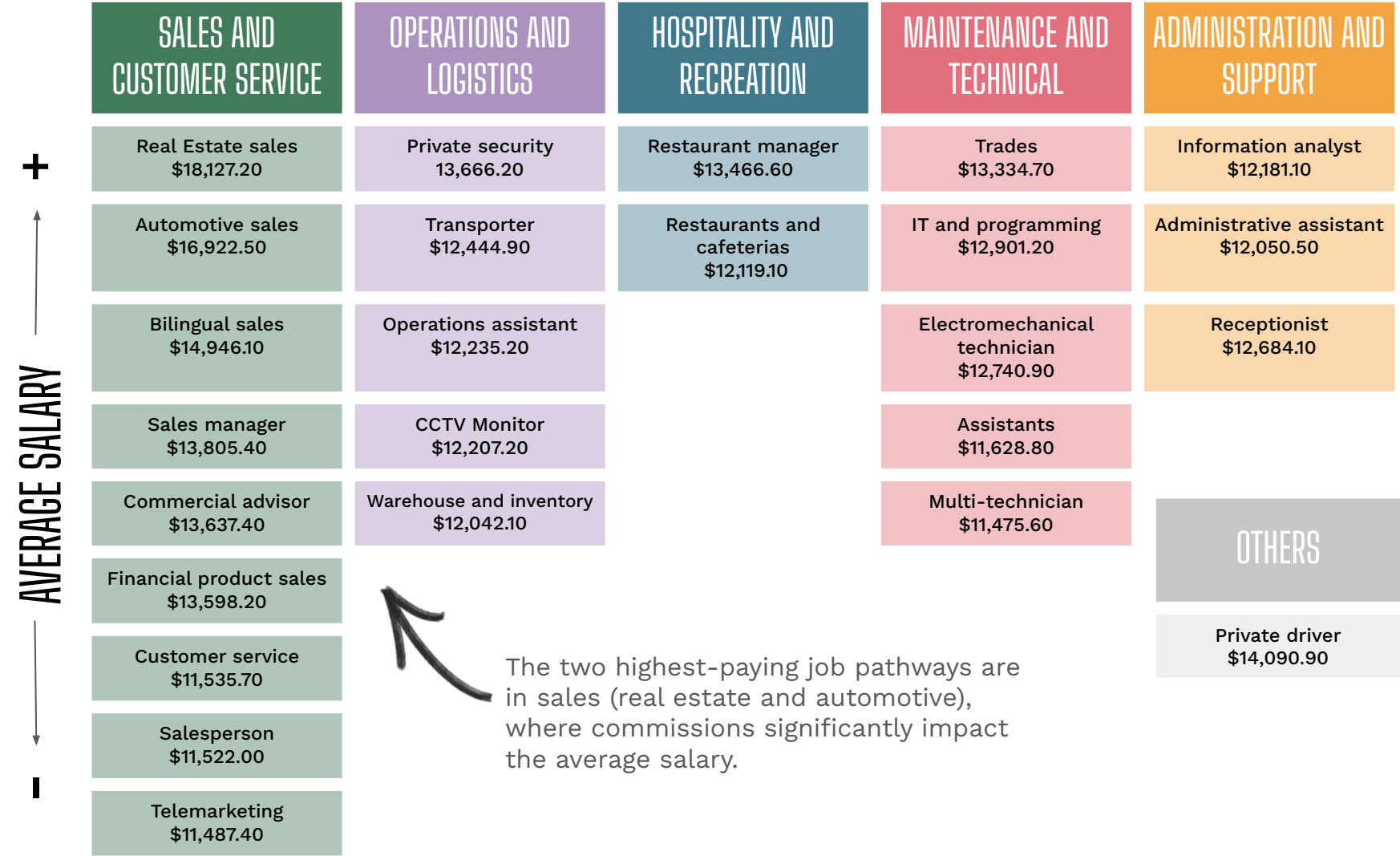
HIGH-POTENTIAL JOB PATHWAYS: BY NUMBER OF OPENINGS



EIGHT JOB PATHWAYS ACCOUNT FOR NEARLY 60% OF THE BEST-PAYING JOBS

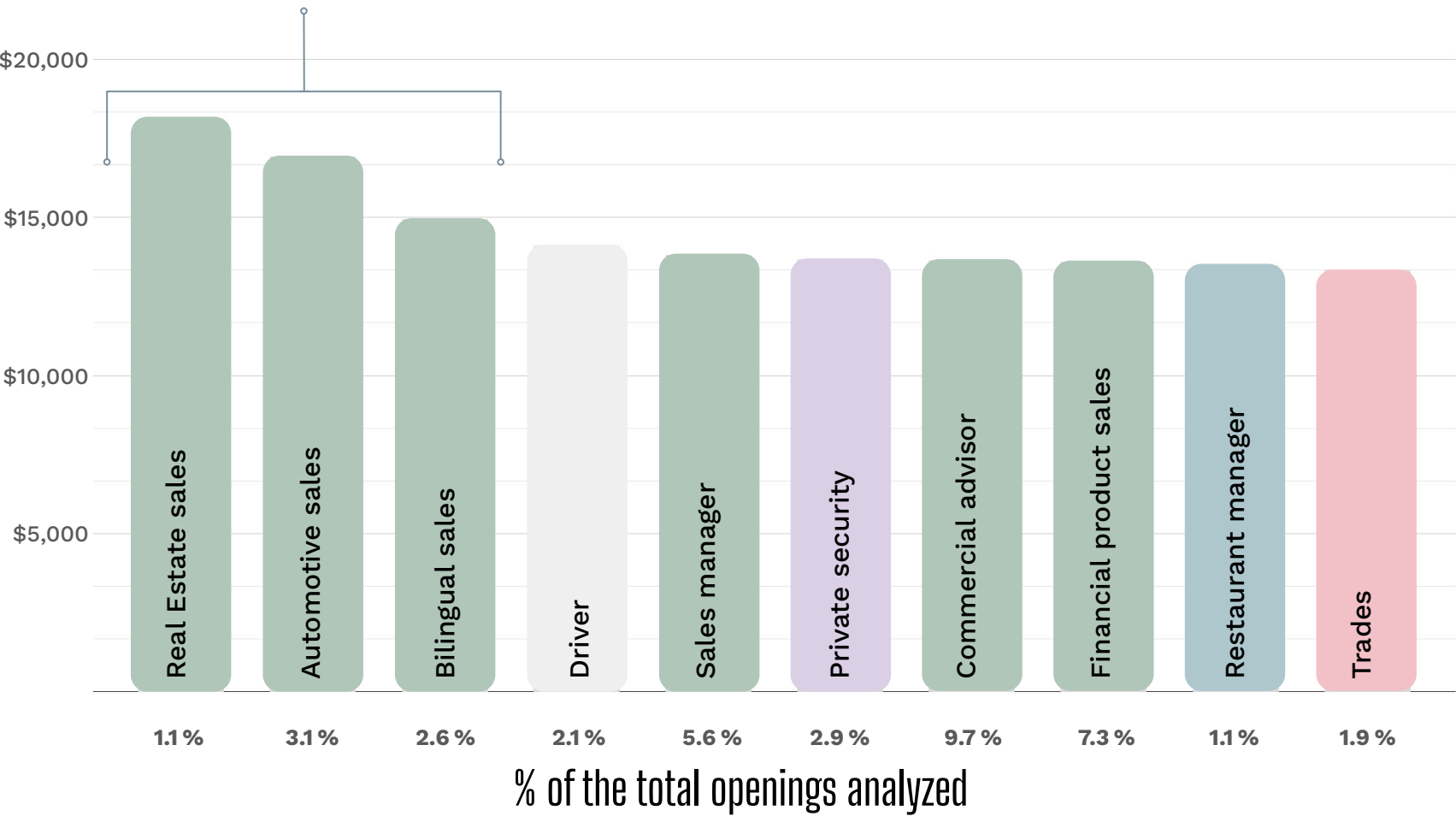


HIGH-POTENTIAL JOB PATHWAYS: BY AVERAGE SALARY



