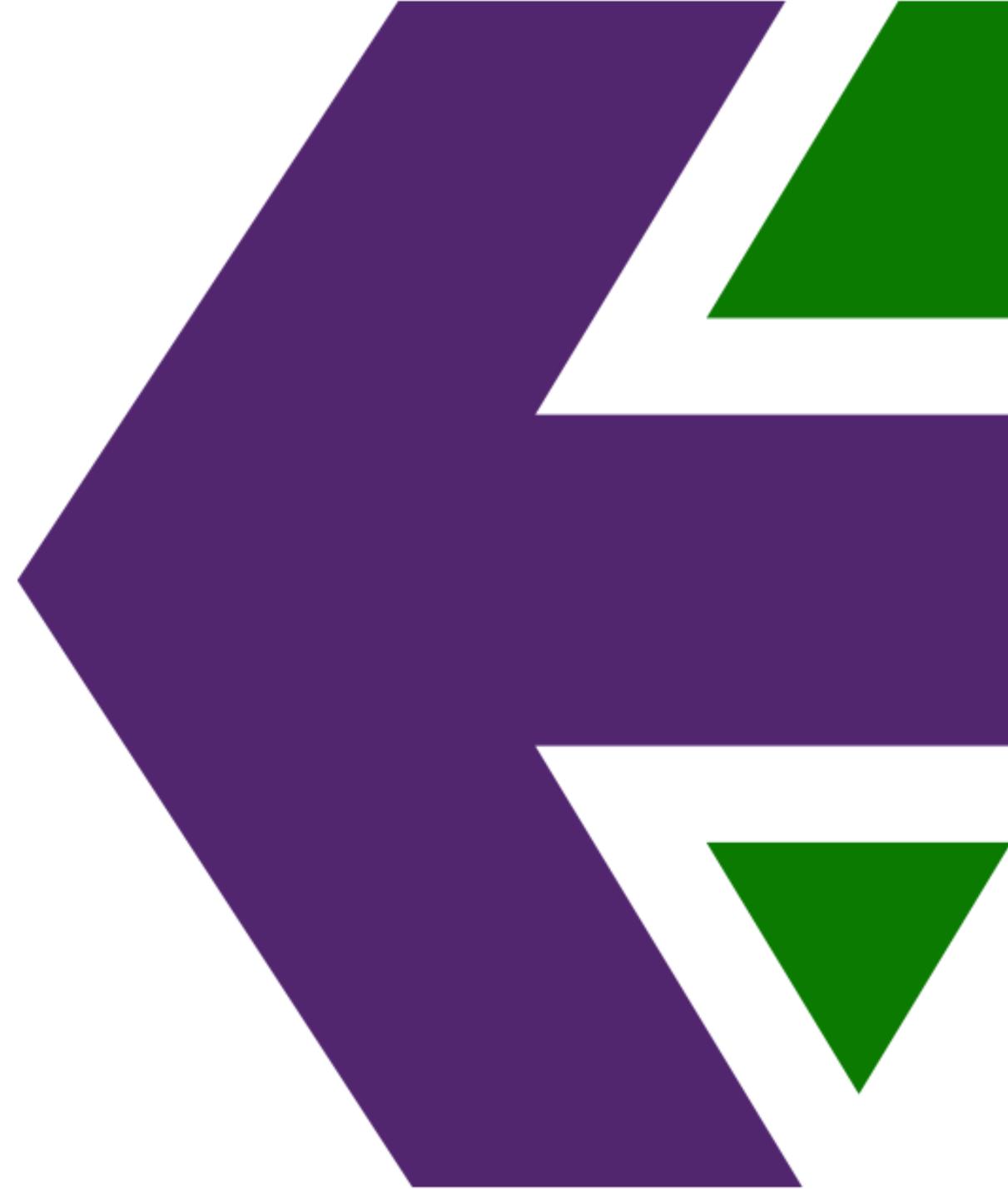


# skills CONNECT

## Career Pack

Our Labour Market Information covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset

January 2024



## LABOUR MARKET INFORMATION (LMI)

Our Labour Market Information covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



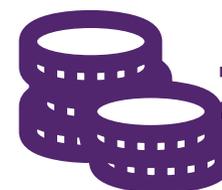
**46,000+**

Businesses



**645,000+**

Employee Jobs



**£32,000\***

Average Wage

Did you know there are **75,000+** self-employed residents?

