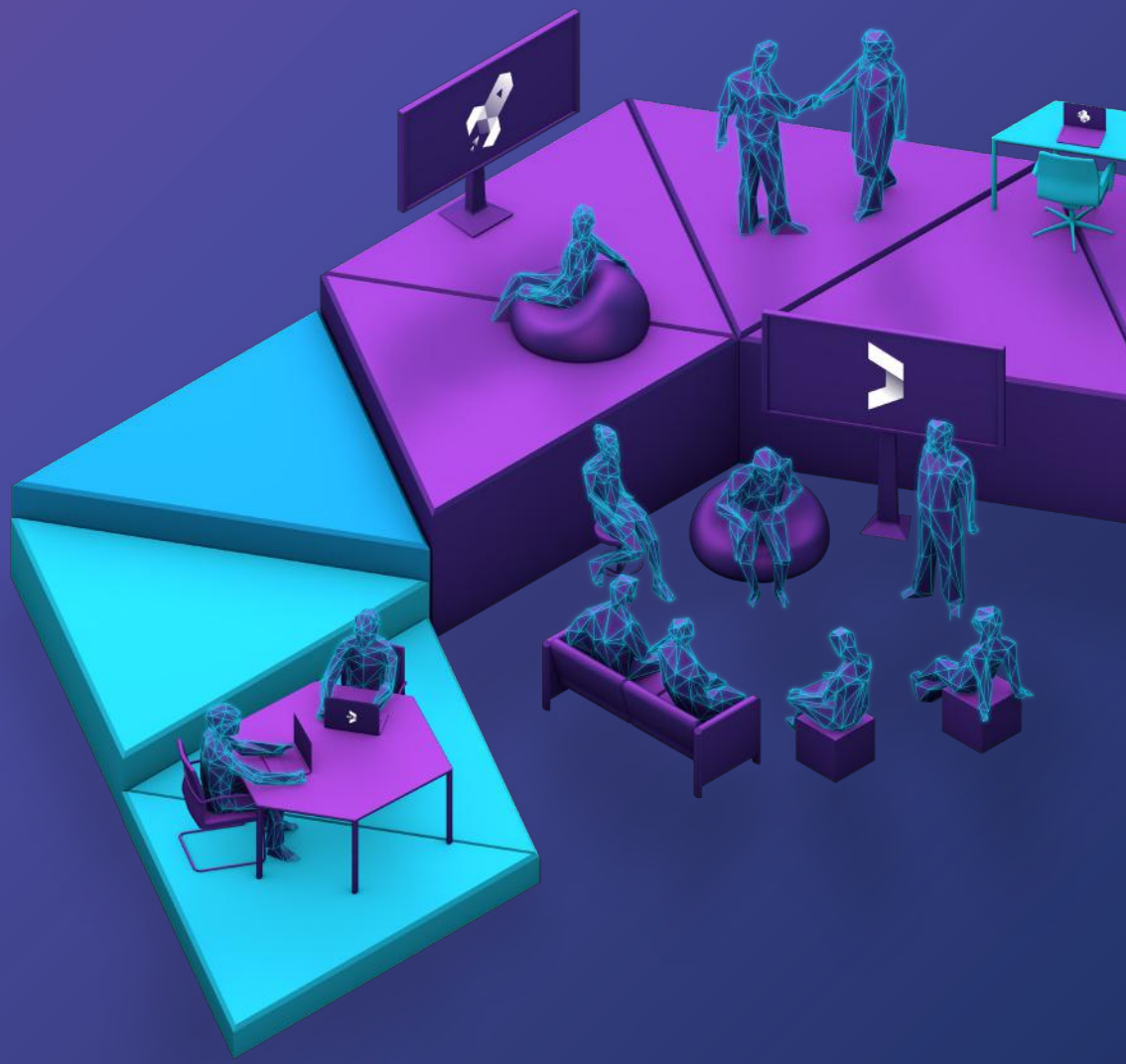
DIGITAL JERSEY

Labour Market Insights

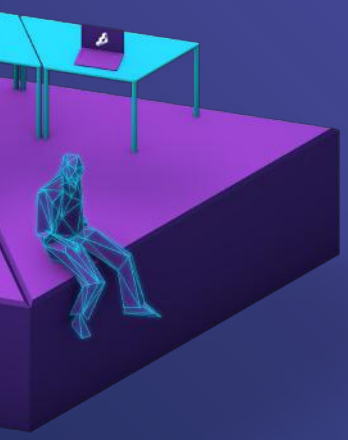
Cross-sector review and key findings

Powered by **MyInsights**

Geek Talent



digital.je



Authors

James Linder
Strategy Manager

E james.linder@digital.je

Brian Conway
Senior Analyst

E brian@geektalent.com

Dominic Murphy
Founder

E dominic@geektalent.com

Contents

Executive Summary 4

Next steps 6

Digital adoption 7

Automation 10

Occupation demand by sector 13

Digital Skills 15

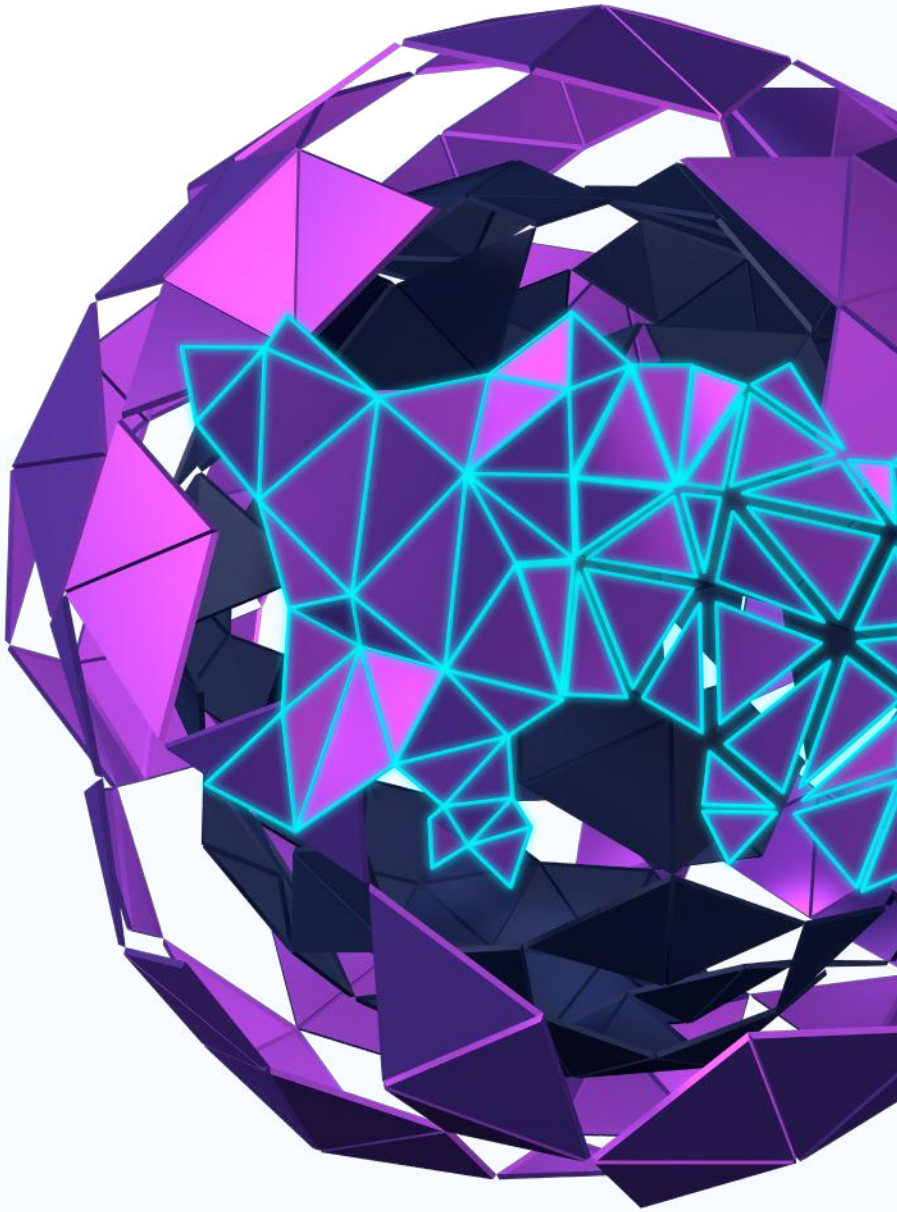
Skills Transferability 20

Conclusion 22

Appendix 24

Report contributors 25

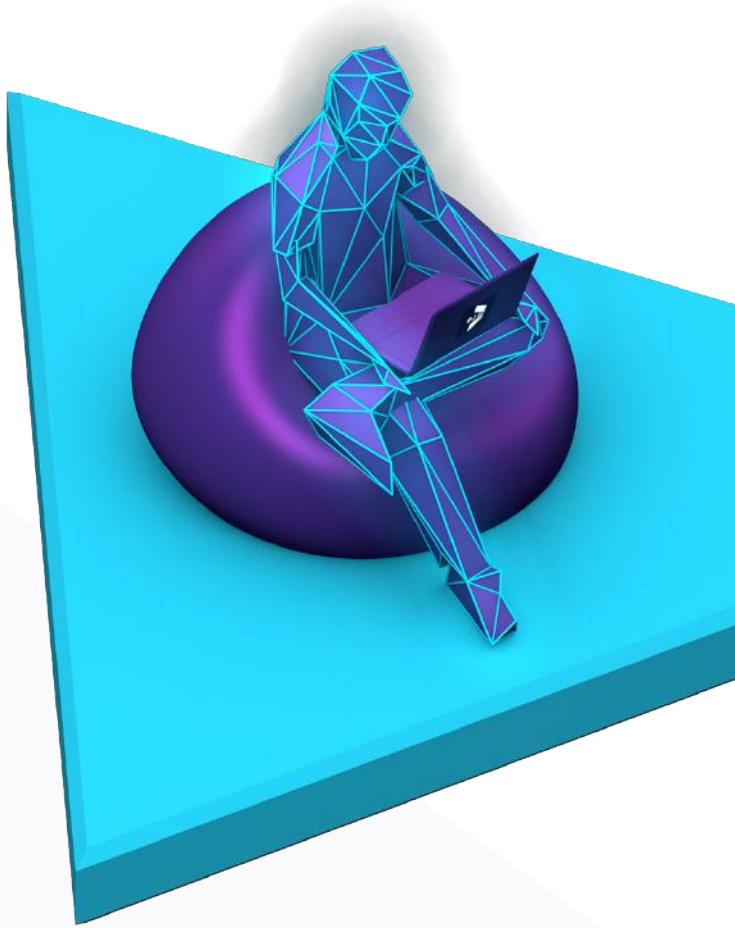
Contact 27



Executive Summary

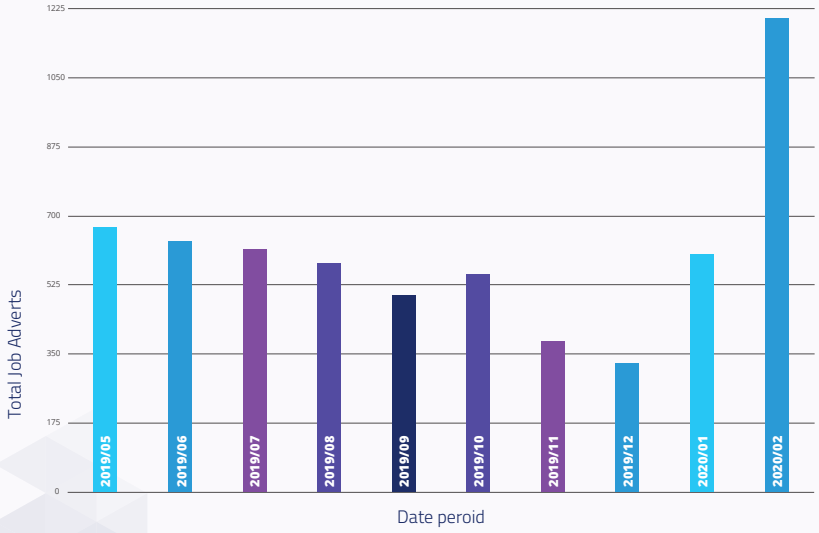
The ability to understand the job market skills in demand and those in decline is of critical importance to policy makers and educators all over the world.

