Liverpool City Region Careers Hub
LMI

Produced on behalf of the Liverpool City Region Combined Authority
and Careers Hub by Iain Logan, Careers Intelligence Unit Lead,
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What is Labour Market Information (LMI)?

- Information about what jobs are available
- Where these jobs are
- What qualifications and skills are needed to get these jobs
- How much these jobs pay
- Who is available to do these jobs and how they give themselves the best chance of getting one of these jobs

Why LMI Matters

- It can help you identify what jobs are available locally or where the jobs you may want to do are located
- It highlights the skills and qualifications you will need to succeed in different jobs
- It can explain about progression routes, pay scales and job security to help you make your choice
- It can identify new jobs you may not have thought of

National Issues Affecting Your Chance of Getting a Job

National issues

- Demography
- Globalisation
- Increased Urbanization
- Technology
- Politics

Ways of Working

- Part-time work
- Self-employment
- Zero-hours contracts
- Portfolio working
- The Gig Economy

Employability Skills

- Employers in the LCR reported gaps in general employability skills, particularly in written and spoken communication, basic IT and general employability competences, as well as basic literacy, numeracy and digital skills

Skill Category	Specific Skill Required	Description
English	Communication	?
	Reading	?
	Writing for Different Audiences	?
Maths	Mental Arithmetic	?
	Working with Data	?
IT/Digital	Word Processing	?
	Spreadsheets	?
	Emails	?
	Social Media	?

Skill Category	Specific Skill Required	Description
Knowledge and Attitudes	Understanding organisational processes	?
	Knowledge of products and services	?
	Positive attitude	?
	Ability to work in a team	?
	Respect for others	?
	Reliability and time keeping	?
	Resilience	?
	Appropriate use of Technology	?

Career Clusters

Employability Skills

$$E = \frac{(Q + S + WE) \times C}{O}$$

Enterprise Skills

- 'The growth of digital industries and small dynamic businesses across the economy increases the importance of enterprise skills. Understanding how businesses operate can be a major advantage for young recruits to be 'ready for work' and also broaden their options to include new business start up and self employment'

  Skills Strategy 2018-2023 (LCR Combined Authority)/LCR Local Enterprise Partnership)

Innovation

- 'Innovation is in our city region's DNA. We were the cradle of the industrial revolution, the home of the first passenger railway, the first public park, and of developments that changed the world, from the float glass process invented by Pilkingtons, to the first tropical research institute.'

Steve Rotherham, LCR Combined Authority, Metro Mayor, 2018

The Economy of the LCR

- Home to 1.5m people
- 598,000 jobs
- 71,000 self-employed people
- 49,125 different businesses (99% of which are SMEs)
- There remains a high proportion of economically inactive residents

Advanced Manufacturing: Key Points

- 47,000 jobs (7% of all employees in the LCR)
  Advanced Manufacturing includes:
- Chemicals and pharmaceuticals
- Automotive
- Metal products
- Electronics
- Manufactured fuels

Advanced Manufacturing: Skills Needed

- Over 30% of employers in the sector reported having hard-to-fill vacancies

- 37% of the Advanced Manufacturing workforce is aged over 50 and it is estimated 30,000 employees will need to be replaced in the next 10 years

- STEM subjects are vital for success in Advanced Manufacturing, but Enterprise Skills such as teamwork, creativity and problem solving are also highly valued.

Construction: Key Points

- In the UK 2m people work in construction; 225,300 in the North-west
- 47,000 people work in construction in the LCR
- 16% or 14,700 of those working in construction in the LCR are self-employed
- Only 11% of the workforce is female
- Most companies employ less than 10 employees

Construction: Skills Needed

The biggest area of demand for skills in the skilled trades in construction in the LCR are for:

- Building envelope specialists
- Glaziers
- Bricklayers
- Painters and decorators
- Civil engineering operatives
- Woods trades and interior fit outs
- Plasterers

Construction – Skills Needed

The biggest area of demand for skills in the professional, managerial and office based trades in construction in the LCR are for:

- Architects
- Surveyors
- Construction Project Managers
- Senior Executives and Business Process Managers
- Construction Trades Supervisors
- Civil Engineers