### Top skills requested by employers

#### General skills:

Communication  
Management  
Customer Service  
Sales  
Planning

#### Specialist skills:

Project Management  
Finance  
Auditing  
Marketing  
Accounting



### Ten top largest industries

14% of jobs are in the health industry

- |                            |     |
|----------------------------|-----|
| 1. Health                  | 14% |
| 2. Retail                  | 12% |
| 3. Professional Services   | 11% |
| 4. Education               | 10% |
| 5. Administration          | 8%  |
| 6. Hospitality             | 7%  |
| 7. Government & Defence    | 6%  |
| 8. Manufacturing           | 6%  |
| 9. Transport & Storage     | 5%  |
| 10. Information Technology | 5%  |

### Top advertised occupations

- Software Developer / Engineer
- Office / Administrative Assistant
- Registered Nurse
- Cleaner
- Project Manager
- Customer Service Representative

### High growth industries



- Health
- Professional Services
- Information Technology
- Construction



# WEST OF ENGLAND HEALTH AND SOCIAL CARE SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



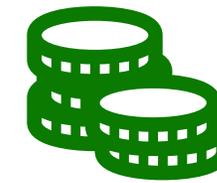
## 2,000+

Number of **businesses**  
in this sector



## 90,000+

Number of employee  
**jobs** in this sector



## £28,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Communications  
Management  
Customer Service  
Leadership  
Planning

#### Specialist skills:

Nursing  
Mental Health  
Personal Care  
Surgery  
Midwifery

### Entry Level

Care Worker  
Cleaner  
Records Clerks & Assistant  
Hospital Porter

### Intermediate Level

Nursing Assistant  
Medical Secretary  
Senior Care Worker

### Advanced Level

Nurse  
Midwife  
Physiotherapist  
Psychologist  
Doctor

### Top job titles

- Support Workers
- Care Assistants
- Registered Nurses
- Health Care Assistants
- Physiotherapists
- Occupational Therapists

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Environment Policy Adviser, Analyst Consultant, Waste Management Consultant, Industry and Waste Regulation Officer. Sustainability Manager



# WEST OF ENGLAND RETAIL SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



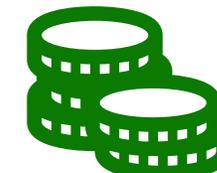
## 6,000+

Number of **businesses**  
in this sector



## 75,000+

Number of employee  
**jobs** in this sector



## £26,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Sales  
Customer Service  
Communications  
Management  
Detail Oriented

#### Specialist skills:

Marketing  
Business Development  
Selling Techniques  
Procurement  
Customer Relationship Management

### Entry Level

Sales and Retail Assistant  
Retail Cashier  
Stock Control Clerk  
Window Dresser

### Intermediate Level

Business Sales Executive  
Procurement Officer  
Customer Service Manager

### Advanced Level

Sustainable Manager  
Marketing Executive  
Product Designer  
Financial Manager  
Human Resource Manager

### Top job titles

- Customer Service Advisers
- Sales Assistants
- Marketing Executives
- Sales Advisers
- Team Leads
- Store Managers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Sustainability Managers, Customer Advisor, Green Marketing Lead, Corporate Sustainability Assistant, Environment Policy Adviser, Climate Action and Resilience Lead