Without access to this information well intentioned migration and education policy interventions can hit wide of the mark in terms of closing the skills gaps. This ultimately impacts company profitability, gross value added and Government tax revenue. This study used CV and vacancy data to delve into the islands skills profile and employer demand. The following graphs detail vacancies in Jersey by month, sector and compared to actual employment.



Job Market Advertised Vacancies

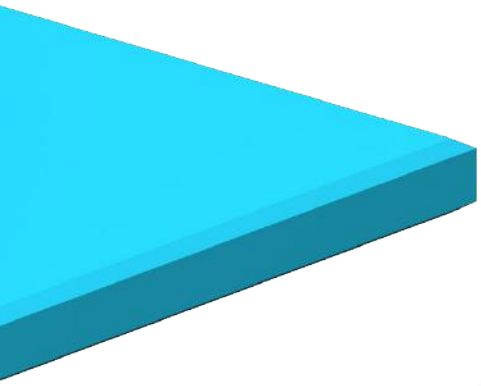
April 2019 - March 2020. Total jobs by month – pre covid-19 period.



The Jersey employment market comprises over 22%* financial services, although in terms of active jobs advertised demand is more evenly spread across a number of sectors.

One of the goals of this work is to provide deeper understanding of job demand in Jersey. For instance by comparing the vacancy rate to number of employees we can see that the hospitality sector appears to have a much high staff turnover than the retail sector.

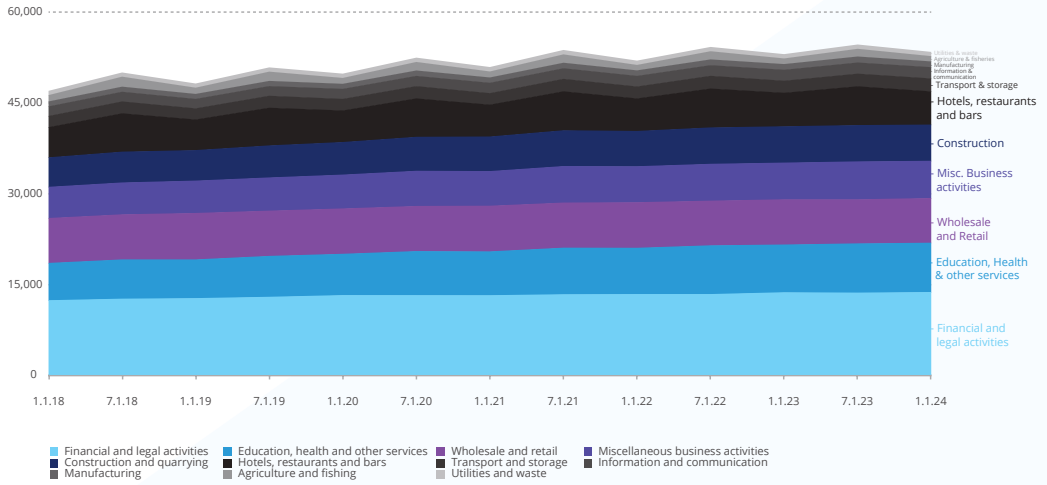
We estimate that we have improved the job market data volume from 45% within gov.je website today to 80% within the MyInsights platform through collection of job data from alternative sources. The gap is from adverts informally advertised, off-island and social media sources such as those in agriculture which are under-represented.



* Employment data from Statistics Jersey Manpower returns December 2019.

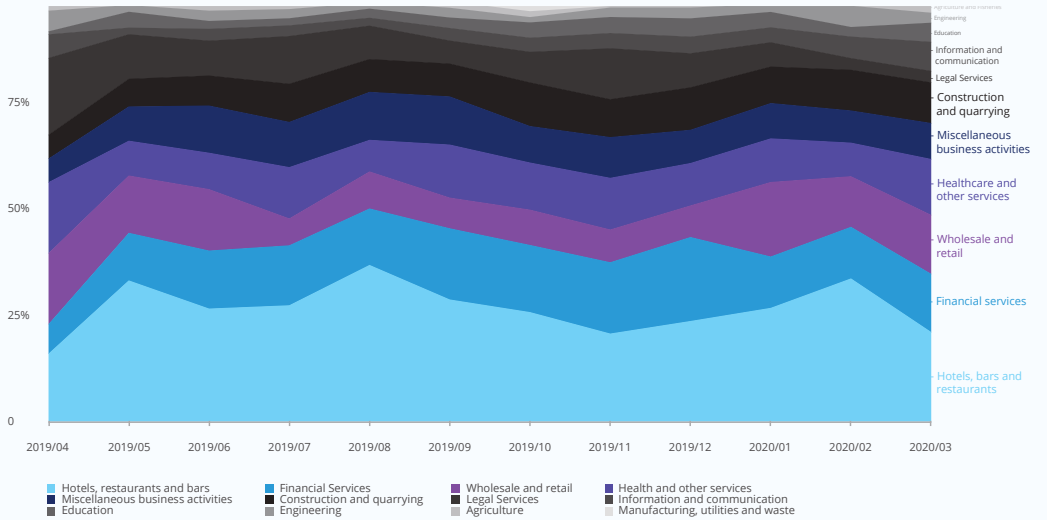
Employment data by sector

Source (gov.je) – SIC code 2007



Job Market Advertised Vacancies

Share by Sector April 2019 - March 2020



This study has developed a deeper understanding of the skills profile of the labour market locally and demand within Jersey, benchmarked against the wider UK labour market with a particular focus on digital skills and associated occupations.

The labour market reduced by 64% during lockdown, although pre-lockdown the job market in Jersey was characterised as having more jobs than people available. Moving forward, a need continues to exist for increased productivity through automation to help address the strain in the labour market.

Key Takeaways

1. **Digital Lagger:** Jersey's digital density (adoption of technology) stands at 10.4% - significantly lower than the counterpart figure for London and Edinburgh where adoption is over 16%. This gap represents lost productivity. Our goal is to increase tech adoption to 20%.
2. **Digital Employment:** Digital jobs are pivotal to all sectors of the economy and growing as a share of all recruitment. 44% of advertised digital roles are by digital companies, whilst financial services represent 29%, and Advertising and Marketing 7%.
3. **Jobs Automation:** Many of the islands highest remunerated jobs are most exposed to the impact of automation. Locally, 55% of a Fund Accountants tasks could be automated, while only 3% of Dog Walkers.
4. **Workforce Upskilling:** Mass reskilling will be needed to support those impacted by technology disruption. Understanding the transferability of skills from one sector into another is vital. We found soft skills prevalent in the hospitality sector to be transferable into creative roles, while domain knowledge in the finance sector most transferable into digital roles.
5. **Tech Potential:** While process automation has been embraced by the banking sector locally, many other sectors significantly lag. Sectors with the greatest opportunities for digital adoption include healthcare, education, legal services, and hospitality.

After more than 40 interviews with 60 people across all sectors there were three common challenges raised which affects both the adoption of technology and wider recruitment:

1

Lack of affordable, quality accommodation for key-worker or entry-level staff – each company is attempting to solve this challenge on their own with little co-ordination cross sector.

2

Low Volume, High Value services provided by companies means that automation business cases may not be cost effective because of lack of economies of scale.

3

Lack of confidence in making good purchasing decisions, particularly outside of Financial Services, creates a barrier to technology adoption.

Next steps

Opportunities

1. Expand the current Digital Jersey Academy offering to include a centre of excellence for automation specialising in Data Analytics and Process Improvement technology.
2. Explore the feasibility of launching a FinTech programme centred around Data Analytics and Process Improvement technology.
3. To support all sectors in the procurement of technology and services. This could include key infrastructure where there is cross-sectorial demand, for example in data visualisation and immersive technologies.
4. To partner with key decision makers across industry and government to evaluate a coordinated response around key-worker, student and entry-level staff accommodation to support talent attraction to Jersey.

Marketing

5. Adopt a tailored Digital, Data and Technology Profession Capabilities Framework (DDaT) to support further development of Digital Jersey curriculum and support communication of digital skills with external parties.
6. Increase knowledge and reduce perceptions of risk associated with technology adoption by running a series of sector by sector engagements to showcase best practise in data analytics and process automation.
7. To refocus our communications towards workers in all sectors to encourage retraining into digital. The message being that automation will reduce the tedium of routine tasks rather that replace entire jobs.

Monitoring

8. Encourage government to adopt the data sources which form part of this report in official statistics.
9. Gather more CV data via the GoCareer platform and other partners to increase the analysis of supply side skills.
10. Investigate further scenario modelling incorporating the task based automation of occupation data to predict employment changes by sector.

Digital adoption

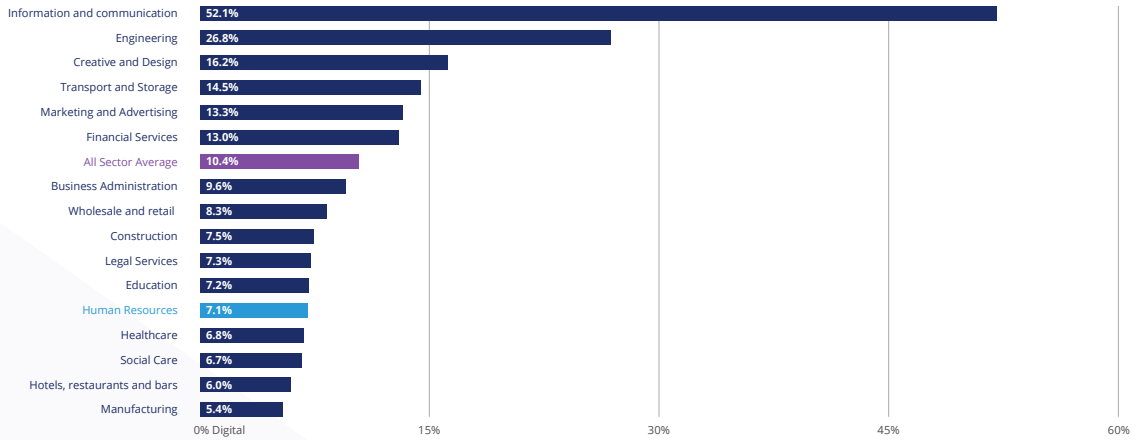
Digital density is calculated by analysing a set of over 1000 skills which are part of the digital sector from Microsoft Office packages through to programming and AI skills.

