



# the **skills** network

Working in partnership with  **Emsi**

**Skills and Employment Trend Report  
October 2020**

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# Introduction

In the face of the COVID-19 crisis, the importance and effectiveness of good quality online learning has come to the fore – and at The Skills Network, we want to continue to drive this agenda forwards.

Whilst we may not have been able to predict this year's outcome, what we can see is that COVID-19 has resulted in a shift in the types of skills that employers are looking for.

Navigating this difficult economy is about helping people to develop the resilient skills sought by today's employers. These are the skills that learning providers must help students of all ages to acquire, helping them to excel and ultimately secure new or better employment.

With the government looking to introduce further support for those without A-Level qualifications from April 2021 onwards – we at The Skills Network want to help ensure those seeking employment, or looking to upskill their current skill-set – are focussing on the skills needed during this COVID-new-world.

Using a blend of labour market analytics and original research, we have examined the skills and job roles in highest demand in today's COVID-19 economy. This insight underpins our cutting-edge offer of online learning courses, supporting people to access the vital skills required by today's employers which will also support the UK's economic recovery.

→



Mark Dawe,  
Chief Executive,  
The Skills Network





Our skills and employment trend report provides a glimpse into how we help our learners, ensuring that they know which areas of learning and courses will most benefit their career. Our report highlights the opportunities available in the UK right now – as well as the hard and soft skills that employers are currently looking for.

We hope these insights benefit a number of audiences:

**Students, graduates, jobseekers, and candidates** as you research and prepare for next career moves. We aim to give you direction on how to potentially approach the labour market and where to invest into your skillsets.

**Learning providers and education institutions** as you create or acquire training programmes that will enable learners to develop the highly valued skills required as they enter the labour market, re-train, or change their career.

**Businesses** as you consider where to best invest into the skills of your employees, building the workforce you will need to drive forward your growth into the future.

**The government, combined authorities and Local Enterprise Partnerships (LEPS)** as you determine the skills needed over the next year and beyond based on the evidence in this report.

# Key Findings

## Coding Gap

Technical skills in programming, coding, and software development are in very high demand, with these technological roles growing 7.3% each year.

## Mental Health Skills Gap

21% annual increase in mental health related skills being listed in job postings across all sectors (the seventh most in demand skill in the UK).

## Financial Skills Shortage

60% of Chief Finance Officers say there is a shortage of financial skills in the UK, with auditing and accounting skills being the first and third most in demand technical skills in the country respectively.

## Nursing Shortage

There are over 50,000 nursing vacancies in the UK, reflecting the fact that nursing is the second most in demand skill in the country.

## Management and Leadership

Being able to display soft skills in management and leadership is crucial for candidates. These skills both appear in the top 10 soft skills in the UK, present in over 1.5 million job postings.

## Key Findings

### Critical Roles in Demand

Many key roles face shortages, including teaching assistants, nurses, family support workers, and home care social workers.

### Sectors Growing Despite COVID-19

Several sectors continue to perform well despite the COVID-19 recession: construction, employment law, online retail, digital marketing, technology, and online learning.

### Increase in Sales Roles

18% of all roles in the UK require strong skills in sales. Selling and business development skills were listed in over 277,000 job postings since March.

### Supporting Autism

The ability to support children and adults with autism was listed in over 132,000 job postings between March and September across early years, teaching, health, and social care roles.

### Rise in Care Service Vacancies

Despite reductions in the care services available due to COVID-19, there has been a 7% increase in vacancies in health and social care since the pandemic began.

### Employment Opportunities Limited by COVID-19

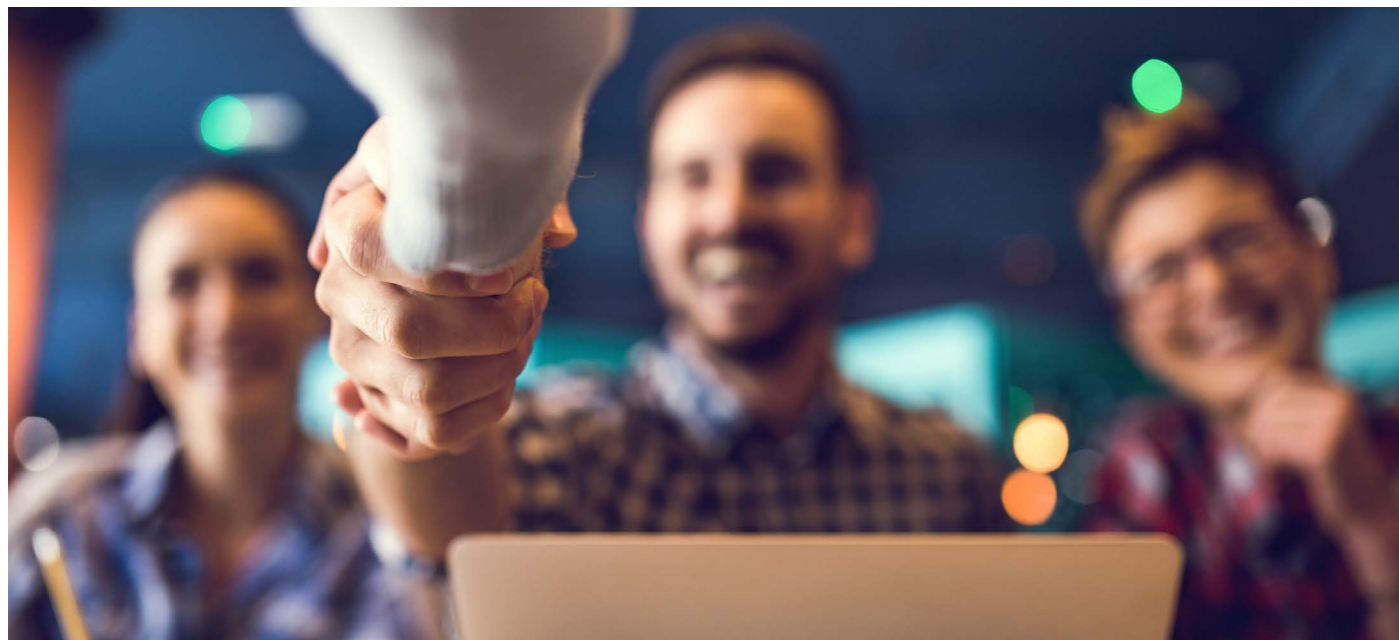
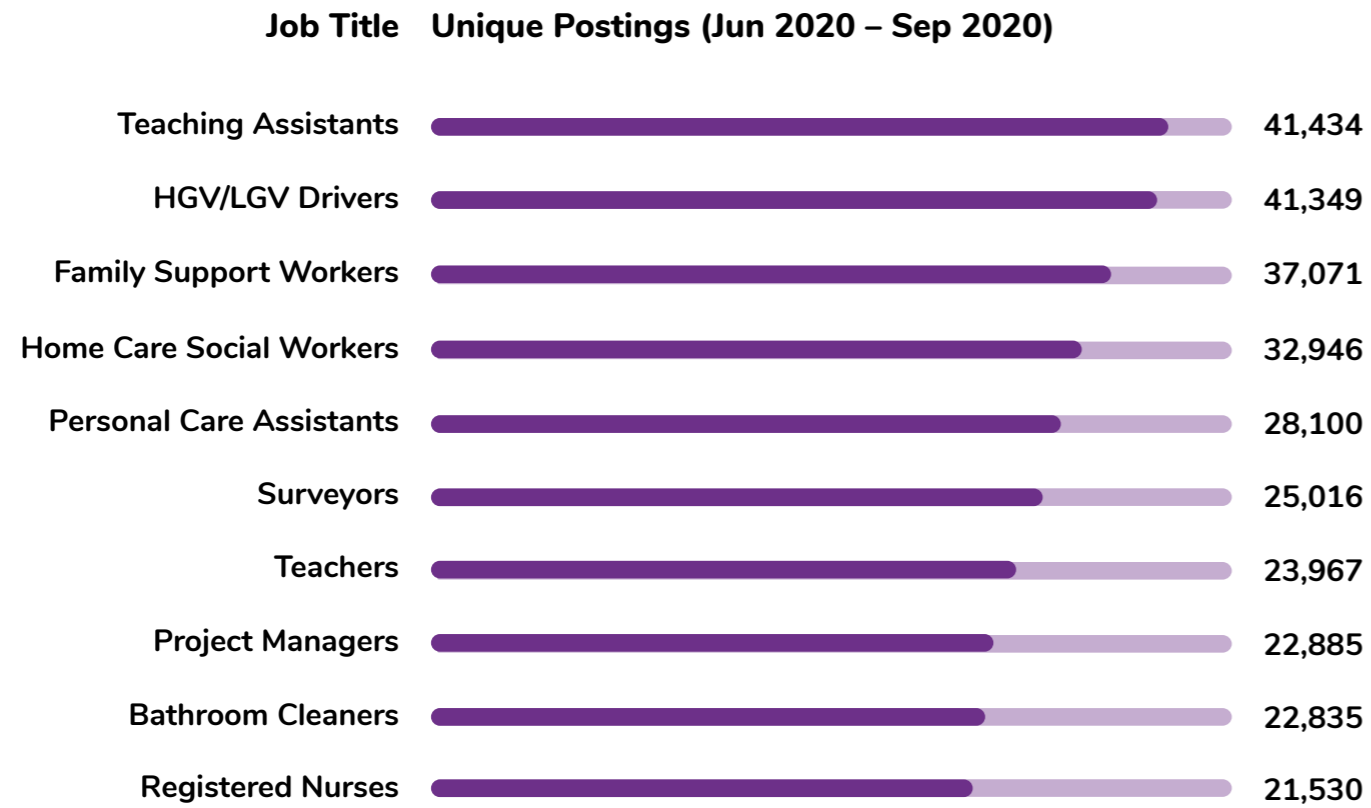
Employment opportunities in several sectors are currently limited and/or at risk, including the hospitality and leisure, food and drink, aviation, and physical retail sectors.

# Employment Trends

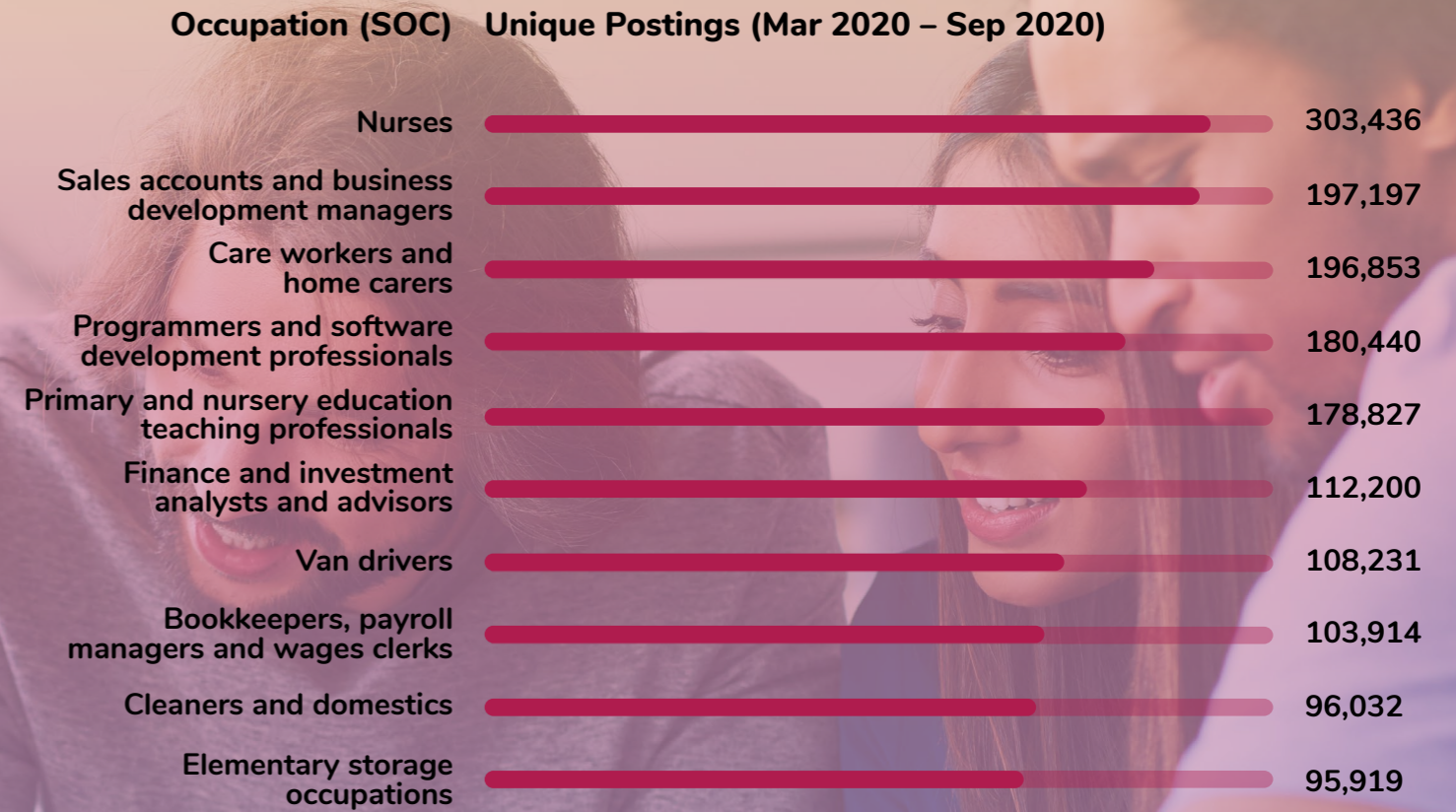
These job roles are currently in the highest demand in the UK.