# WEST OF ENGLAND PROFESSIONAL SERVICES SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



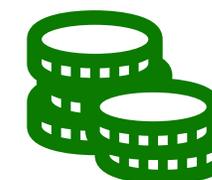
## 8,000+

Number of **businesses**  
in this sector



## 70,000+

Number of employee  
**jobs** in this sector



## £40,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Communications  
Sales  
Management  
Customer Service  
Detail Oriented

#### Specialist skills:

Accounting  
Marketing  
Auditing  
Project Management  
Business Development

### Entry Level

Market Research Interviewer  
Receptionist  
Telephone Salesperson  
Secretary

### Intermediate Level

Legal Secretary  
Customer Service Manager  
Office Supervisor

### Advanced Level

Solicitor  
Architect  
Legal Professional  
Financial Director

### Top job titles

- Quantity Surveyors
- Recruitment Consultants
- Administrators
- Solicitors
- Business Analysts
- Human Resource Adviser

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Business Development Adviser, Renewable Consultant, Assistant Ecologist, Land Manager, Carbon and Sustainability Manager and Decarbonisation Director



# WEST OF ENGLAND EDUCATION SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



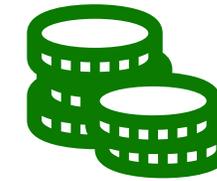
## 800+

Number of **businesses**  
in this sector



## 60,000+

Number of employee  
**jobs** in this sector



## £28,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Teaching  
Communication  
Management  
Customer Service  
Planning

#### Specialist skills:

Working with Children  
Learning Support  
Autism Spectrum Disorders  
Mental Health  
Administrative Support

### Entry Level

Administration Assistant  
Catering Assistant  
Record Clerk

### Intermediate Level

Sports Coach  
Welfare Advisor  
House Warden

### Advanced Level

Primary and Secondary  
Teacher  
Special Needs Teacher  
Education Advisor

### Top job titles

- Teaching Assistants
- Administrators
- Learning Support Assistants
- Primary School Teachers
- SEN Teaching Assistants
- Early Years Teachers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Sustainability Trainer, Environmental Education Adviser, Environmental Science Lecturer, Biotechnology Researcher, Professor in Renewable Resources



# WEST OF ENGLAND CONSTRUCTION SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



## 6,500+

Number of **businesses**  
in this sector



## 30,000+

Number of employee  
**jobs** in this sector



## £37,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Communication  
Management  
Customer Service  
Planning  
Detail Oriented

#### Specialist skills:

Project Management  
Carpentry  
Risk Analysis  
Plumbing  
AutoCAD

### Entry Level

Scaffolders & Rigger  
Glaziers & Window Fitter  
Construction Operative  
Labourer

### Intermediate Level

Plumbers & Heating Engineer  
Construction Supervisor  
Carpenters & Joiner  
Roofers & Roof Tiler

### Advanced Level

Production Managers &  
Director  
Construction Manager  
Chartered Surveyor  
Quantity Surveyor

### Top job titles

- Building Surveyors
- Labourers
- Electricians
- Carpenters
- Forklift Drivers
- Field Service Engineers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Sustainability Managers, Electrical Engineer (Renewables), Environmental Impact Assessment, Development Project Managers, Landscape Architect, Highways Project Manager



# WEST OF ENGLAND TRANSPORT & LOGISTICS SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



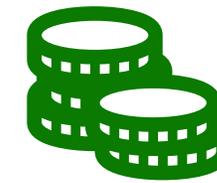
## 2,500+

Number of **businesses**  
in this sector



## 35,000+

Number of employee  
**jobs** in this sector



## £28,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Communications  
Customer Service  
Management  
Detail Oriented  
Operations

#### Specialist skills:

Warehousing  
Forklift Truck  
Invoicing  
Project Management  
Auditing

### Entry Level

Postal Worker  
HGV Driver  
Air Transport Operative  
Communications Operative

### Intermediate Level

Warehouse Manager  
IT User Support Technicians  
Air Traffic Controller

### Advanced Level

Development Manager  
Project Manager  
Industrial Trainer/Instructor

### Top job titles

- Warehouse Operatives
- Administrators
- HGV Drivers
- Vehicle Technicians
- Account Managers
- Forklift Drivers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Sustainable Transport Director, Environmental Project Manager, Design Engineer Roads and Transportation, Flood Risk Consultant and Supply Operations Manager