Each % value represents the proportion of skills in job adverts defined as digital within each sector. This metric is used as an indicator for sectoral adoption of technology and represents lost productivity potential.

Digital Density in Jersey

Across all employment in Jersey 10.4% of skills recruited for are digital. The Information and Communication sector has the highest proportion of digital skills required at 52.1%.

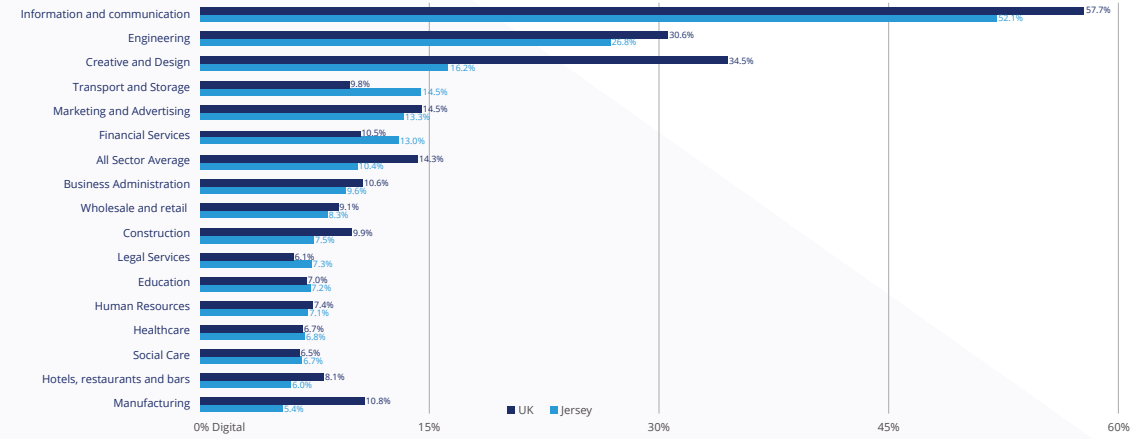
This figure falls to 6% for Hotel Restaurants and Bars; 13% for Financial Services; and 6.8% for Healthcare. To support productivity, we would like to see the digital density figure across all sectors to increase to 20%.



Digital Density Jersey Vs. UK

Whilst comparing digital skills by location is sometimes useful, it can also become a challenge to close the gap as the local economy may not contain certain sub sectors of digital relevance i.e. no visual effects industry in Jersey compared to London.

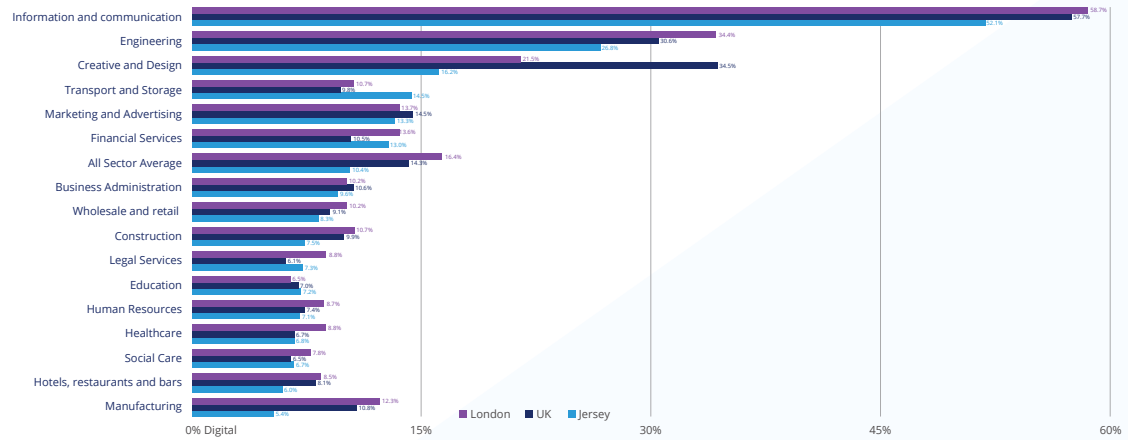
The digital skills gap between Jersey and the UK stands at 3.9% equating to lost productivity and GVA.



Digital Density Jersey Vs. UK Vs. London

There is a significant gap in technology adoption within the Creative and Design sector in London/ Jersey compared with the UK. This gap is driven by the Gig Economy (anywhere jobs).

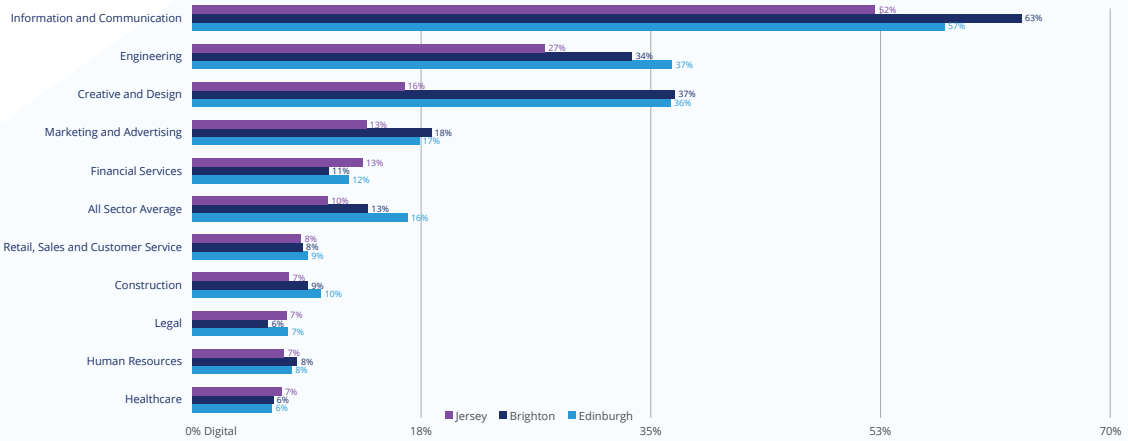
Anywhere jobs are tasks advertised for freelancers to complete remotely rather that in a specific location - these roles are becoming a larger part of the UK labour market, although not as prominent in the local Jersey economy.



Digital Density Jersey Vs. Edinburgh Vs. Brighton

Comparisons between Jersey, Edinburgh and Brighton were also made given that elements of our economies are similar in make-up.

In both these UK cities we found digital density in the Creative and Design sector to be significantly higher than the counterpart figure for digital adoption in Jersey. The all sector average is 6% lower compared to Edinburgh and 3% lower compared to Brighton. Some sectors were removed where data comparisons was not viable.

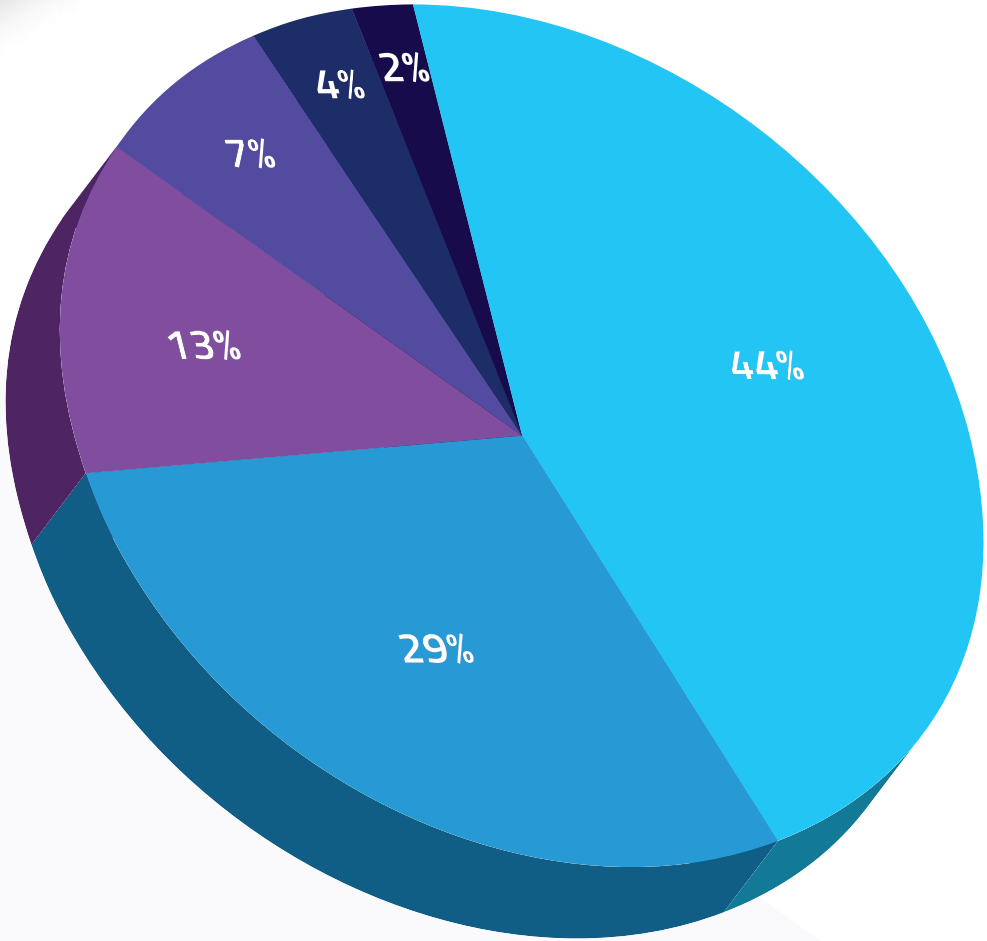


* Data based upon 9230 jobs in Jersey, 3.4m London, 16million for UK (Jan 2019 to June 2020)

Digital Jobs By Sector

All jobs by the sector recruiting

Digital companies recruiting digital employees account for 44% of the total jobs recruited. The next largest sector is Financial Services then Marketing and Advertising agencies. Most sectors have recruited 1 or 2 roles in digital which have been grouped under Other.



- Information and Communication
- Financial Services
- Other (smaller sectors <1%)
- Marketing and Advertising
- Legal Services
- Wholesale and Retail

* Data on 168 digital jobs recruited since the start of 2019

Automation

Digital skills are becoming a larger part of every sector, the automation of tasks that are currently undertaken by people is increasing, and Jersey when compared to London or Edinburgh is approx. 6% less digital across all sectors. This 6% gap equates to potential lost productivity and lower GVA per employee.