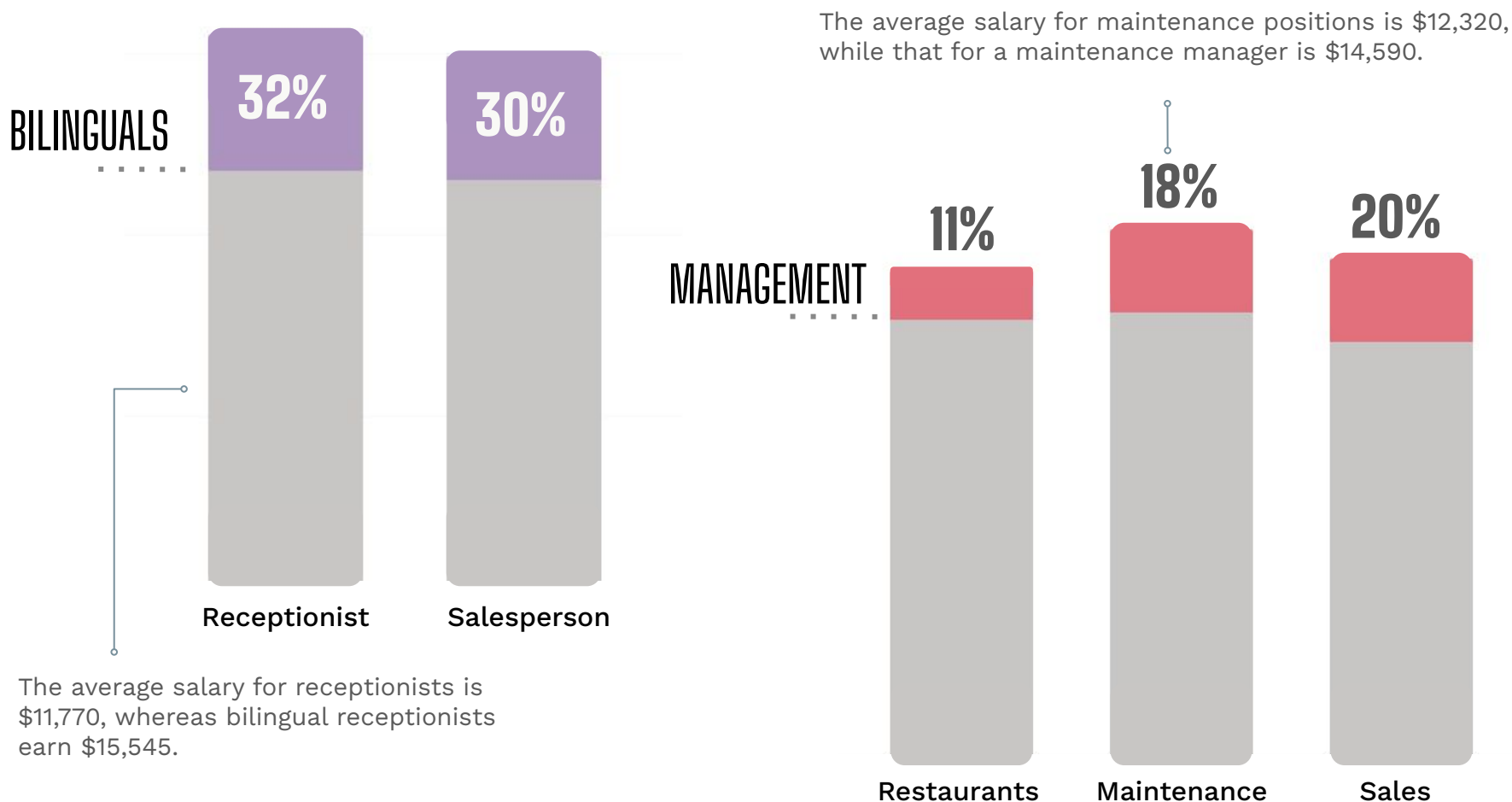
THERE ARE 10 PATHWAYS WITH AN AVERAGE SALARY ABOVE 13,000 PESOS

And only **3 job pathways** with an average salary **above \$15,000 pesos** account for just **6.8% of the total openings** analyzed.