# WEST OF ENGLAND HOSPITALITY AND TOURISM SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



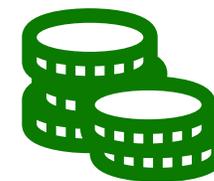
## 3,500+

Number of **businesses**  
in this sector



## 60,000+

Number of employee  
**jobs** in this sector



## £25,000\*

Average annual salary  
in this sector

### Top skills requested by employers

#### General skills:

Customer Service  
Communication  
Management  
Sales  
Detail Oriented

#### Specialist skills:

Operations Management  
Food Safety and Sanitation  
Cooking and Food Preparation  
Marketing  
Invoicing

### Entry Level

Catering Assistant  
Customer Service Operative  
Travel Agent  
Kitchen Porter

### Intermediate Level

Leisure/ Sports Manager  
Catering Manager  
Hotel Manager

### Advanced Level

Health and Safety Officer  
Financial Director  
Marketing Manager

### Top job titles

- Customer Service Advisers
- Receptionists
- Catering Assistants/Wait Staffs
- Chefs
- Account Managers
- Baristas

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Environmental Sustainability Managers, Commercial Development Advisor, Sustainable Seafood Consultant, Landscape and Estate Manager, Utilities Account Manager.



# WEST OF ENGLAND CREATIVE AND DIGITAL SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



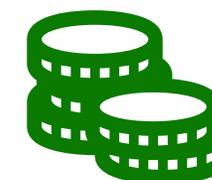
**5,200+**

Number of **businesses**  
in this sector



**50,000+**

Number of employee  
**jobs** in this sector



**£44,000\***

Average annual salary  
in this sector

## Top skills requested by employers

### General skills:

Communications  
Management  
Planning  
Problem Solving  
Leadership

### Specialist skills:

Agile Methodology  
Marketing  
Software Engineering

### Programming Languages:

including: JavaScript, SQL, Python, C#

## Entry Level

Artist  
Dancers & Choreographer  
Journalist  
Marketing Assistant

## Intermediate Level

Graphic Designer  
Broadcasting Equipment  
Operative  
IT User Support Technician

## Advanced Level

Programmers  
Software Engineers  
Web Design and Development  
Marketing/Advertising  
Director

## Top job titles

- Project Managers
- Software Engineers
- System Engineers
- Data Engineers
- DevOps Engineers
- Marketing Executives

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Sustainability Consultant, IT Consultant, Technical Manager, Systems Engineer, Sustainable Marketing Manager, Environmental Journalist, Renewable Software Developer.



# WEST OF ENGLAND FINANCE AND INSURANCE SECTOR



Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



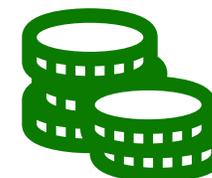
## 1,200+

Number of **businesses**  
in this sector



## 25,000+

Number of employee  
**jobs** in this sector



## £32,000\*

Average annual salary  
in this sector

### 2023 Job Postings: Top Skills

#### General skills:

Communications  
Management  
Detail Oriented  
Customer Services  
Sales

#### Specialist skills:

Finance  
Accounting  
Auditing  
Invoicing  
Project Management

### Entry Level

Bank and Postal Clerk  
Finance Assistant  
Pension Assistant

### Intermediate Level

Valuers and Assessor  
Estate Manager  
Insurance Underwriter

### Advanced Level

Investment Analyst  
Chartered Accountant  
Solicitor  
Economist

### 2023 Job Postings: Job Titles

- Administrators
- Account Managers
- Credit Controllers
- Finance Assistants
- Management Accountants
- Claims Handlers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Economy Manager, Green Accountant Lead, Finance and Commercial Operations Director, International Payroll Specialist, Renewable Energy Account Assistant