The chart lists the top 10 professions that currently face shortages, as identified by the number of times they were posted between June and September 2020.

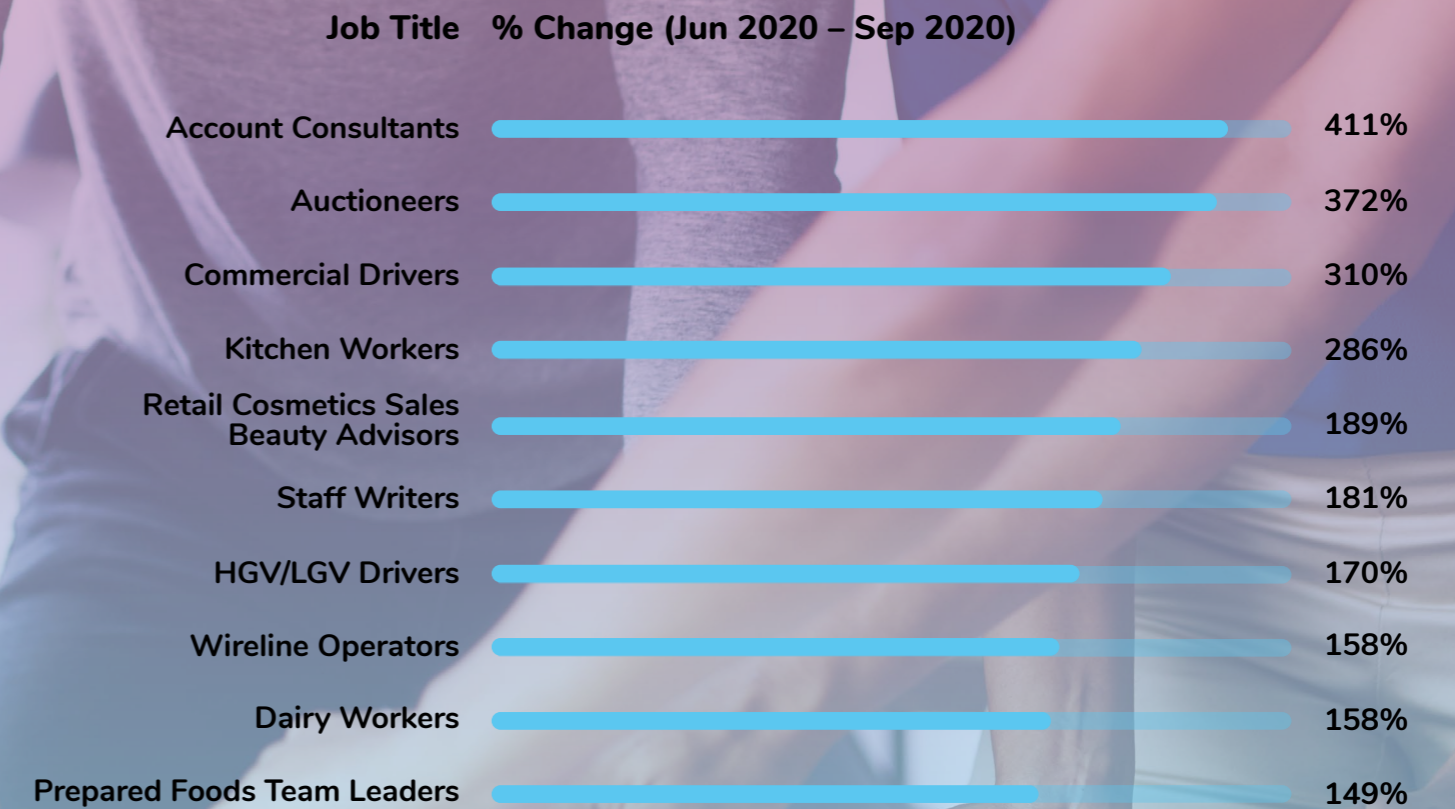
## Top 10 Job Roles Facing Shortages in the UK



## Top 10 Most In Demand Occupations



## 10 Fastest Growing Job Roles



# Growing Sectors

## Construction

The UK construction sector is one of the fastest growing industries in the current climate. Having recovered strongly from COVID-19 lockdown restrictions, the construction sector reported its sharpest rise in activity for four years in August. Nearly half of all construction businesses (44%) are now reporting that workflow has returned to pre-lockdown levels.

**Reports of recovering revenues are having the positive effect of increasing employment opportunities in the sector. The number of construction job postings increased by 44% between April and September, showing a significant jump in the number of construction jobs now available.**

## Digital Marketing

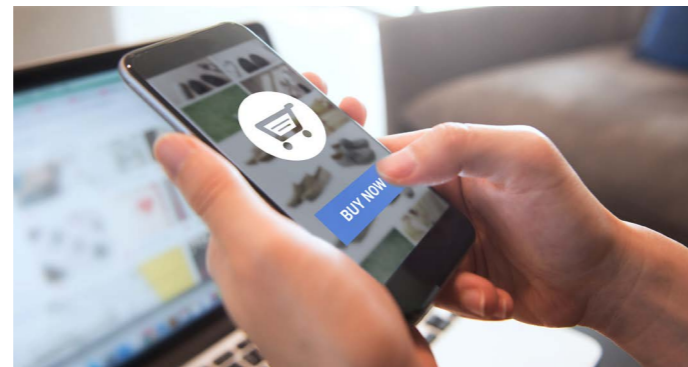
The growth in specialist digital agencies and in-house marketing roles has been so impressive in the last few years that there has been somewhat of a shortage in marketing professionals to fill the work. As of last year, the sector had experienced eight consecutive years of growth. According to media research firm, Group M, the industry grew by 4.8% in 2019. Naturally, the pandemic has disrupted this sector, with many companies scaling back their marketing activity.

**However, employment opportunities in marketing are growing again. There were over 56,000 marketing jobs posted in September 2020, which was a 9% increase from July, indicating that the sector is likely to continue to grow. Today, the fastest growing roles in marketing are in SEO, social media, PPC and web development.**

## Online Retail

Due to all non-essential shops closing for months, the UK's online retail sector has grown since February. Online retail as a proportion of all retail sales was 28.9% in July, which was significantly higher than February's levels of 20%.

**With online spending rising across nearly all verticals, online retailers may pick up the slack of job losses from traditional high street retail. With e-commerce thriving, demand for warehousing space and in turn warehousing roles is rapidly increasing. The number of roles in warehousing has increased by 12% since January.**



## Employment Law

Employment law is currently booming, as businesses across the country seek legal advice over the ramifications of putting over nine million workers on furlough. With nearly 500,000 redundancies planned across the country, firms are seeking key advice on the legalities of their employment decisions.

**Law firms are key to managing the legal implications of COVID-19 and helping businesses facing insolvency. The demand for employment law services is likely to continue as the 'Job Support Scheme' begins, with further difficult decisions regarding employees to come. Job opportunities at these law firms will continue to grow.**

## Technology

With consumers heavily relying on technology to do everything, from managing their finances to ordering groceries online, the adoption of technology in the UK continues to grow. For example, restaurants and pubs are now reliant on online booking and using QR code technology to order.

**Nearly every business is looking to digitise their processes, and as such the technology sector is performing well. In 2019, technology-related skills grew by 40%. Some of the fastest growing roles are in FinTech (financial technology), Programming and Software Development, Immersive Technology and CRM Systems.**

## Online Learning and E-Learning

Months of home learning for school and college pupils, and limited contact hours for university students, means that there has been a significant increase in the demand for online learning in 2020. Education providers have needed to rapidly adopt e-learning resources and virtual classroom tools to teach their students remotely. Likewise, professionals are increasingly choosing to learn via online qualifications to help them access new skills and excel in their career.

**Job opportunities in online learning companies are now increasing. For example, The Skills Network has seen a 30% increase in the demand for online content and has recruited over 40 new roles in recent months to cater for demand.**

*Sources: The Skills Network 2020, EMSI 2020, Skrap UK Construction Industry Review 2020, Group M UK Media Forecast 2020, Essential Retail Analysis 2020, Tech Nation UK Industry Report 2020*





# Worst Affected Sectors

## Hospitality and Leisure

The hospitality and leisure sector (including pubs and restaurants) has been hit worse than most sectors by the pandemic. Accommodation bookings in June were down 92% from February, and food and beverage services sales had plummeted 83.4% from February, despite signs of growth in July when restrictions were eased.

**The number of job opportunities in hospitality and leisure was 37% lower in September than at the start of the year. Over 500,000 hospitality and leisure jobs are said to be at risk.**

## Aviation

Due to varying travel restrictions and post-flight self-quarantine rules, the pandemic has had an enormous impact on the aviation industry. Passenger traffic, air cargo demand, airport jobs and overall revenues have all been significantly impacted.

**British Airways announced in September that it had cut 8,200 jobs, which could increase to a proposed total of 12,000 redundancies at the company. MAG, which owns Manchester, East Midlands, and London Stansted airports, have stated that they expect almost 900 cuts across these airports, with passenger numbers having fallen by 90% this year. The sector continues to be negatively hit. Job opportunities across air travel, air traffic and airports were 60% lower in September than February.**

## High Street Retail

Since the UK government imposed lockdown and social distancing measures in March, retailers with physical stores have been hit more significantly than online retailers. To measure the extent of COVID-19's impact on retail stores, like-for-like (LFL) in-store sales had declined by 28.1% in August compared to the same month last year.

**This marked seven consecutive months of negative like-for-like sales in the retail sector. The Centre for Retail Research found that over 125,000 jobs in the UK retail sector were lost in the first eight months of 2020. Job opportunities in traditional retail will remain low for the foreseeable future.**

## Food and Drink Supply Industry

The closure of all non-essential establishments prompted food and drink wholesalers to rethink their businesses during 2020. Government restrictions (including the recent 10pm curfew) are having a negative impact on the UK's fragile hospitality and food service sector.

