Define Your Career

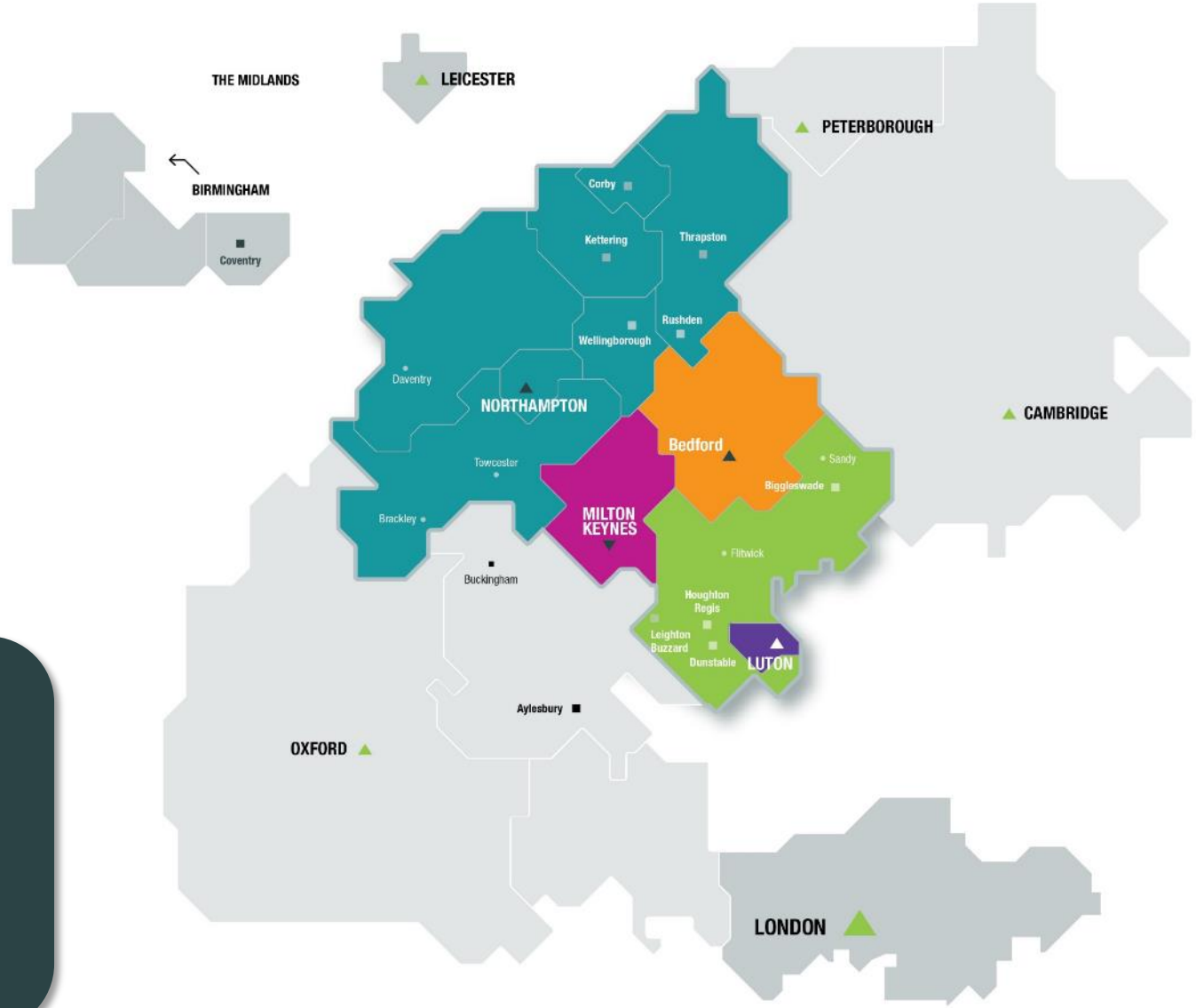
Digital

14 April 2021

SEMLEP
South East Midlands
Local Enterprise Partnership

South East Midlands

- Bedfordshire
- Luton
- Milton Keynes
- Northamptonshire



886,000 people in employment

160,000 job postings (vacancies) per year

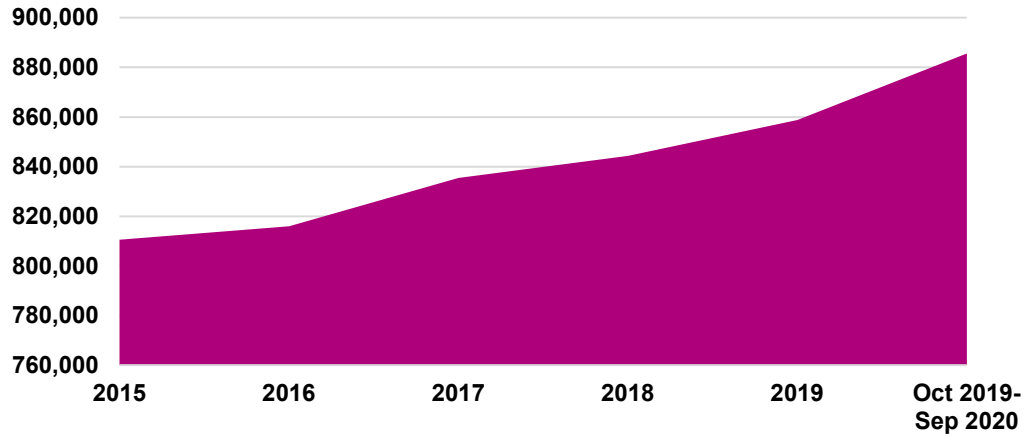
All information is taken from Labour Insight (Burning Glass Technologies) and the Office of National Statistics, Annual Population Survey