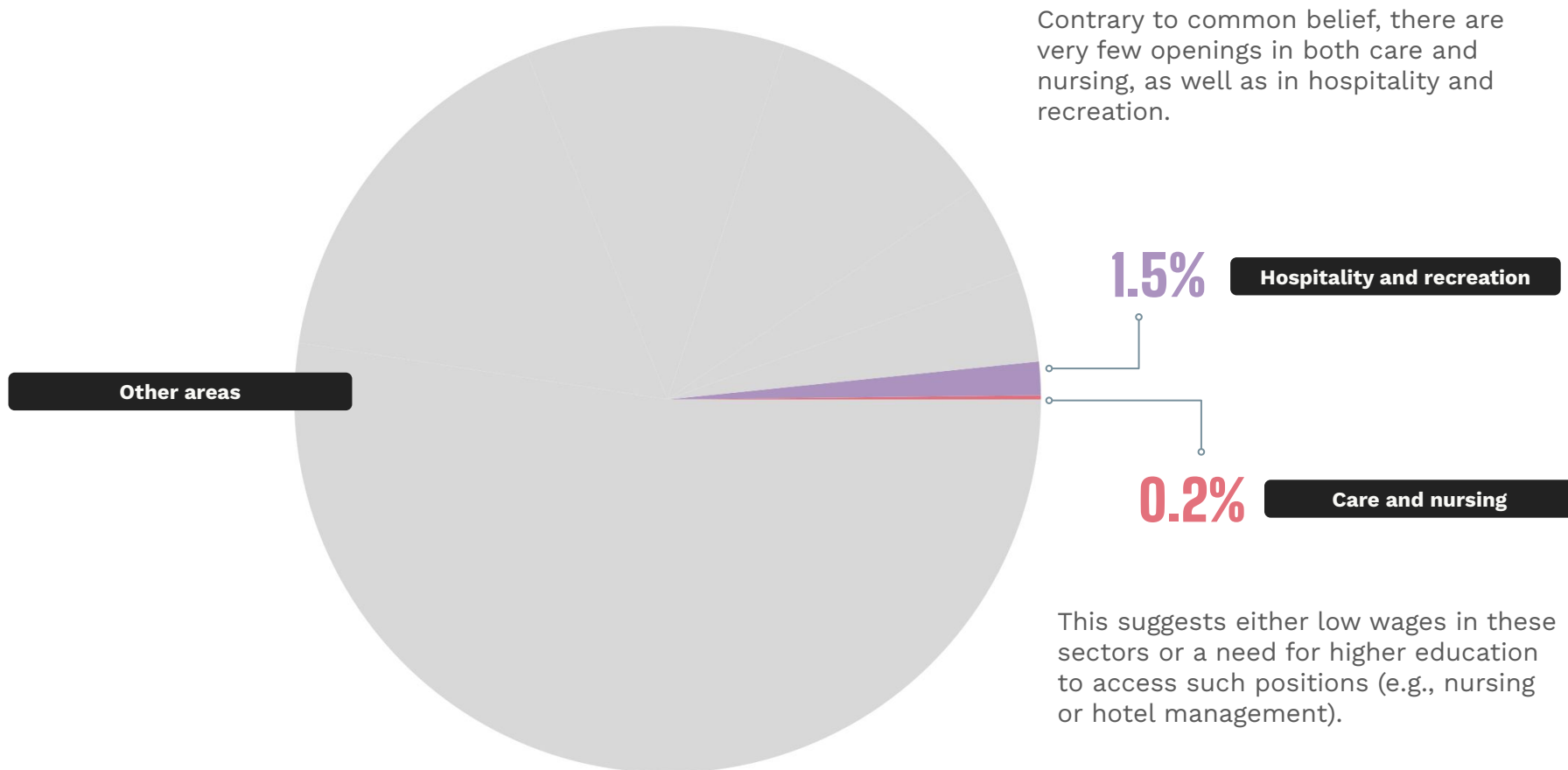
Finding #6

ADVANCED ENGLISH OR MANAGEMENT SKILLS ALLOW FOR UP TO 32% HIGHER SALARIES.



Finding #7

HOSPITALITY AND CARE JOBS ARE NOTABLE ABSENTEES AMONG HIGH-POTENTIAL JOBS.