Creative and Digital: Key Points

- 22,000 jobs in the creative and digital sector in the LCR

- 4,425 digital and creative workspaces

- 8% (4.3m) of the UK have zero basic digital skills

- 81% of the roles within the technical digital tech occupations in the north of England are occupied by males
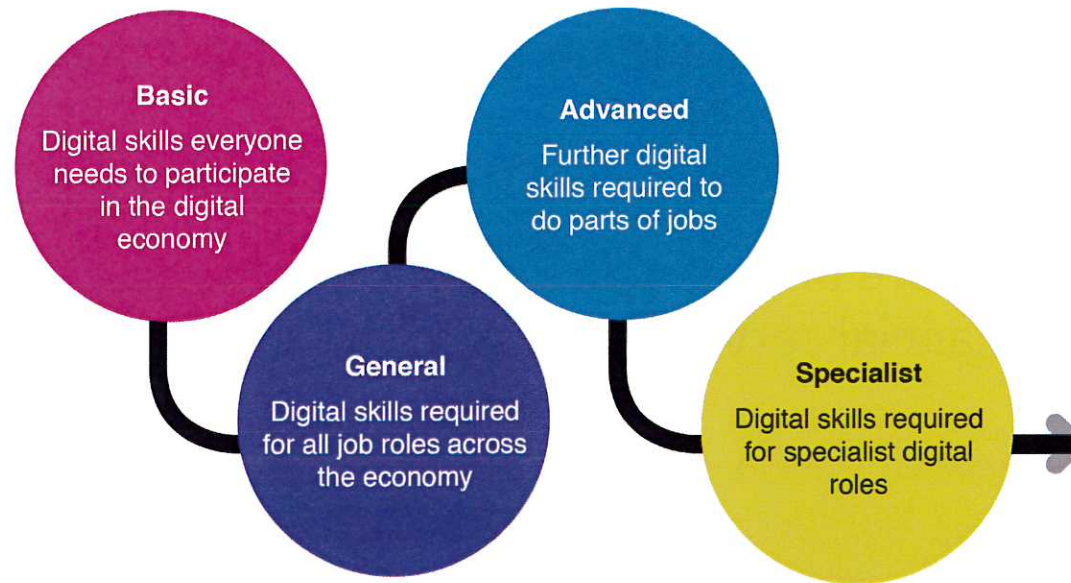
Creative and Digital: Key Points

- The Tech sector is expanding 2.6 times faster than the UK economy as a whole
- Tech pays very well
- Digital skills are also very important in other sectors too e.g. financial services, advanced manufacturing

Creative and Digital: Skills Needed

Basic
Digital skills everyone needs to participate in the digital economy

General
Digital skills required for all job roles across the economy

Advanced
Further digital skills required to do parts of jobs

Specialist
Digital skills required for specialist digital roles

Human Health and Social Care: Key Points

- This sectors has 3 major sub-sectors:
- Human Health Activities Work (71,980)
- Residential Care Activities (16,710)
- Social Work Activities Without Accommodation (22,050)

NB Nurse has been the most advertised vacancy in the LCR and second most advertised vacancy in the NW for the last 5 years

Human Health and Social Care: Skills Needed

With a huge demand for workers, plenty of opportunities for progression and a job in which 96% of workers said they feel their work makes a difference, social care has lots to offer.

It's a very rewarding career and you can make a real difference to someone's life.

There are also lots of opportunities to progress and work with different people.

https://www.skillsforcare.org.uk/Careers-in-care/Think-Care-Careers.aspx

Life Sciences

- Employs 10,000 in the LCR
- Liverpool is a global hub for R&D and biopharmaceutical manufacturing with particular focus on: precision medicine; infectious diseases; children's health (Alder Hey); and independent living.

