

Original Paper

Research on the Construction of Core Professional Literacy System and Professional Improvement Path for Career Guidance

Personnel

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Abstract

The professional quality of career guidance personnel directly determines the quality of career guidance. The professional qualities of career guidance personnel should include good professional ethics, process guidance awareness, active guidance awareness, innovative guidance awareness, the concept of lifelong learning, multidisciplinary cultural knowledge structure, professional career guidance knowledge, good language expression and communication skills, precise information collection and processing ability, keen perception and prediction ability, and good consultation and guidance ability. To enhance the professional qualities of career guidance personnel, it is necessary to strictly enforce the access qualifications for career guidance personnel, strengthen their continuing education and on-the-job training, and improve their scientific research ability.

Keywords

career guidance, core competencies, improvement pathways

1. Definition and Content of Career Guidance

Career guidance is the process of providing consultation, guidance, and assistance for job seekers' employment, employment stability, career development, and reasonable employment by employers (2016, p. 54). The targets of career guidance include both workers and employers. The scope of career guidance mainly includes consultation and guidance, information collection and processing, professional quality assessment, career design, and assistance in implementation (2016, pp. 69-71). Career guidance is a procedural work that accompanies the entire career of workers, not only providing employment information and career information for workers, but also having deeper educational and assistance

functions. The ultimate goal of career guidance is the personal career development of workers and the ability of employers to better utilize their talents.

2. Definition and Content of Professional Ethics

Professional ethics are the behavioral norms that humans need to adhere to in social activities. The sum of individual behaviors constitutes one's professional ethics, with professional ethics being the essence and individual behaviors being the external manifestations. In general, professional ethics encompass the following four aspects: professional morality, professional awareness, professional behavioral habits, and professional skills (Yan, 2012).

3. Exploration of the Professional Qualities Required for Career Guidance Personnel

Taking into account the definition and content of career guidance and professional literacy, the professional qualities that career guidance personnel should possess are summarized as follows.

3.1 Professional Ethics

3.1.1 Professional Code of Conduct

The fundamental prerequisite for effective career guidance is that career guidance personnel should have a deep love for their work. They must possess a professional belief that "helping others brings joy and honor." (2016, p. 3.) In career guidance work, it is imperative to adhere to Marxism, become familiar with and master the laws and regulations related to career guidance formulated by government agencies at all levels, such as human resources and social security departments, and continuously enhance the concept of democracy and the rule of law. Career guidance personnel should persist in self-learning, continuously improve their professional abilities and qualities, enhance their work skills, adapt to constantly changing new situations, and on this basis, they need to creatively carry out their work and solve new problems.

3.1.2 Professional Ethics

Career guidance personnel must possess noble professional ethics. Whether workers seeking career guidance can reasonably plan their careers and ultimately find jobs suitable for their professional development depends on the high-quality and efficient career guidance provided by career guidance personnel. Career guidance personnel are both mentors for service recipients' career planning and guides for their professional development. "Treating others with sincerity, trusting others with confidence, seeking truth from facts, and being responsible to others" are the basic professional qualities and ethical norms that career guidance personnel must possess (Liu & Xue, 2013). When providing thoughtful career guidance services to service recipients, career guidance personnel should be people-oriented, respect the personal privacy of service recipients, and strictly abide by the confidentiality principle (2016, pp. 6-7). Career guidance personnel should guide service recipients with a correct career outlook, and influence them with their own noble character, great work enthusiasm, and rigorous work style. Career guidance personnel should be responsible for service recipients and their institutions, actively promoting

organizational policies to improve in a direction beneficial to the growth of service recipients and urging their professional behavior to develop towards high standards (2016, pp. 6-7).

3.2 Professional Awareness

3.2.1 Establish a Sense of Process Guidance

Career guidance is a process that accompanies a person's entire career. For career guidance targeted at service recipients, it is necessary to comprehensively utilize career assessment tools and techniques based on the career stage of the service recipients, and carry out targeted career guidance. Relying on career guidance, it is important to promote service recipients to improve their career planning abilities and achieve comprehensive and long-term development.

3.2.2 Establish a Sense of Proactive Guidance

Initiatively carry out career guidance services for groups facing employment difficulties. Based on the investigation of employment conditions of these groups, establish special hardship guidance files and proactively provide career guidance assistance services. Exploit the inherent characteristics and qualities of individuals facing employment difficulties, connect them with available employment resources, and formulate guidance plans primarily tailored to them in conjunction with employment policies. At the same time, actively broaden employment channels, implement proactive and immediate services, find ways to alleviate their difficulties, guide them in multiple ways, recommend employment through multiple channels, and provide career guidance services at multiple levels (2016, p. 62). Through proactive career guidance services, promote the in-depth and effective implementation of career guidance work, and contribute to the construction of a harmonious socialist society.

