National Careers Service
Helping you take the next step

Stoke-on-Trent and Staffordshire

Labour Market Report

April 2019

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LABOUR MARKET INFORMATION

Prospects has acquired the license for a Labour Market Information (LMI) tool called Labour Insight. This provides real time LMI, which uses up to 40,000 sources to extract data. The information provided enables you to prioritise the skills that are in greatest demand locally, regionally or nationally. It also enables you to identify emerging sectors and occupations.

The tool has enabled us to produce reports, which will support your information, advice and guidance sessions with customers across individual LEP areas with comparable data for the West Midlands.

Individual Labour Insights reports have been produced for the following LEP areas.

- Birmingham and Solihull
- Coventry and Warwickshire
- Worcestershire
- The Marches
- Black Country
- Stoke and Staffordshire

This report demonstrates some key Labour Market Information facts within Stoke-on-Trent and Staffordshire LEP area.

The data provided in these reports cover a snapshot of a period of time and include:

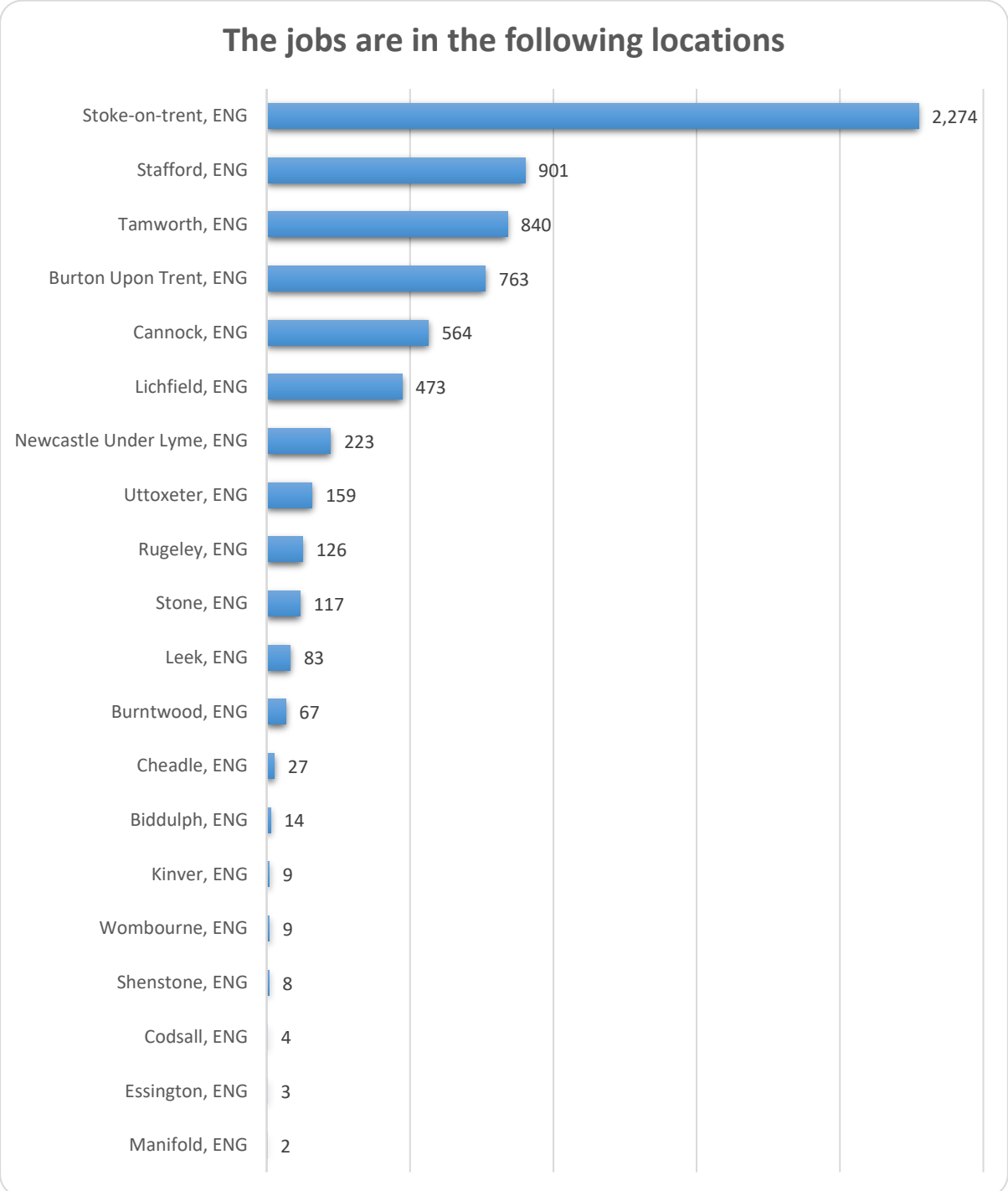
- **Key employers who are recruiting in the area.**
- **Top skills required for the job postings including both soft and hard skills.**
- **Top industry sectors recruiting.**
- **Breakdown of the top job titles employers are recruiting for within the LEP area.**

The data is based on vacancies posted across thousands of online job boards, employer sites, public agencies, newspapers etc.