# WEST OF ENGLAND

# ADVANCED ENGINEERING & AEROSPACE

Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset

skills  
CONNECT

WEST OF  
ENGLAND  
Combined Authority



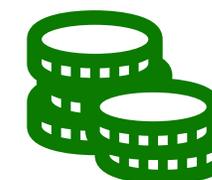
## 3,500+

Number of **businesses**  
in this sector



## 40,000+

Number of employee  
**jobs** in this sector



## £39,000\*

Average annual salary  
in this sector

## Top skills requested by employers

### General skills:

Communications  
Management  
Customer Service  
Problem Solving  
Leadership

### Specialist skills:

Mechanical Engineering  
Machinery  
Electrical Engineering  
Systems Engineering  
AutoCAD

## Entry Level

Metal Working Machine  
Operative  
Process plant Operative  
Assembler

## Intermediate Level

Engineering Technician  
Welding Trade  
Aircraft Maintenance

## Advanced Level

Director of Manufacturing  
Development Engineer  
Software Engineer  
Biological Scientist /  
Biochemist

## Top job titles

- Vehicle Technicians
- Systems Engineers
- Mechanical Engineers
- Gas Engineers
- Account Managers
- Electrical Engineers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Flood Risk Engineer, Electrical Engineer, Building Physics Engineer, Geotechnical Assistant, Hydrogeologist, Senior Data Specialist, Waste Management Consultant



# WEST OF ENGLAND FOOD PRODUCTION & AGRICULTURE

Our Labour Market Information (LMI) covers Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset



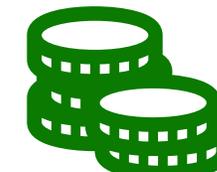
**1,300+**

Number of **businesses**  
in this sector



**6,000+**

Number of employee  
**jobs** in this sector



**£29,000\***

Average annual salary  
in this sector

## Top skills requested by employers

### General skills:

Communication  
Management  
Customer Service  
Detail Oriented  
Sales

### Specialist skills:

Warehousing  
Procurement  
Auditing  
Marketing  
Food Safety

### Entry Level

Farm Worker  
Chef  
Food Process Operative

### Intermediate Level

Routine Inspectors and Tester  
Electrical Fitters  
Business Sales Executive

### Advanced Level

Purchasing Manager  
Development Manager  
Investment Analyst

## Top job titles

- Warehouse Operatives
- Administrators
- Production Operatives
- Chefs
- HGV Class 1 Drivers
- Account Managers

Did you know that there are a range of **'green jobs'** which help to support the environment in this sector?

Examples: Environmental Project Manager, Storage Consultant, Utilities Account Manager, Sustainability Project Manager, Senior Harvest Manager.

# About Our Data

**Published January 2024**

This data was produced by the West of England Careers Hub

Timescale: The data used figures from **January 2023 to December 2023**

Sources include: Inter Departmental Business Register (ONS), Business Register and Employment Survey 2022 (ONS), Lightcast Job Analytics

**West of England LEP** = Bath and North East Somerset, City of Bristol, South Gloucestershire and North Somerset

**Businesses** = The count of enterprises

**Jobs** = Employee jobs (excludes self-employed, government-supported trainees and HM Forces)

**Average Wage** = The average salary from employer job adverts

**Top Skills** = Skills required on employer job adverts

**Job Titles** = The name of the job on job adverts

**Entry Level Example** = GCSE level and below and/or no experience

**Intermediate Level Example** = A Levels and/or some experience

**Advance Level Example** = Degree and/or high experience

**Green Jobs** = Taken from 'Green' job boards

[For more information please contact:](#)

Website: [www.westofengland-ca.gov.uk](http://www.westofengland-ca.gov.uk)

Email: [enterprise@westofengland-ca.gov.uk](mailto:enterprise@westofengland-ca.gov.uk)