Life Sciences: Key Skills

Despite a generally positive outlook, life science employers in the north of England are facing skills shortages. Around 45% of employers felt they lacked appropriately skilled applicants and a further 30% felt there were too few applicants.

www.prospects.ac.uk

Low Carbon Economy: Key Facts

- Employs 37,000 people in 4,500 different businesses in the LCR
- More than 2,000 new jobs predicted to be created in Low Carbon Economy in LCR by 2030

Sector includes:

- Energy, Production and Distribution
- Waste collection, treatment and materials recovery
- Water, sewerage and environmental management
- Environmental consulting activity

Low Carbon Economy: Skills Needed

- Some sectors of the Low Carbon Economy need specialist skills but the majority of skills needed are engineering, manufacturing and construction ones, so STEM subjects are very useful

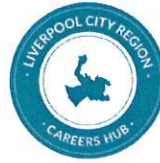- 35% of the workforce is aged 50+. Younger workers wanted!

Professional and Business Services

Sector in LCR includes the following:

- Financial Services
- Real Estate
- Legal and Accounting
- Insurance
- Business Support Functions
- Security and Rental
- Services to Buildings and Landscape Activities
- Other

Professional and Business Services: Key Points

- Sector employs 107,000 people in the LCR
- By 2030 the sector is expected to generate an additional 4,000 jobs

Maritime and Logistics: Key Points

- 46,000 jobs in the LCR
- 175,000 jobs in the NW
- LCR is home to world leading logistics companies such as ACL, CMA-CGM, Maersk and Stobart

Maritime and Logistics: Skills Needed

- Logistics is like any other business. It is always looking to cut costs, become more efficient and attract the right talent

- Fork Lift Truck Drivers

- HGV and LGV Drivers are in great demand

- But digital skills at all levels are greatly valued as warehouses use more and more technology

The Visitor Economy

- Is worth £4.2bn to the LCR Economy (14% of the total LCR economy)
- Provides 52,000 jobs – a growth of 28% since 2010 and 8% of all the jobs in the LCR

The Visitor Economy: Skills Needed

- 50% of employers reported that they had a 'hard-to-fill vacancy' because of insufficient numbers of applicants with the right skills

How studying Accounting helps you get a job

Jobs directly related to accountancy include:

- Accountant
- Account Technician
- Company secretary
- Forensic accountant
- Stockbroker

How studying Art helps you get a job

Jobs directly related to art include:

- Commercial art gallery manager
- Community arts worker
- Exhibition designer
- Fine artist
- Graphic designer
- Higher education lecturer
- Illustrator
- Printmaker
- Secondary school teacher

How studying Biology helps you get a job

Jobs directly related to Biology include:

- Biotechnologist
- Marine biologist
- Microbiologist
- Nanotechnologist
- Nature conservation officer
- Pharmacologist
- Research scientist (life sciences)
- Laboratory technician
- Secondary school teacher

How studying Business helps you get a job

Jobs directly related to the study of business include:

- Actuarial analyst
- Business adviser and/or Business analyst
- Business development manager
- Corporate investment banker
- Data analyst and/or Data scientist
- Insurance underwriter
- Management consultant
- Project manager and/or Risk manager
- Stockbroker
- Supply chain manager

How studying Chemistry helps you get a job

Jobs directly related to Chemistry include:

- Analytical chemist
- Biotechnologist
- Chemical engineer
- Healthcare scientist, clinical biochemistry
- Forensic scientist
- Nanotechnologist
- Pharmacologist
- Research scientist (physical sciences)
- Scientific laboratory technician
- Toxicologist

How studying Childhood Studies helps you get a job

Jobs directly related to Childhood Studies include:

- Early years teacher
- Education consultant
- Family support worker
- Health play specialist
- Learning mentor
- Teacher Secondary/Special educational needs/primary)
- Social worker
- Teaching assistant
- Youth worker

How studying Computing helps you get a job

Jobs directly related to Computing are numerous and include:

- Application analyst and developer
- CAD technician
- Cyber security analyst
- Data analyst
- Database administrator
- Game designer and developer
- Information systems manager
- Machine learning engineer
- Multimedia programmer
- Web designer and developer

How studying Dance helps you get a job

Jobs directly related to Dance include:

- Arts administrator
- Community arts worker
- Dance movement psychotherapist
- Dancer
- Personal trainer
- Theatre director