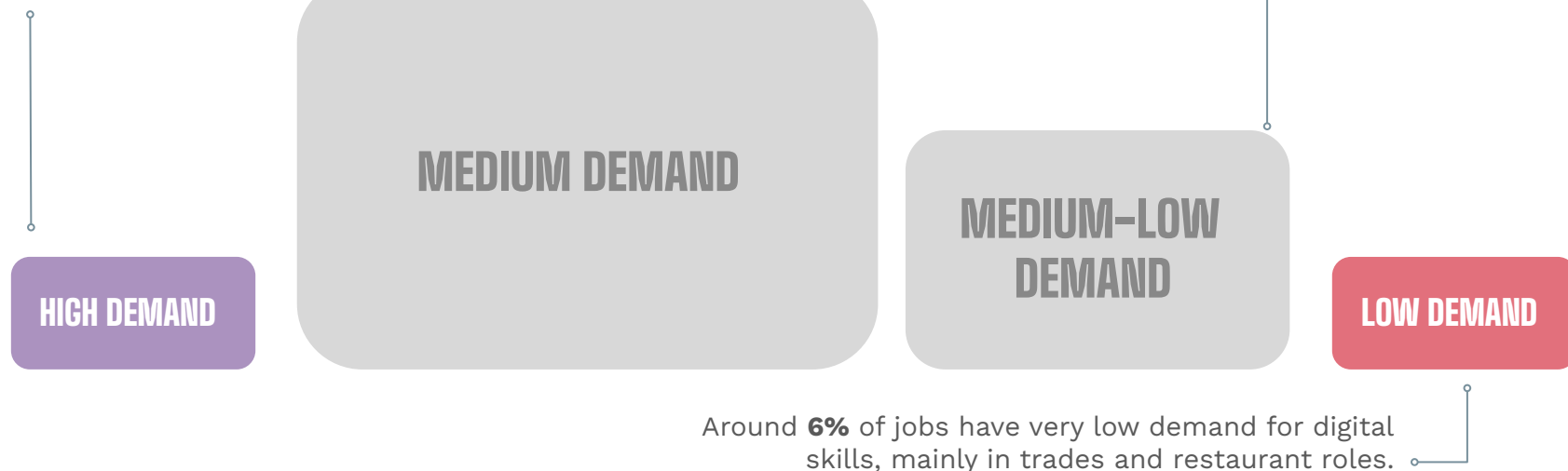
Finding #8

ALTHOUGH THERE ARE FEW TECHNOLOGY JOBS FOR OY, DIGITAL SKILLS HAVE BECOME CRUCIAL FOR ACCESSING BETTER JOBS.

4% of jobs require digital skills, typically in technical support, programming or data analysis.

90% of jobs have a medium or low demand for digital skills.

Essential computer use and proficiency with Office and Workspace suites are expected, with a significant number requiring specialized software, such as logistics or administration.



Finding #9

THE MOST FREQUENTLY REQUIRED DIGITAL SKILLS ARE:

1º Proficiency with Microsoft Office, Google Workspace, Drive y Dropbox.

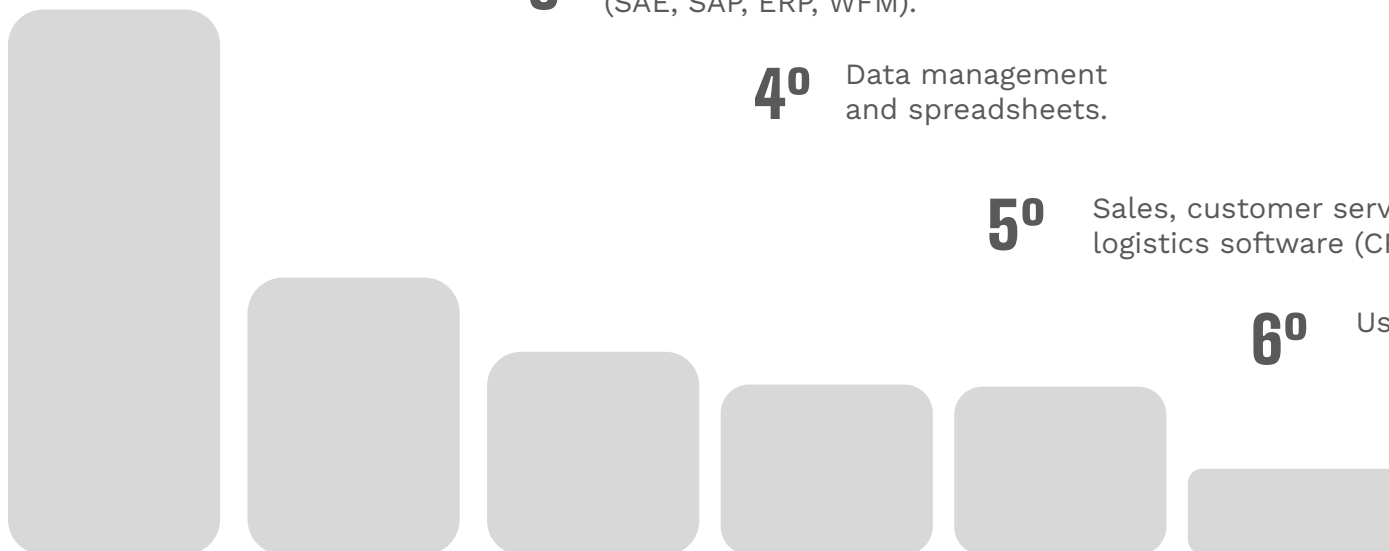
2º Use of personal computer and other devices (search, communication, data management).

3º Administrative software (SAE, SAP, ERP, WFM).

4º Data management and spreadsheets.