3.2.3 Establish an Awareness of Innovation Guidance

Career guidance personnel should constantly enrich the methods, approaches, and content of career guidance in accordance with social development and in the process of practice, introducing innovation and entrepreneurship education. In the era of mobile internet, they should actively explore various platforms and carriers suitable for service recipients, especially online carriers. With the popularization of computer technology and mobile internet technology, the application of computer network technology in career guidance is increasing. As career guidance personnel, it is essential to understand how to better apply computer network technology in the process of career guidance. Continuously adapting to the development of new technologies and maintaining a sense of innovation are necessary to keep pace with the times, provide targeted career guidance for service recipients, and enhance the scientific level of career guidance.

3.3 Professional Behavior Habits

Career guidance personnel need to possess the concept of lifelong learning. Career guidance is a comprehensive discipline that integrates specialized knowledge from labor and social security, education, psychology, management, sociology, law, computer science, and more. Multi-disciplinary knowledge reserves are a prerequisite for career guidance personnel to perform their job well. In the era of mobile internet with knowledge explosion, multi-disciplinary knowledge reserves and updates need to be

ensured by the concept and action of lifelong learning. The rapid development of social economy has a huge impact on career guidance work, and the content of career guidance must keep up with the pace of the times. In the era of mobile internet, career guidance personnel can only adapt to the new requirements of career guidance work under the new situation by continuously improving and updating the knowledge and skills related to career guidance. At the same time, familiarizing oneself with national and local laws, regulations, and policies related to career guidance is a basic condition that every career guidance practitioner must possess. Only by lifelong learning, keeping up with national policies and regulations, industry development changes, and the career development needs of service recipients, can more targeted and efficient career guidance services be carried out to meet the employment and career development needs of service recipients.

3.4 Professional Skills

3.4.1 Multidisciplinary Cultural Knowledge Structure

A multidisciplinary cultural knowledge structure is a prerequisite for career guidance personnel to carry out their work. Career guidance personnel should strive to comprehensively learn cultural knowledge related to labor and social security, education, psychology, management, sociology, law, computer science, and other fields related to career guidance, and build a rich knowledge base. With the support of a rich knowledge base, career guidance personnel can help service recipients establish a correct view of employment and career selection, make good career planning, solve their career confusion, clarify their career direction, make good career choices, and smoothly achieve employment. Psychological knowledge is often used in career counseling. While providing guidance on career-related psychological issues for service recipients, career guidance personnel also urge them to make psychological adjustments for career choices, which is beneficial for service recipients to cope with social competition with a good attitude and better plan their careers. Only by integrating multidisciplinary knowledge can career guidance personnel provide more scientific and effective consultation and guidance for service recipients and employers, promoting the career development of service recipients.

3.4.2 Professional Career Guidance Knowledge

Career guidance personnel are professionals who assist both the supply and demand sides of the job market in objectively analyzing job requirements and career development trends, and provide reasonable advice based on the actual situation of their service recipients. The knowledge and literacy of career guidance personnel become crucial to career guidance. Career guidance is a comprehensive discipline that intersects multiple disciplines and levels. Career guidance personnel should possess a multidisciplinary knowledge structure, be familiar with and proficient in the basic theories and models of career counseling in the field of career development, be familiar with the basic process of helping others, and master common methods of career guidance; be proficient in knowledge related to psychological counseling and guidance in psychology, and use professional scales for career assessment; be familiar with and grasp national laws, regulations, policies on career guidance, as well as employment policies in different cities; master educational and teaching knowledge such as career guidance courses,

and understand and grasp the application of computer technology in career development and career planning.

3.4.3 Good Language Expression and Communication Skills

Language expression ability is an essential skill in career counseling, as most career guidance work requires the use of language expression to complete. Depending on the situation of the service recipients, different methods of language expression should be adopted in a timely manner. Good language expression ability helps to facilitate the smooth implementation of career guidance work and achieve good counseling results. At the same time, good language expression can promote effective communication and coordinate relationships with service recipients. Career guidance personnel can promote the effective implementation of career guidance work, solve practical problems of service recipients, and ultimately achieve the goal of helping people through good language expression and communication skills.

