



preparing young  
people for the  
world of work

THE CAREERS &  
ENTERPRISE  
COMPANY

WEST OF  
ENGLAND  
Combined Authority

# Labour Market Information

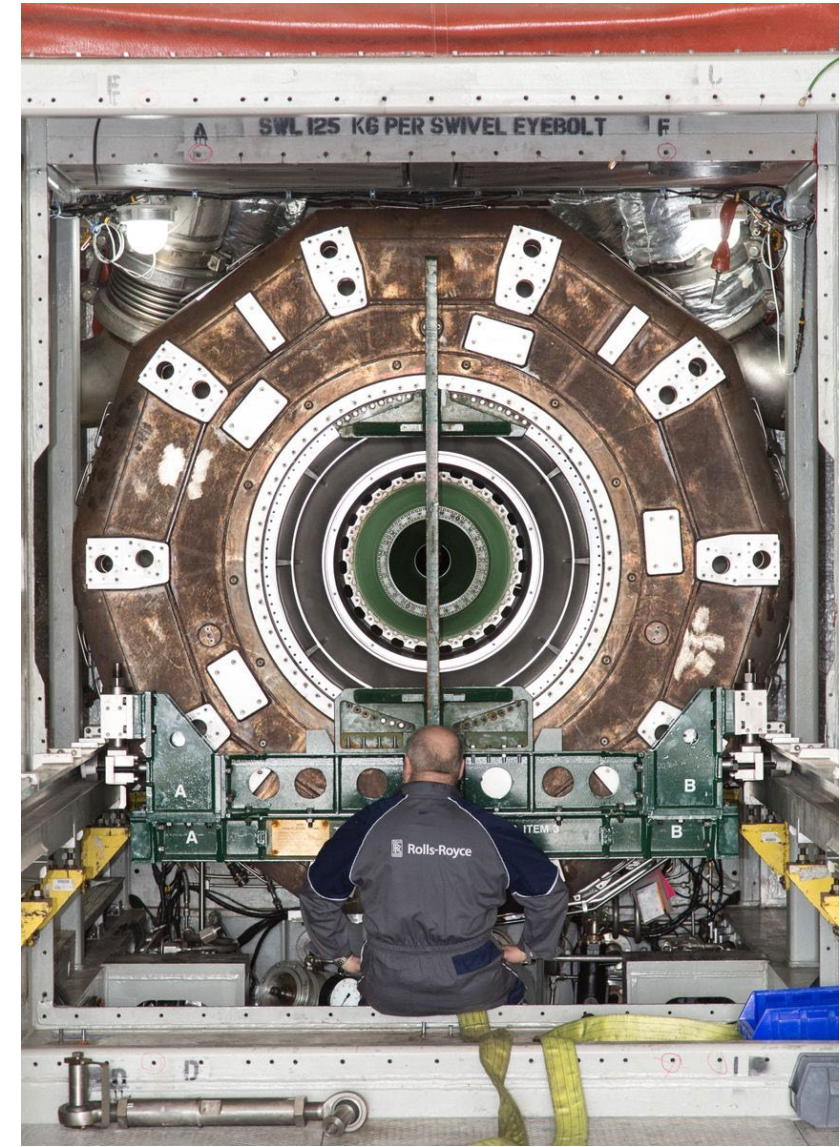


KS5 tutorial



# Aims for this tutorial

- To understand what a skill is
- To understand the difference between hard, soft and transferable skills
- To understand how you can develop and demonstrate your skills to an employer