Stoke-on-Trent and Staffordshire LEP
April 2019

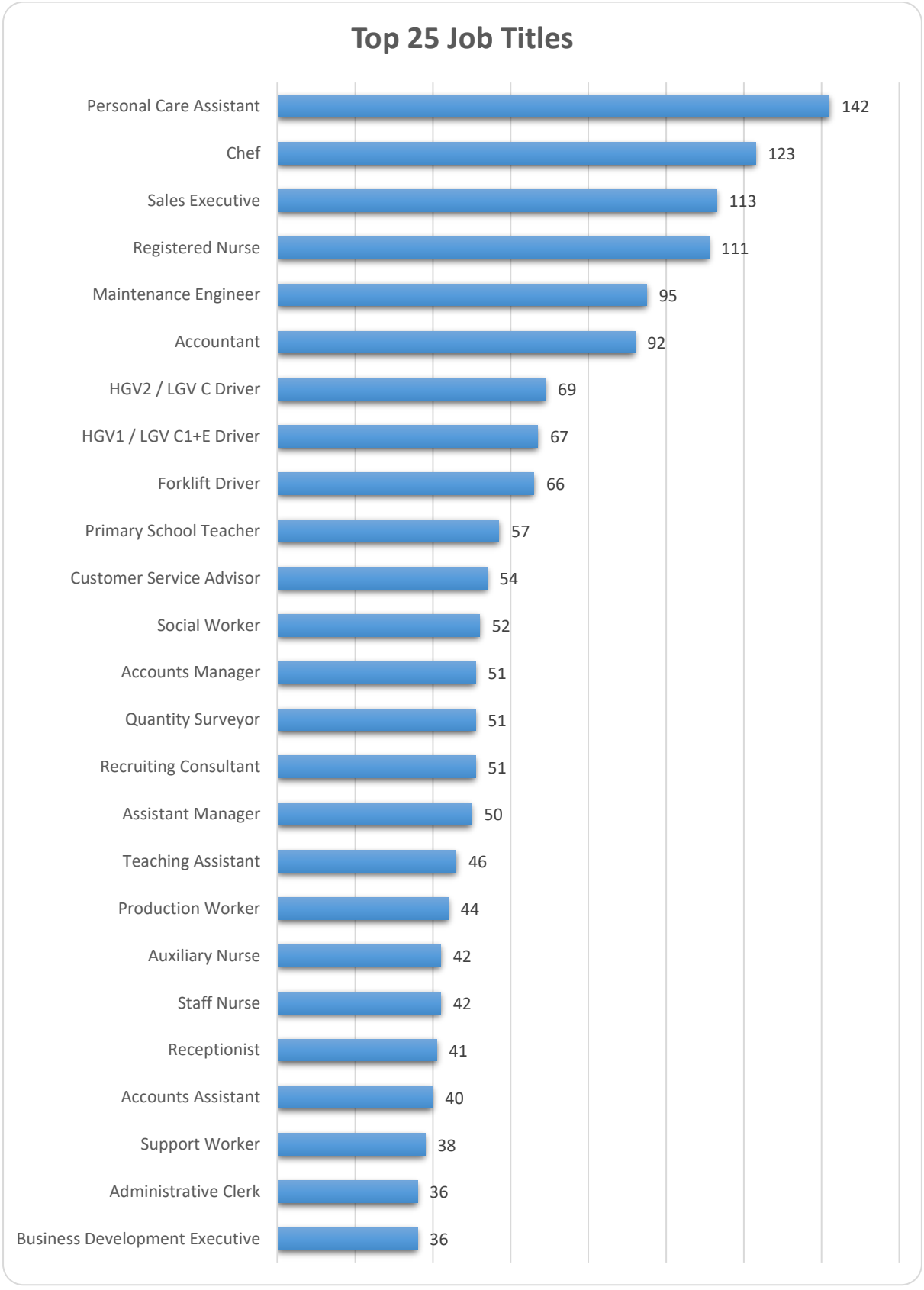
Which areas had the most job vacancies in the Stoke-on-Trent and Staffordshire LEP area?

There were 8,058 job postings within Stoke-on-Trent and Staffordshire LEP area, but 1,392 did not specify a location and are not included in the figures below.