**Food and drink manufacturers who specialise in supplying the hospitality sector are now feeling the effects of being a 'squeezed supply chain'. Food and drink exports fell by 13.8% during the first half of 2020 and domestic sales may not see a quick recovery, with the hospitality industry fearing 500,000 job losses in coming months.**

*Sources: The Skills Network 2020, EMSI 2020, ONS Hospitality and Leisure Report 2020, The Centre for Retail Research, September 2020, FDR Press Release, 2020*



# Skills in Demand



# Technical Skills vs Soft Skills

We have analysed the most in demand skills currently sought by employers in the UK.

We have used Emsi job posting analytics to give an accurate, real-time insight into the labour market. Online job posting analytics collect data from the millions of job postings created by employers. They measure the demand for talent, and specific skills requested by employers, in any given region or sector.

## Technical and soft skills

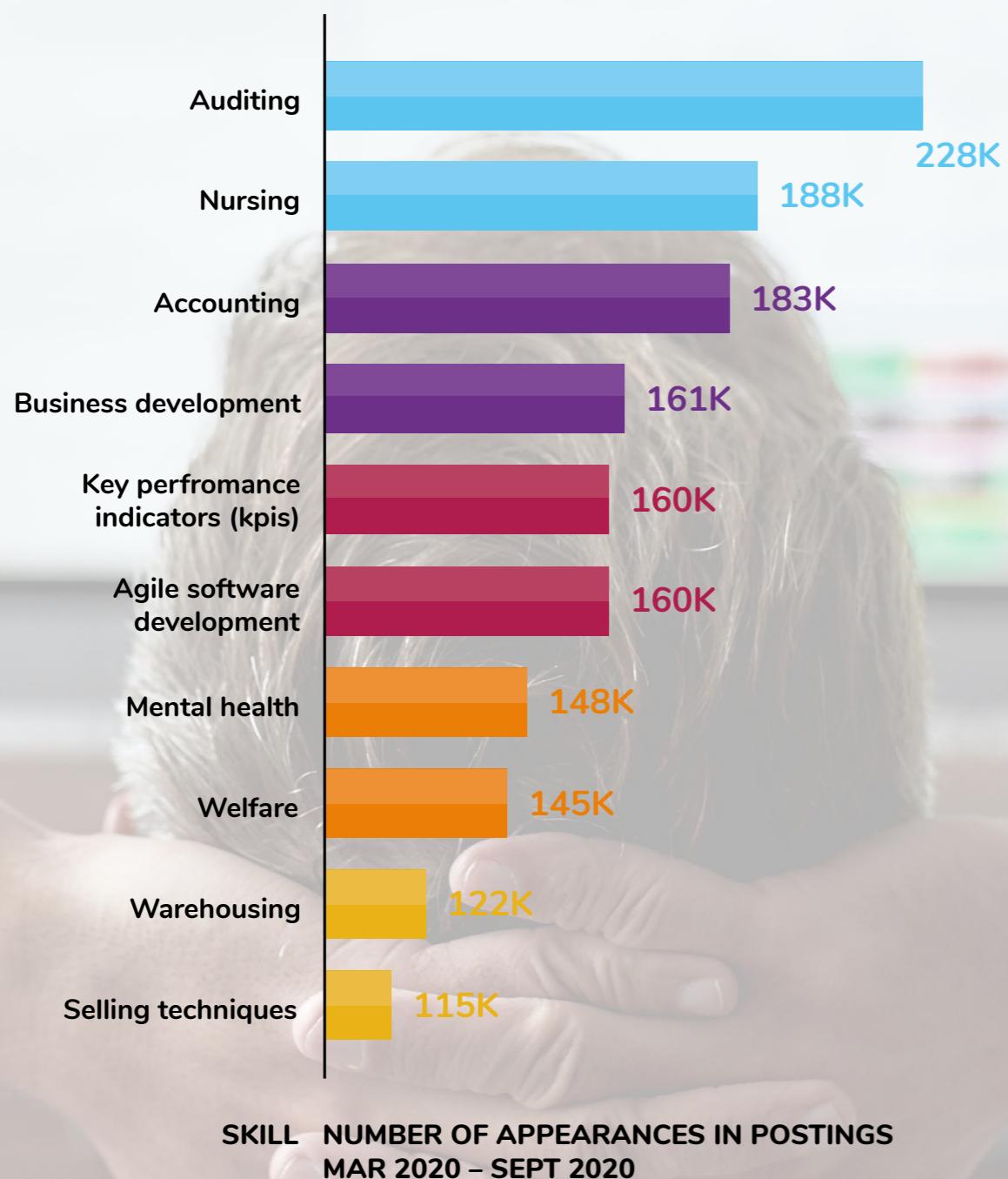
People generally differentiate between two types of skills: **technical skills** and **soft skills**.

Technical skills relate to job-specific skills and the ability to perform distinct tasks that require specialist knowledge. They typically help people to fill specialised roles. Many technical skills naturally require certain certifications and training. Although they often include technological skills, such as ICT or computer programming, technical skills are not solely tech-related, and can include skills related to teaching and accounting.

Soft skills, on the other hand, refer to those 'human' skills that define the way you work. This includes the way you solve problems, how you interact with colleagues, and the way that you manage work. Soft skills often comprise communication skills, interpersonal skills, leadership, and empathy, among others. These are general skills; they are not specific to any industry.

**Neither technical nor soft skills are more important than the other, and they cannot be completely separated. Both are indispensable in the current economic climate and this report acknowledges that.**

### Technical Skills Most Required by Employers in the UK



Sources: The Skills Network 2020, EMSI 2020,



The chart lists the top ten in demand technical skills in the UK, based on the number of times they are requested in job postings.

These technical skills are in very high demand across the board by employers.

**Auditing** is the most in demand skill in the UK, requested in 228,000 job postings. **Nursing** is in second at 118,000, and **Accounting** third at 18,300.

As the turbulent job market continues to unfold due to COVID-19, these skills give an insight for jobseekers and learning providers as to where your training can be potentially focused in order to gain the most prevalent skills currently in demand by employers.

We will now explore the demand for these key technical skills, beginning with a series of highly sought after 'technological' skills.



# Coding, Programming and Software Development

How often do we hear the 'learn to code' advice for this generation?

It is a well-known fact that technology is rapidly changing the workplace. Companies are now turning their recruitment focus towards workers who can understand, build, and manage internal systems, or improve their products and applications via technology, to help achieve business goals.

Today's workforce should know the value of potentially investing into these skills for the future.

There is a huge and still growing need for tech talent in the UK. Programming and software development jobs are growing 7.3% on average every year, and these tech roles are amongst the highest demand jobs. These roles also saw a 13% salary hike between 2018 and 2019.

The tech sector has been more shielded from the impact of COVID-19, with these jobs playing a key role in helping businesses make the shift to remote working and online processes.

TECHNOLOGICAL SKILLS

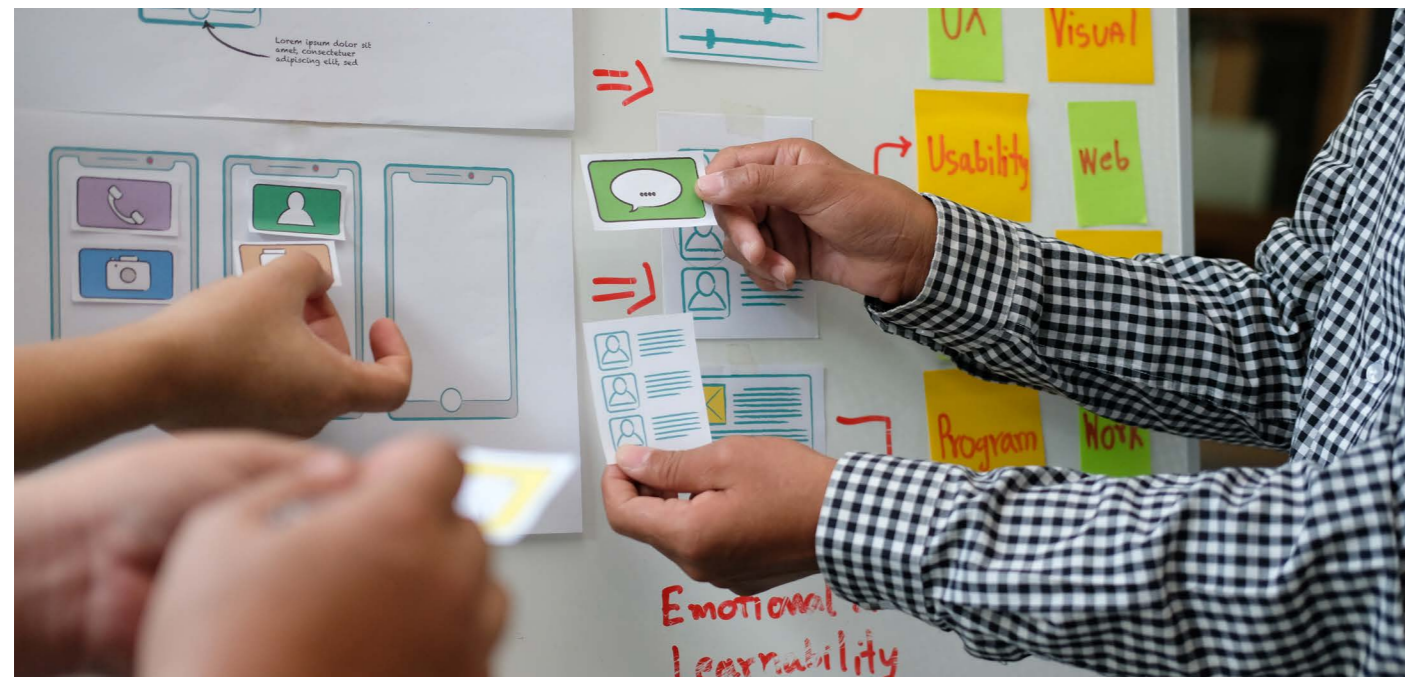
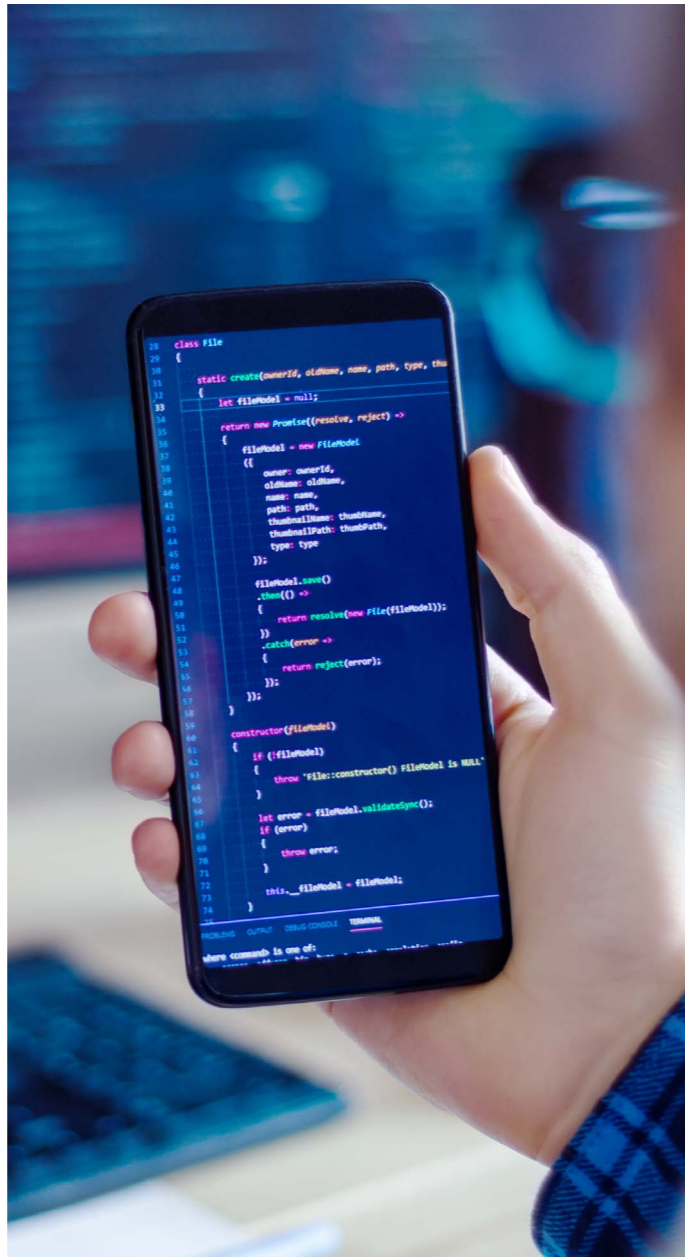
**Agile Software Development** and **SQL (Programming Language)** are listed in the top 15 technical skills in the UK. These relate to a broader set of key 'tech' skills that make up the basis of modern technological skills: programming languages, software development, data analytics and IT systems.