# Outcomes for today

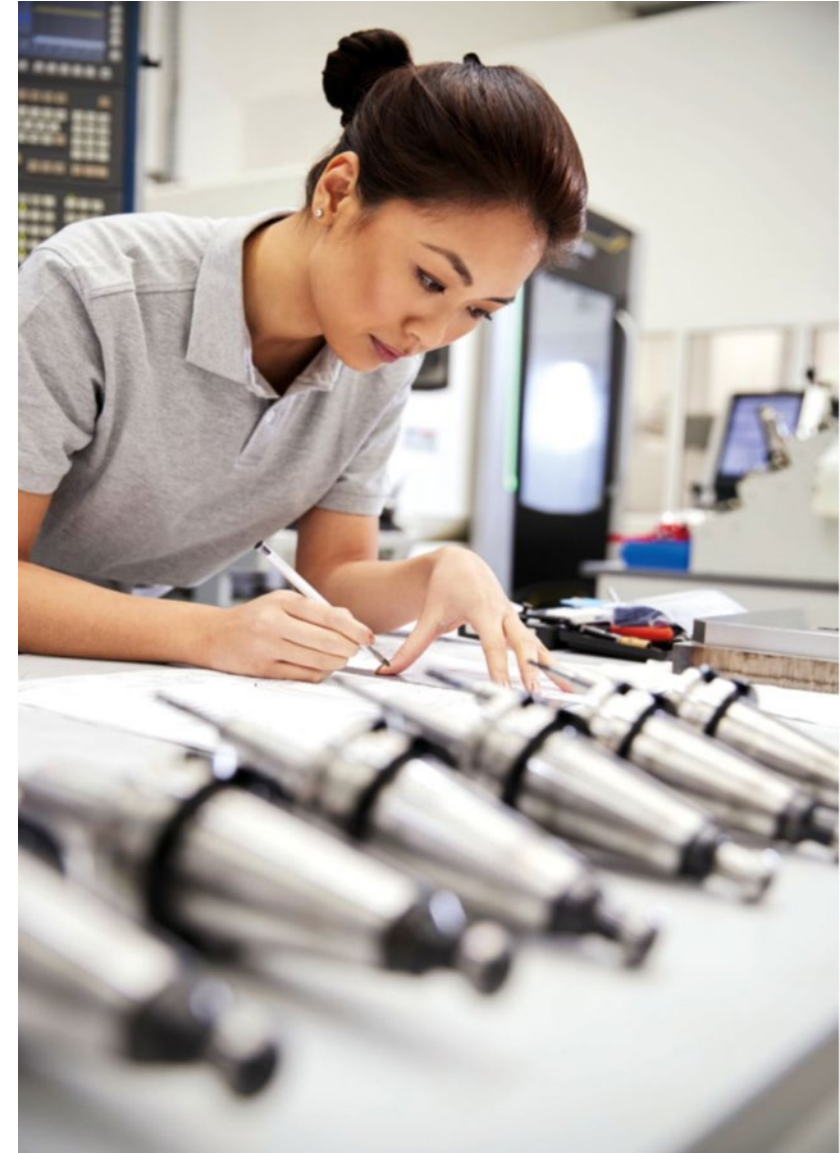
- You will gain an understanding of the skills West of England employers are looking for
- You will gain knowledge of your own skills
- You will better understand how to develop and demonstrate your skills to employers



# What is a skill?

A skill is something that can be learnt and developed either through training and/or by experience.

Did you know there are different types of skills?