How studying Drama helps you get a job

Jobs directly related to Drama include:

- Actor
- Broadcast presenter
- Dramatherapist
- Runner, broadcasting/film/video
- Theatre director
- Theatre stage manager

How studying Economics helps you get a job

Jobs directly related to Economics include:

- Actuarial analyst
- Accountant
- Data analyst
- Economist
- Financial risk analyst
- Investment analyst
- Statistician
- Stockbroker

How studying English helps you get a job

Jobs directly related to English include:

- [Digital copywriter](#)
- [Editorial assistant](#)
- [English as a foreign language teacher](#)
- [Lexicographer](#)
- [Journalist](#)
- [Publishing copy-editor/proof-reader](#)
- [Secondary school teacher](#)
- [Web content manager](#)
- [Writer](#)

How studying Food Science helps you get a job

Jobs directly related to Food Science include:

- Food technologist
- Nutritional therapist
- Product/process development scientist
- Quality manager
- Regulatory affairs officer
- Scientific laboratory technician
- Technical brewer

How studying Geography helps you get a job

Jobs directly related to Geography include:

- Cartographer
- Commercial/residential surveyor
- Environmental consultant
- Geographical information systems officer
- Planning and development surveyor
- Secondary school teacher
- Town planner

How studying Graphic Design helps you get a job

Jobs directly related to your degree include:

- Advertising art director
- Animator
- Artworker
- Creative director
- Graphic designer
- Illustrator
- Printmaker
- Production designer, theatre/television/film
- VFX artist

THE CAREERS &
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COMPANY

National
Careers
Service

How studying History helps you get a job

Jobs directly related to History include:

- Heritage manager
- Historic buildings inspector or conservation officer
- Museum education officer
- Museum or gallery curator
- Museum or gallery exhibitions officer
- Secondary school teacher

LIVERPOOL
CITY REGION
COMBINED AUTHORITY

METRO MAYOR
LIVERPOOL CITY REGION

Liverpool City Region
Local Enterprise Partnership

How studying Mathematics helps you get a job

Jobs directly related to Mathematics include:

- Acoustic consultant
- Actuarial analyst & Actuary
- Chartered accountant & Chartered certified accountant
- Data analyst & Data scientist
- Investment analyst
- Research scientist (maths)
- Secondary school teacher
- Software engineer
- Statistician

How studying Media Studies helps you get a job

Jobs directly related to Media Studies include:

- Media planner
- Multimedia specialist
- Programme researcher, broadcasting/film/video
- Public relations officer
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Web content manager

How studying Modern Foreign Languages helps you get a job

Jobs directly related to Modern Foreign Languages include:

- Interpreter
- Secondary school teacher
- Translator

Or work with a foreign company, perhaps in an overseas' location

How studying Music helps you get a job

Jobs directly related to Music include:

- Music therapist
- Musician
- Private music teacher
- Secondary school teacher

How studying Performing Arts helps you get a job

Jobs directly related to Performing arts include:

- Actor
- Community arts worker
- Dancer
- Dramatherapist
- Music therapist
- Theatre director

How studying Physics helps you get a job

Jobs directly related to Physics include:

- Acoustic consultant
- Geophysicist/field seismologist
- Higher education lecturer
- Metallurgist
- Nanotechnologist
- Radiation protection practitioner
- Research scientist (physical sciences)
- Secondary school teacher

How studying Politics helps you get a job

Jobs directly related to Politics include:

- Civil Service
- Government social research officer
- Policy officer
- Politician's assistant
- Public affairs consultant
- Public relations account executive
- Social researcher

How studying Religious Education helps you get a job

Jobs directly related to RE include:

- Chaplain
- Higher education lecturer
- Primary school teacher
- Secondary school teacher

How studying Sociology helps you get a job

Jobs directly related to Sociology include:

- Advice worker
- Community development worker
- Family support worker
- Further education teacher
- International aid/development worker
- Social researcher
- Social worker
- Youth worker

How studying Sport helps you get a job

Jobs directly related to Sport and Exercise Science include:

