

# Job Posting Analytics

## A new approach to gaining better skills insight

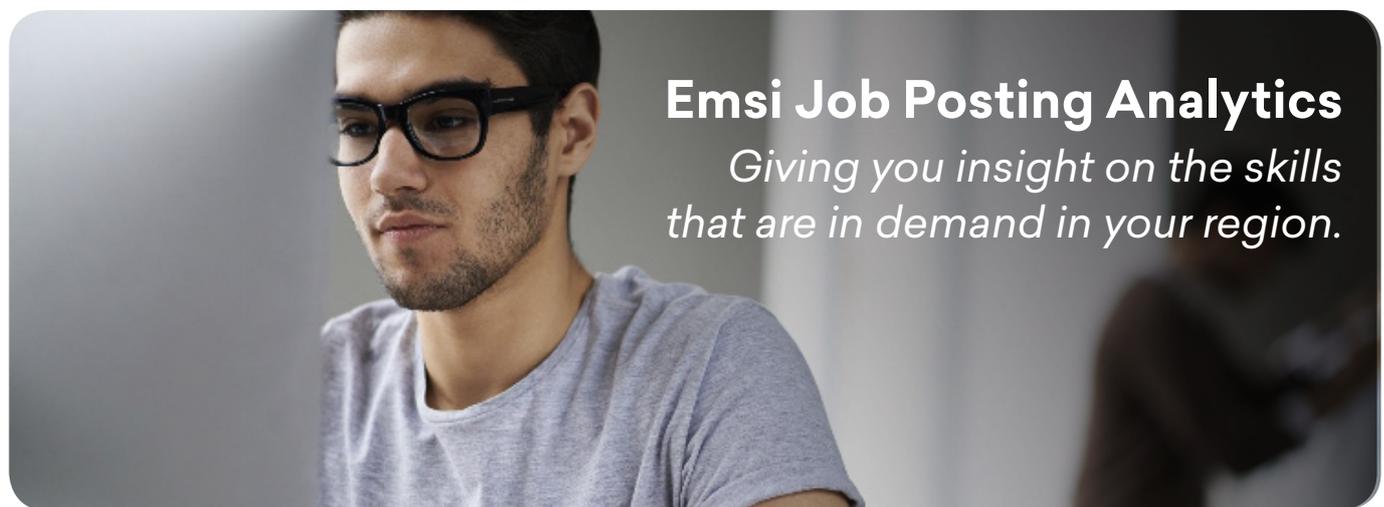
The skills vision that the Government has set out over the last few years has been all about putting employers in the driving seat. Whether it be the apprenticeship levy, or the move towards the new system of T-Levels, the aim has been the same: to make sure that the skills needs of employers take priority.

For education providers, LEPs and local authorities, this raises a big question: how can we respond to the skills needs of employers in our area if we don't fully understand what those skills needs actually are? Rising to this challenge is going to require a fresh approach giving better insight.

### Local insight on employers, jobs and skills

For the last few years, Emsi has been producing structural Labour Market Insight (LMI), which has enabled users to identify occupation and industry trends, as well as projected demand, right down to local authority level. However, in order to give an even more granular and up-to-date view of local employment and skills needs, we have incorporated Job Posting Analytics (JPA) into our existing LMI. Drawing on over 700,000 unique postings each month, JPA can give you a view of your region that includes:

- **Which employers are hiring at the moment?**
- **Which actual job titles are they looking to hire?**
- **Which hard and soft skills are they looking for?**





## **Emsi Job Posting Analytics**

*Giving you insight on which companies are hiring and what skills they need.*

### **A powerful and seamless tool that gives you the best of both worlds**

By integrating JPA into our LMI tool, *Analyst*, we can now give you the best of both worlds: robust, granular LMI, together with up-to-date job postings information - all brought together in one powerful and seamless tool. What this means is that you can now not only investigate your regional labour market in terms of occupational and sector trends and projections, but you can now go much further into the details to:

- **Search by SOC code, job title, skill, certification, and keywords, right down to LAU1 region level**
- **See the breakdown of any given SOC code in your region**
- **Identify how specialised a particular skill is to a specific job title via a relevance score.**

### **How can JPA help us?**

The importance to your organisation of understanding and responding to the needs of local employers has never been greater. With its ability to give you an up-to-date and sharper focus on local skills demand, Emsi's JPA provides your organisation with:

- **A simple method of keeping up with the constantly changing skills needs of employers in your area**
- **A powerful aid to improving your organisation's employer engagement**
- **A highly effective solution that will help you plan a strategy that really does meet the needs of your local economy.**