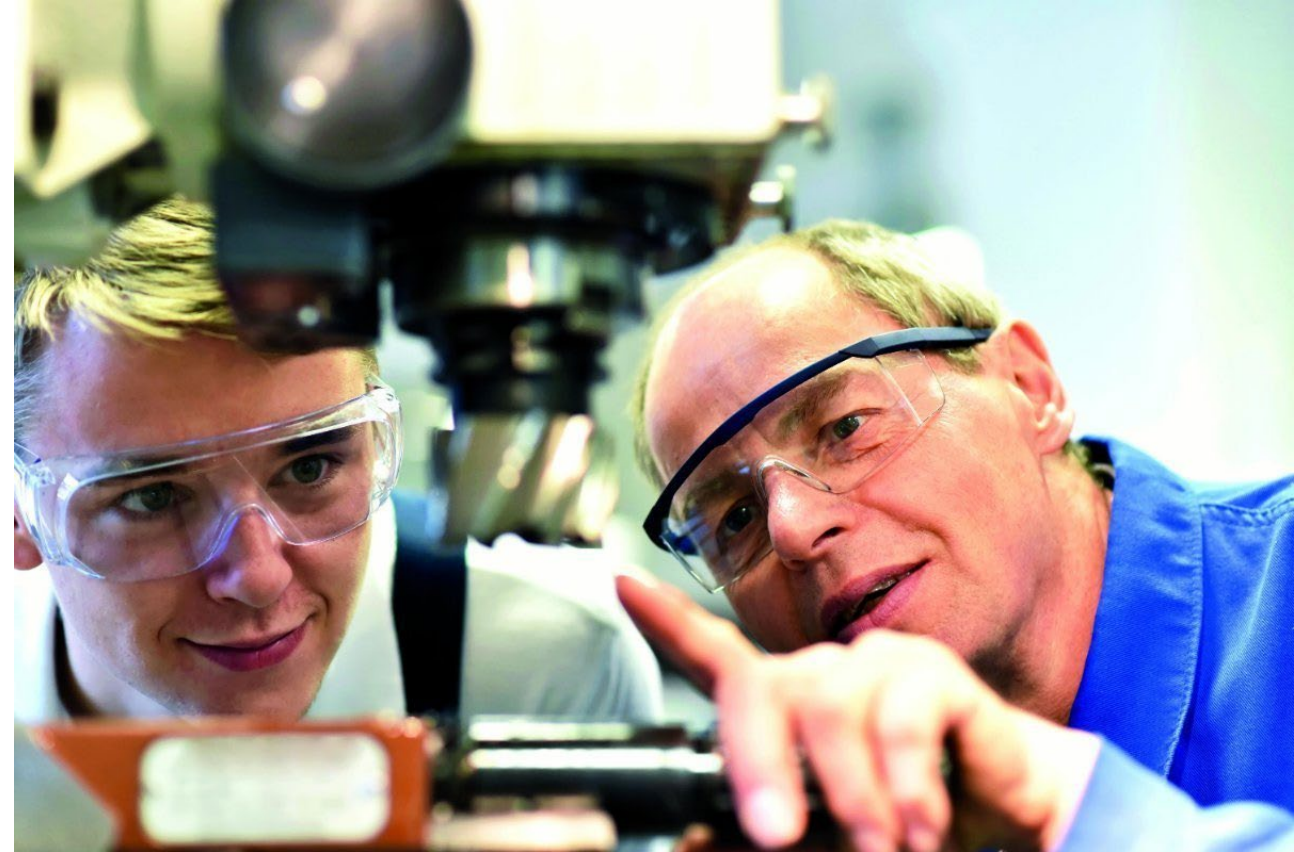


# What are hard skills?

Hard skills are skills that can be actively learned, measured and often proven through qualifications or by demonstrating them.

Typical hard skills that you may learn at school or college include a foreign language, typing techniques, and IT and software skills (e.g. MS Office).

We will now look at the demand for hard skills from West of England employers.



# Hard skills demand

- IT skills feature in the top 'hard skill' demands from job adverts. These skills are transferable and are useful in both the IT industry itself, as well as in other industries.
- Financial skills (accounting/ auditing) and healthcare related skills are also frequently demanded. Other business related skills are also frequently demanded, such as selling techniques and accounting.
- Healthcare skills also prominently feature, in both Nursing and Mental Health.
- The skills that feature most frequently align with the more resilient sectors to the COVID economic downturn. They were 'Information and Communication', 'Energy Production' and 'Finance and Insurance'. Skills demand in this current period is broadly similar to the last 3 years, apart from the drop in demand for sales skills.
- Note: Web-scraping data (EMSI) gives us an indication of skills demand from job adverts. Given that jobs with higher turnover (for example, hospitality) recruit more often due to churn in roles, this should be treated indicatively only.