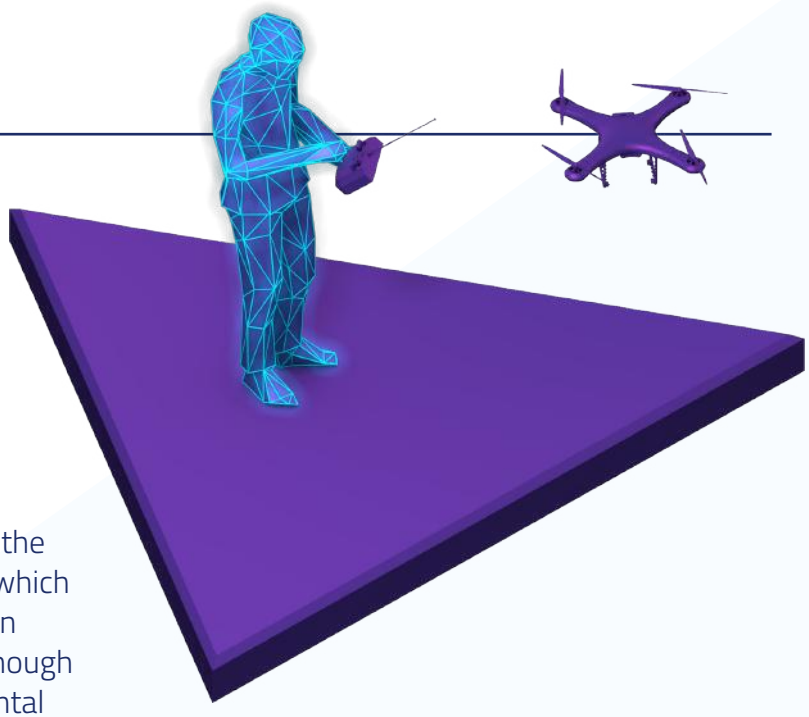
Jersey's total economic output has plateaued since 2000; which compounded by an ageing population and diversification into lower productivity sectors has caused output (GVA) per-capita to fall by over a fifth. In particular, the banking industry has experienced a fall in deposit margins, which in part has has driven a rebalancing of employment from high-productivity banking into the relatively less productive sector of trust and company administration. Over the same period the non-finance sector has seen very moderate growth in output*.

The Creative and Design sector is highlighted as significantly less digital in Jersey (16.2%) than the UK (34.5%) and London (21.5%). Part of the reason may be the narrow focus of the Jersey Creative and Design sector when compared to the wider UK from a skills perspective i.e. Film, Games, Media. The analysis has also highlighted a shift which is happening in the wider economy around task-based or gig-economy jobs. A significant part of the difference is due to approx. 2 million of 17 million jobs advertised in the UK over the past 18 months being gig-economy jobs and most of these are in the creative and digital sectors. These jobs are both an opportunity and a risk for Jersey where location is becoming less important but these gigs are globally competitive and there is a race to the bottom in terms of price.

Opportunities for automation should be embraced by every organisation in every sector of the economy in order to free up the most important commodity we all share which is time. We found that process automation technologies are deployed in banking, although yet to be adopted at scale in other horizontal industries in financial and legal services.

To accelerate technology adoption across all sectors of the economy, we will encourage islanders to become tech trailblazers. To do this we see 'Citizen Developers' as playing a pivotal role in driving forward tech adoption in industry and society. These 'Citizen Developers' can learn new skills that save them valuable time whilst increasing their output, employability and ultimately company productivity.

As we report there are more tasks which can be automated for an accountancy role than for a cleaning role which will have a significant impact on the existing skills and employment of the financial services sector. This will involve both disruption and opportunity for firms and workers, as parts of roles are automated new services can be established but there will be a need for mass reskilling to support those currently in affected roles.



Impact of Automation - Comparing Approaches

The previous studies into the automation of jobs can be categorised as the Task Based approach or the Occupation Based approach.

For the purposes of this report we have explored both, but we would recommend longer term tracking using a task based approach where possible (similar to how we have calculated digital density) although based on current available data the occupation approach will most likely give Jersey a better way to estimate the workforce impact of automation.

https://www.gov.je/Government/JerseyInFigures/BusinessEconomy/Pages/NationalAccounts.aspx#anchor-0

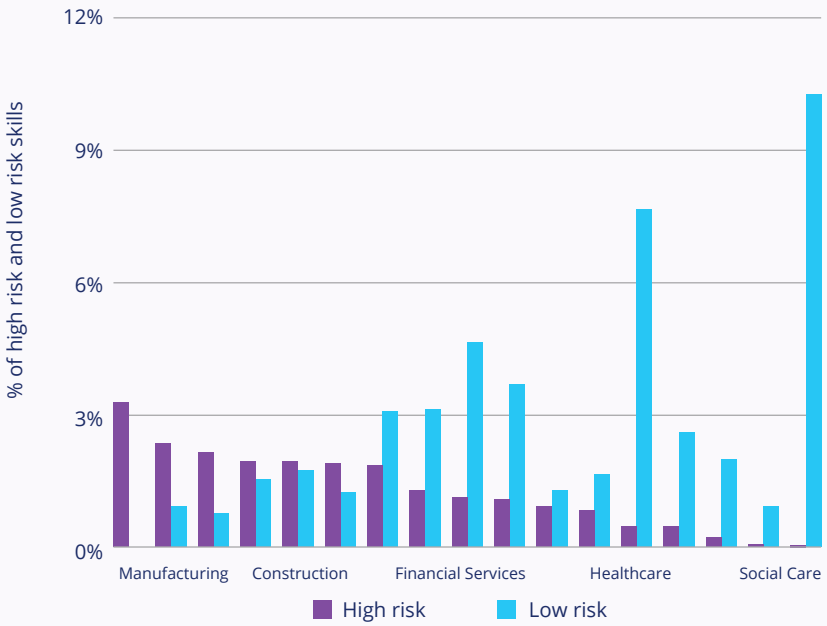
https://www.gov.je/SiteCollectionDocuments/Government%20and%20administration/Fiscal%20Policy%20Panel%20Advice%20for%20the%202020-23%20Government%20Plan.pdf

Task Based Approach

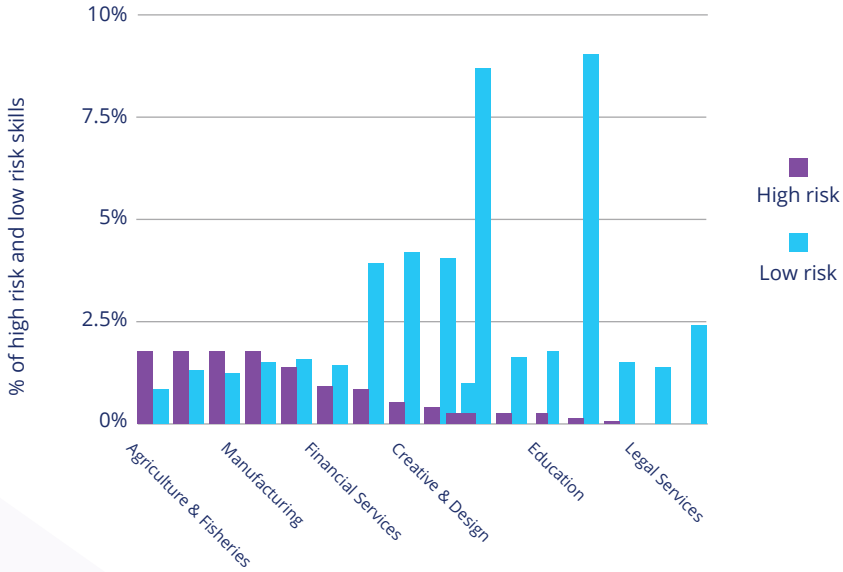
The task based approach depends upon a set of keywords or phrases which have been classified as high risk or low risk to automation. These key words and phrases were identified by the ONS in a 2017 study*.

We have analysed these keywords within the adverts in Jersey and also extended these to find closely related keywords based on the Job Advert mentions of these words e.g. Machine, Machining, Machine Tools, CNC.

Jersey - Task Based risk of automation High to Low risk sectors



UK - Task Based risk of automation High to Low risk sectors



The results show that Jersey has a very low density of the keywords and phrases in use in the job market with less than 2% of high/low risk keywords found in most sectors making the task based approach difficult to find statistically relevant results for.

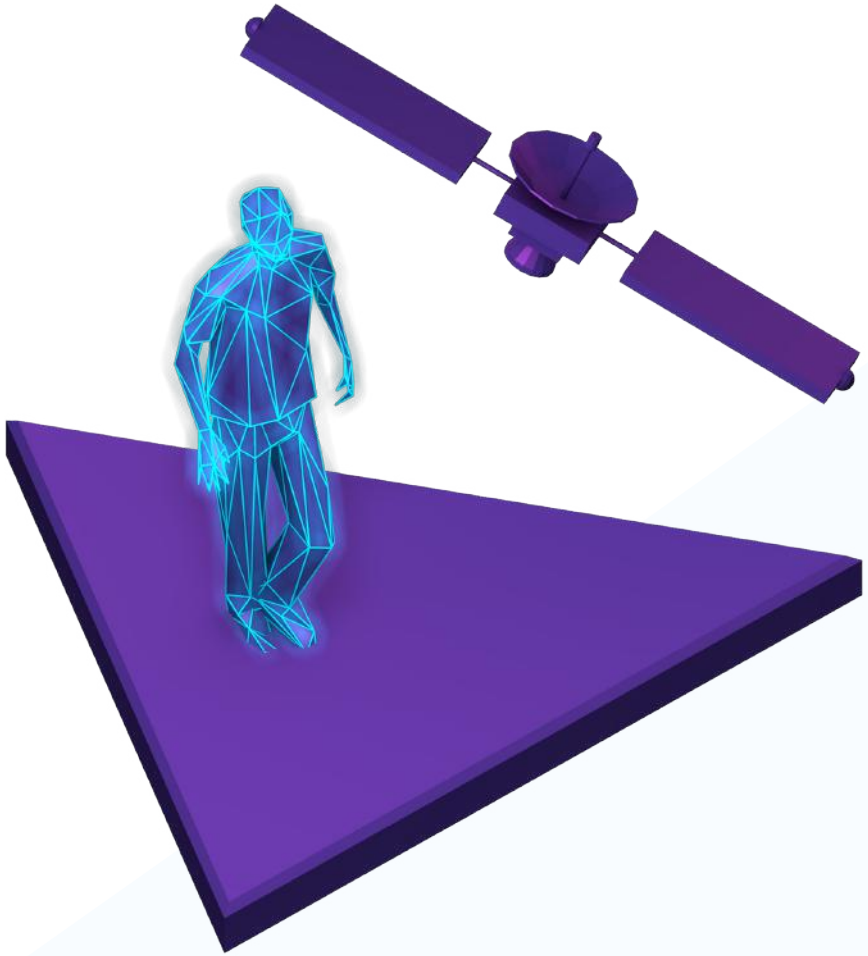
From the analysis we do find both high and low risk skills within the same sector. Low Risk in blue indicates that healthcare contains (7.69% Low risk skills). with (0.52%) high risk (Purple) skills, whereas hospitality and catering has (1.99%) high risk categories. we will continue tracking this approach over time to discover if the task based approach can be used in Jersey as an early indicator of predicting job market changes via the MyInsights platform.

*www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/theprobabilityofautomationinengland/2011and2017

Occupation Based approach

The Occupation Based approach is presently a more accurate measure of the degree of automation likely in the job market in Jersey - given data limitations.

Top 13 and bottom 13 occupations in Jersey with % degree to which is expected to be automated using the O*Net labour force dataset from the US as benchmark. Based on the analysis of job adverts this will affect Financial Services and Hospitality job growth more. As shown below many of the occupations prone to automation are both high income roles and currently in high demand in Jersey. These occupations should be treated as a high risk to change.