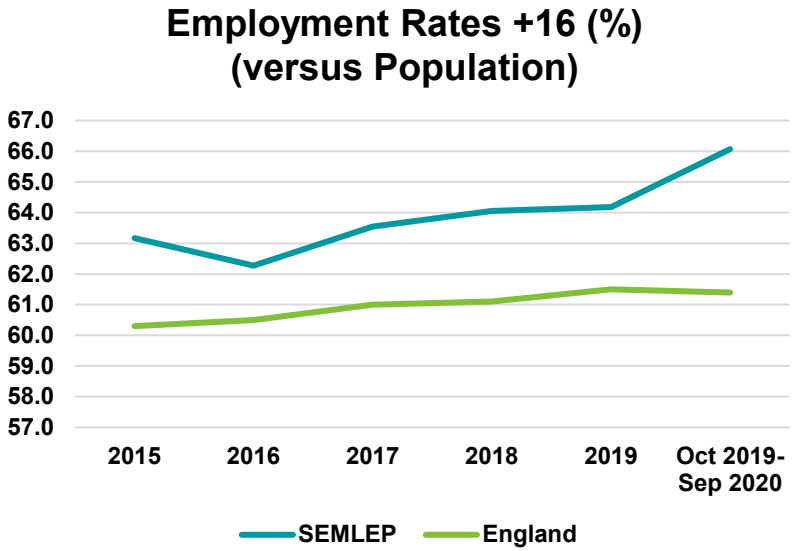
The Labour Market

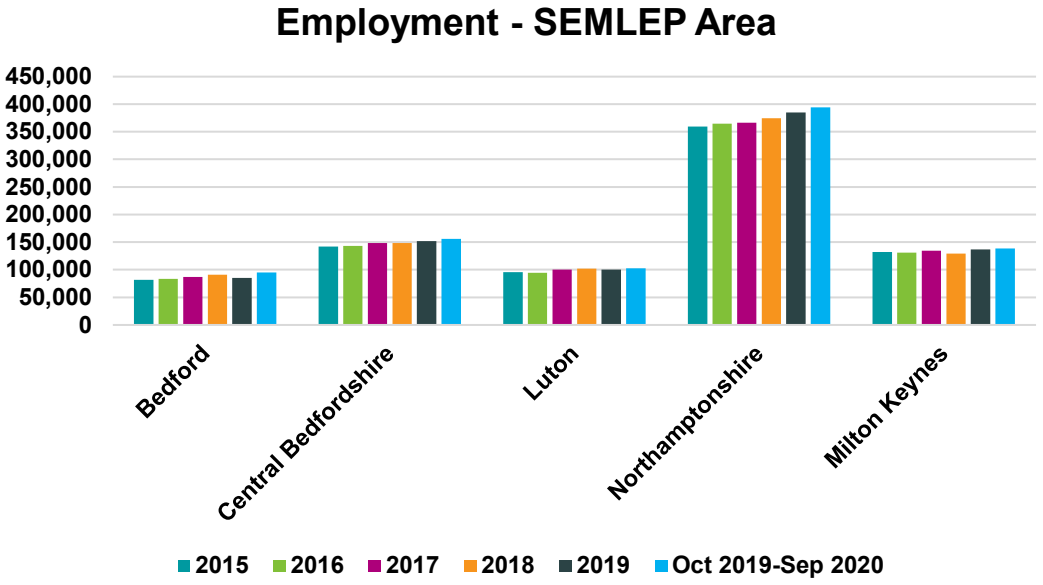
Growing people

Growing business

Growing places







More jobs than working age population in Milton Keynes and Northampton

High levels of employment

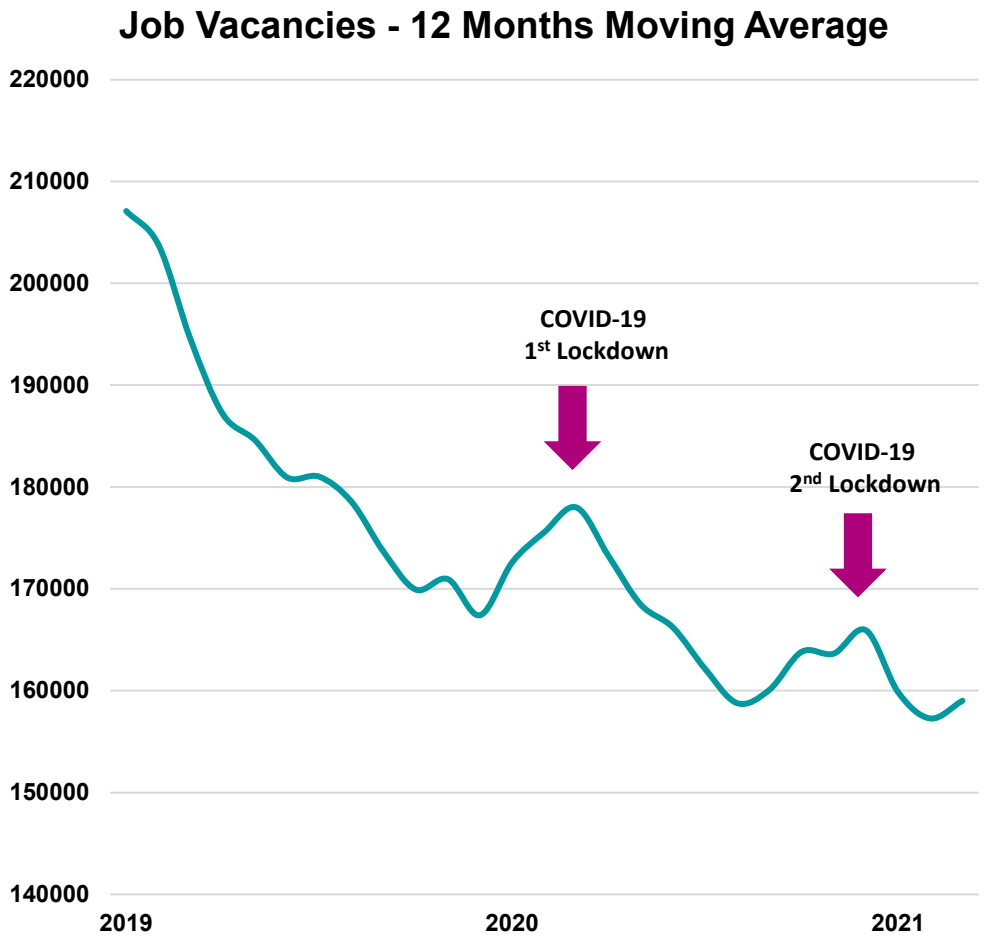
Source: ONS,Annual population survey, ONS/ONS Job Density

Growing people

Growing business

Growing places

Job Vacancy Trends



- Most employers advertise on websites, social media and through word of mouth
- There has been a decline in line with the national picture for over two years until the beginning of 2020 where we started to see a consistent increase
- COVID-19 stalled this growth but there are now signs of an small increase again
- Currently, job vacancies are at 73% of what they were before COVID-19
- Some sectors are proving more resilient than others