Programme languages like **JavaScript**, **HTML** and experience of **Linux** systems underpin much web development, while languages such as **SQL**, **Java**, **C++** and **Python** underpin a diversity of database and software application development.

Once programming languages are grasped, **software development** then occurs, where valuable software (often apps) is created to sell to customers or to use internally.

Developing these skills will help you, your learners, or your staff gain some of the most in demand skills, for some of the most exciting and growing roles in business.

Programming and software development training is available via a variety of online courses, higher education degrees, and funded Apprenticeships. Many colleges and training providers are now offering funded Apprenticeship training in areas such as data analytics, software development and infrastructure technicians.



TECHNOLOGICAL SKILLS

Technological Skills Desired by Employers

Skill Number of appearances in postings, Mar 2020 – Sept 2020



Sample Postings:

- Software Engineers
- C/C++ Developers
- Front-End Developers
- PHP Developers.

7.3%

average yearly growth of programming and software development jobs in UK.

Median Salary: £43,200



Sources: The Skills Network 2020, EMSI 2020, Hired State of Software Engineers Report 2020

# Sales Skills

Having strong sales skills is vital for navigating the competitive COVID-19 job market.

With all the buzz around ‘tech’ skills, we can often overlook the importance of core business skills. But we shouldn’t. Sales skills are listed as a requirement in 18% of job postings, and sales roles comprise a significant portion (20% of job postings) of the UK workforce.

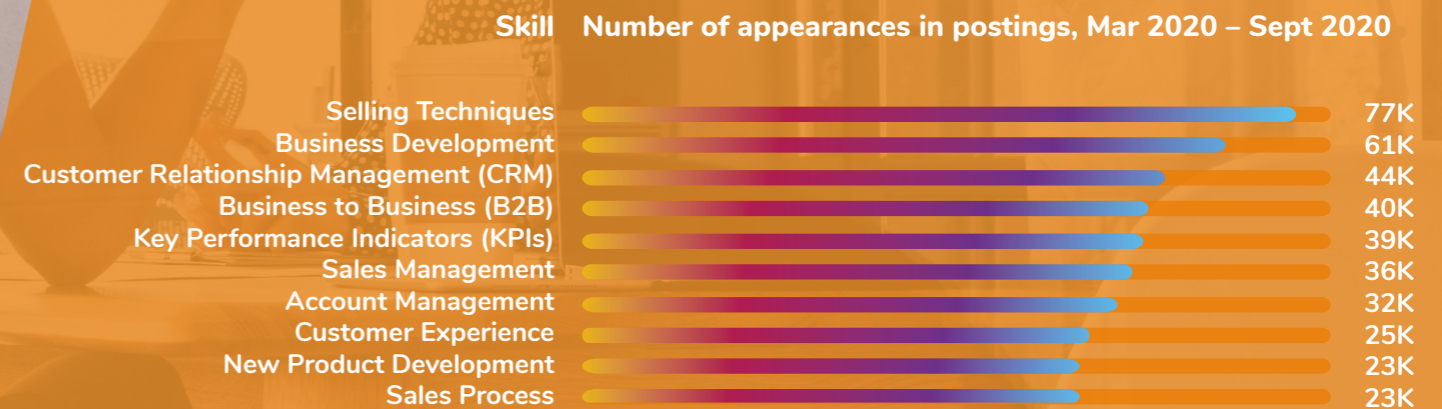
**Business development** is the fourth most in demand skill in the UK, and **selling techniques** are 10th. Collectively, these skills appeared in 277,000 job postings between March and September 2020.

Businesses will continue to have an insatiable appetite for staff who are talented in sales skills – especially in customer relationship management, prospecting, and objection-handling.

**Many sales skills relate to our interpersonal ‘soft’ skills. However, you should know the value of training that will truly develop the key ‘technical’ sales skills needed for the marketplace.**

With the current recession, it worth noting that sales jobs tend to be particularly resilient during economic downturns. For example, during the 2008 recession, financial sales jobs grew by 16%. With tighter customer budgets and uncertainties for the future, having the skills to successfully ‘close the deal’ can lead to highly paid (especially with commission) career-advancing roles.

## Sales Skills Requested by Employers



### Sample Postings:

- Sales Executives
- Account Managers
- Business Development Managers
- Sales Managers (Management).

# 18%

of job postings in the UK require sales skills.

## Median Salary:

# £30,000

Sources: The Skills Network 2020, Emsi 2020, Saleh, et al., "Degrees at Work," Emsi 2019

# Mental Health Related Skills

The ability to understand **mental health** is the seventh most in demand skill in the UK.

With one in six people experiencing a mental health issue every week, it is little surprise that this is listed as a crucial skill in the eyes of today's employers.

Whilst employers have long required it for roles in health, care, and education, the ability to identify and address mental illness has really become desirable for most employers across all sectors in more recent months.

It is now deemed a necessary skill for those aspiring to be managers. The 'technical skill' of being able to understand mental health will enable you to properly safeguard your colleagues, clients, and service users. If you're confident in mental health, you will also be able to help normalise conversations around mental health in the office.

**With 50% of adults in the UK being negatively impacted by COVID-19, now is a critical time to invest into your skills (or your staff's) around effectively identifying the signs of mental health problems.**



Why you should improve their skills around mental health:

- A key skill that demonstrates that you can manage other staff
- Increasingly required for jobs in education, adult care and social care
- Unmanaged mental health affects the ability to engage and perform work at a consistently high level
- Companies with high levels of mental awareness see, on average, a 12% increase in staff productivity.

This is a cue for schools and learning providers to really improve their curriculum and ensure that education around mental health is being offered – whilst important for well-being, the ability to understand this has also now become a crucial vocational skill.



Growth of mental health related skills being demanded by employers

Sources: The Skills Network 2020, Emsi 2020, Mental Health Foundation 2020,



# Nursing

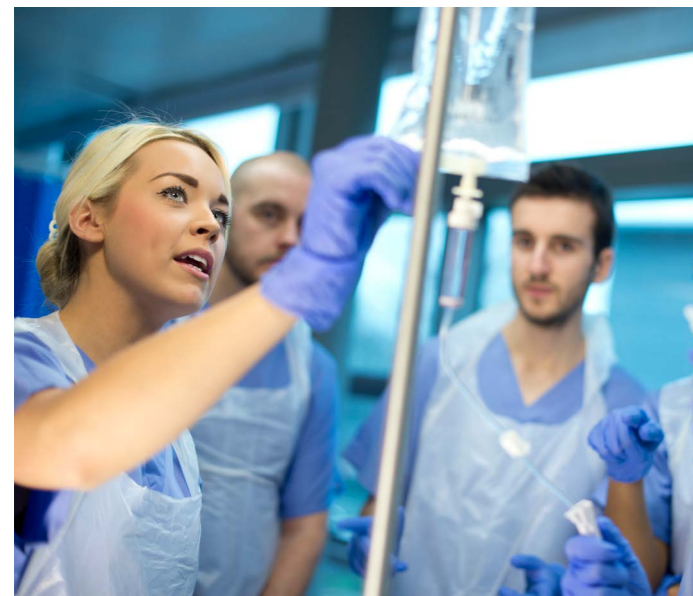
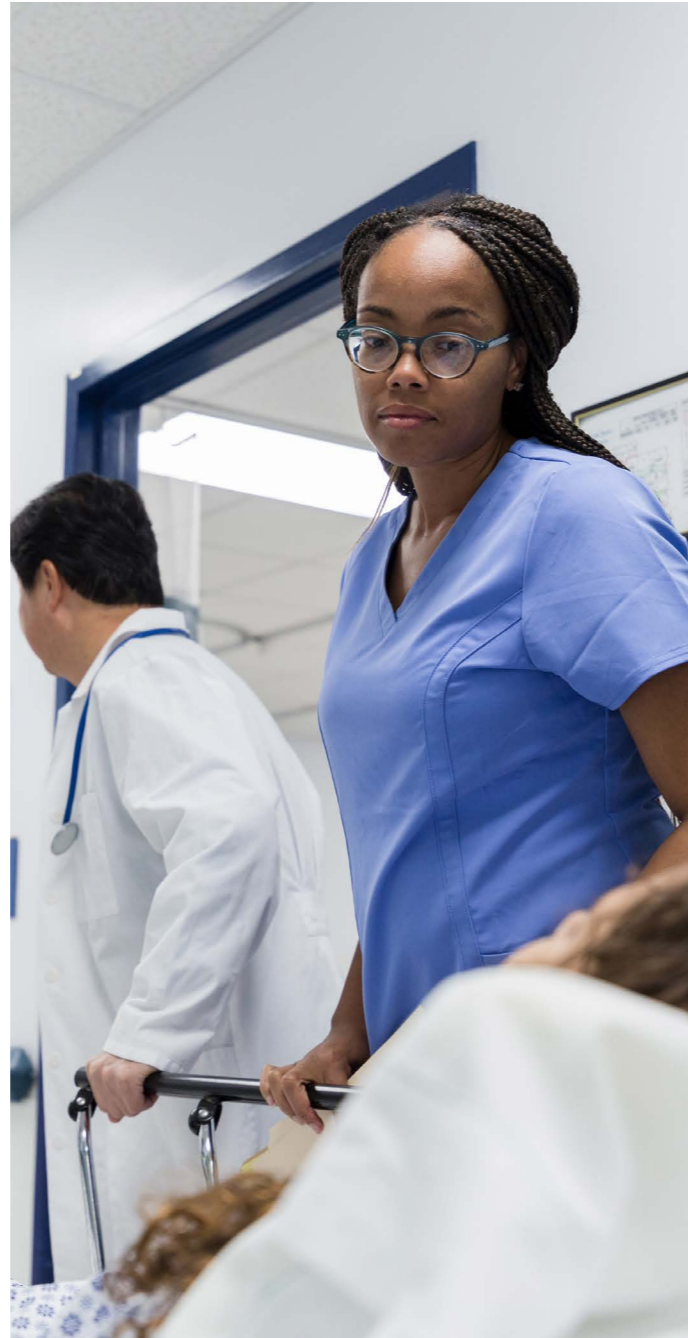
Nursing is the second most in demand technical skill in the UK, reflecting how nurses are currently the most under-resourced and in demand occupation in the country.

**There are an estimated 50,000 nursing vacancies in the NHS alone. The UK's health sector is becoming increasingly desperate to recruit new staff.**

Whilst vacancies were high before COVID-19, the current crisis will continue to see a huge demand for nursing skills. In fact, 188,000 job roles required nursing skills between March and August.

Whilst a positive for those with their hearts already set on nursing, the routes to becoming a nurse have changed in recent months. Usually becoming a nurse involves people undertaking a HE nursing degree, or a nursing degree apprenticeship. But current emergency UK legislation allows the health sector to temporarily register people as nurses to support the COVID-19 emergency.