Source: Labour Insight Jobs (Burning Glass Technologies)

Which job titles were advertised the most?

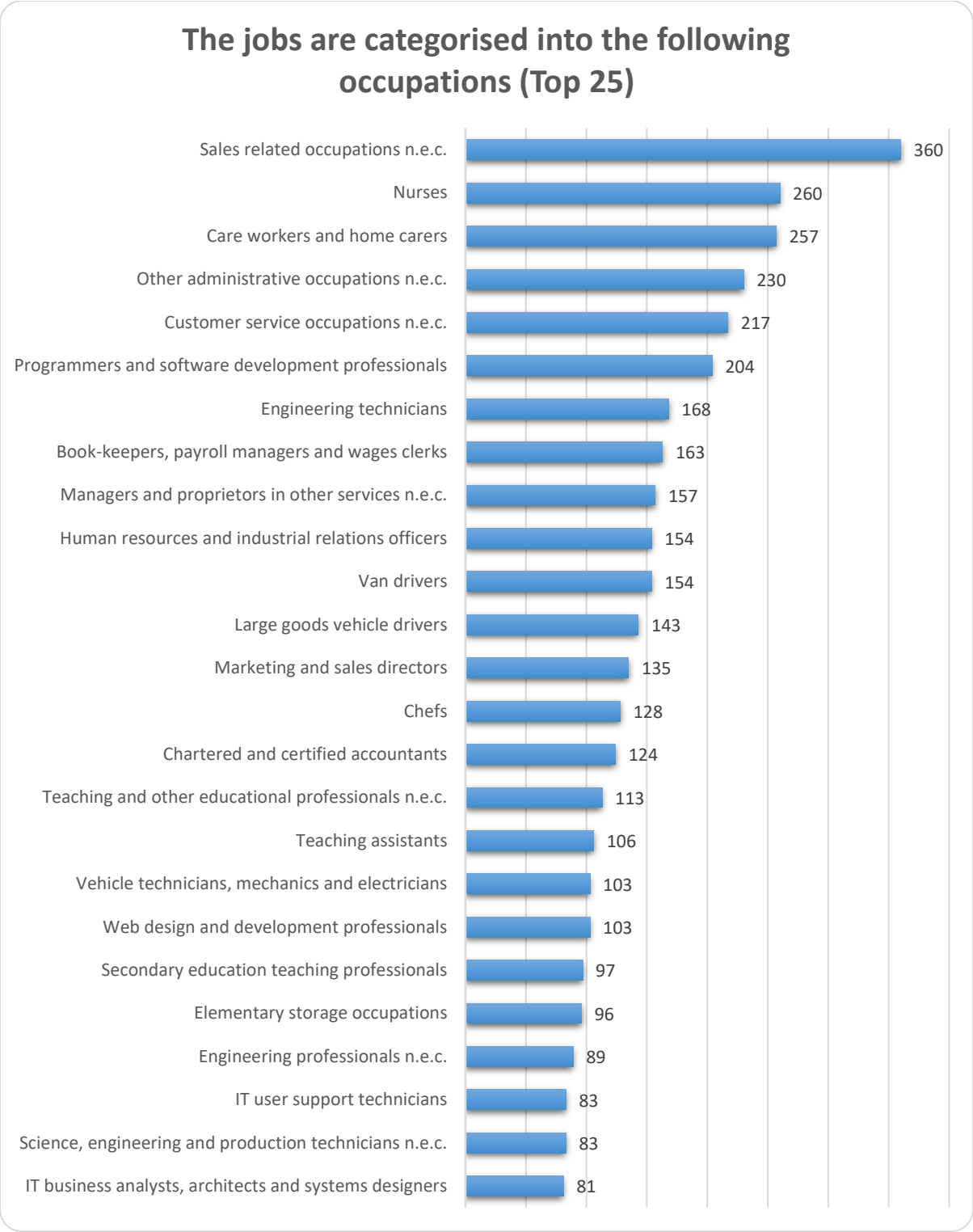


Source: Labour Insight Jobs (Burning Glass Technologies)

Which occupations had the most vacancies?

There were 8,058 job postings within the Stoke-on-Trent and Staffordshire LEP area, but 2 did not specify an occupation and are not included in the figures below.

'n.e.c' stands for 'not elsewhere classified' and refers to jobs that are not categorised in any other 4 digit SOC code.



Source: Labour Insight Jobs (Burning Glass Technologies)

Stoke-on-Trent and Staffordshire LEP
April 2019

The summary table below gives an overview by occupation and includes the number of job postings, mean advertised salary and the percentage of job postings which require specific education levels. There were 8,058 job postings, 2 of which did not specify an occupation and are therefore not included in the figures below. 'n.e.c.' stands for 'not elsewhere classified' and refers to jobs that are not categorised in any other 4-digit SOC code.