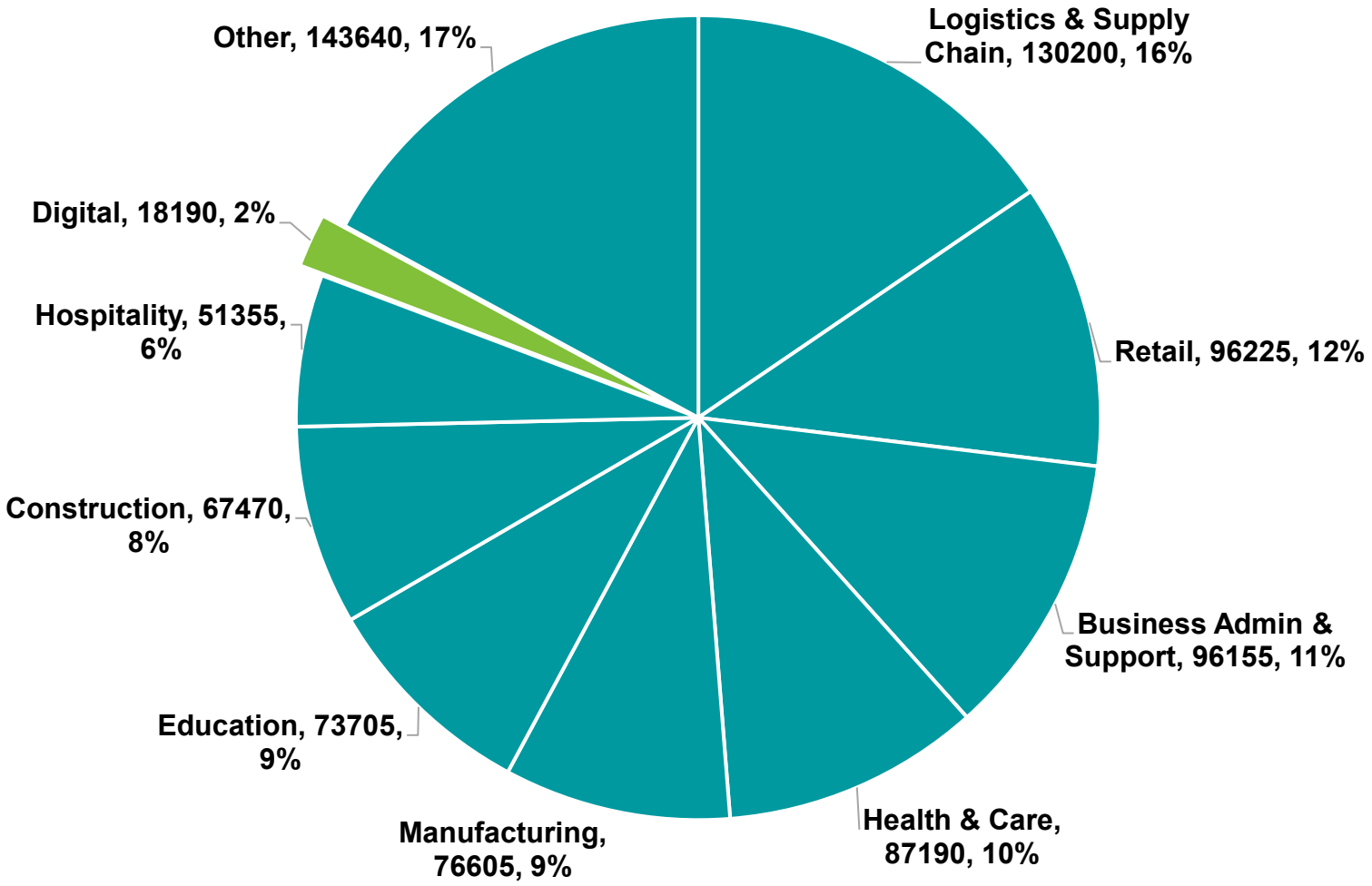
Source: Labour Insight (Burning Glass Technologies)

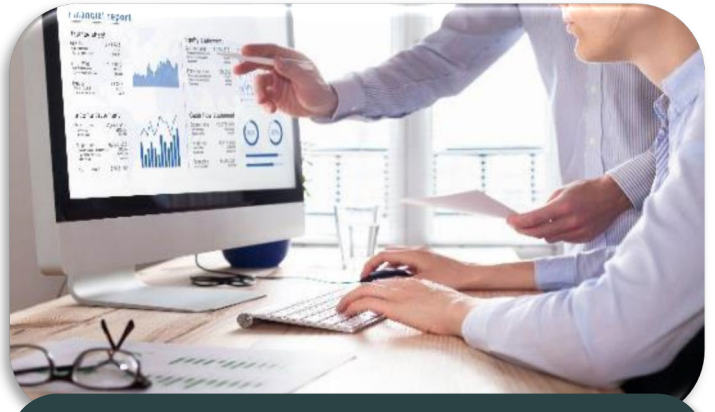
Specialist Digital Skills

Relate to specific digital jobs and are generally higher level than general digital skills and includes:

- **Programming** - Software development through use of programming languages such as Java, SQL, C# and Python.
- **Development and Information Technology Operations (DevOps)** - A set of practices that joins the processes between software development and teams of users, in order that software can be built, tested and released faster and more reliably.
- **Hardware/Infrastructure support** – set up, maintenance and management of systems and networks.
- **Data analysis** – includes use of Big Data and data science with tools such as R or Stata.
- **Digital design** – features disciplines including graphic design, online advertising and digital production.
- **Customer Relationship Management (CRM)** – software using data aimed at improving the interaction with customers/clients. Commonly used software includes Salesforce and Microsoft Dynamics.
- **Digital marketing** – use of social media platforms and analytical tools such as Google Analytics
- **Manufacturing technology** – Computer-Aided Design (CAD) and Computer Numerical Control (CNC) programming software used in design, production and machining.
- **Cyber security** – Software, processes and systems for the protection of internet connected systems (hardware, software, data) from attack. Comprises specialised programming and computer/network support.