Jersey Occupation (Least likely to automate)	O*Net Code	% Degree of Automation
Dog Walker	39-2012.00	3
Seamstress	51-6052.00	11
Cleaner	37-2012.00	12
Game Designer	15-1199.11	12
Security Officer	33-9032.00	15
Hair Stylist	39-5012.00	15
Graphic Designer	27-1024.00	16
Animal Care Assistant	31-9096.00	16
Tradesman	47-2152.02	17
Scaffolder	47-4011.00	18
Chef	35-1011.00	19
Lawyer	23-1011.00	22
Commercial Lawyer	23-1011.00	22

Jersey Occupation (Most likely to automate)	O*Net Code	% Degree of Automation
Fund Accountant	13-2011.00	55
Accountant	13.2011.00	55
Agent (Logistics)	43-5081.03	50
Warehouse Operative	43-5081.03	50
Customer Service Advisor	43-4051.00	46
Business Analyst	15-1121.00	46
Relationship Manager	41-3031.00	44
Hotel Worker	43-4081.00	41
Ground Support Staff (air)	53-1011.00	39
Financial Manager	11-3031.02	39
Fund Administrator	11-3031.02	39
Content Specialist	15-1199.00	38
Digital Marketer	15-1199.00	38

Occupation demand by sector

Including potential for task based automation %

The most in demand occupations defined by volume of adverts in Jersey alongside their estimate of % of tasks which are possible to automate using technology.

Task based automation calculation from O*NET database from US Bureau of labour statistics. The occupations outlined below are the top occupations in order of number of jobs recruited since Jan 2019 descending in order by sector, making up the top 60% of all jobs recruited in Jersey.

Information and Communication	
Software Developer	30%
IT Service Manager	41%
IT Consultant	30%
Temenos T24 Consultant	27%
Digital Marketer	38%
Network Engineer	36%
Business Analyst	46%

Legal Services	
Lawyer	22%
Commercial Lawyer	22%
Legal Associate	26%
Paralegal	26%

Hotels, Restaurants and Bars	
Chef	19%
Restaurant Worker	24%
Hotel Worker	41%
Bar Staff	26%
Catering Assistant	34%
Administrator	33%
Restaurant Manager	25%

Financial Services	
Accountant	55%
Fund Administrator	39%
Fund Accountant	55%
Financial Manager	39%
Relationship Manager	44%
Financial Administrator	33%

Construction	
Tradesman	17%
Construction Operative	30%
Landscape Gardener	37%
Scaffolder	18%
Architectural Technician	36%

Marketing and Advertising	
Marketing Professional	28%
Account Admin	33%
Digital Marketer	38%
Graphic Designer	16%
Marketing Communications	28%
Advertising Manager	28%
Brand Manager	28%
PR Professional	28%

Transport and Storage	
LGV Driver	24%
Warehouse Operative	50%
Agent	50%
Ground Support Staff	39%
Bus Driver	32%
Valeter	30%
Pilot (Air)	32%

Education	
Early Years Teacher	27%
Support Worker	27%
Play and Care Worker	27%
Nursery Officer	27%
Teacher	27%

Agriculture and Fisheries	
Farm Worker	30%
Fisheries Worker	30%
Landscape Gardener	37%
LGV Driver	24%
Animal Care Assistant	16%

Wholesale and Retail	
Beauty Therapist	30%
Retail Staff	29%
Sales Assistant	29%
Customer Service Advisor	46%
Hair Stylist	15%
Administrator	27%

Miscellaneous	
Cleaner	12%
Dog Walker	3%
Security Officer	15%
Caretaker	37%

Creative and Design	
Activities Coordinator	27%
Salon Assistant	27%
Content Specialist	38%
Game Designer	12%
Seamstress	11%

Business Administration	
Administrator	33%
Coordinator	27%
Finance Officer	33%
Secretary	20%
Financial Administrator	33%
Credit Controller	37%
Letting Coordinator	14%
Office Assistant	28%

Engineering	
Vehicle Technician	20%
Service Engineer	26%
Sales Advisor	33%
Marine Engineer	30%
Sales Executive	36%
Agricultural Engineer	26%
Parts Manager	55%

Health and Social Care	
Care Worker	20%
Nurse	26%
Support Worker	33%
Healthcare Assistant	30%
Administrator	36%
Dentist	26%
Care Manager	55%

Digital Skills

In order to support the mass re-skilling needed, Digital Jersey launched the islands Digital Skills Strategy 2018 to 2023 which highlighted the need for industry and education to work together to update the school curriculum to develop the digital skills industry requires.

In order to provide a framework for re-skilling at scale we have adopted the Digital, Data and Technology (DDaT) Professional Capability Framework which has been developed to support the UK public sector.

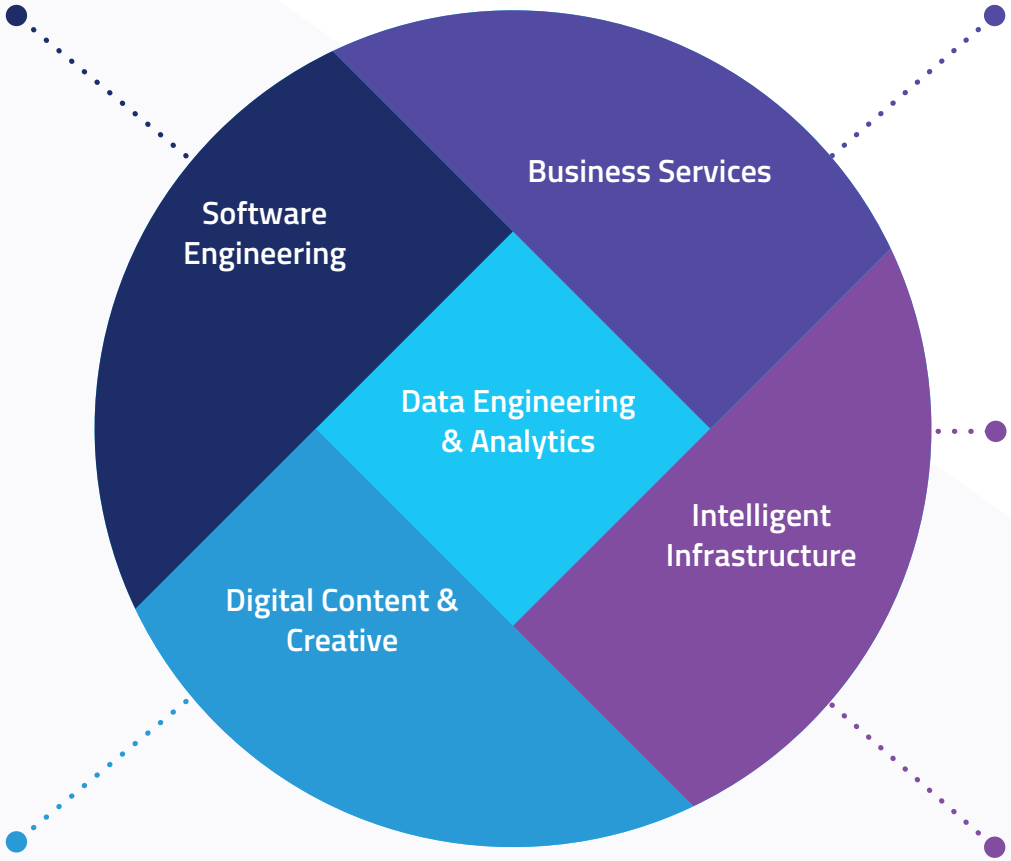
This framework includes 25 skill dimensions which help both explain the requirements of digital roles to non digital residents and supports a common language around future curriculum development. The adoption of DDaT will directly support curriculum developments in the workplace and education to upskill the existing workforce.

A move away from in-house development with high maintenance costs to purchase of standard, but configurable software. Business software development will move to point and click interfaces and automated testing (Low-Code).

Job Titles IT Architect; IT Analyst; Software Developer; Web Developer; Software Engineer; Test Analyst

As the job market becomes less secure many creative workers will operate in the gig economy or via short-term contracts. Digitisation means that location is less important and workers will face both global opportunities and competition. As the population in EUR and USA age there will be more demand for digital entertainment and experiences. We will focus on Digital content creation based on the ability to grow an export sector around Entertainment, focused on existing good work in digital content, entertainment, games, media and marketing.

Job Titles Games Developer; Games Designer; Digital Marketer; Data Journalist; Media Producer; Art Director; with many more roles specialised in digital content such as acting, sound, art, animation



A focus on an understanding of the business and the customer that allows prioritied goals and metrics to be identified and corrective action to be implemented.

Job Titles Business Analyst; Data Analyst; Intelligence Analyst, Project Manager, Data Governor; User-centred Designer

A focus on providing insights to IT and Business functions, with responsibility for monitoring and controlling via dashboards, reports, and predictions.

Job Titles Data Scientist; Data Architect; Data Engineer, Database Administrator

Wireless networks and cloud-based platforms and software as securely delivered services. This is particularly important as smart devices and internet of things becomes widespread.

Job Titles Network Engineer; Network Architect; Network Technician; Engineer, Intelligence Analyst; Cyber Security Analyst; IT Service Manager; IoT Engineer

Adopt and tailor the Digital, Data and Technology Profession Capabilities Framework (DDaT).

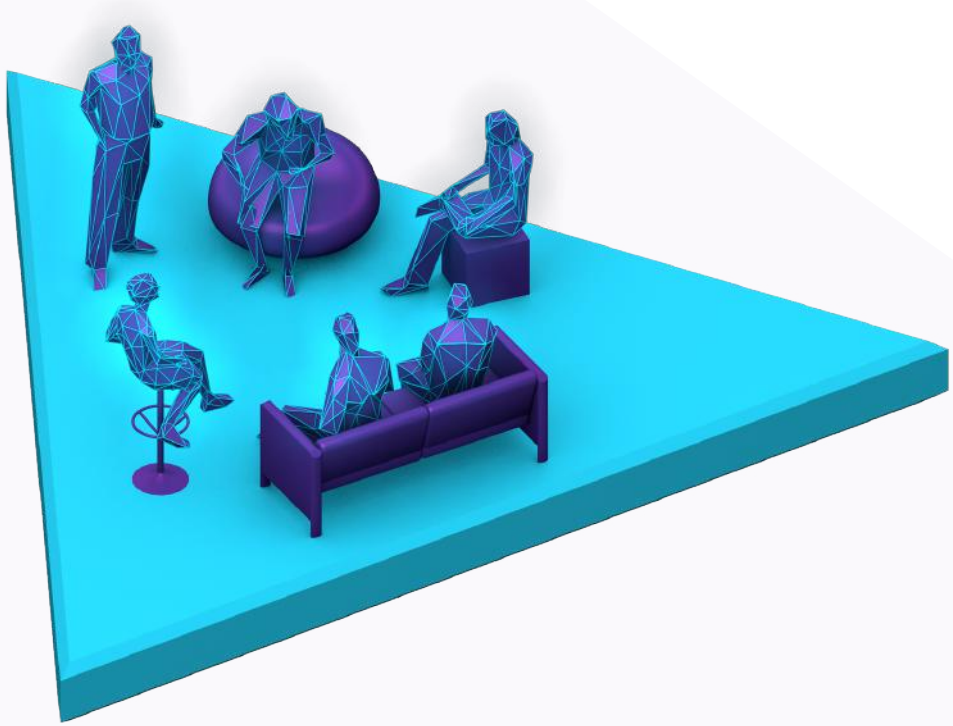
To support further development of the Digital Jersey Academy curricular offer and to support the communication of digital skills to external parties.