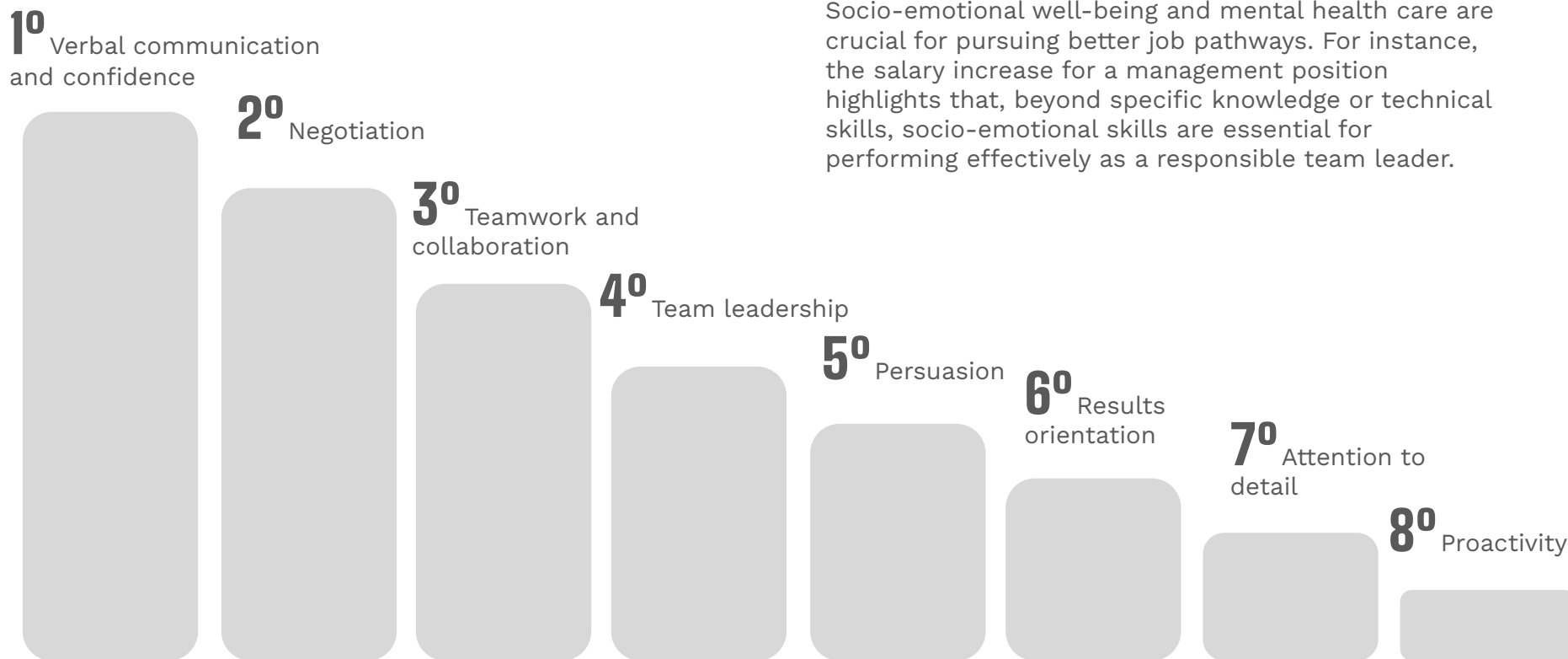
5º Sales, customer service, or logistics software (CRM, ITSM).

6º Use of e-mail.



Finding #10

SOCIO-EMOTIONAL SKILLS RELATED TO CONFIDENCE, COMMUNICATION, AND PERSUASION ARE AT THE CORE OF THE BEST JOBS.



4.

DISCOVERING HIGH-POTENTIAL JOB PATHWAYS



Key skills, knowledge, and important aspects of the best jobs in Mexico City

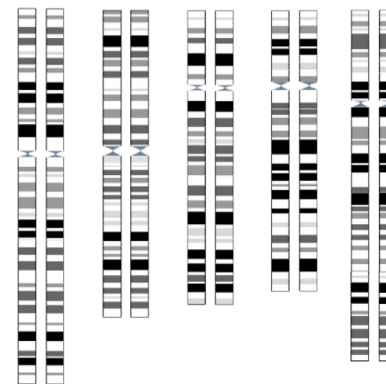
HOW TO REACH THE BEST JOBS?

Apunta's most valuable contribution is its ability to identify the essential skills and knowledge for each job pathway by analyzing how frequently employers mention them in the requirements of hundreds of positions.

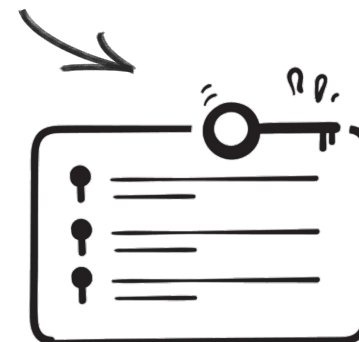
In addition, we identify the socio-emotional and interpersonal skills required, the sectors that most demand these jobs, and the personality traits that best align with them.

Finally, we include key findings or interesting aspects of each job pathway.

PUBLISHED
POSITIONS



JOB PATHWAYS
CARDS



GUIDE TO USE THE JOB PATHWAY CARDS

Job pathways are organized by category, each represented by a different color.

The ranking shows how each path compares regarding openings and salary among the 25 paths.

We present the main skills, complementary skills that expand job functions, and socio-emotional skills. These are listed in order of frequency: the most common appear first.



Trayectoria:

ASESOR COMERCIAL

Categoría: Ventas y servicio al cliente

RANKING

Número de vacantes: 1º de 25 (9.7%)
Sueldo promedio: 7º de 25 (\$13,637)

¿QUÉ HACE?

Provee de la información necesaria sobre los productos y servicios a la venta. Acompaña al cliente a través del proceso de comparación y análisis de mercado, y le aconseja para que realice una compra satisfactoria e informada.

El asesor está permanentemente investigando y analizando el mercado, y desarrollando nuevas estrategias de venta. No espera a que el cliente llegue, el asesor busca generar la clientela.