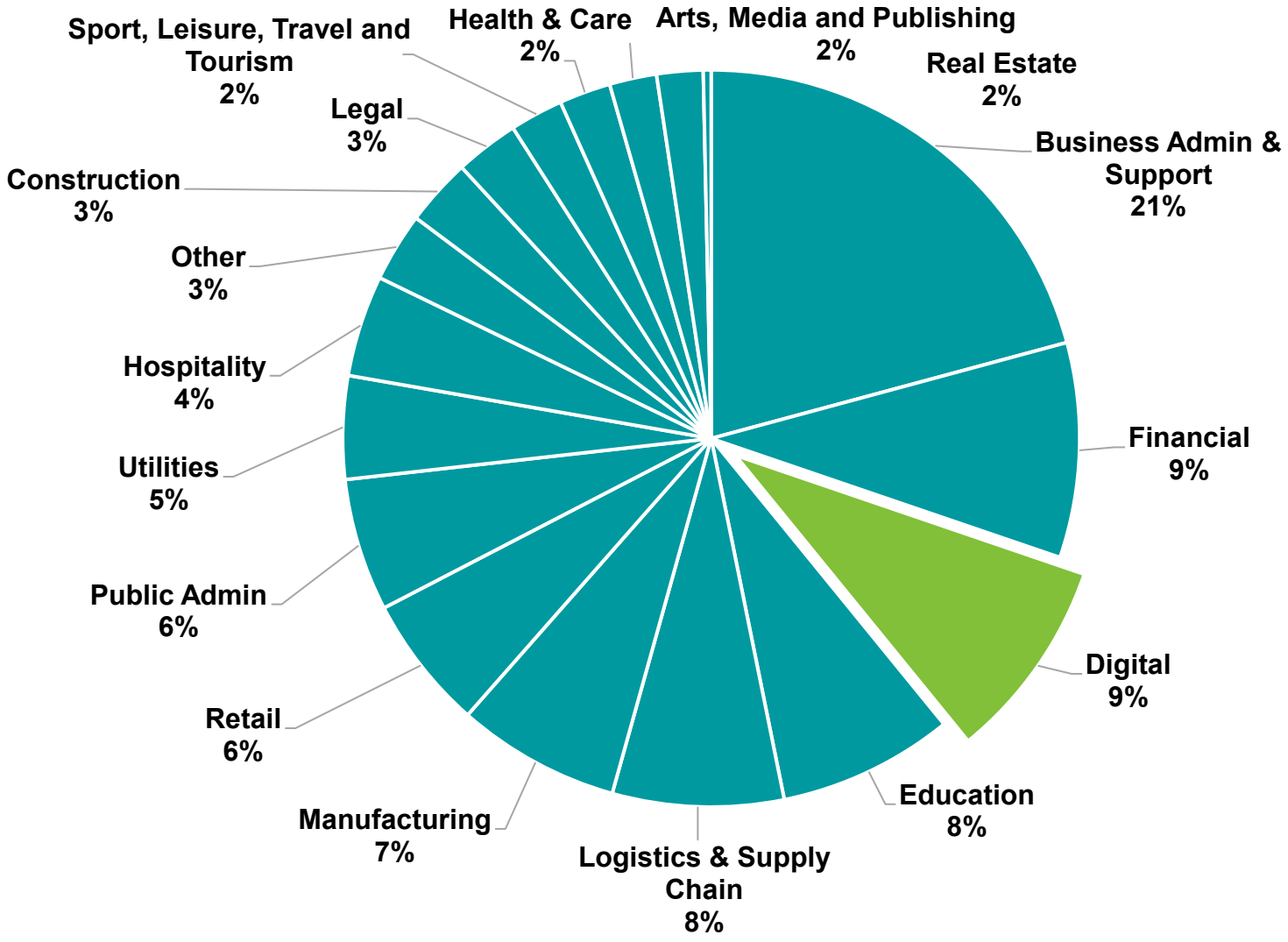
Employment by Sector



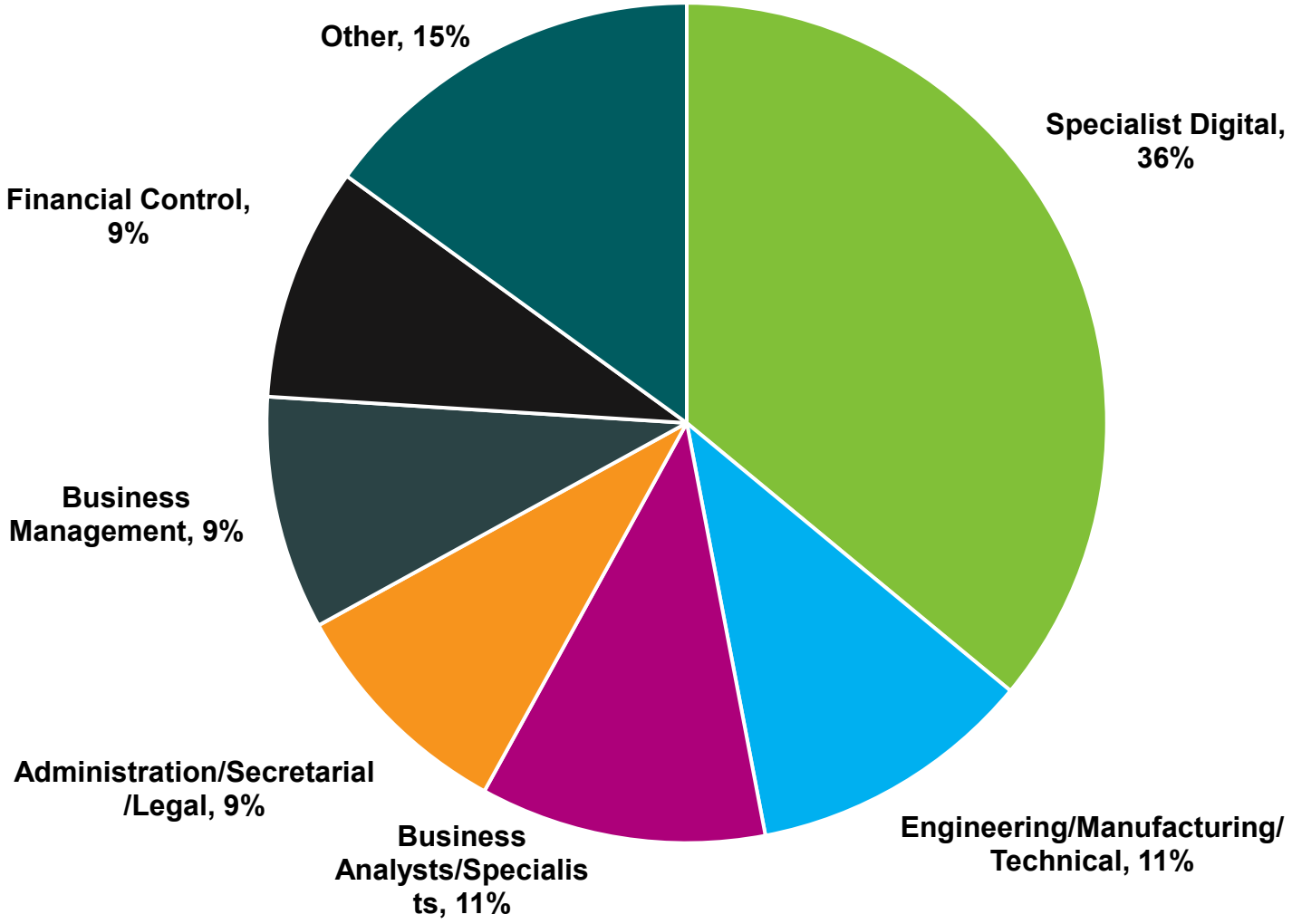


10% of job vacancies in 2020 were for digital roles

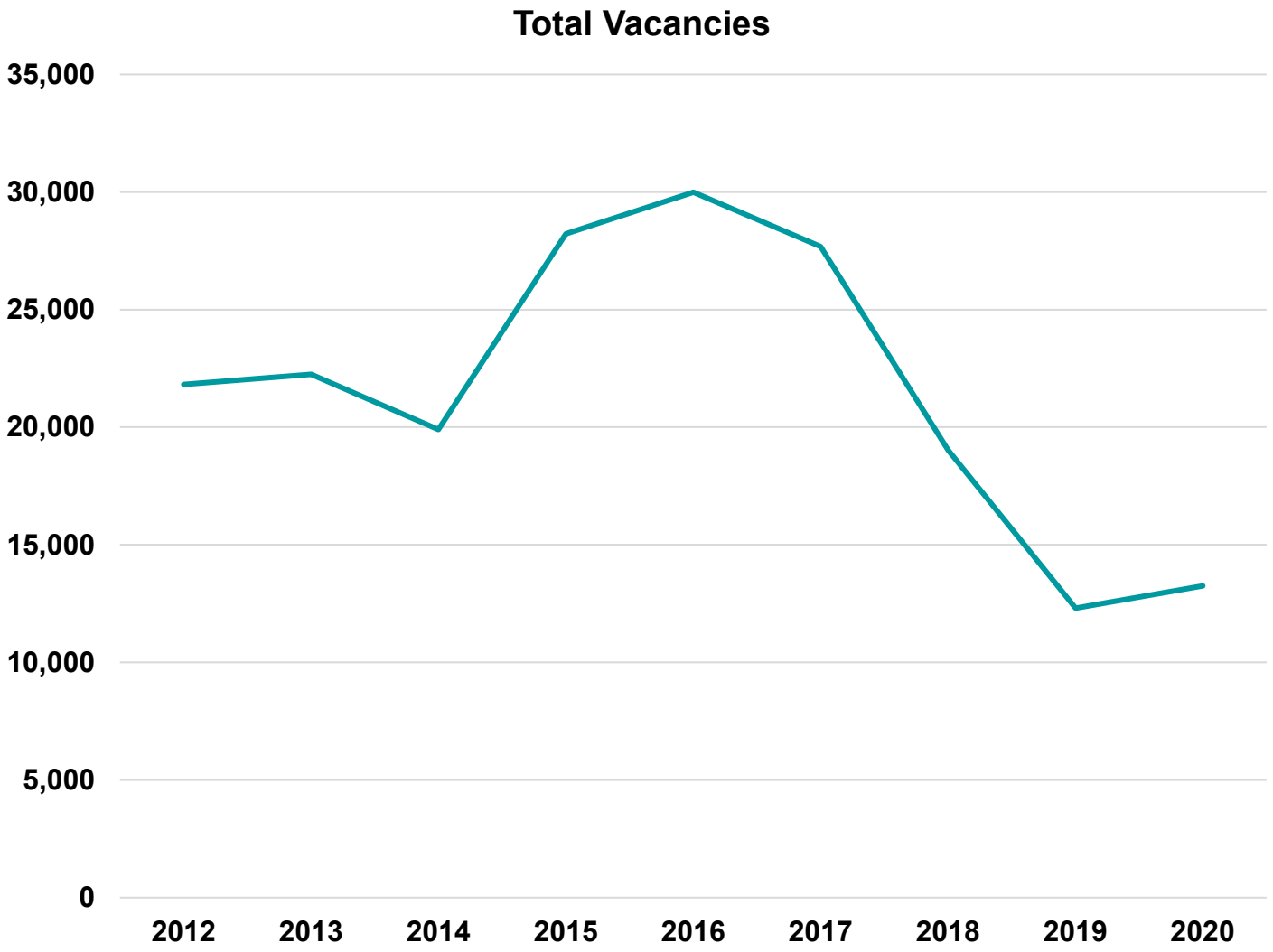
Vacancies by Occupational Group



Vacancies by Sector



Job Vacancies – Digital

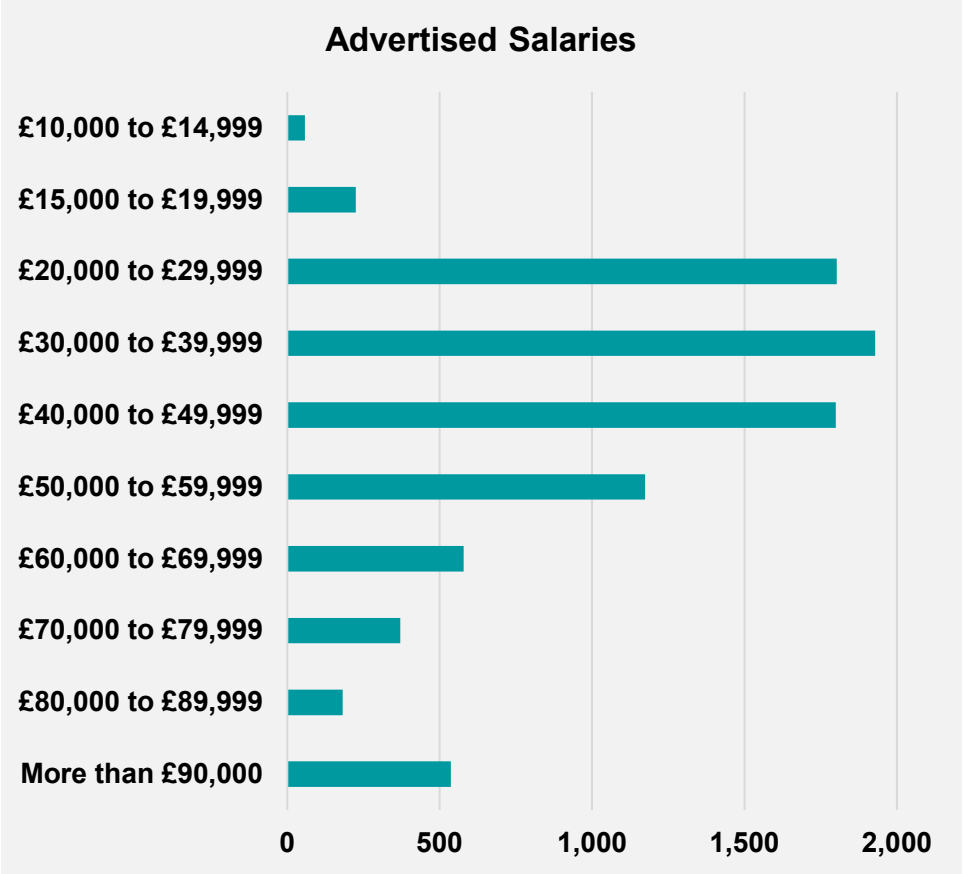


Positive factors

- Increasing need
- Technology/Networks
- High tech industries
- Green Economy
- Transferable

Job Vacancies – Digital

Rank	Occupation	Vacancies
1	Software Developer / Engineer	4,135
2	Computer Support Specialist	1,453
3	Data / Data Mining Analyst	1,149
4	Computer Systems Engineer / Architect	1,008
5	Web Developer	907
6	IT Project Manager	607
7	Information Security Engineer / Analyst	585
8	Systems Analyst	522
9	Software QA Engineer / Tester	447