Summary Table by Occupation

Category:		Demand and Employment			Salary		Education level based on posting requirements (*excluding NA)							
Source:		Burning Glass		ONS Oct 2017-Sep 2018[1]	Burning Glass	ONS, 2017[2]	Burning Glass							
SOC Code	Occupation Title	Number of Job Postings	Risk of Automation	Number in employment (UK-wide)	Mean Advertised Salary	Mean Salary (UK-wide)	% Requiring Level 1 S/NVQs*	% Requiring GCSEs, Standard Grades, Level 2 S/NVQs*	% Requiring A-Levels, Highers, Level 3 S/NVQs*	% Requiring HNCs, Level 4 Certificates /Diplomas, Level 4 S/NVQs*	% Requiring Foundation Degrees, HNDs*	% Requiring Bachelor's Degrees, Graduate Certificates /Diplomas*	% Requiring Postgraduate Degrees, Level 5 Certificates/Diplomas, Level 5 S/NVQs*	% with Unspecified Education
7129	Sales related occupations n.e.c.	360	Medium Risk	59,200	£28,955	£20,301	0%	61%	11%	0%	0%	29%	0%	92%
2231	Nurses	260	Low Risk	628,700	£38,539	£26,793	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0%
6145	Care workers and home carers	257	Medium Risk	749,300	£20,294	£13,944	0%	58%	42%	0%	0%	0%	0%	79%
4159	Other administrative occupations n.e.c.	230	High Risk	802,500	£19,625	£17,453	0%	72%	21%	5%	0%	3%	0%	83%
7219	Customer service occupations n.e.c.	217	Medium Risk	312,900	£19,303	£17,029	0%	81%	0%	0%	0%	19%	0%	88%
2136	Programmers and software development professionals	204	Low Risk	336,200	£41,243	£43,834	0%	6%	0%	0%	6%	88%	0%	83%

Source: Labour Insight Jobs (Burning Glass Technologies)

3113	Engineering technicians	168	Low Risk	110,900	£30,149	£35,295	0%	47%	32%	11%	0%	11%	0%	72%
4122	Book-keepers, payroll managers and wages clerks	163	High Risk	423,700	£21,075	£21,640	0%	30%	40%	0%	20%	10%	0%	94%
1259	Managers and proprietors in other services n.e.c.	157	Low Risk	211,200	£39,000	£34,092	0%	29%	4%	4%	0%	63%	0%	85%
3562	Human resources and industrial relations officers	154	Low Risk	145,100	£25,086	£30,293	0%	20%	5%	0%	0%	75%	0%	87%

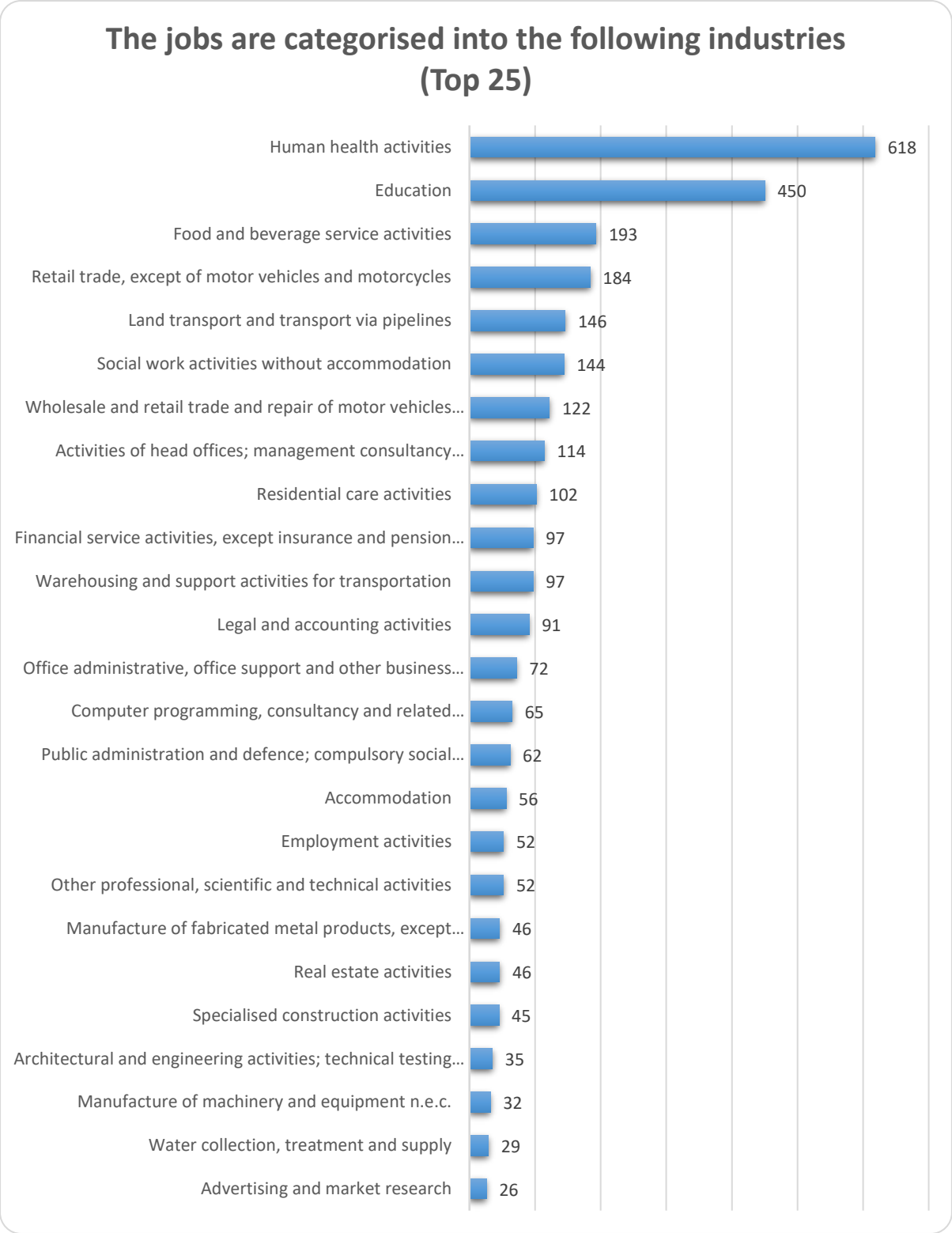
[1] Employment figures from NomisWeb - Report "Employment by Occupation", Oct 2017-Sep 2018: https://www.nomisweb.co.uk/