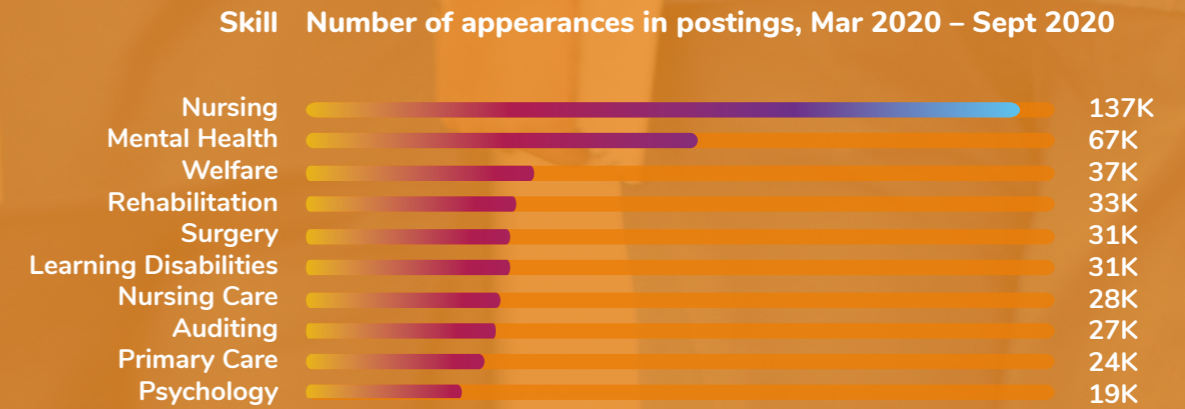
**Those looking to become a nurse, or those already in nursing roles, will both benefit from training in additional skills, as the pressure on health services continues to mount.**



Key areas of additional training for those in the health sector should include:

- Preventing and controlling infection
- Understanding learning disabilities
- Providing effective service user experience in healthcare
- Mental health awareness – including anxiety, depression and eating disorders.

## Nursing Skills in Job Postings



### Sample Postings:

- Registered Nurses
- Staff Nurses
- Health Practitioners
- Nursery Nurses.

**50,000**  
nursing vacancies in the NHS.

**Median Salary:**  
**£34,784**

Source: The Skills Network 2020, Emsi 2020, Mental Health Foundation 2020, Nursing in Practice 2020

# Auditing and Accounting

With **auditing** and **accounting** being the number one and three most requested skills in job postings across the UK respectively, it is clear that financial roles are in high demand.

There are now many opportunities arising throughout the accounting and finance recruitment market. High quality finance and accounting specialists are increasingly needed to support companies to address their financial instability or underpin business growth.

These financial roles and technical skills are vital for the in-house function of businesses across the country.

**But there are clear recruitment challenges – more than 60% of Chief Finance Officers say there is a shortage of financial skills in the UK.**

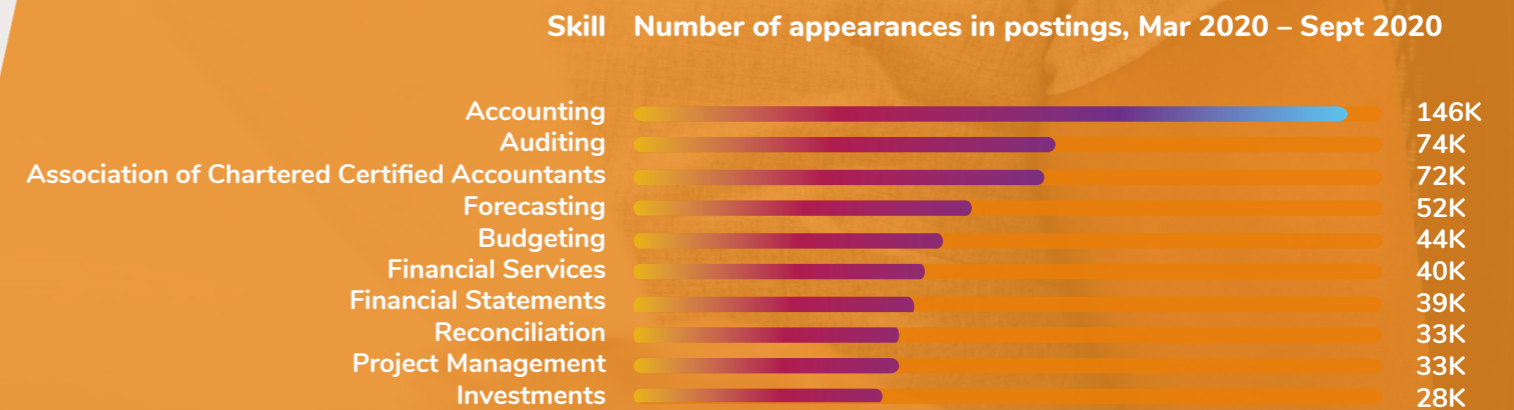
So, which skills are most in demand?

Auditing, which appeared in 228,000 postings, is the process of examining a company (or an individual's) financial records to verify if they are accurate and in line with accounting standards, regulations, or laws.

Accounting skills (which appeared in 183,000 postings) on the other hand, revolve around tasks that record financial transactions over a certain period, summarising a company's cash flow and financial position, to make sure the books are balanced.

Both skillsets are available via degree routes, however, today, people are increasingly turning towards online qualifications from institutions such as AAT, ACCA and CIMA. A growing number of colleges and learning providers are now opting to provide online accounting and bookkeeping training to cater for this employer demand.

## Financial Skills Requested by Employers



**60%**

**More than 60% of Chief Finance Officers say there is a shortage of financial skills in the UK.**

Source: The Skills Network 2020, Emsi 2020, Robert Walters Solving the UK Skills Shortage Accounting and Finance Report 2018

# Key Performance Indicators (KPIs)

Interestingly, one of the most prevalent technical skills currently sought by employers is the ability to understand Key Performance Indicators (KPIs).

KPIs are a progress tracking framework, typically used to track departmental, employee or financial performance, with the view of supporting and influencing business objectives.

The ability to grasp KPIs was listed in over 160,000 job postings in the UK – meaning that this is a highly sought after technical skill that will help candidates' CVs stand out to employers.

This skill may be an obvious fit for those aspiring to work in strategy, Quality Assurance, or process improvement. However, capabilities in KPIs should be an essential skill for today's employees regardless of their occupation.

Understanding KPIs is crucial if you want to be able to communicate performance effectively and consistently across a business.

Who needs performance management (KPI) skills in particular?

- Managers
- Executives
- Business analysts
- People in:
  - Strategic planning roles
  - Quality improvement roles
  - Performance management roles.

How do we support people to gain these skills? Several KPI-specific courses are out there, however most people pick up these skills via learning about performance management, or more broadly, management or leadership.

# Most In Demand Soft Skills

Although gaining key technical skills via education and work experience is crucial, so is ensuring that candidates can display the soft skills needed to get a foot in the door.

**We have identified the top 10 soft skills currently sought by employers, based on the number of times they are requested in job postings.**

Developing these soft skills will enable candidates to appear attractive to employers and help them to be highly adaptable in the current career climate.

Strong **communication** skills are the number one soft skill required by employers.

However, the demand for **management** and **leadership** skills take the headlines. These skills were collectively present in approximately 1.5 million job postings between March and September 2020.

People who can demonstrate strong management and leadership skills in their applications will find that this translates well across a wide variety of sectors. But, in these times of uncertainty, having these skills is in greater demand.

With the spread of Coronavirus increasing, remote working will continue to rise in popularity. Increasing numbers of organisations are allowing their employees to work from home, and as such, strong leadership skills are more essential than ever. Managers need to be able to lead and motivate their colleagues, particularly with people feeling the pressures of working remotely.

Soft skills around **planning** (appearing in 415,000 postings) and **detail orientation** (appearing in 378,000 postings) indicate the need for today's workforce to ensure that they can plan and execute work efficiently.

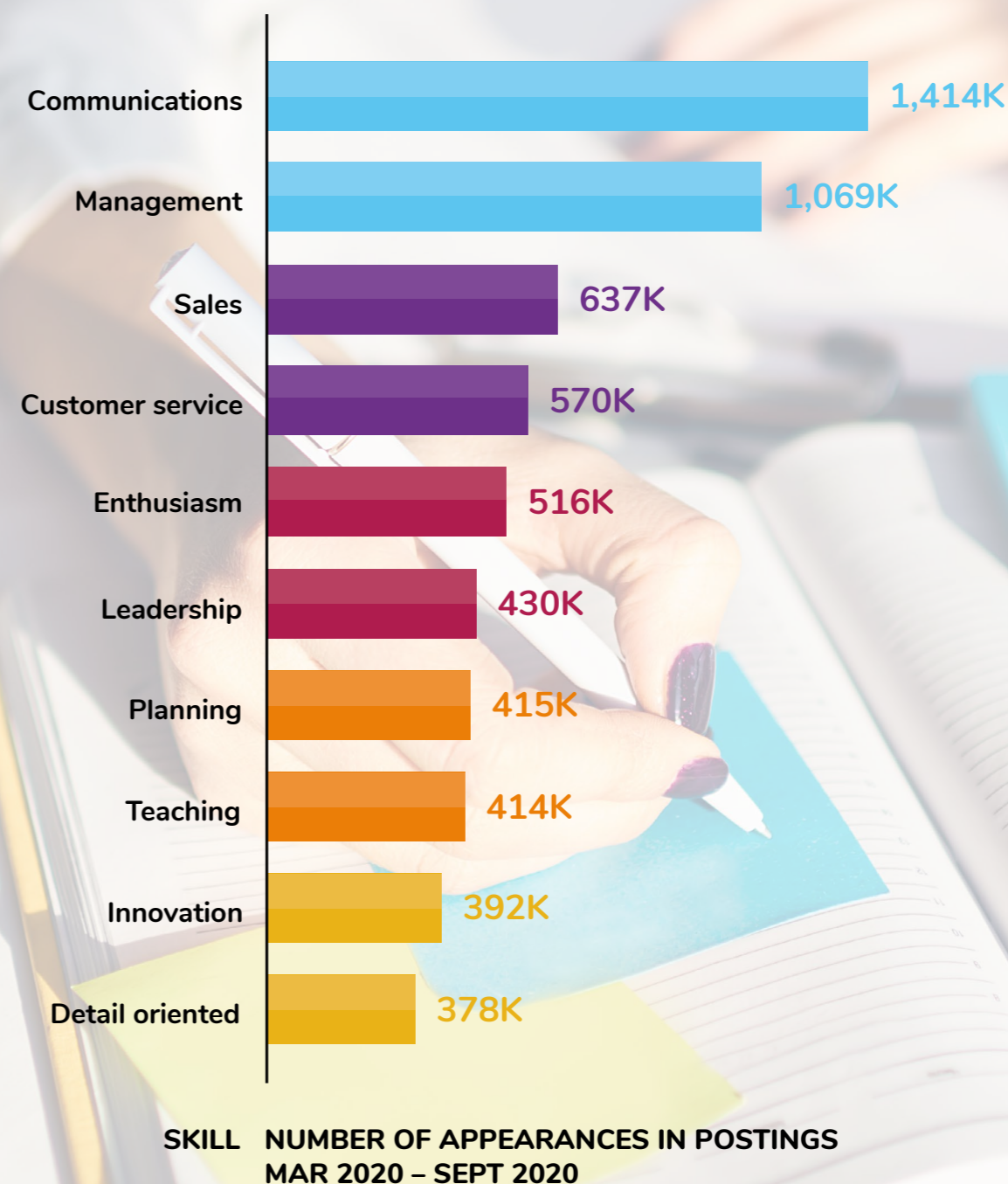
**Whilst these are skills that many may already have, it is critical that these skills are actively developed. For example, planning skills – many people would benefit from undertaking formal courses in planning and allocating work, or a general project management course, to really help them climb the career ladder.**



**Customer service** (appearing in 570,000 postings) is another skill we all like to think we have mastered. However, with customer service being the fourth most demanded soft skill by employers, it is important that candidates can demonstrate this on their CV, either by clear relevant work experience or formal qualifications.