It is important to emphasise that these are roles and not necessarily jobs and will be expanded/adjusted over time. In smaller businesses jobs often combine multiple roles. Employees can also move between roles within or across job families gaining multiple skills in the process. Encouraging future employees to build skills across multiple disciplines will increase their value in the job market and drive innovation.

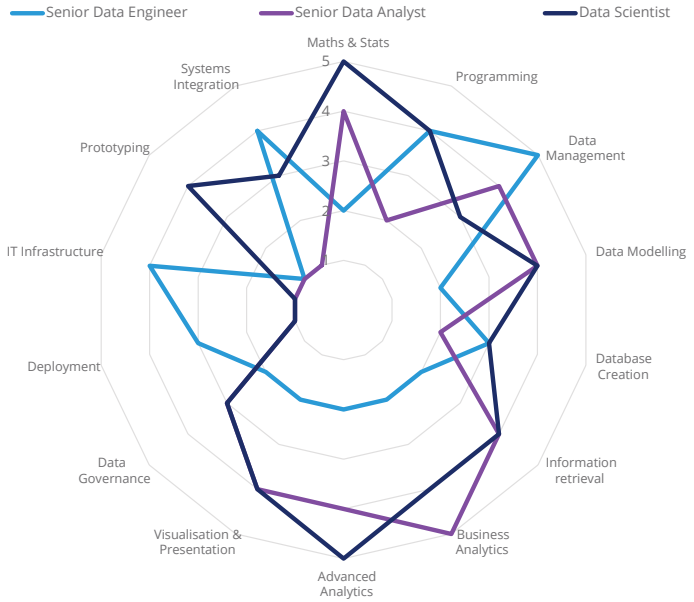
Jersey Digital Roles

Data Engineering & Analytics	Business Services	Software Engineering	Intelligent Infrastructure	Digital Content & Creative
Data engineer	Business analyst	Quality assurance testing (QAT) analyst	Development operations (DevOps) engineer	Content designer
Data analyst	Product manager	Software developer	Infrastructure engineer	Interaction designer
Data scientist	Citizen developer	RPA developer	Security architect	Service designer

On the radar graphs, one represents awareness of the skills, and five is expert level with the ability to share knowledge.



Data Scientist



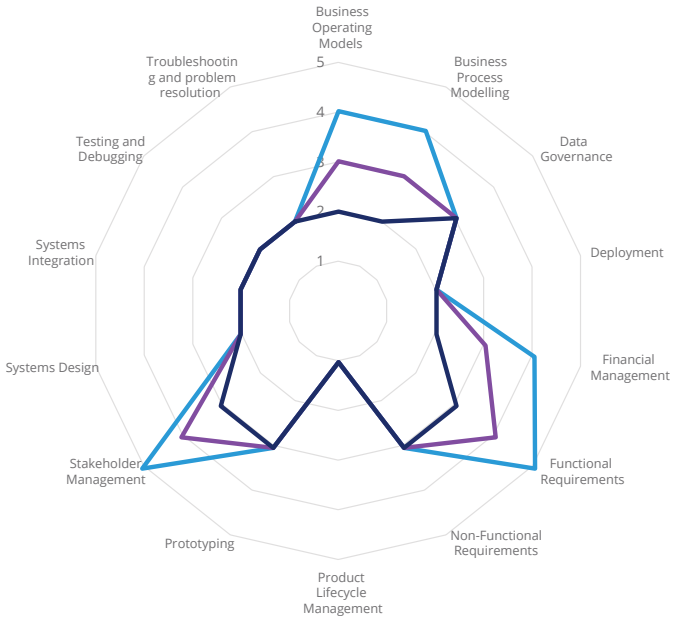
A Data Scientist solves complex business problems and identifies and proves new techniques. They can:

- follow advances in data science to identify developments of value to the business
- carry out research and develop prototypes
- provide detailed technical advice and training
- validate the work of data analysts to ensure that there is a scientific basis for any insights or decisions
- promote and present data science results
- manage multidisciplinary teams of data architects, data engineers and data analysts to implement new data sources, new tools or new ways of working

Data Scientists have a broad knowledge of a range of skills as they often work alone to develop small prototypes.

They use Advanced Analytics techniques such as machine learning and natural language processing. They have an excellent knowledge of Maths and Stats which they use to validate data sources and decisions based on data.

Citizen Developer



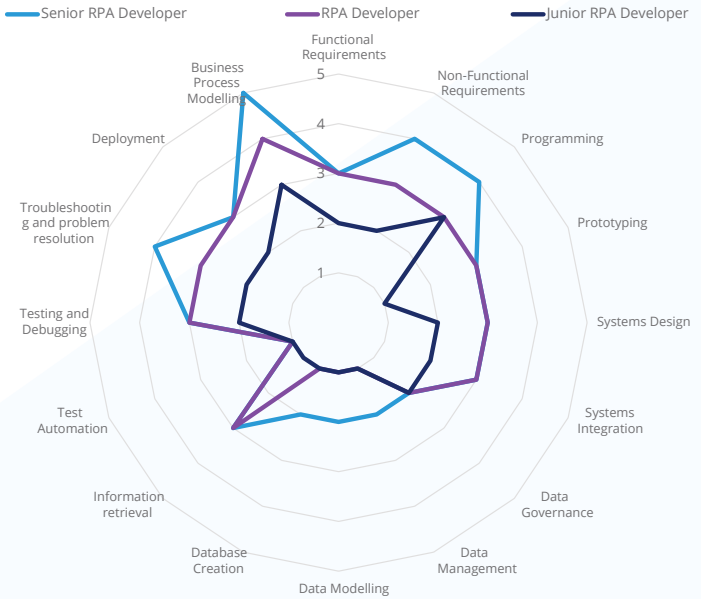
Citizen Developers apply their knowledge of their own role to create digital solutions.

They do not need strong digital skills simply an awareness of the issues involved in designing, building and testing systems. They use an integrated development environment to build RPA's or applications by drag-and-drop software components. This is known as low-code or no-code development. They are supported by a central IT team who ensure that applications meet technical standards and who can build new software components or customise existing ones to be dragged-and-dropped by the citizen developer.

Their main skills are knowledge of their own role and ideas for simplifying or automating it.

They may have programming skills, but it is essential that these are unnecessary as the aim is to democratise digital development. The aim is not that people have to learn to use the tools, but that the tools learn how to be used by people through adaptive user interfaces.

RPA Developer



An RPA Developer automates tasks to help improve both worker and customer experience.

Typically RPA mimics human interaction with the existing IT system so requires less knowledge of programming, system design and integration but more knowledge of the business and human interaction.

There is a synergy with business process modelling, which is concerned with end-to-end process improvement. An RPA Developer needs to understand a task within the whole process context so they do not automate a task which could be simplified or even eliminated.

RPA Developers can assist and mentor Citizen Developers.

Popular RPA technologies such as UI Path and Blue Prism are used to develop RPA processes and SQL and data analytics skills are required.

Security Architect

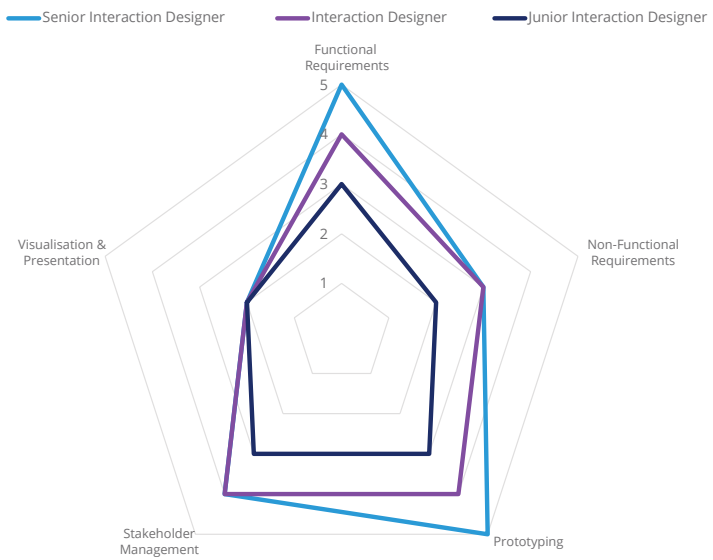
A Security Architect creates and designs security for a system or service, maintains documentation and develops architecture patterns and security approaches to new technologies. They can:

- provide specialist advice and recommend approaches across teams and stakeholders
- advise on important security-related technologies and assess the risk associated with proposed changes
- inspire and influence others to execute security principles
- test the security of systems or oversee testing by others

Security Architects specialise in applying data governance principles to IT infrastructure.

They need to engage with a wide range of stakeholders to ensure that security is built into behaviours and processes.

Interaction Designer



Interaction (Ix) Designers work out the best way to let users interact with services, in terms of both overall flow and at the level of individual design elements. They can:

- ensure that an interaction allows a user to locate information easily and achieve their goal.
- ensure that the flow meets quality standards in terms of speed, reliability, usability etc.
- work with stakeholders and develop interactions tailored to their needs
- engage with users to research user needs
- use appropriate prototyping techniques
- use style guides and design patterns

Interaction Designers are responsive to the needs of users and guide and elicit those needs.

The notion of usability in a digital product is often associated with good interaction design. They understand that a particular interaction may only be part of the user experience (UX) and that the interaction will depend on the format, volume and division of content . They use prototyping to evaluate user responses and gather evidence for improvement.

Skills Transferability

Matching supply and demand is always a challenge as sectors decline and others grow. The ability to help those affected understand which skills they already possess and how they relate to new roles is vital.

Every skill in every job advert has been analysed and we have found that people will match to alternative careers based on 3 main reasons.

1. Soft skills such as Positivity, Communication, Motivation.
2. Domain skills such as Funds, Trusts, Financial Services, Construction.
3. Technical skills MS Excel, SAP, Programming, BIM.

In this section we showcase the most transferable skills across every sector and the most transferable skills which map to digital and creative tech careers.

As digital jobs and digital skills become more important in every sector we want to support more people to recognise their existing skills and how they can upskill into a tech job.

Transferable skills across sectors

All skills by volume across all job adverts

This table shows skills which are mentioned in multiple job adverts across multiple sectors - for example management is mentioned over 1500 times in 15 sectors.