[2] Salary data from ASHE 2017 (revised) Table 14 - "Region by Occupation (4 digit SOC 2010)" - Table 14.7a "Annual pay - Gross", published Oct 2018: https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/occupation4digitsoc2010ashetable14

Source: Labour Insight Jobs (Burning Glass Technologies)

Who is hiring and in which industries?

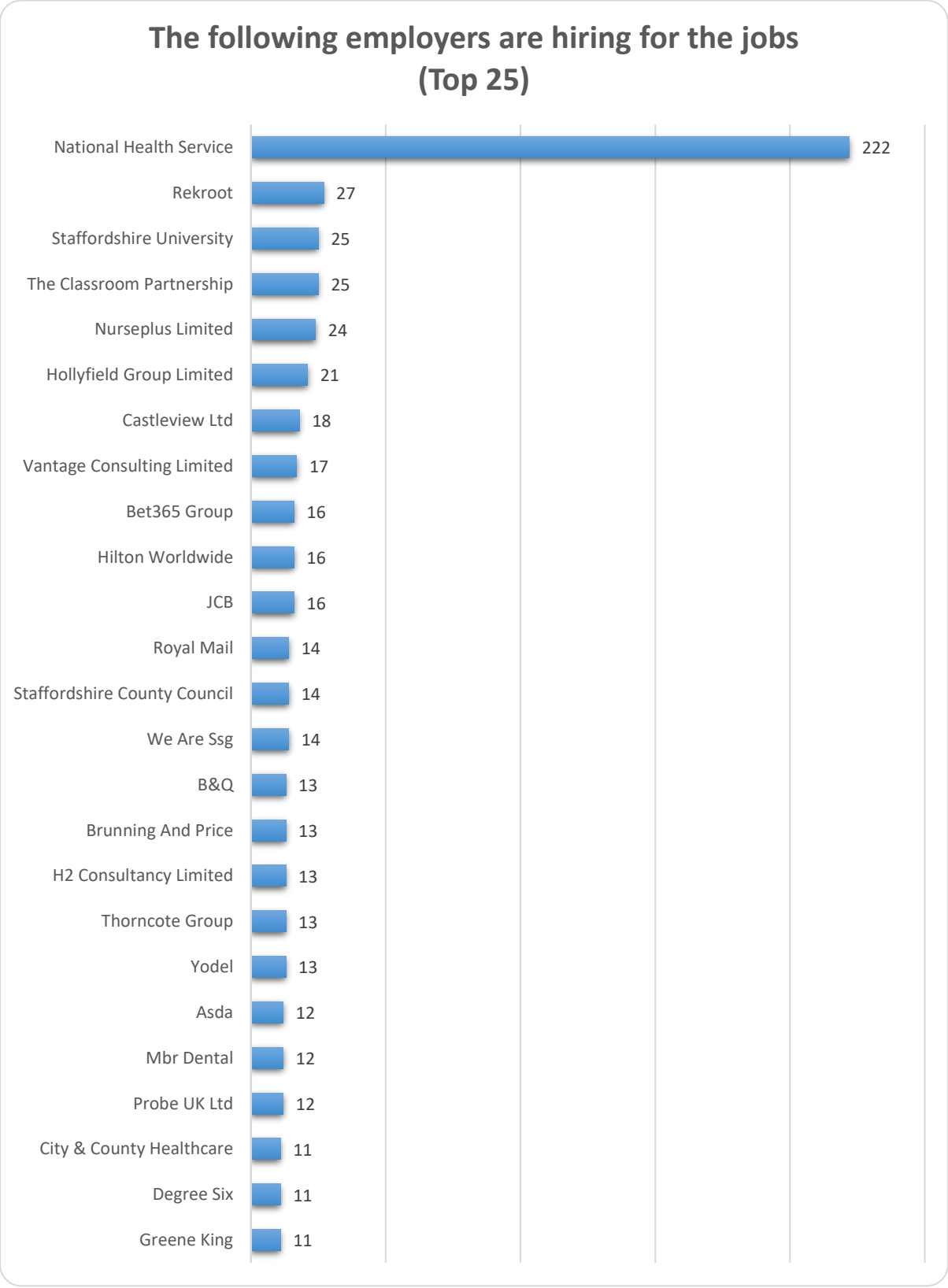
There are 8,058 job postings but 4,588 records have been excluded because they do not include an industry, therefore the chart below is based on 43% of job postings and may not be representative of the full sample.