- [Exercise physiologist](#)
- [Fitness centre manager](#)
- [Personal trainer](#)
- [Secondary school teacher](#)
- [Sports administrator](#)
- [Sports coach](#)
- [Sports development officer](#)
- [Sports therapist](#)

How studying Travel & Tourism helps you get a job

Jobs directly related to Travel and tourism include:

- Holiday representative
- Tour manager
- Tourism officer
- Tourist information centre manager
- Travel agency manager

Halton

- Population: 127,000 : In Employment: 63,800 (55,400 employees and 5,300 self-employed)

Top 3 employment sectors by numbers of jobs:

- Wholesale and retail trades (9,000 jobs)

- Manufacturing (8000 jobs)

- Professional, Scientific and Technical Activities (6,000 jobs) and Administrative and Support Service Activities (also 6000 jobs)

- Annual Average Wages = £27,473

Knowsley

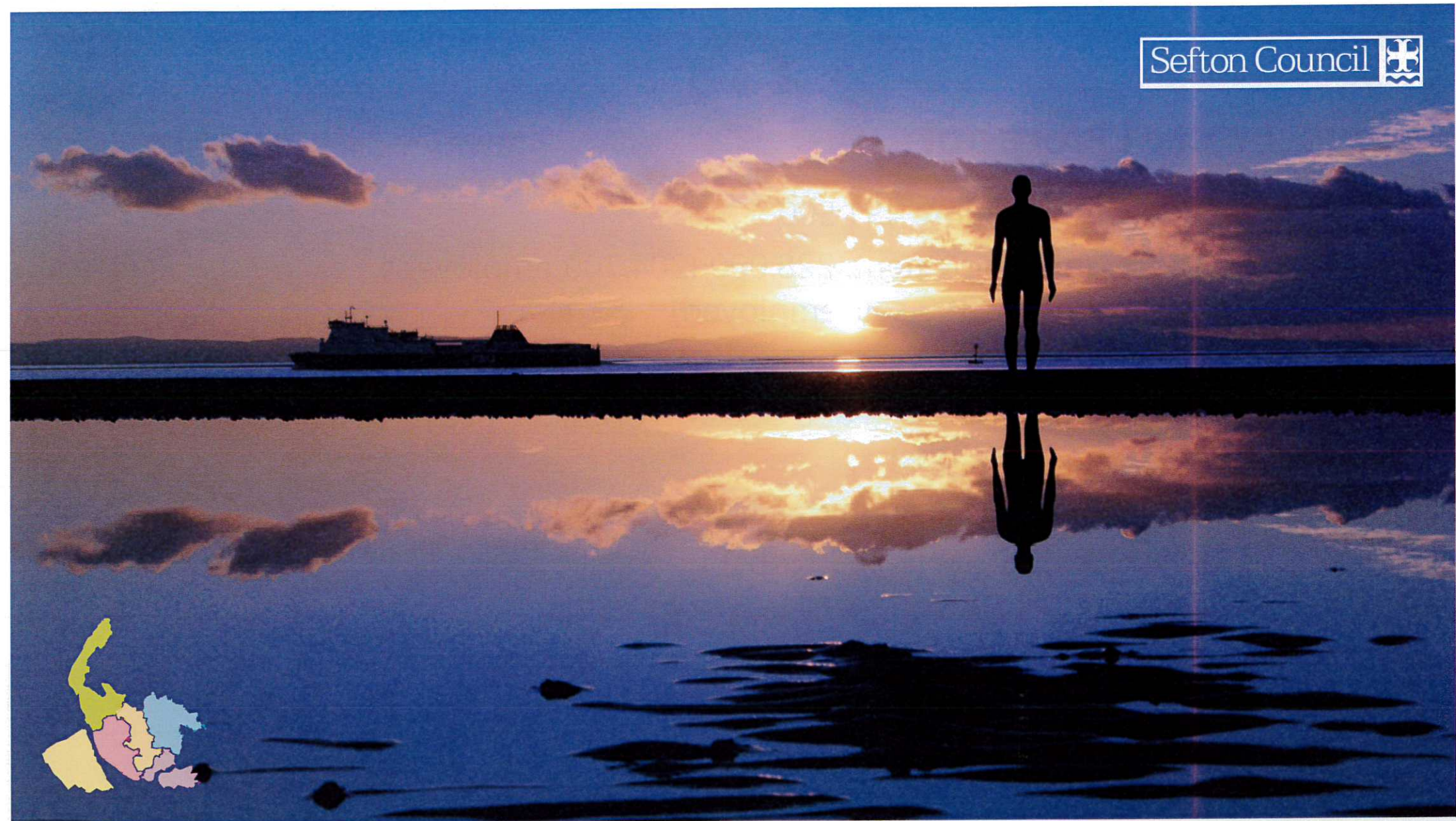- Population: 148,600: In Employment: 68,000 (60,000 employees and 7,900 self-employed)