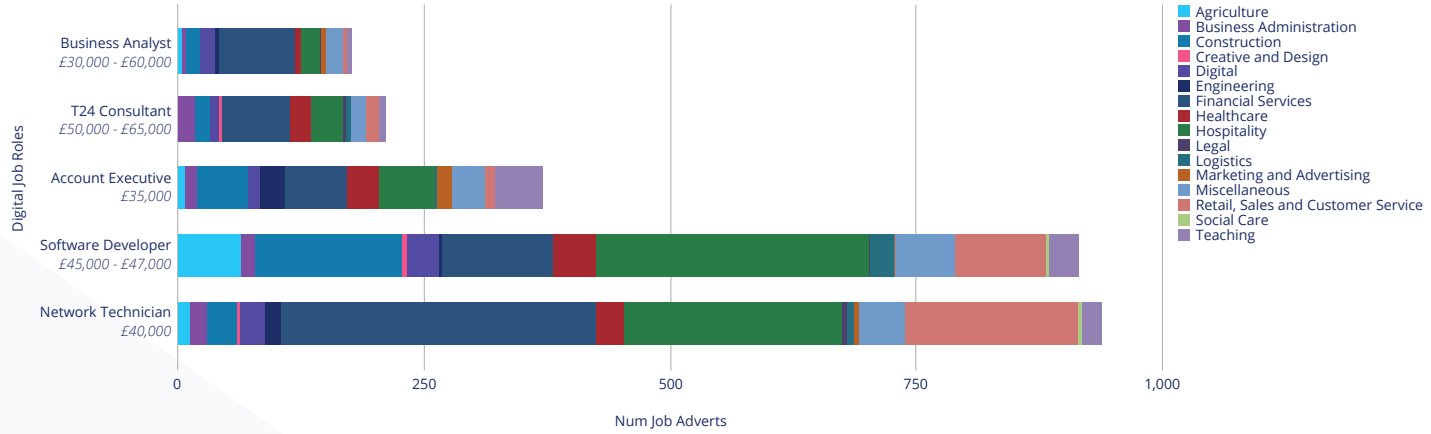
Skill Name	# of Job Adverts	# of Sectors	Example
Management	1507	15	Registered Nurse, Store Manager, Senior Fund Administrator
Business	1439	14	Waiter, Chef de Partie, Sales Manager, Customer Assistant
Training	1240	15	Care Assistant, Receptionist, Support Worker, Waiter
Motivation	1044	14	Care Assistant, Nurse, Support Worker, Staff Nurse, Team Leader
Excel	962	14	Receptionist, Care Assistant, Supermarket Assistant, Warehouse Operative
Positivity	920	15	Receptionist, Sous Chef, Customer Assistant, Barista
Communication	773	15	Care Assistant, Receptionist, Customer Assistant, Waiting Staff
Customer Service	712	13	Sales Assistant, Café Assistant, Customer Service Assistant
Caring	672	13	Senior Care Assistant, Staff Nurse, Health Care Assistant, Midwife
Wellness	670	14	Registered Nurse, Staff Nurse, Receptionist, Room Attendant
Operations	575	13	Warehouse Operative, Food and Beverage Manager, Café Assistant
Organisation	564	13	Receptionist, Staff Nurse, Care Assistant, HR Administrator
Flexibility	493	13	Care Assistant, Receptionist, Client Service Manager, Deliver Driver
Administration	406	13	Administrator, Senior Fund Administrator, HR Administrator
Planning	326	13	Registered Nurse, Care Assistant, Estimator, Quantity Surveyor
Enthusiastic	616	12	Waiter, Care Assistant, Retail Manager, Labourer, Driver
Preparation	558	12	Kitchen Assistant, Porter, Fund Administrator, Quantity Surveyor
Sales	458	10	Sales Assistant, Sales Executive, Sales and Marketing Manager
Reporting	406	13	Fund Accountant, Assistant Manager, Financial Reporting Manager
Accountability	400	11	Fund Accountant, Sales Manager, Administrator, Remediation Officer

Transferable skills into Digital

Non-digital sectors to digital jobs

The following chart shows which non-digital jobs and sectors match most closely to the top digital jobs in Jersey. The larger the bar the more jobs from non-digital sectors have matched to it. The largest job is Network Technician, matching over 900 job adverts which dominate the matching. Top sectors which match are Financial Services (due to matching domain skills), then Hospitality showing a high degree of similarity to soft skills (non-technical).

Average advertised salaries are included under each of the top occupations listed.

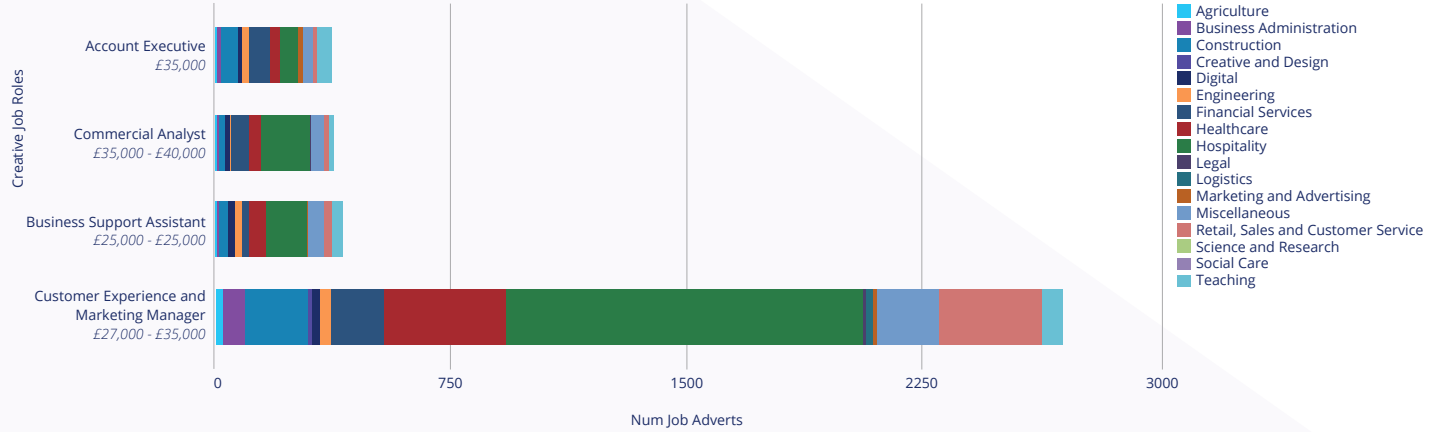


Transferable skills into Creative

Non-digital sectors to digital creative jobs

The following chart shows which non-digital jobs and sectors match most closely to the top creative digital jobs in Jersey. The larger the bar the more jobs from non-digital sectors have matched to it. The largest job is Customer Experience and Marketing Manager, matching over 2500 job adverts which dominate the matching. Top sectors which match are Hospitality with nearly 45% of the total matches showing a high degree of similarity to digital creative skills required (non-technical).

Average advertised salaries are included under each of the top occupations listed.

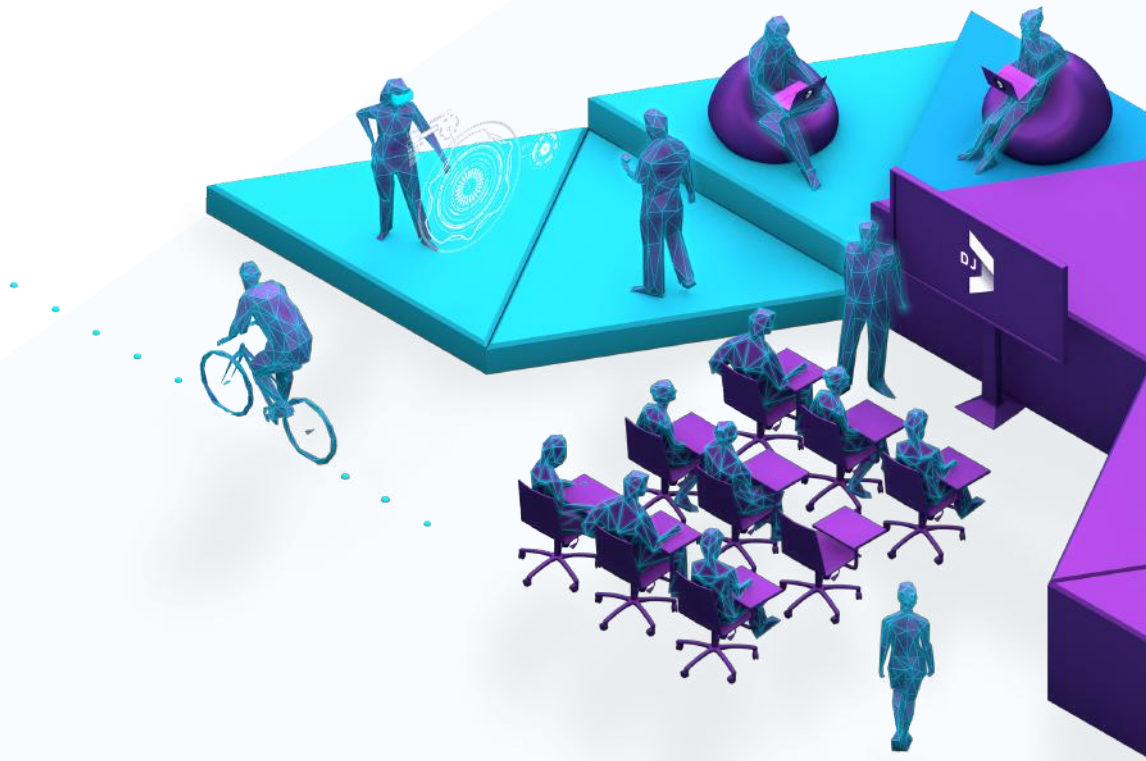


Conclusion

This report represents the largest ever study of Jersey's current labour market. More than 9,000 local job vacancies (advertised over 18 months from January 2019 to June 2020) were analysed to uncover the skills employers are looking for, along with more than 6,000 CVs to see how supply matches demand. This quantitative analysis was coupled with over 60 interviews with industry, education, and government representatives across 40 sessions.

Through this research we uncovered changing trends in job vacancies, including an increase in temporary jobs and zero hour contracts, and a real shift to companies looking for people to complete specific tasks rather than permanent ongoing roles. This trend has particularly impacted tech and creative roles that require digital skills; often making them location agnostic. Despite lagging behind their UK comparts in some areas, we found widespread adoption or planned adoption of technology and a growing demand for data and analytics skills across many industries.

In response to these findings, Digital Jersey will continue to work with partners to embed digital skills across the school curriculum; to work with industry and education to promote further relevant learning and to provide support to businesses adopting and implement technologies.



Appendix

Methodology

- Geek Talent have deployed their MyInsights platform and expanded the existing data sources to more fully capture the Jersey job vacancies and CVs using data from PinPoint Recruitment, Gov.je, Indeed, and Adzuna job boards including a de-duplication process. Data volume is estimated to be around 500 to 1200 new vacancies per month – more details contained on next slides. Approx. volume to date is around 9000 vacancies collected since start of 2018. We have also added over 2000 job vacancies for Guernsey in the process.
- MyInsights platform contains anonymised CV data from approx. 6000 CVs on Jersey residents.
- MyInsights data volume will improve over time as more data sources are included within the tool.
- The MyInsights platform uses advanced unsupervised machine learning in order to cluster the contents of job adverts and CV data to present the top occupations on Jersey by sector in demand.
- The sectors presented here are the more detailed Geek Talent sectors although a mapping to the Jersey SIC code equivalent is also provided at the end in the appendices for completeness and SOC Codes from 2007 to align with Jersey statistics.
- Geek Talent and Digital Jersey conducted over 40 interviews with more than 60 people to gather a qualitative view of the data and to gain feedback on the future skills needs of the island and other recruitment related commentary.
- Digital density is calculated by analysing a set of over 1000 skills which are part of the digital sector from Microsoft office packages through to programming and AI.