**Sales** appeared in 637,000 postings, again indicating the need for today's candidates to really invest into their selling skills which are in high demand within the current competitive job market.

## Soft Skills Most Required by Employers in the UK



Sources: The Skills Network 2020, EMSI 2020,

# Early Years and Education

# Early Years and Education

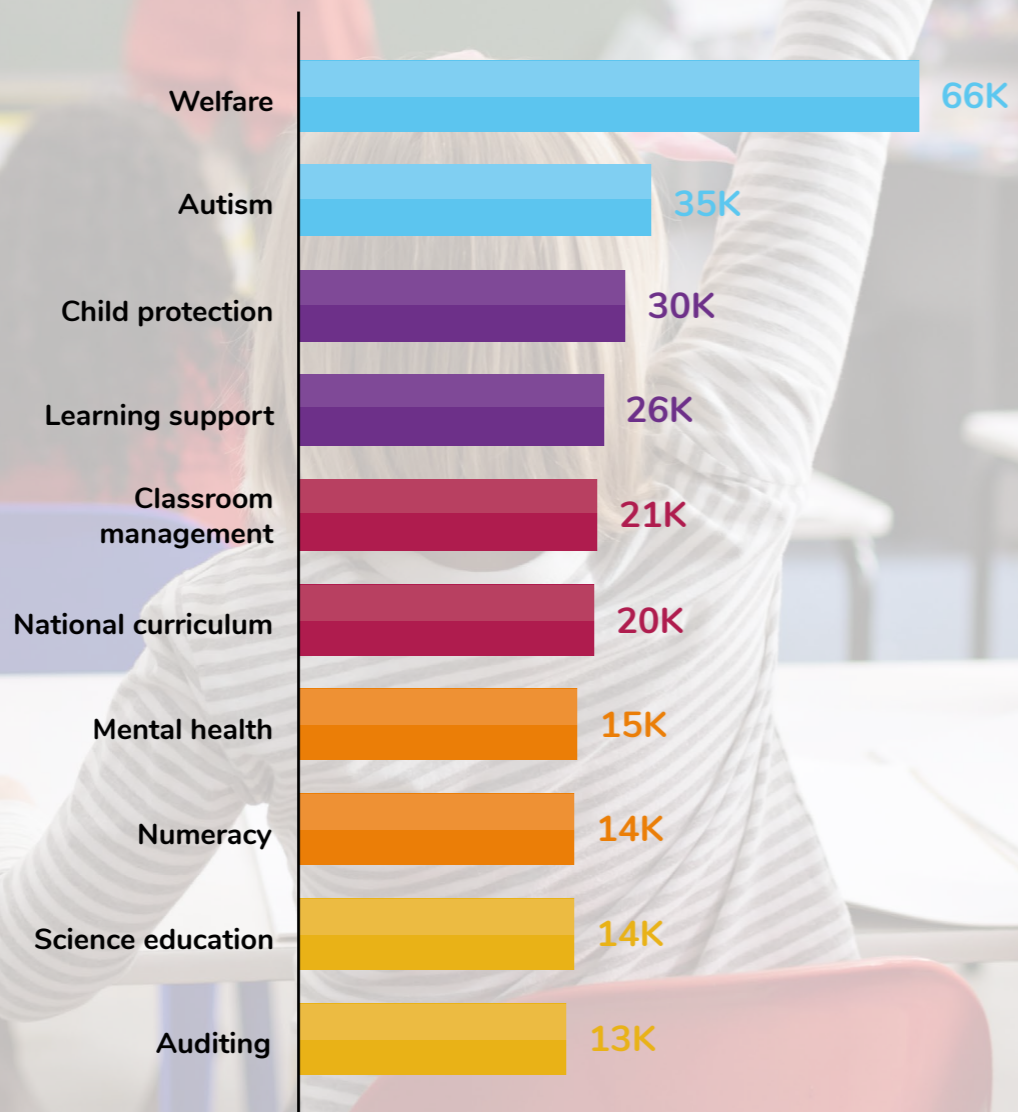
The pandemic and economic downturn have significantly affected the early years and education sector, causing disruption to providers since March's lockdown.

Approximately 71% of early years staff were furloughed between March and August, and 11% were made redundant. Education is a recession-proof career; however, teacher recruitment was down 60% when the pandemic was at its peak.

In a tough climate, the most qualified and experienced staff are likely to steer through the impacts of setting closures or reduced children/contact times.

We have identified the current top 10 skills in demand across early years and education roles, based on the number of times they appeared in job postings between March and September.

## Most In Demand Skills in Early Years and Education



**SKILL NUMBER OF APPEARANCES IN POSTINGS  
MAR 2020 – SEPT 2020**

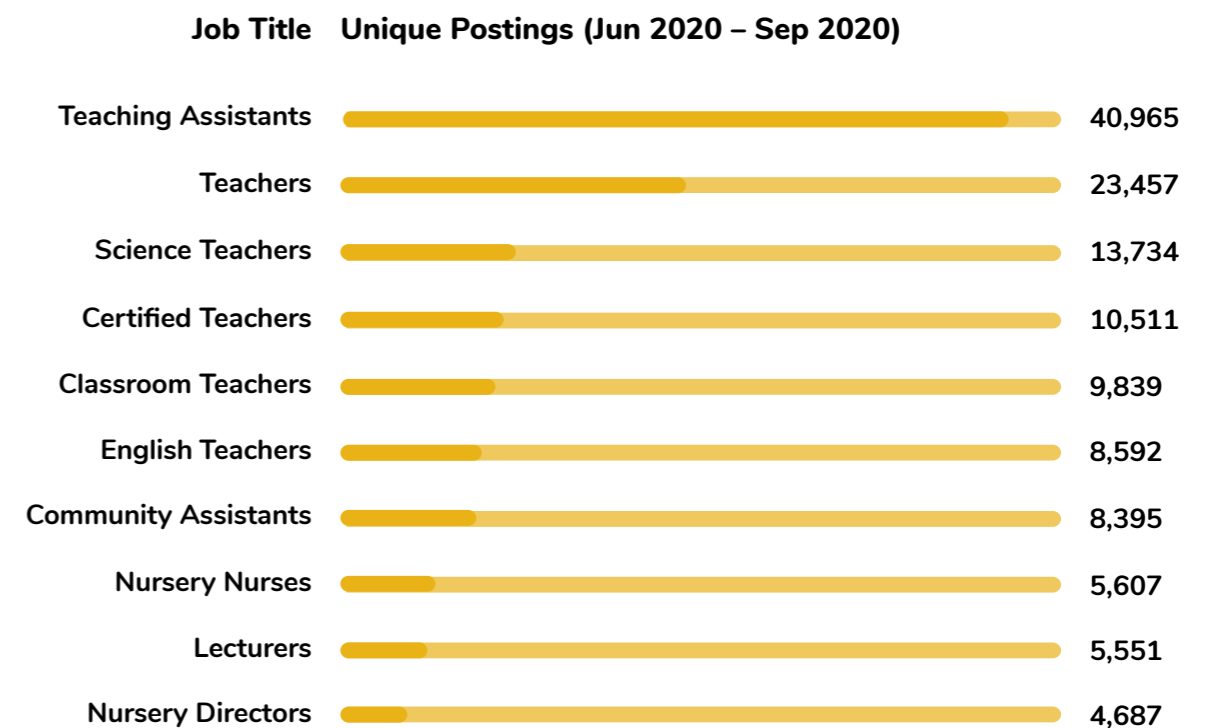
Having a thorough understanding of the **welfare** of children and young people is the most in demand skill in childcare and education roles. It appeared in over 66,000 job postings for early years and education roles between March and September. Candidates today must be able to demonstrate that they can display a high level of responsibility in protecting a child's physical and emotional well-being whilst they are in their care (either by previous experience or certification in a relevant qualification)

Skills in supporting autistic children are increasingly being sought. Skills around supporting individuals with **autism** were present in 35,000 job postings between March and September. Both schools and early years providers are looking for staff to have a better understanding of how autism can affect a child's development and learning. Many parents are not confident that staff can effectively teach their children with autism, so it is important for candidates to know how to put appropriate strategies in place to support children with autism.

Being able to identify and address **mental health** is a growing requirement for staff in the sector. With half of all **mental health** problems beginning by the age of 14, it is clear why understanding mental health is the seventh most demanded skill for early years and education roles (appearing in 15,000 job postings).

Both teachers and support staff play a significant role in tackling mental health issues, as they spend a lot of time with children, observing them during class or play, and can easily spot changes in behaviour. Whilst there has been reduced funding for mental health support in schools, mental health training for both early years workers and teaching staff is key. Mental health training can equip today's candidates with the right tools to help children experiencing personal problems.

## Most In Demand Early Years and Education Roles



Source: The Skills Network 2020, Emsi 2020, Education Policy Institute (EPI) Early Years Setting Report 2020, Gatsby Teacher Recruitment in Time of a Pandemic 2020

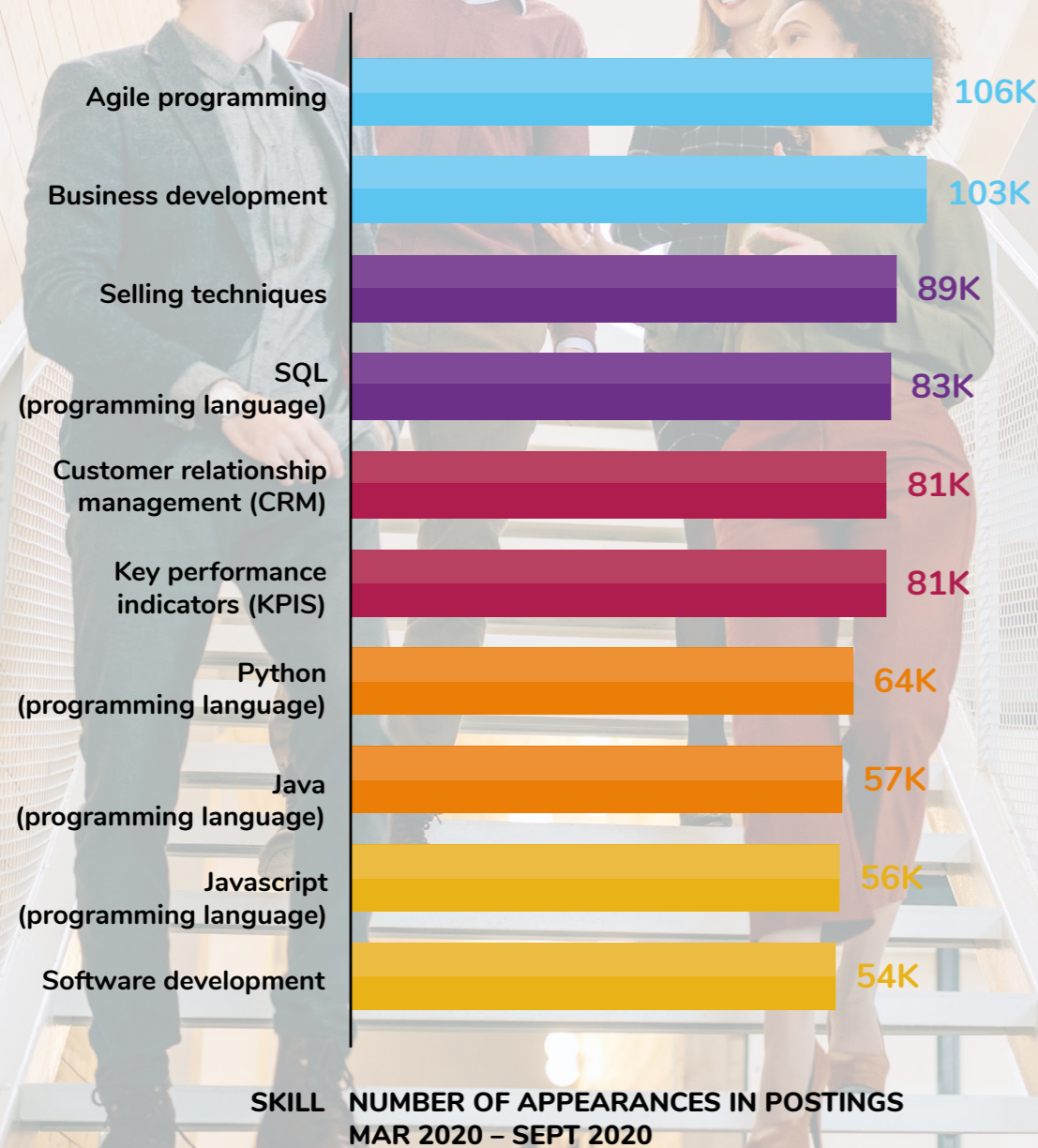
# Business and Management

# Business Skills

Core business skills fall into the following areas: sales, marketing, finance, operations, HR, and IT.