10	Computer Programmer	319
11	Database Administrator	316
12	Network / Systems Support Specialist	298
13	Network / Systems Administrator	298
14	Chief Information Officer / Director of Information Technology	254
15	Network Engineer / Architect	220
16	Graphic Designer / Desktop Publisher	185
17	Database Architect	152



Job Vacancies – Employability Skills

Core Competencies	
1	Communication Skills
2	Teamwork / Collaboration
3	Problem Solving
4	Planning
5	Troubleshooting
6	Creativity
7	Writing
8	Detail-Orientated
9	Microsoft Excel
10	Organisational Skills

Specialist Skills	
1	IT Support
2	Software Engineering
3	Technical Support
4	Project Management
5	Customer Service
6	DevOps
7	Web Development
8	Budgeting
9	Stakeholder Management
10	IT Industry Knowledge

Digital Skills	
1	SQL
2	Software Development
3	JavaScript
4	Microsoft C#
5	.NET
6	Java
7	LINUX
8	SQL Server
9	Scrum
10	Microsoft Azure
11	Oracle
12	Python
13	Git
14	Hypertext Preprocessor (PHP)
15	Active Server Pages (ASP)
16	ASP.NET
17	MySQL
18	C++
19	Windows Server
20	HTML5

Job Vacancies – Employability Skills

There are other skills that demand is growing rapidly:

- DevOps - Kubernetes, Spring Boot, Docker Software
- Hardware/Infrastructure Support - Threat Intelligence, Chief Infrastructure Automation
- Data Analysis - Deep Learning, Pandas, Pipeline (Computing)
- Digital Design - Videography, Adobe Premiere, Video Editing
- Data Marketing - Adobe Analytics, Salesforce Marketing, HubSpot
- CRM - Salesforce
- Manufacturing Technology - CANape, Mastercam, Civil 3D, STEP7 PLC
- Cyber security - integration with Computer/Network Support roles

Great places to explore the opportunities

- icould - videos from people in digital jobs and careers information https://icould.com/explore/categories/job-types/digital-and-tech/
- Prospects – information technology careers information on jobs, work experience and pathways https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/information-technology
- Youth Employment Careers and pathways into digital https://www.youthemployment.org.uk/careers-hub-sector/digital/
- National Careers Service https://nationalcareers.service.gov.uk/explore-careers
- Local further education colleges, Institute of Technology and universities

Growing people

Growing business

Growing places

More information at

www.semlep.com/school-labour-market-information/

#DefineYourCareer