## Most Frequently Sought Hard Skills in Job Adverts

Skill	Frequency in Postings	Postings with Skill (Jul 2020 - September 2020)*
Auditing	4%	11,267
Business Development	3%	10,215
Accounting	3%	9,794
Agile Methodology	3%	9,597
Key Performance Indicators (KPIs)	3%	7,957
Nursing	3%	7,414
Warehousing	2%	6,799
Selling Techniques	2%	6,470
Mental Health	2%	6,335
JavaScript (Programming Language)	2%	6,243

# Exercise 1: What are your hard skills?

## Most Frequently Sought Hard Skills in Job Adverts

Skill	Frequency in Postings	Postings with Skill (May 2020 - Jul 2020)*
Auditing	4%	2,488
Agile Software Development	4%	2,220
Business Development	4%	2,200
Nursing	3%	2,053
Accounting	3%	1,820
Mental Health	3%	1,788
Welfare	3%	1,616
Key Performance Indicators (KPIs)	2%	1,511
JavaScript (Programming Language)	2%	1,484
Warehousing	2%	1,376

\* Out of a total of 61,200 postings

- Languages
- Qualifications
  - Maths/English
  - DoE?
- Software skills
  - What software packages are you proficient / confident using. Employers will use MS Office and software skills are needed in a wide variety of jobs
- Programming skills

# What are soft skills?

Soft skills are general attributes that aren't specific to a job or industry.

They're usually self-developed, meaning no training is needed to build them and can include communication skills and problem solving skills for example.

We will now look at the demand for soft skills from West of England employers.





# Demand for soft and employability skills

- "Soft" and general employability skills are frequently required in vacancies. This highlights their importance for those out of work.
- Communication and management skills are the two most frequently required soft skills within job postings.
- Sales is 3<sup>rd</sup>, with a 11% frequency in postings. This could also reflect high turnover than sales roles experience.
- *Note: Web-scraping data (EMSI) gives us an indication of skills demand from job adverts. Given that jobs with higher turnover (for example, hospitality) recruit more often due to churn in roles, this should be treated indicatively only.*

## Most Frequently Sought Soft Skills in Job Adverts

Skill	Frequency in Postings	Postings with Skill (Jul 2020 - September 2020)*
Communications	24%	71,124
Management	18%	53,394
Sales	11%	33,435
Customer Service	11%	31,909
Enthusiasm	9%	27,071
Planning	7%	20,912
Innovation	7%	19,571
Detail Oriented	6%	18,861
Leadership	6%	18,244
Teaching total of 292,003 postings	5%	15,967

# Exercise 2: What are your soft skills?

## Most Frequently Sought Soft Skills in Job Adverts

Skill	Frequency in Postings	Postings with Skill (May 2020 - Jul 2020)*
Communications	24%	14,665
Management	19%	11,676
Sales	9%	5,505
Enthusiasm	9%	5,497
Customer Service	9%	5,376
Innovation	7%	4,403
Leadership	7%	4,377
Teaching	7%	4,006
Detail Oriented	6%	3,516
Operations	5%	2,769

\* Out of a total of 61,200 postings

- **Communication skills**
  - Do you listen, ask questions, confident in introducing yourself to new people and talking about yourself?
- **Team working skills**
  - Have you worked as part of a team or group?
- **Organisational skills**
  - Do you plan your work, hand assignments in on time and are you punctual?
- **Problem solving and analysis**
  - Do you look at a problem then plan how to solve it?
  - Do you review information and your decisions, consult with others as part of your plan?
- **Creativity**
  - Are you able to think of your own ideas and do you think of ways to improve something and explaining why?

# What are transferable skills?

Transferable skills, also known as “portable skills,” are qualities that can be transferred from one job to another.

Many soft skills are also transferable skills.

We will now look at the demand for transferable skills from West of England employers.