We have identified the 10 most in demand business skills currently in the UK, based on the number of times they are requested in job postings. Having these skills will put candidates at the front of the queue for some of the fastest growing roles in the UK.

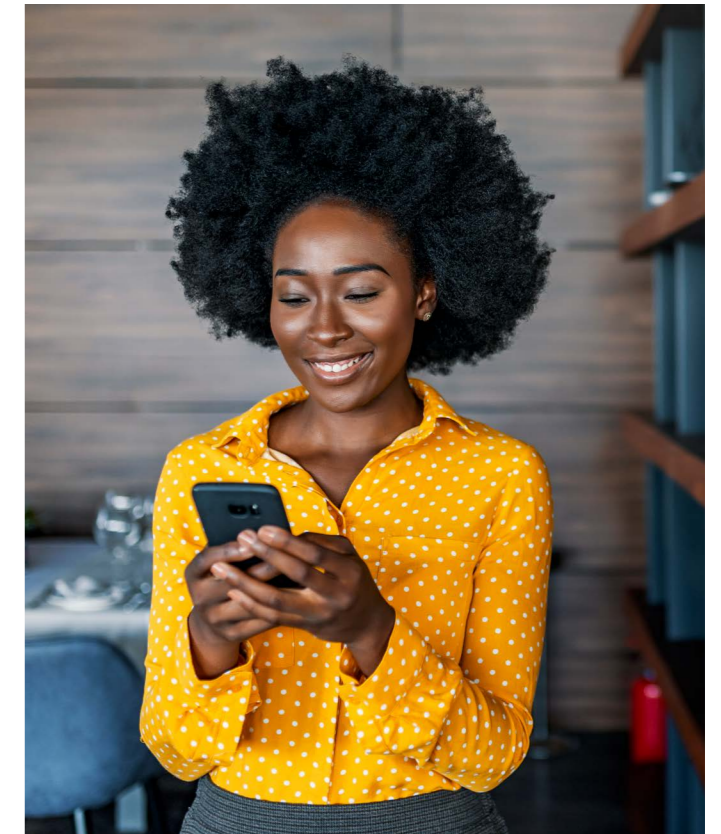
Top 10 In Demand Business Skills in UK



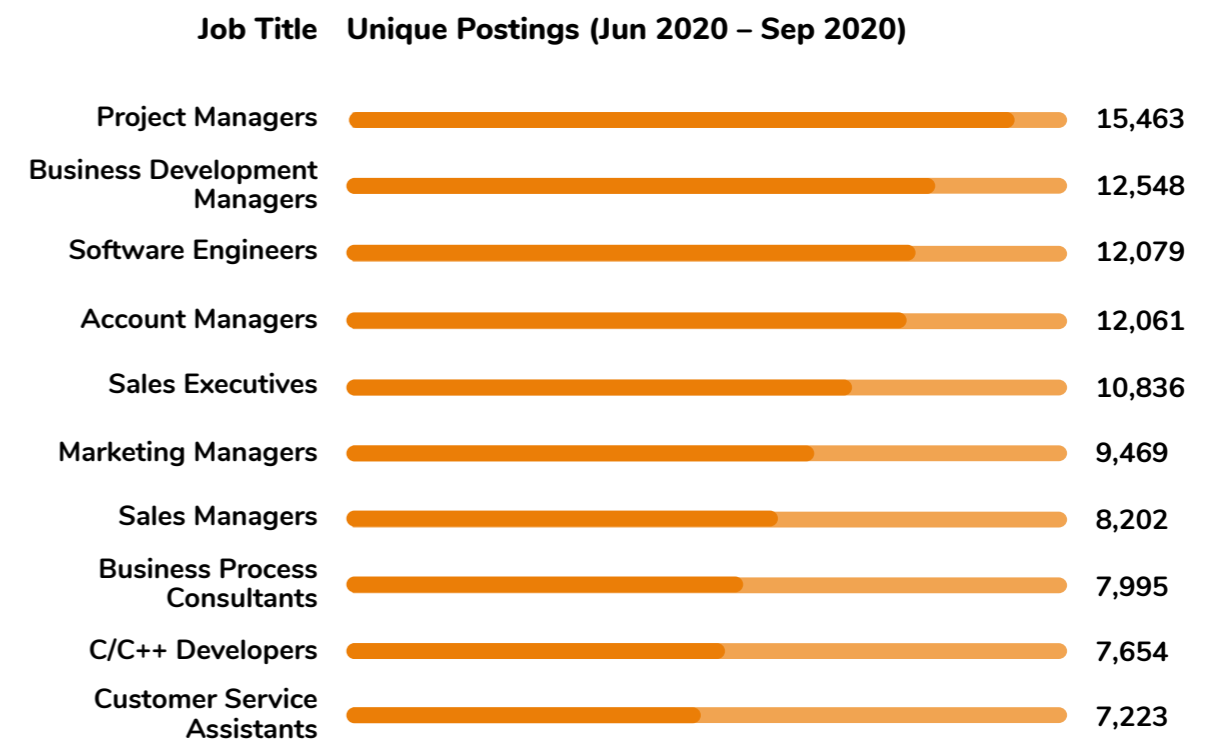
Programming, software development, and data analytics have become an essential part of any forward-thinking organisation – this is demonstrated by **SQL, Python, and Java** programming languages all being listed as key skills that are growing in demand.

Both **accounting** and **auditing** skills are identified as being in high demand, reflecting the fact that 60% of employers believe there is a moderate skills shortage in accountancy and finance skills throughout the UK.

**Forecasting** and **business development** skills (especially for account management/sales roles) are proving an attractive combination in the eyes of employers. Again, in times of economic downturn, there is an increased pressure on employees to understand their numbers, understand how to build a sales pipeline, and know exactly where their next sale is coming from!



Top 10 Most In Demand Business Roles in the UK



Source: The Skills Network 2020, Emsi 2020



# Health



# Health

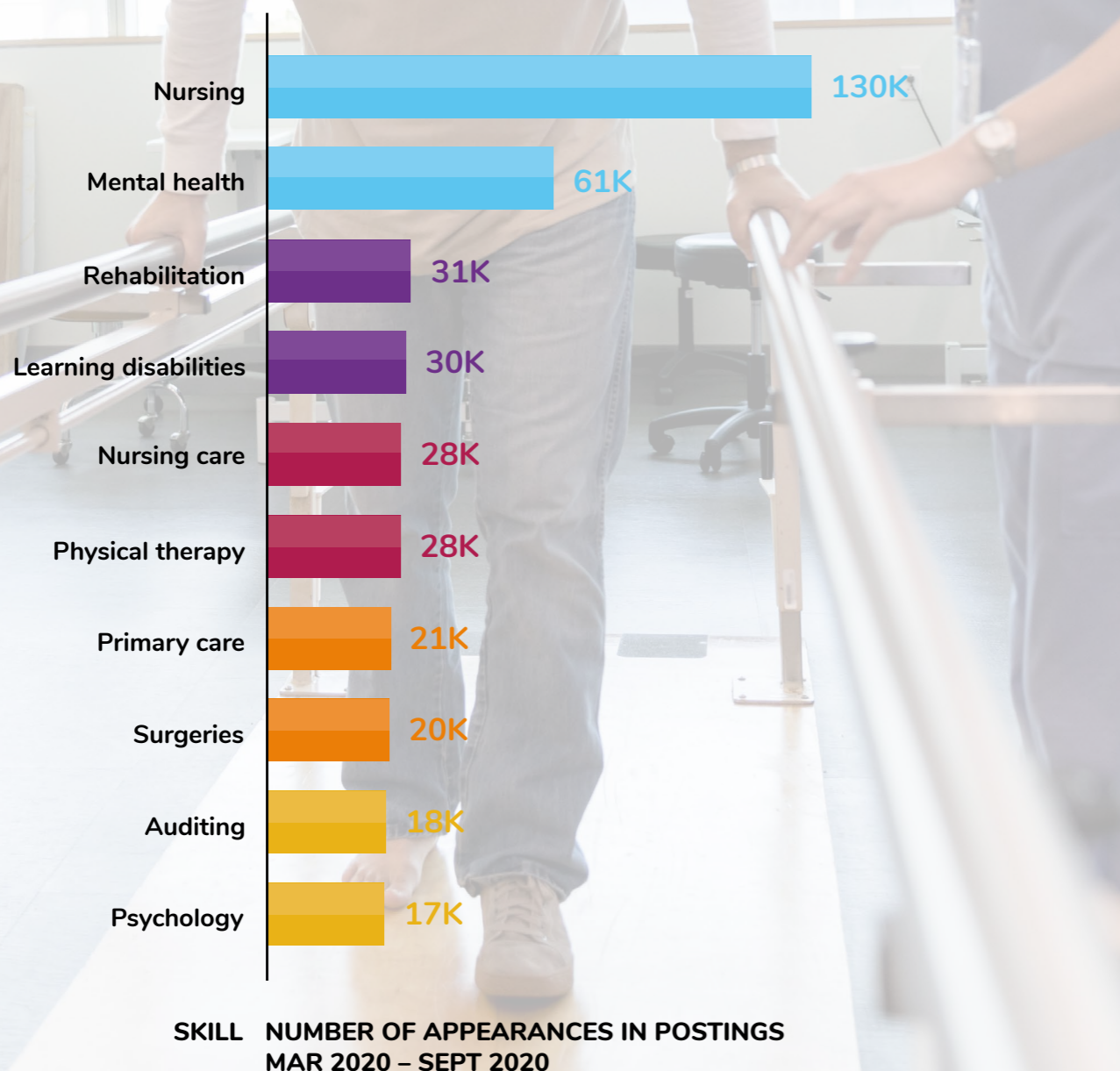
The health care sector is performing more strongly than others and the sector offers some extremely very rewarding careers.

Data shows that health and social care vacancies are up to 84% of 2019 levels and there are approximately 90,000 vacancies in the NHS, while funding has just begun for hundreds of nurse Apprenticeships in England.

Roles in the highest demand include nurses, physiotherapists, mental health technicians, and healthcare assistants (to name but a few). Using real-time data on the health care postings, **we have analysed the 10 most in demand skills in health and social care.**

These technical skills demonstrate the need for today's health professionals to have a wider, more inclusive set of skills, on top of their core training specialism.

## Most In Demand Skills in Health and Social Care



Mental health related skills are the second most in demand for the health sector and were requested in 61,000 job postings between March and September 2020.