FUNCIONES CLAVE

- Prospección de clientes y ventas
- Asesoría y atención a clientes
- Cierre de ventas y seguimiento a cartera de clientes

NOMBRES DE PUESTO

Ejecutivo de ventas, Representante comercial, Agente comercial, Asesor de ventas.

PRINCIPALES SECTORES

- Salud, industria médica y farmacéutica
- Electrónica y tecnología
- Educación

RASGOS DE PERSONALIDAD

- Energética
- Persuasiva

Functions, sectors, and traits are presented based on how often they appear.



Trayectoria:

ASESOR COMERCIAL

Categoría: Ventas y servicio al cliente

HABILIDADES Y CONOCIMIENTOS DESTACADOS

PRINCIPALES

- Habilidades de negociación y persuasión.
- Conocimientos de marketing (estrategias de prospección, análisis de mercado, y de indicadores de desempeño).
- Dominio del proceso comercial y conocimiento de técnicas de venta.

COMPLEMENTARIOS

- Computación y uso de herramientas digitales
- Manejo de software especializado (ej. CRM, ERP, Compranet)
- Conocimiento de procesos administrativos
- Habilidades de gestión.

SOCIOEMOCIONALES

- Comunicación efectiva
- Razonamiento
- Perseverancia

OTROS ASPECTOS

- A **diferencia del vendedor**, un asesor comercial está más enfocado a la prospección de nuevos clientes y crecimiento del negocio, mediante el asesoramiento informado y el análisis del mercado.
- Los ingresos son alrededor de **15% mayores que los de vendedor** por las comisiones de venta que suelen ofrecerse

Additional findings regarding how each path differs from others in terms of skills or income are included.



Job pathway:

COMMERCIAL ADVISOR

Category: Sales and customer service

RANKING

Number of openings: 1º of 25 (9.7%)

Average salary: 7º of 25 (\$13,637)

ABOUT THE ROLE

Provides necessary information about products and services for sale. Guides the client through the comparison and market analysis process, offering advice to ensure a satisfactory and informed purchase.

The advisor continuously researches and analyses the market while developing new sales strategies. They don't wait for customers to come to them; instead, they actively seek to build their client base.

KEY RESPONSIBILITIES

- Client prospecting and sales.
- Client advisory services and support.
- Closing sales and follow up with client portfolio.

JOB TITLES

Sales executive, Sales representative, Sales agent, Sales advisor.

MAIN SECTORS

- Health, medical, and pharmaceutical industries.
- Electronics and technology.
- Education.

PERSONALITY TRAITS

- Energetic.
- Persuasive.



Job pathway:

COMMERCIAL ADVISOR

Business development and customer service

KEY SKILLS AND KNOWLEDGE

PRIMARY

- Negotiation and persuasion skills.
- Marketing knowledge (prospecting strategies, market analysis, and performance indicators).
- Proficiency in sales processes and knowledge of sales techniques.

COMPLEMENTARY

- Computer literacy and use of digital tools.
- Proficiency in specialized software (e.g., CRM, ERP, Compranet).
- Knowledge of administrative processes.
- Management skills.

SOCIO-EMOTIONAL

- Effective communication.
- Reasoning.
- Perseverance.

OTHER ASPECTS

- Unlike a salesperson, a commercial advisor **focuses more on prospecting new clients and business growth** through informed guidance and market analysis.
- Earnings are about **15% higher** than a salesperson's due to the sales commissions typically offered.



Job pathway:

SPECIALIZED SALES: INVESTMENTS AND CREDITS

Category: Sales and customer service

RANKING

REAL ESTATE

Number of openings: 22º of 25 (1.13%)

Average salary: 1º of 25 (\$18,120)

AUTOMOTIVE

Number of openings: 12º of 25 (3.10%)

Average salary: 2º of 25 (\$16,922)

FINANCIAL PRODUCT

Number of openings: 4º of 25 (7.28%)

Average salary: 8º of 25 (\$13,598)

ABOUT THE ROLE

A commercial advisor specializing in economics and finance and focusing on credit placements, financing, and investments.

Provides personalized guidance based on clients' needs, offering specialized knowledge to help clients make informed, beneficial decisions. Analyzes credit capacity, evaluates investment risks, and calculates interest rates and return periods. Additionally, it keeps track of market trends, prospecting for clients and identifying new sales opportunities.

KEY RESPONSIBILITIES

- Personalized client advisory services.
- Client prospecting and sales follow-up.
- Credit analysis and risk evaluation.

MAIN SECTORS

- Real estate.
- Automotive.
- Financial product.

JOB TITLES

Commercial advisor, Financial executive, Credit promoter, Sales executive.

PERSONALITY TRAITS

- Energetic.
- Persuasive.



Job pathway:

SPECIALIZED SALES: INVESTMENTS AND CREDITS

Category: Sales and customer service

KEY SKILLS AND KNOWLEDGE

PRIMARY

- Interpersonal skills for addressing clients' needs.
- Knowledge of economics and finance related to investments, credits, financing, mortgages, retirement funds, and insurance.
- Proficiency in sales processes, sales techniques, and client prospecting.

COMPLEMENTARY

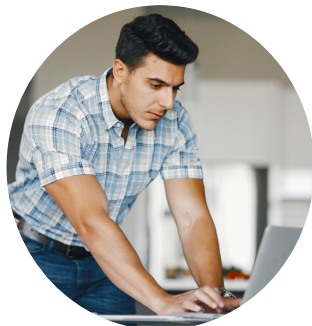
- Computer literacy and use of digital tools.
- Proficiency in client management software (CRM).
- Understanding of market trends (financial, real estate, automotive).

SOCIO-EMOTIONAL

- Reasoning.
- Perseverance.
- Effective communication.

