

Why do I need a car to do my job

It seems that having a car could be a subtle racial discriminator in the hiring process

I am a young black male with a degree in Integrated Marketing Communications. I possess experience in branding, advertising and market strategy. However every time I look at job descriptions I see that it is a prerequisite that I have my own car. I see why this would be necessary if travel was one of the requirements of the job, but in many cases this is not the so. It is a well known fact that most University students who own cars are white, indian or chinese. What is more of a fact is that Black school leavers can rarely afford to own let alone buy a car. How are we supposed to get jobs when we are well qualified for the job but are hampered by our economic state? This is truly an economic discriminator that keeps the industry losing out on a plethora of talented individuals who do not own a car. I hope this changes in future.

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