3.4.4 Precise Information Collection and Processing Capability

The collection and processing of labor market information is the basic content of career guidance work. Career guidance personnel must be able to integrate various types of professional knowledge, handle various types of professional information, log, review, and sort labor market information, and effectively explore and utilize labor market information (2016, p. 73). Statistical analysis and evaluation of supply and demand information in the labor market should ensure the timeliness, objectivity, comprehensiveness, accuracy, and reliability of the information, improving the effectiveness, timeliness, and relevance of career guidance work. Career guidance personnel must also be familiar with the correspondence between majors and professions, understand the supply and demand situation in the labor market, be proficient in career analysis and matching methods, and provide detailed career analysis for service recipients (Fang, 2012). Actively explore the use of multimedia tools such as Weibo, WeChat, and QQ to establish and improve the employment information sharing mechanism. Career guidance personnel should continuously improve their ability to use new media tools to provide information service support for service recipients and employers in the mobile internet environment.

3.4.5 Acute Perception and Predictive Ability

Facing the complex social environment, career information may come from newspapers, friends and family, television, and especially the internet, where numerous job opportunities and career guidance information may appear everywhere. Career guidance personnel must possess keen insight to capture new employment “opportunities” and career guidance information among a vast array of employment information, and conduct in-depth research and investigation of the labor market. Predicting the development trends of different industries is an extremely difficult art. Effective information collection and maintaining sensitivity to information can help career guidance personnel perform this job better. By providing better guidance to job seekers, they can better fulfill the responsibilities and obligations entrusted to the profession of career guidance by the times.

3.4.6 Excellent Consultation and Guidance Skills

Career planning ability is one of the most important skills for career guidance personnel. During the career counseling process, career guidance personnel need to discover and understand the career interests and values of their service recipients through career assessment tools and techniques. Based on this, they guide the recipients in developing their career planning, clarifying their career development direction, and selecting suitable employment positions according to their personal interests and social needs, in order to meet the needs of both employers and service recipients.

4. Path for Enhancing the Professional Literacy of Career Guidance Personnel

4.1 Strictly Enforce the Admission Qualifications for Career Guidance Personnel

To enhance the professional quality of career guidance personnel, it is crucial to strictly control the entry qualifications for career guidance personnel. Schools or career counseling institutions should impose strict requirements on career guidance personnel, formulate relevant rules and regulations, control the access conditions for career guidance personnel, and improve their professional quality. At the same time, career guidance personnel should be encouraged to continuously improve their own quality and strengthen their practical guidance abilities. Full-time career guidance personnel must hold professional qualification certificates for career guidance to ensure the professionalism of the guidance team (Xu, Guo, L., & Guo, Z., 2020). Full-time career guidance personnel must hold professional qualification certificates for career guidance to ensure the professionalism of the guidance team. Only in this way can we ensure that the overall quality of the career guidance personnel team meets the needs of society under the new circumstances.

4.2 Strengthen Continuing Education and On-the-Job Training for Career Guidance Personnel

The primary means to enhance the professional competence of career guidance personnel lies in their continuing education and on-the-job training. Universities and career counseling institutions ought to devise rational educational and training programs for these personnel, motivating them to actively engage in relevant on-the-job training. This can be achieved through a variety of methods, including centralized on-site training and online training, enabling career guidance personnel to systematically acquire theories and practical skills pertinent to career guidance. Through educational training, we aim to continuously refine the multidisciplinary knowledge structure of career guidance personnel, bolster their sense of responsibility and dedication to their careers, and elevate their professional guidance capabilities.

4.3 Enhance the Scientific Research Capabilities of Career Guidance Personnel

Universities and career counseling institutions can create a favorable learning and research atmosphere through various means such as offering career guidance courses, setting up relevant research topics, and encouraging theoretical research. They should encourage career guidance personnel to conduct research on career guidance and constantly summarize and improve the practice of career guidance work. At the same time, they should consciously learn from and draw on advanced theoretical or practical experience at home and abroad to guide career guidance-related practical work. They should solidify new methods

and experiences that have been proven effective through practice in the process of career guidance, forming results that can be promoted. They should achieve theoretical guidance for practice, and practice in turn promotes theoretical research. This will promote career guidance personnel to truly achieve professionalization, specialization, and expertization.

5. Conclusion

Career guidance personnel must proactively enhance their professional competence, cultivate sound professional ethics, establish awareness of process guidance, proactive guidance, and innovative guidance, and reinforce the concept of lifelong learning. At the same time, they should actively improve their knowledge structure, enrich their career guidance knowledge, enhance their language expression and communication skills, improve their information processing and collection abilities, cultivate keen perception and predictive abilities, and continuously strengthen their excellent consultation and guidance abilities. By integrating theory with practice, they should provide effective career guidance to service recipients, solve practical problems faced by service recipients and employers, become outstanding career guidance personnel in the new situation.

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