OTHER ASPECTS

- In these three job pathways, sales commissions often constitute a significant portion of the salary. Many openings offer base salaries (ranging from 2,000 to over 12,000 pesos per month) only during an initial training period.
- While commission earnings can be very high, they depend on negotiation skills and consistent sales performance. Thus, persuasion, self-confidence, and perseverance are critical for success in these roles.



Job pathway:

IT AND PROGRAMMING

Category: Maintenance and technical

RANKING

Number of openings: 21º of 25 (1.23%)

Average salary: 11º of 25 (\$12,901)

ABOUT THE ROLE

Performs various technical tasks related to designing, programming, installing, and maintaining computer systems and networks.

Diagnoses technical issues and repairs computer equipment, electronic devices, mobile phones, and complex industrial automation systems. Participates in web and mobile application development using various programming languages and specialized platforms.

KEY RESPONSIBILITIES

- Technical support for computer systems and networks.
- Maintenance and repair of computer equipment and electronic devices.
- Programming and development of web and mobile applications.

JOB TITLES

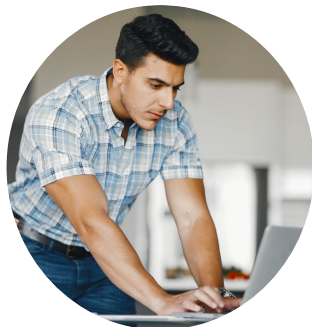
IT support dispatcher, Computer repair technician, Technical support executive/agent.

MAIN SECTORS

- Commercial.
- Industrial.
- Private.

PERSONALITY TRAITS

- Methodical.
- Careful.



Job pathway:

IT AND PROGRAMMING

Category: Maintenance and technical

KEY SKILLS AND KNOWLEDGE

PRIMARY

- IT and electronics applied to the diagnosis and repair of equipment and systems.
- Interpersonal skills for customer service and service promotion.
- Proficiency with IT service management tools (ITSM).

COMPLEMENTARY

- Programming, web, and app development.
- Approximately 60% mention skills in mathematics and statistics.

SOCIO-EMOTIONAL

- Reasoning.
- Attention to detail.
- Creativity.

OTHER ASPECTS

- 38% require a certification in IT technical support.
- **Proficiency in digital and technological tools** is crucial for this role.
- About 1/3 of jobs require English, providing average earnings 38% higher.



Job pathway:

ALMACÉN E INVENTARIOS

Category: Operations and logistics

RANKING

Number of openings: 9º of 25 (4.83%)

Average salary: 20º of 25 (\$12,042)

ABOUT THE ROLE

Gestiona el almacenamiento de mercancías por medio de distintas técnicas y métodos, reportando el control preciso de entradas y salidas en sistemas especializados. Apoya en la carga, descarga y despacho de mercancías, asegurando la disponibilidad del stock. En muchas ocasiones, es responsable de coordinar el trabajo del personal que opera el movimiento de los productos en bodega.

KEY RESPONSIBILITIES

- Operación y control de almacén.
- Gestión de inventarios.
- Carga, descarga, acomodo y mantenimiento.

JOB TITLES

Almacenista, Montacarguista, Auxiliar de Almacén, Analista de Inventarios y Jefe de almacén.

MAIN SECTORS

- Alimentos y productos perecederos.
- Automotriz.
- Farmacéutica.

PERSONALITY TRAITS

- Methodical.
- Energetic.



Job pathway:

ALMACÉN E INVENTARIOS

Category: Operations and logistics

KEY SKILLS AND KNOWLEDGE

PRIMARY

- Técnicas y métodos de gestión de almacén y sistemas de inventario.
- Manejo de softwares de gestión de inventarios y de administración de recursos.
- Operación de montacargas, patines y básculas.

COMPLEMENTARY

- Conocimiento generales de logística.
- Coordinación de equipo y gestión de personal.
- Matemáticas y estadística básicas

SOCIO-EMOTIONAL

- Colaboración.
- Effective communication.

OTHER ASPECTS

- Contar con **buenas habilidades interpersonales para trabajar en equipo** de manera coordinada es esencial, pues el quehacer de esta trayectoria está en relación constante con otras áreas y otros procesos dentro de las industrias.



Job pathway:

RESTAURANTES, CAFETERÍAS Y ALIMENTOS

Category: Hospitality and recreation

RANKING

Number of openings: 11º of 25 (3.28%)

Average salary: 18º of 25 (\$12,119)

ABOUT THE ROLE

Identificamos dos áreas de desempeño dentro de la trayectoria, aunque algunos puestos requieren realizar funciones de ambas. Una es al frente del servicio y la venta: atiende a clientes con amabilidad, ofrece alimentos y bebidas, y resuelve sus preguntas y necesidades para garantizar una experiencia satisfactoria. Otra es en la producción: prepara y presenta alimentos y bebidas, planifica la producción, gestiona insumos, y mantiene el área de trabajo limpia y ordenada.

KEY RESPONSIBILITIES

- Servicio a clientes y venta.
- Preparación de alimentos y bebidas.

MAIN SECTORS

- Corporativos y cadenas restauranteras.

JOB TITLES

Mesero, Cocinero, Ayudante de cocina, Ayudante de restaurante, Barista.

PERSONALITY TRAITS

- Sociable.
- Careful.



Job pathway:

RESTAURANTES, CAFETERÍAS Y ALIMENTOS

Category: Hospitality and recreation

KEY SKILLS AND KNOWLEDGE

PRIMARY

- Técnicas de preparación y presentación de alimentos y bebidas.
- Habilidades interpersonales para atención y servicio al cliente.
- Conocimientos operativos, especialmente en manejo de almacén y control de inventarios.

COMPLEMENTARY

- Conocimientos de normativas y protocolos de higiene, salubridad y seguridad.
- Administración y gestión de costos.