Top 3 employment sectors by numbers of jobs:

- Human Health and Social Work Activities (13,000 jobs)

- Manufacturing (12000 jobs)

- Wholesale and Retail trades (9,000 jobs)

- Average Annual Wages = £27,225

Liverpool

- Population: 491,500
- In Employment: 228,000 (204,700 employees and 23,300 self-employed)
- Top 3 employment sectors by numbers of jobs:
- Human Health and Social Work Activities (43,000 jobs)
- Wholesale and retail trades (34,000 jobs)
- Education (26,000 jobs)
- Average Annual Wages = £27,157

Sefton Council

Sefton

- Population: 274,000: In Employment: 123,900 (108,200 employees and 15,600 self-employed)

Top 3 employment sectors by numbers of jobs:

- Human Health and Social Work Activities (16,000)

- Wholesale and retail trades (16,000 jobs)

- Education (10,000 jobs)

- Average Annual Wages = £23,984

St.Helens Council

St Helens

- Population: 179,300 :In Employment: 80,400 (70,800 employees and 9,100 self-employed)

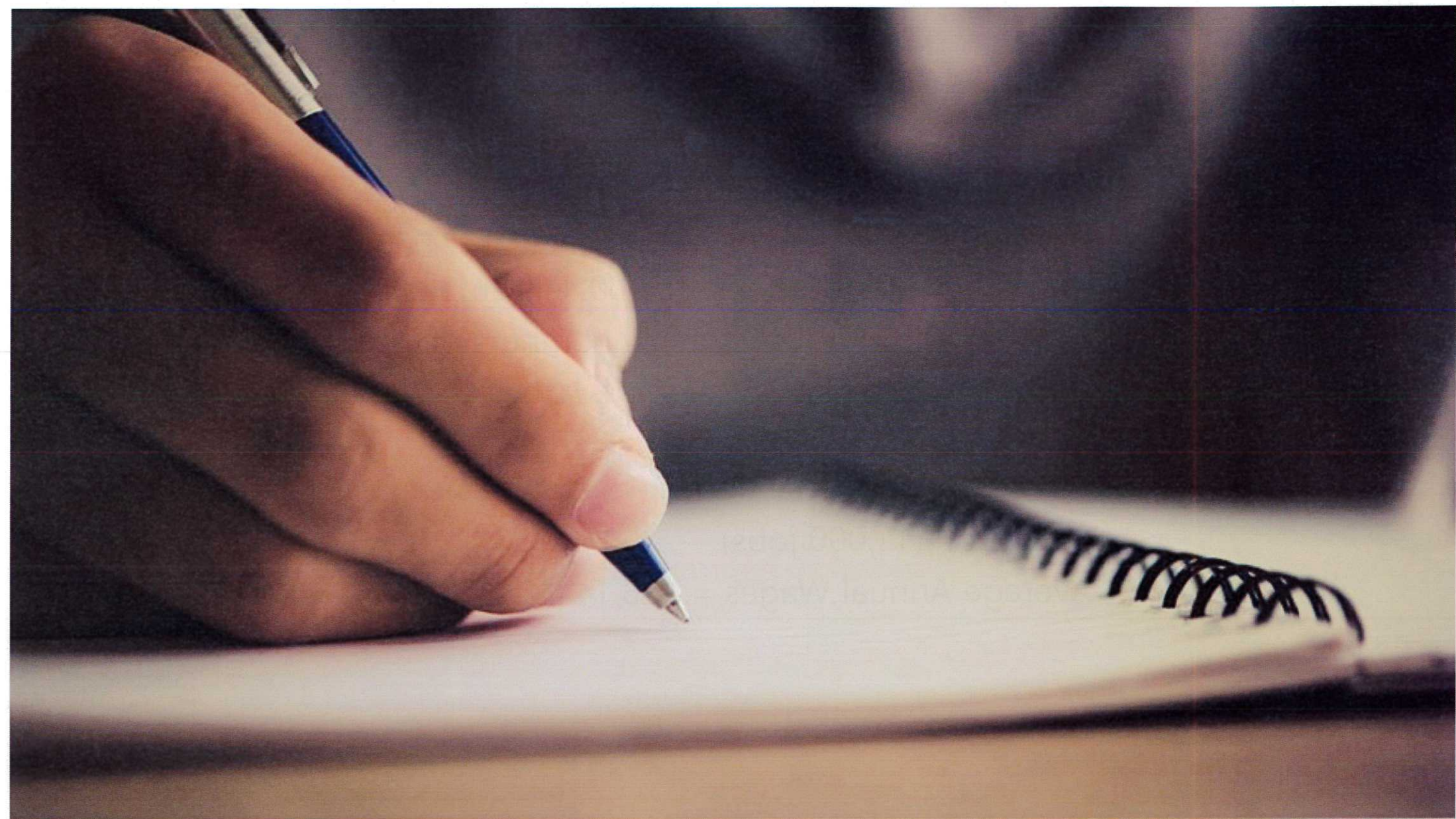Top 3 employment sectors by numbers of jobs:

