

Emsi Labour Market Data

The problem with Labour Market Data

There are a number of problems with publicly available Labour Market Data that make it difficult to use. For a start, there is no single source that gives us a complete view of the labour market. In addition, units and taxonomies are not uniform and don't interconnect easily. Also, it is typically high level and does not provide granular insights at a local level.

How does Emsi data solve the problem?

Emsi solves these challenges by bringing together multiple datasets, including official structural economic data, Big Data from online job postings, and professional profiles, which we then connect together to make accessible to non-experts. This produces a dataset that is both holistic and highly granular, offering insights that can be applied to inform better decision-making.

What are the building blocks of Emsi data?

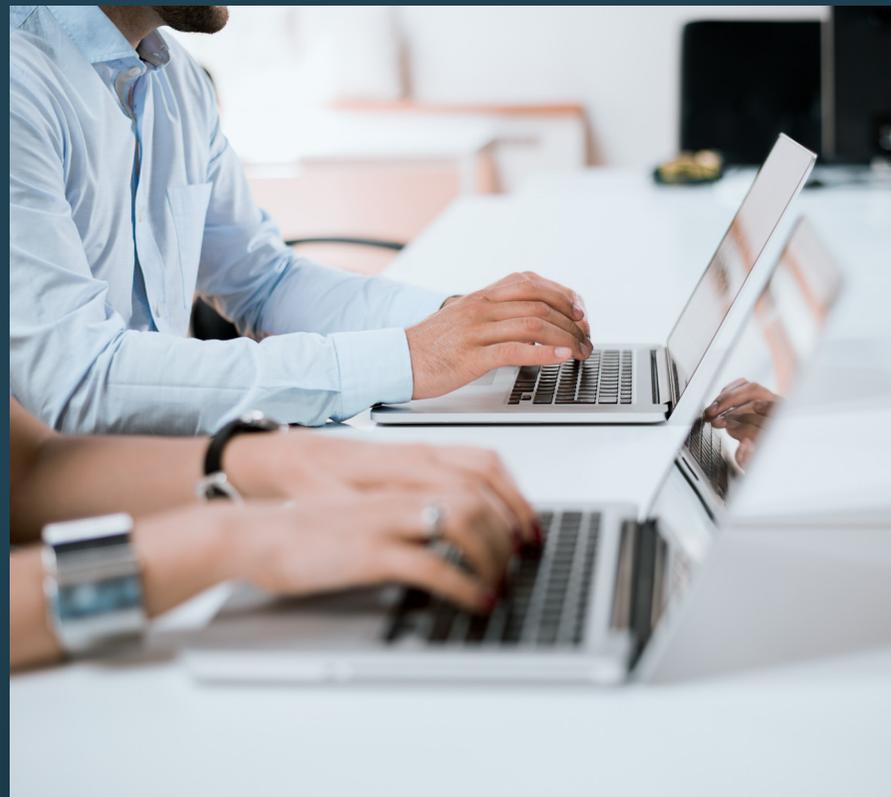
- **Structural Economic Data:** Derived from official statistics with a long time series enabling us to generate 9-year trend-based projections, and with occupations and industries described at 4-digit SOC and SIC levels right down to local authority level (LAU1).
- **Big Data:** Generated from over 50 million unique online job postings from the UK.
- **People Analytics:** Powered by over 16 million UK worker profiles.
- **Emsi Skills and Emsi Titles:** Open source, dynamic libraries of skills and job titles, curated to capture new skills and jobs as they emerge.



How does the Higher Education sector use our data?

Our data is being used across by higher education institutions across the country in various faculties, to better inform decision making in a number of critical areas. This includes:

- ❑ **Enhancing Employability:** Portfolio planning and course design in line with OfS and QAA guidelines.
- ❑ **Student Recruitment and Careers Guidance:** Messaging of course alignment to careers, areas of job growth and alumni outcomes.
- ❑ **Employer Engagement:** Placements, degree apprenticeships and alumni employment.
- ❑ **Research and Knowledge Exchange Impact:** How research may be aligned to local or regional industries and job growth within them.
- ❑ **Civic Engagement:** Through a thorough understanding of the local economy and engagement with wider stakeholders such as LEPs, Local Authorities and industry, using data as a common language.
- ❑ **Objectivity:** Establishing a balanced evidence base for decisions that can validate insightful yet necessarily limited qualitative sources with quantitative labour market and economic data.



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Contact us today to find out more about how our data can help your university understand the labour market in your area, so that you can take better decisions.