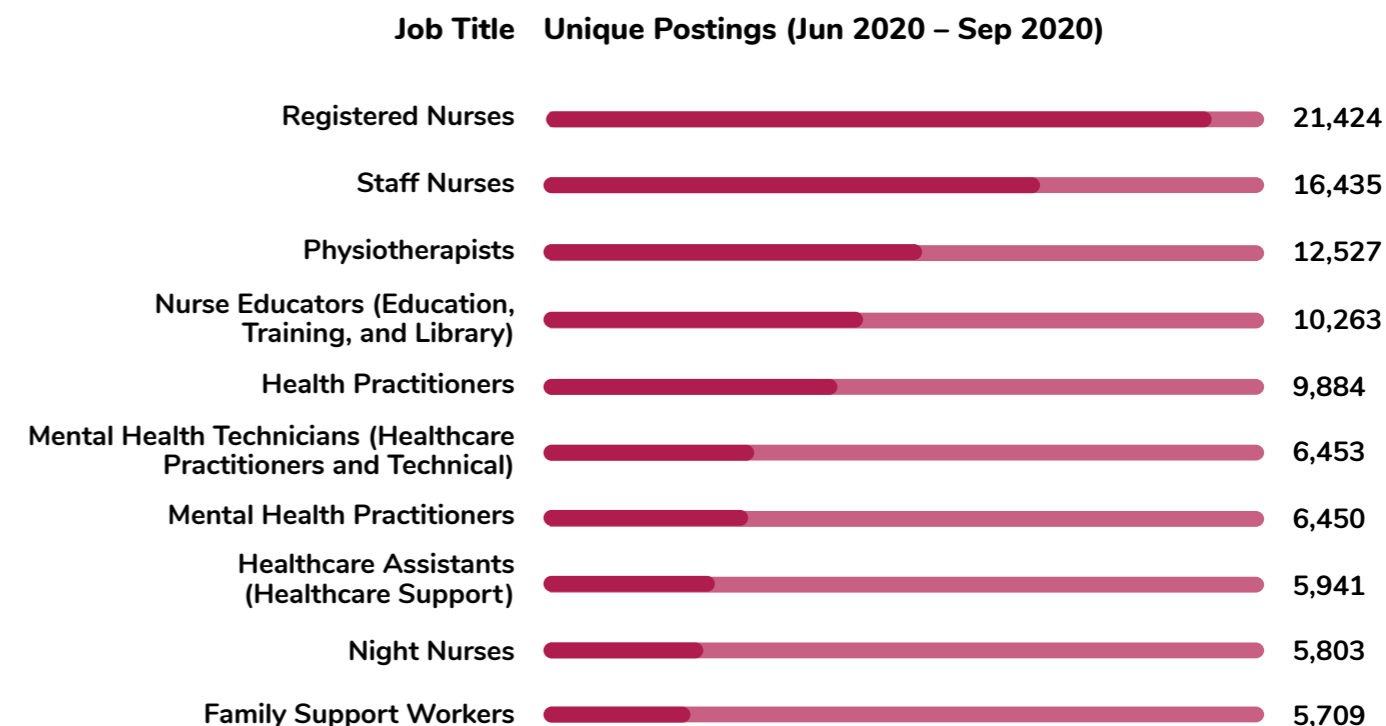
There is an increasing need for health staff to be able to identify mental illness and promote positive mental well-being, just like with physical health.

More healthcare trainees and candidates will need to demonstrate that they understand mental illness, with the view that they can recognise symptoms early, encourage healthy behaviours, and build good relationships with patients.

Being able to effectively support service users with learning disabilities in health settings has become an increasingly important skill for care roles. It was listed in over 27,000 recent job postings. It is important that healthcare staff and trainees learn about these lifelong conditions.

Knowing the key aspects of common learning disabilities, such as dyslexia, ADHD, and dyscalculia, is needed for today's health care staff to build a thorough knowledge of a person's history, symptoms, and pre-existing health conditions.

## Top 10 Most In Demand Health Roles in the UK



Source: The Skills Network 2020, Emsi 2020



# Care



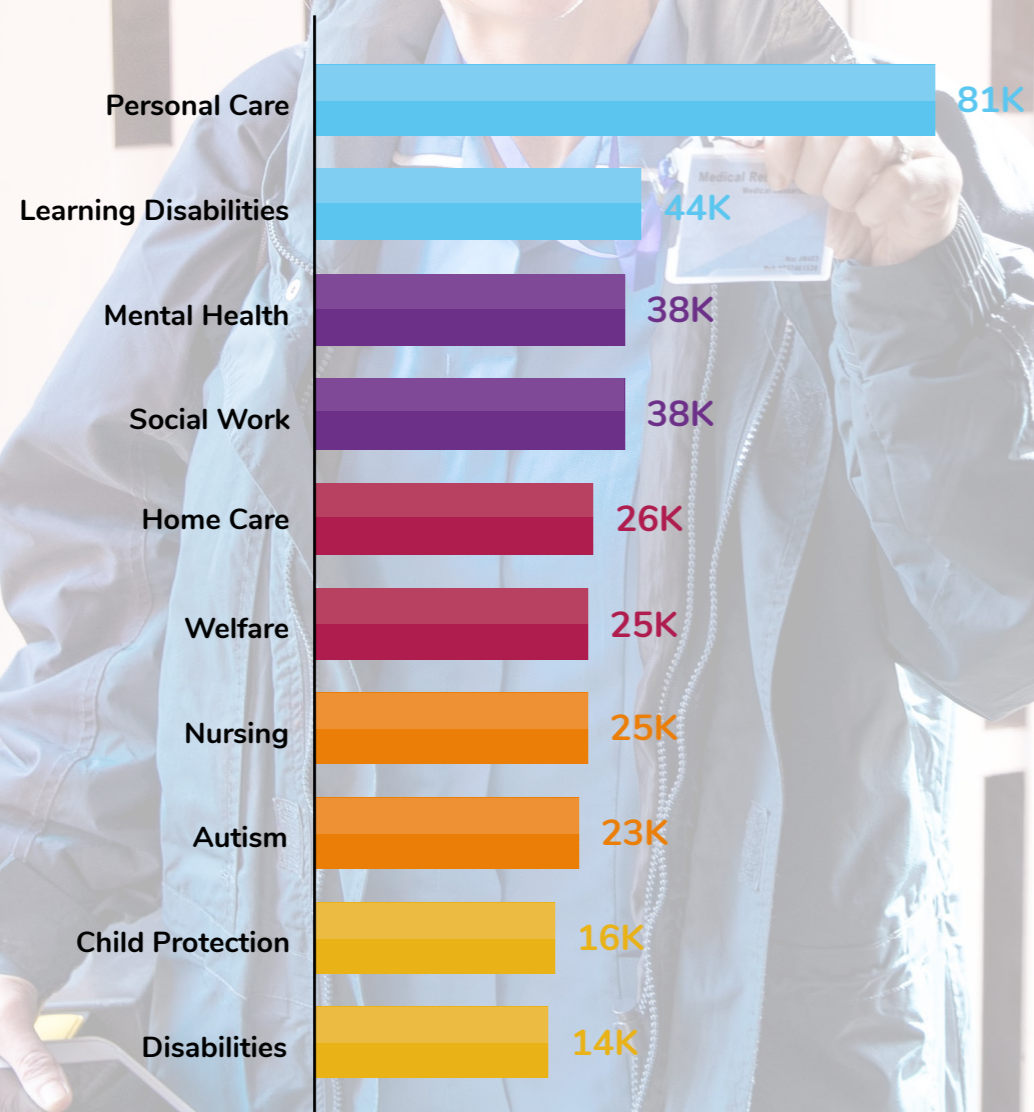
# Care

COVID-19 concerns for vulnerable patients mean that care settings are under huge pressure. The sector is currently facing financial pressures, coupled with falling levels of occupancy in care homes due to excess deaths, restrictions on new admissions, and an overall reduced demand for residential care.

Overall, there is currently a reduction in the care services available, with more people now providing unpaid care for their family members, friends, and neighbours. However, recruitment for care roles is now higher than pre-COVID levels. Over 130,000 care roles were posted throughout September, which is a 7% increase on vacancies compared to February.

We have identified the top 10 most in demand care skills currently in the UK. Although there are many diverse career paths in the care sector, including home care assistants and roles in residential care, several key skills appear across the board.

## Top 10 Most in Demand Care Skills in the UK



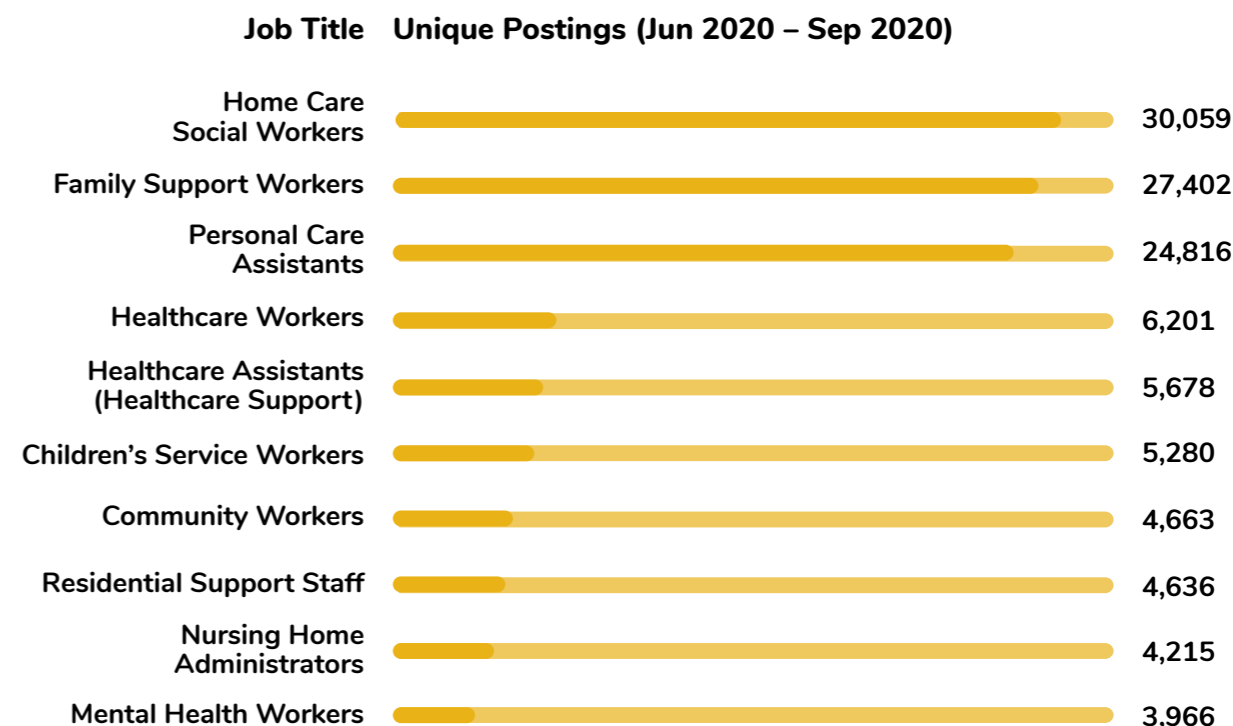
SKILL NUMBER OF APPEARANCES IN POSTINGS  
MAR 2020 - SEPT 2020

Candidates for care roles will need to ensure that they can display a good understanding of dignity, privacy, and respect in relation to delivering effective **personal care**. Skills in personal care are the most in demand (appearing in over 81,000 job postings). With fears of personal hygiene due to COVID-19, it is important that candidates can demonstrate that they have acquired the skills to provide personal care in a safe and hygienic way, including hand washing and the use of Personal Protective Equipment (PPE).

Skills in supporting people with **disabilities**, **autism**, and **learning disabilities** continue to be crucial. Together, these skills appeared in over 81,000 job postings between August and September 2020. Over half a million care workers now support people with a disability in England. So, it is vital for care workers (or those looking to work in the sector) to have the right values, skills, and knowledge to provide high quality, person-centred care.



## Top 10 Most In Demand Job Roles



Source: The Skills Network 2020, Emsi 2020



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