Source: Labour Insight Jobs (Burning Glass Technologies)

Which employers are hiring?

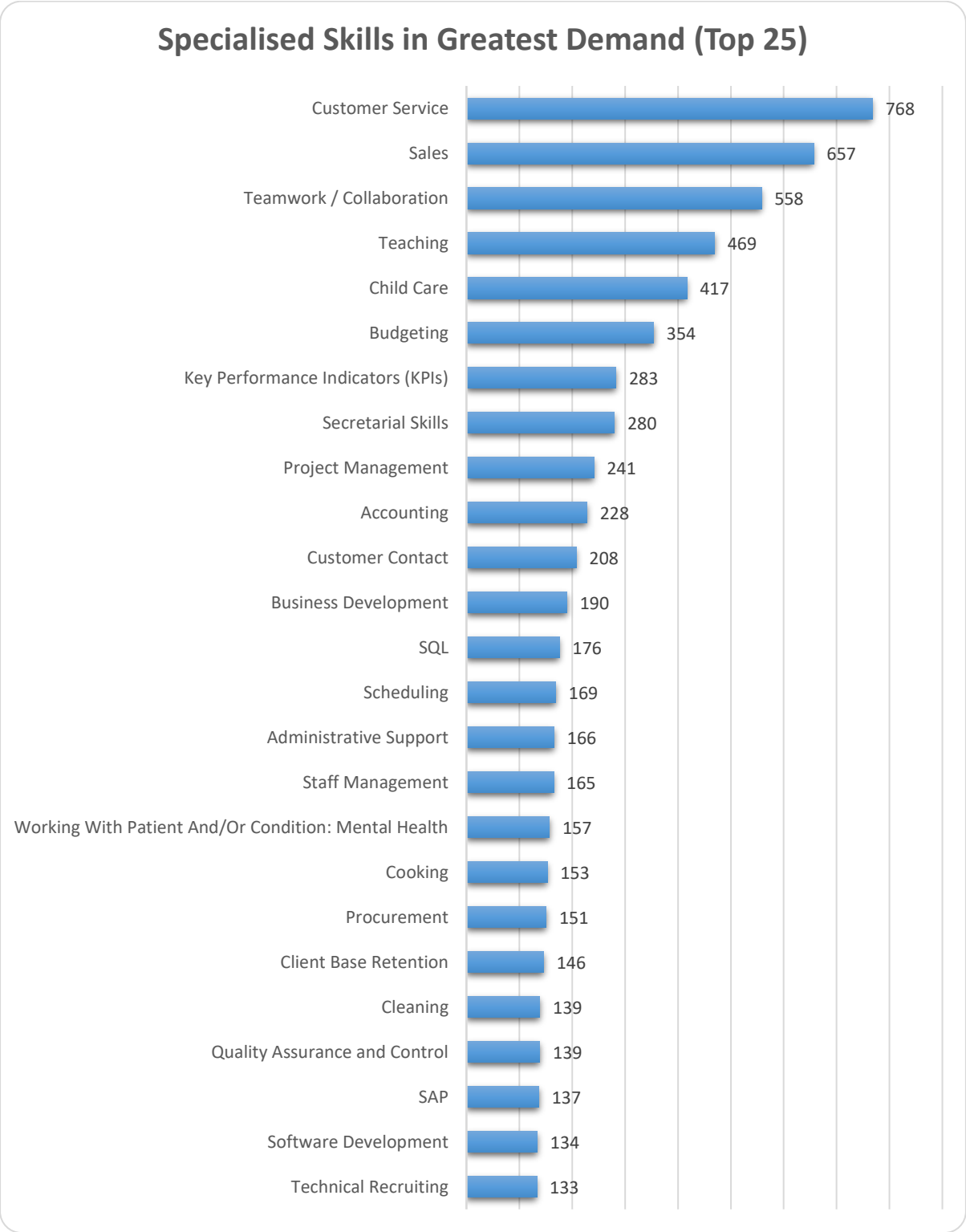
2,668 out of 8,058 job postings specified an employer.