SOCIO-EMOTIONAL

- Empatía.
- Confianza y comunicación verbal
- Colaboración.
- Perseverance.

OTHER ASPECTS

- Diversas vacantes mencionan la importancia de **conocer las buenas prácticas y los protocolos sanitarios** para acreditar el Distintivo H de la Secretaría de Turismo.
- Es importante mencionar que solamente solamente el **21% de los trabajos de esta trayectoria** sin requerimientos de universidad tienen **ingresos por arriba de la línea de bienestar**

5.

WHERE TO AIM?



Key insights for youth, those who work with them, and those who seek to employ them.



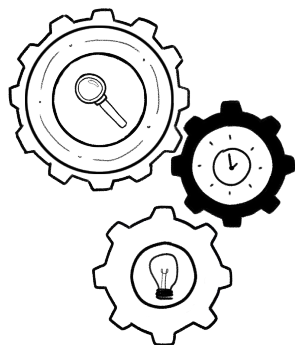
THIS REPORT CAN HELP BUILD BETTER OPPORTUNITIES FOR YOUTH IN MEXICO CITY

Understanding the job pathways and skills with the highest potential for young people can **transform current education, training, support, and job placement opportunities.**

In the following pages, we conclude by reflecting on the implications of these findings for **government agencies, organizations working with youth, educational institutions, companies, and foundations** that seek to improve the development, economic mobility, and social well-being of young people in Mexico City.



INSIGHTS AND IMPLICATIONS



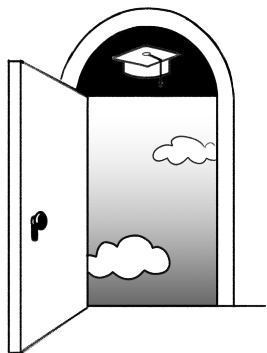
1. We need to reframe our education and training programs

The study reveals a **significant gap between the best jobs and currently available training programs.**

Some recommendations include:

- Developing **more and better practical programs** in sales, **customer service, administration,** and **operations support.**
- Ensuring that **technical training programs integrate the development of crucial digital and socio-emotional skills.**
- To achieve this, institutions must improve their **pedagogical practices,** making them more practical, engaging, and effective.

What does the report show us?



2. Providing flexible options for OY to complete high school education is urgent.

A key finding from Apunta is that **4 out of 5 of the best-paying jobs require a high school education**. For the millions of young people who still need to complete it, doing so could open the door to numerous higher-potential jobs.

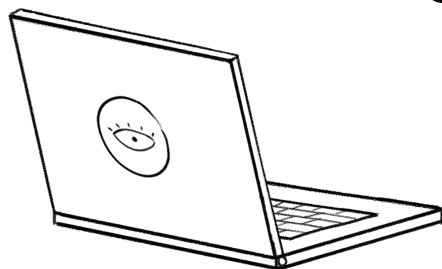
Therefore, it's crucial to **expand and improve options for young people aged 18 and older to complete high school swiftly and flexibly to fit their lives**, as many have jobs or caregiving responsibilities.

Beyond just obtaining a diploma, you can leverage these programs to **develop essential skills for better jobs**, such as math, digital skills, and communication. Additionally, these programs can serve as transformative processes that enhance motivation, confidence, and mental health.

Finally, another critical aspect is **collaborating with companies to shift from requiring a diploma for certain positions** to assessing actual skills and knowledge. International experiences show that this could unlock opportunities for thousands of talented young people who are currently marginalized.

What does the report show us?

3. OY can access better jobs by focusing on a few foundational skills and competencies



The report provides critical insight into how **specific skills can significantly enhance OY's opportunities to secure good jobs**. These include foundational **math skills for the workplace, management, and communication**, often underdeveloped in school.

Additionally, having an intermediate level of **digital skills**, particularly those related to data and information, opens doors to many job pathways and sectors.

Furthermore, the report highlights that most high-paying jobs rely on **core human skills that OY often need help developing due to environmental obstacles**. They must improve confidence, perseverance, communication, collaboration, and empathy.

What does the report show us?



4. Strategically direct public and social investment toward high-potential job pathways for OY

Currently, government and philanthropic resources aimed at helping OY achieve better economic and job outcomes are limited. Therefore, it's of the most importance to **invest more strategically**. Here are some valuable ideas for doing so:

- **Investing in training programs focused on job pathways with the highest potential for income and job openings is essential.**
- Address the need to **invest improving fundamental skills** that enhance young people's opportunities for different positions beyond a specific job pathways. Key skills include workplace math, verbal communication, basic administrative and operational skills, and digital skills.
- Increase **co-investment mechanisms with the private sector** in job pathways that offer living wages and explore **innovative financial mechanisms**.

LEARN MORE

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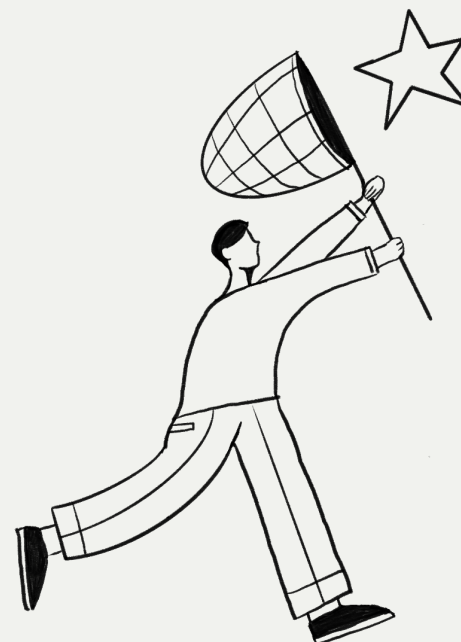
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