# Transferable and commonly sought skills?

From the evidence available, demand appears to be strong for individuals with technology skills, as well as skills in healthcare, and business.

Many more traditional, more vocational roles also experience demand, such as those in healthcare, teaching assistants and education professionals and carers. Key areas of high-demand skills include:

- (1) **STEM subjects** - these are the basis of many technological jobs.
- (2) **Digital/technology skills** - these are applicable both within the important and resilient IT, creative and digital sectors, as well as in a variety of other jobs such as finance and investment roles.
- (3) **Business skills** - business related skills such as sales and management are applicable across industry and see consistent demand.
- (4) **Specific vocations** - training for specific jobs currently in demand (based on evidence), for example warehouse operatives and HGV drivers, care workers, teachers and nurses.



## Exercise 3: Demonstrating your soft skills to employers

In an interview you will be asked questions to demonstrate your soft skills. You can use the STAR model to ensure you answer the question fully and use examples to demonstrate that you have had experience relevant to the question.

**S**ituation - Describe what was happening and where.

**T**ask - Explain what you were doing

**A**ctions - Describe what actions you took and the skills you used

**R**esult - Describe the outcome and what you achieved

**Example - Organisational skills**

As part of my subjects at school I am set assignments with deadlines. I plan my work and work on the ones that need to be handed in first and ensure I have time to re-read the assignment before handing it in. I have always handed in work on time.

**For each soft skill on the right, write your own example to demonstrate each one.**

### Soft Skills

- Communication skills
- Team working skills
- Organisational skills
- Problem solving and analysis
- Creativity

# What have we learnt today?

- We looked at the different types of skills and the skills employers look for in their job adverts
- We also looked at your own skills, hard and soft/transferable, and how you can demonstrate those skills at an interview using the STAR method



# Recap Quiz



## Quiz Q1:

What is a hard skill and can you give an example ?

## Quiz Q2:

Why is it important we look at West of England LMI for the skills employers in our region are looking for?



## Quiz Q3:

Can you name a transferable skill that West of England LMI tells us employers are looking for?

# Next steps

Visit the West of England  
Combined Authority website to  
access and download the latest  
Labour Market Information for  
our region here

<https://www.westofengland-ca.gov.uk/regional-insights/>



# Next steps

Continue to develop your skills through getting involved with activities both in and outside of school/college

When applying for a job, look at the soft skills the employer is looking for and think of the different examples you have to demonstrate your skills

Visit the National Careers Service and complete a [\*\*SKILLS HEALTH CHECK\*\*](#) for more information on skills





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# Contact us

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# Labour Market Information: West of England

which covers Bath and North East Somerset, South Gloucestershire, North Somerset, and Bristol.



46,000  
Businesses



627,000  
People

## Sectors

1. Retail 14%
2. Health 14%
3. Education 9%
4. Scientific Services 9%
5. Administration 8%
6. Transport and Storage 8%
7. Government 6%
8. Manufacturing 6%
9. Construction 5%
10. IT 5%

Apprenticeships had dipped because of the pandemic. But, since March 2021, there has been a spike in opportunities.

## Recruitment

**Top occupations:**  
Programmer/Software Development  
Nurse  
Care Worker  
Managers  
Sales



**Entry level :**  
Construction  
Catering  
Retail  
Nursing  
Cleaners

**Graduate level:**  
Biological Scientists  
Business and Financial  
Electrical Engineers  
Sales  
Mechanical Engineers



**Top skills:**  
Teamwork  
Collaboration  
Software Engineering  
Budgeting

- Cyber Security
- Analytics
- Games and Animation
- Networking and Cloud Infrastructure
- Programming and Software Development



**Growth areas:**  
Software/IT/Digital  
Engineering  
Creative  
Construction  
Health and Social care  
Professional Services  
Business and Public  
Service Professionals  
Low-carbon Economy

For more information visit:

The  
WECA  
website