Source: Labour Insight Jobs (Burning Glass Technologies)

What are the most frequently requested specialised skills for these jobs?

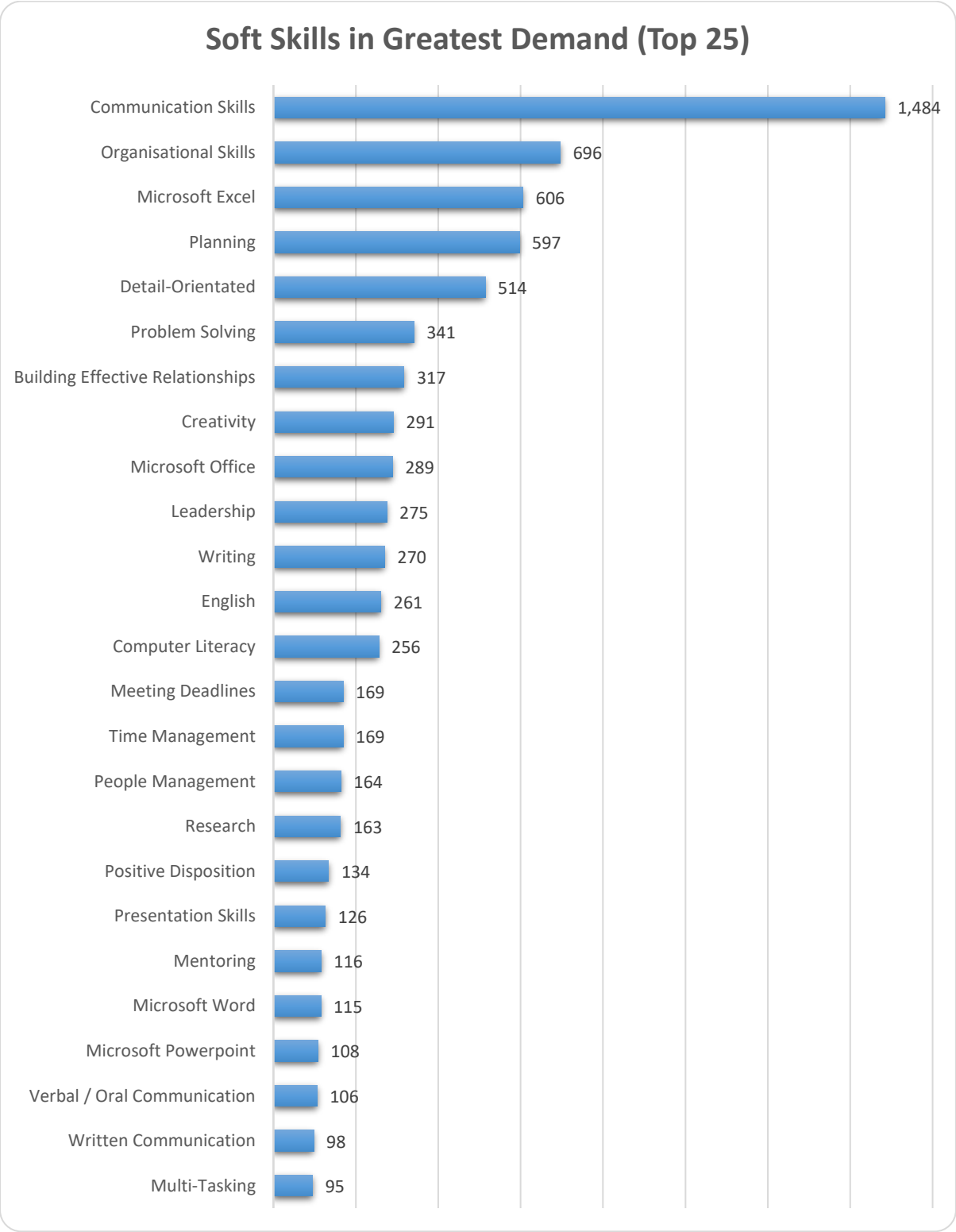
There were 8,058 job postings but 3,541 (44%) did not identify specific skills and are not included in the chart below, therefore this may not be representative of the full sample.