Key Labour market insights

- Labour market usually operates around 500 to 700 new vacancies per month, although longer term tracking will reveal the seasonal trend in data volumes and true vacancy rates.
- Gov.je contains around 50% of the data volume of the jobs market with other data sources used by employers which now form part of the MyInsights platform.
- We anticipate around 20% of the job market is informal and not captured within job adverts based on the interviews with companies – this gap can be closed longer term by scraping more websites, but we do expect a gap of at least 10% to persist.
- Job advert data and CV data are being used as a proxy for measuring demand for employment on the island.
- Agriculture is less well represented by job advert data based on its recruitment practices hiring predominately from known sources off-island for contingent labour.
- Vacancies in Hospitality are almost double the volume when compared to Retail although both have similar size employment indicating higher churn in the hospitality sector rather than increased new job creation.

MyInsights platform

- MyInsights platform contains all job data for Jersey back to 2019 from gov.je, additional data volume was added by Geek Talent from 2018 to present day from sites such as Indeed, Adzuna, Pinpoint Recruitment and job data direct from key employers websites which was duplicated as part of the process.
- Data is organised by Channel Islands, Jersey and Guernsey plus the UK existing wider data set.

Report contributors

The following organisations either directly fed in data to the final report to improve the local Jersey dataset or contributed case studies to use in the report as part of the data collection process.

We would also like to thank all organisations who were part of over 40 interview sessions including Jersey Finance, Jersey Retail Association and Jersey Hospitality Association for their support in convening members and reviewing early content.

About Digital Jersey

Digital Jersey is both an economic development agency and industry association founded in 2013.

Its members represent a broad spectrum of the Islands economy from utility providers and multinational banks, to start -ups and digital agencies. The organisation acts as the Government of Jersey's friendly face and expert voice, acting as a central contact for anyone connected with the digital sector including digital entrepreneurs, media and those looking to test or establish a digital business in Jersey. Our primary work falls into three areas:

1. To enable a connected, digital society and enhanced quality of life in Jersey as measured by an increased provision of online services by government, changes in the education curriculum, improved skills and awareness in the general population, and the development of essential 'digital' infrastructure.

3. To support sustainable economic growth in Jersey's Digital Industry as measured by sector contribution to GVA, job creation and the number and 'health' of digital businesses.

2. To establish Jersey as an internationally well -regarded 'digital centre' as measured by ranking in the key indices, recognition in target media and online statistics, the results of Industry surveys, and sector -specific inward investment.

About Geek Talent

Geek Talent Insights provides real-time insight into the UK job market and skills landscape, helping you quickly find the right person at the right salary for every role.

We use natural language processing and machine learning to analyse millions of CVs and job adverts every single day from the internet. We crunch the data then create reports and alerts that tell you where there's a scarcity or an abundance of the skills you're looking for and what the salary expectations are in each region. Cities and places use this insight in order to understand employer needs and help close the skills gap between industry and education through targeted policy interventions. Talent acquisition teams use this data to write great job listings or to set salaries to attract the top talent as efficiently as possible. Recruitment agencies can use it to identify the roles that they'll be able to recruit for most successfully, helping them to maximise profits within their business.

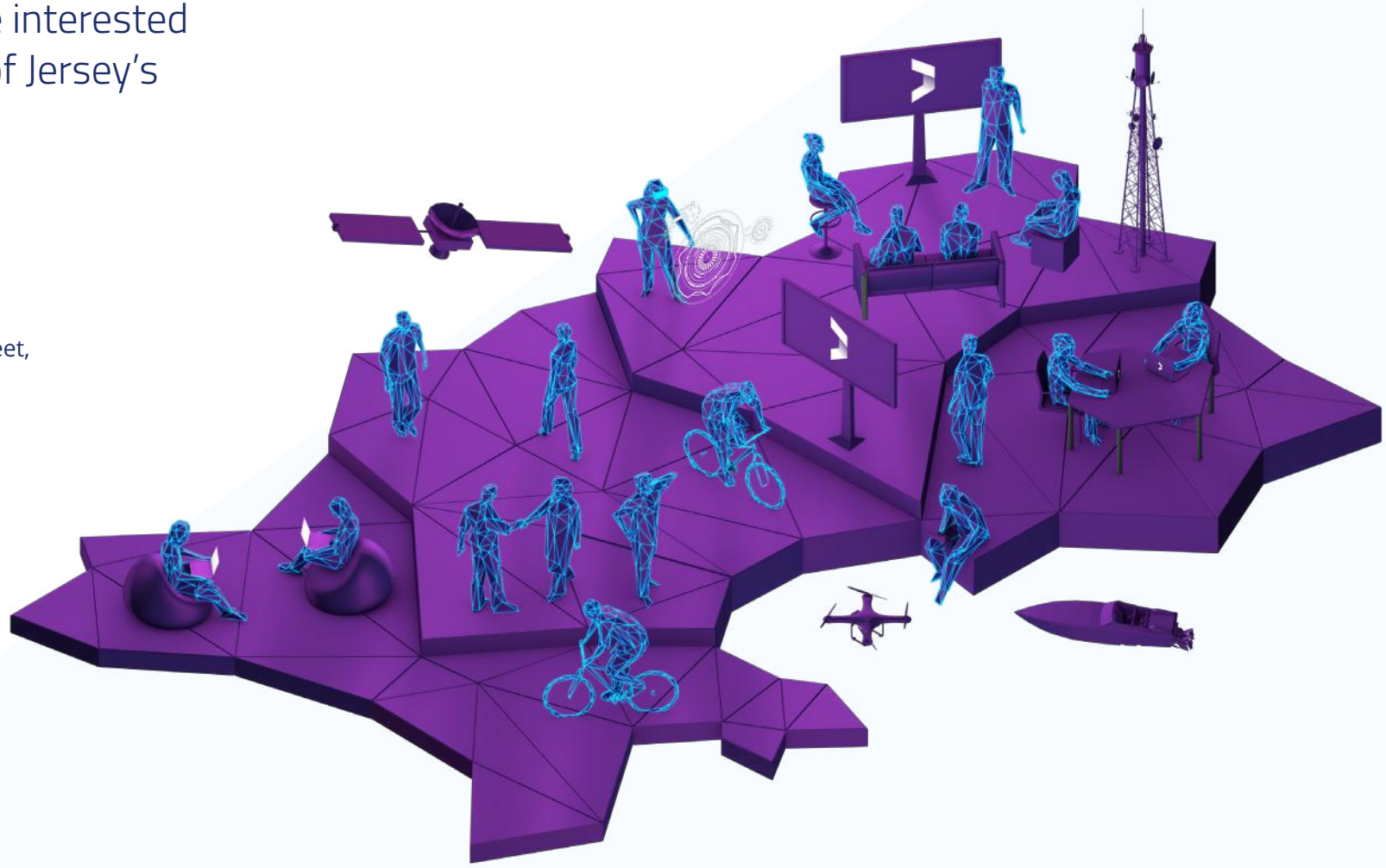
Through our GoCareer product we share the local labour market insight as part of a rich careers platform for all ages and all sectors. Our careers portal provides an interactive CV to help people showcase their skills and experience, whilst helping them actively apply for courses and jobs through the App from over 500 careers and 15 sectors. Our app is being used by regions, cities and further education colleges/universities across the UK and closing the skills gap through active engagement with job seekers, employers and educators.

Contact

Digital Jersey is committed to ongoing, open dialogue with its Members and people interested in the development of Jersey's Digital Sector.

James Linder
Strategy Manager
E james.linder@digital.je

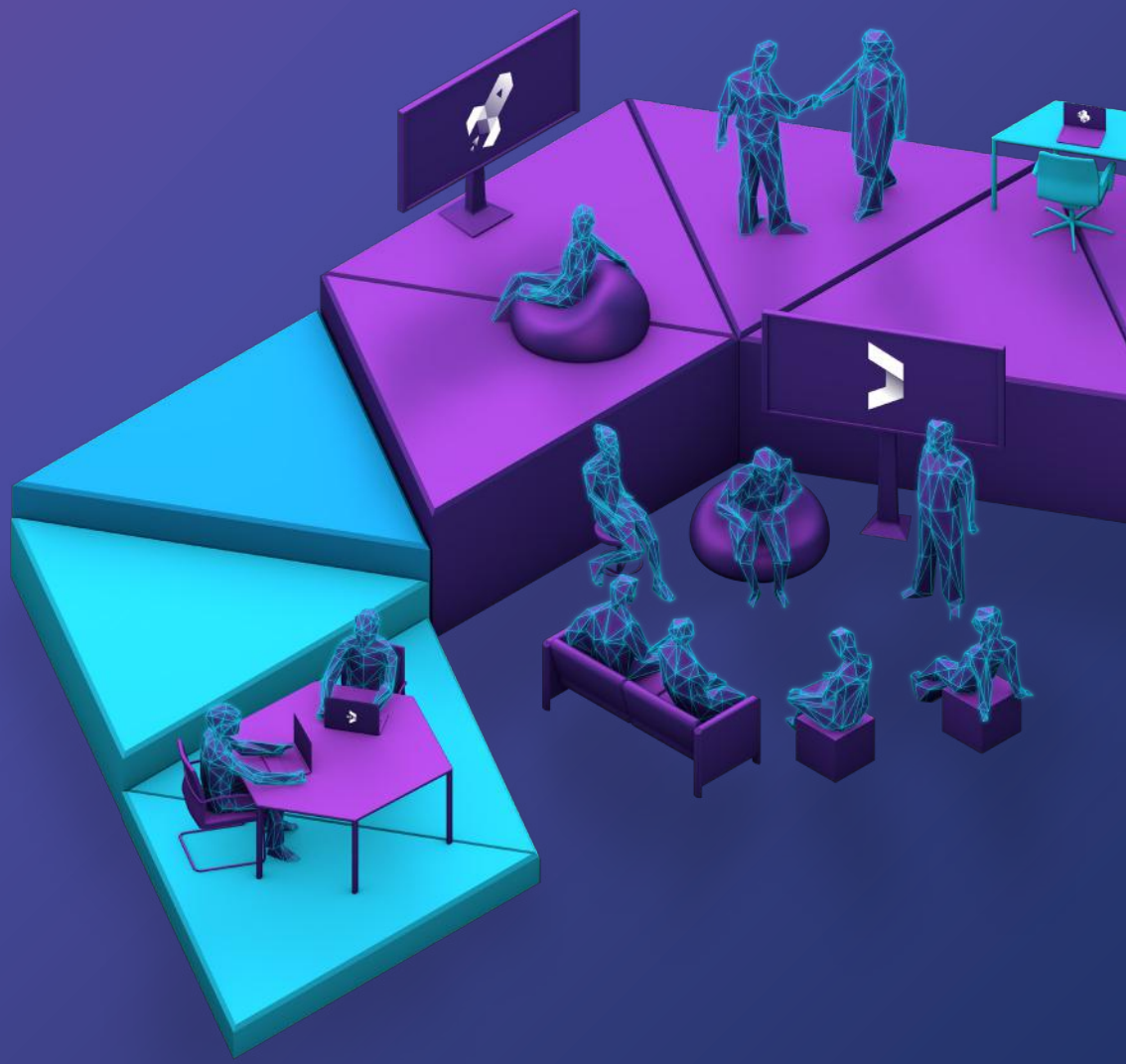
Digital Jersey Limited
First Floor, Forum 4, Grenville Street,
St Helier JE2 4UF



DIGITAL JERSEY

Thank you

Powered by **MyInsights**



Geek Talent