



Analyst

The Key to Strategic Employer Engagement

Many education providers freely admit that their current approach to employer engagement resembles something of a scattergun approach. Quite often, the process involves simply calling through a list of local employers. Needless to say, this approach is far from methodical, and quite often very hit and miss.

The key to a more methodical approach to employer engagement lies in establishing which employers are most likely to be responsive, which in turn means having the ability to answer the following questions:

1. Which industries are set to grow over the next few years?
2. Within these growth industries, what occupations are set to grow?

The ability to answer these questions can be found in two things: Firstly, the availability of good, granular Labour Market Intelligence (LMI), by which we don't just mean data giving general trends for general geographical areas, but rather data that can drill right down to the most specific levels of industries and occupations at the most local level geographies. And secondly, a tool which can deliver that data in a simple and accessible format. Enter **Analyst!**

Analyst is an online data tool that gives you instant access to key local information on jobs and skills across industries and occupations. Tapping into our unique collection of multiple data sources, **Analyst** provides the most comprehensive and up-to-date local LMI in the UK, enabling you to:

- Identify trends for any industry or occupation, at the local, regional or national level
- Establish which industries and occupations are likely to grow in your area over the next few years
- Unpick the occupational make up of any industry in your area

In other words, **Analyst** gives you the lowdown on which industries and occupations in your region are set to see growth, and therefore strategic insight into which employers you need to be speaking to. For providers who are serious about adopting a more methodical approach to the way they do employer engagement, **Analyst** could well be the strategic key that has been missing.

To see how **Analyst** can help your employer engagement, contact us at the email below to arrange a demonstration