Source: Labour Insight Jobs (Burning Glass Technologies)

What are the most common soft skills required for these jobs?

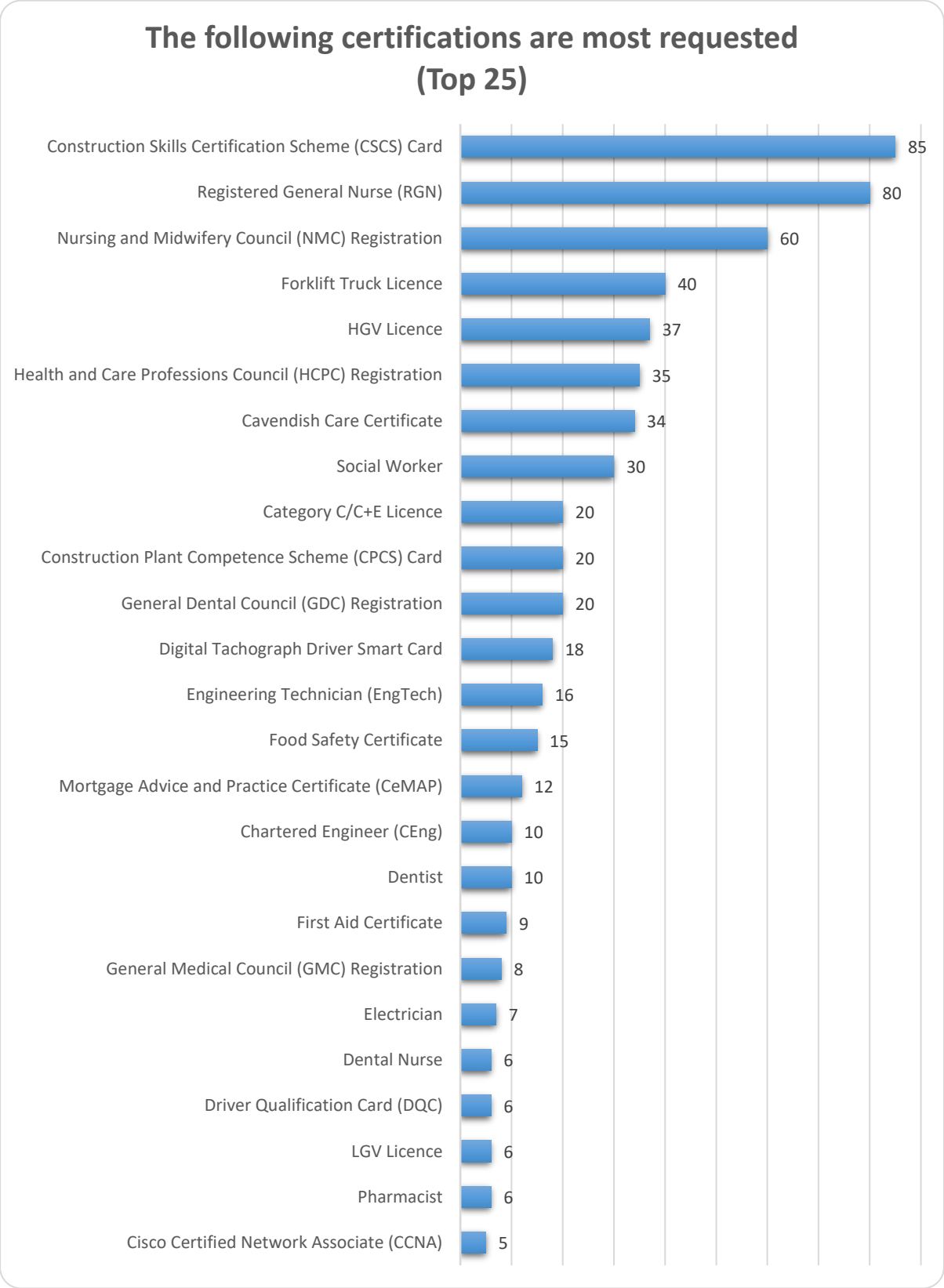
There were 8,058 job postings but 3,541 (44%) did not identify specific skills and are not included in the chart below, therefore this may not be representative of the full sample.



Source: Labour Insight Jobs (Burning Glass Technologies)

What certifications are most requested?

588 out of 8,058 job postings specified certifications:



Source: Labour Insight Jobs (Burning Glass Technologies)