- Wholesale and retail trades (10,000 jobs)

- Administrative and Support Service Activities (9,000 jobs)

- Human Health and Social Work Activities (7,000 jobs)

- Average Annual Wages = £23,999

WIRRAL

Wirral

- Population: 322,800: In Employment: 147,900 (128,000 employees and 19,600 self-employed)
- Top 3 employment sectors by numbers of jobs:
- Human Health and Social Work Activities (25,000 jobs)
- Wholesale and retail trades (15,000 jobs)
- Education (11,000 jobs)
- Average Annual Wages = £26,144

Applications: Finding Vacancies

- Find a vacancy you are interested in
- Vacancies are advertised in newspapers; online; and on social media, as well as via Job Centres
- However, many vacancies are not advertised at all and are filled by word of mouth.

- Check the details – do you have the qualifications, skills and experience asked for?

Applications: Applying to Vacancies

- You've checked the details and you have the skills and qualifications asked for so now apply in the way requested in the job advertisement
- Complete an application form- paying attention to the questions being asked – or submit a CV or video presentation

Applications: the Interview

If your application form or CV has been successful then you will be invited to attend the next stage of the selection process. This could be:

- An interview over the phone
- An interview via Skype
- A 1-2-1 interview
- A group interview
- May involve doing a task or completing a test
- Giving a presentation

T-Levels

- T levels is the name given to the Government's overhaul of technical and vocational education due to be completed by 2022
- Will be 15 technical frameworks but will be more than 15 qualifications e.g. the digital route has 3 main occupational areas –
1. IT support and services
2. Software and applications design and development
3. Data and digital business services

Apprenticeships-What's in it for me?

- Earn a real wage
- Be trained in the skills employers want
- Learn at a pace suits you and be supported by a mentor
- Have paid holidays

Apprenticeships are open to anyone aged 16 or over

Apprenticeships: what levels are there?

Name	Level	Equivalent Education Level
Intermediate	2	5 GCSEs passes at A* to C/ 9 to 4
Advanced	3	2 A level passes
Higher	4,5,6 and 7	Foundation degree and above
Degree	6 and 7	Bachelor's or Master's degree

Higher Education

- Picking a university degree is a big decision.

Ask yourself:

- Which subjects do I enjoy studying?

- Are there any subjects I'm particularly good at?

- Are the subjects I'm interested in ones I've studied before?

- What do I see myself doing after university? Would my choice in degree affect this?