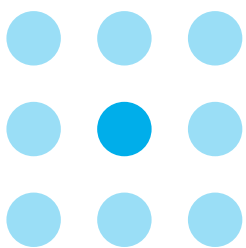


# Skill needs of the Berkshire economy

// Berkshire's strong economy, with its mix of global corporates, SMEs and public service employers provides a wealth of career opportunities. //



## 1 in 9 jobs

are digital tech jobs, 2 ½ times the national average

# 26%

Between 2012 and 2017 there was a **26% increase** in Berkshire in the number of computer support specialist jobs in Berkshire

## High demand for non-graduate talent

in the following job roles:

- Administration
- Customer service specialist
- Computer support specialist
- Recruitment consultants
- Chefs



## Local employers find it hard to fill vacancies for:

- Computer support specialist
- Electricians and electrical fitters
- Elementary construction roles
- Quantity surveyors
- Telephone sales

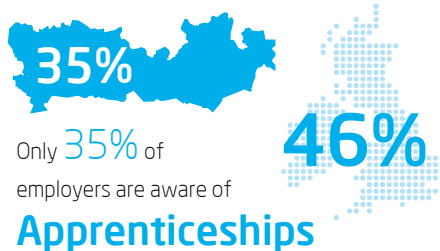
## Technician-level jobs

that are more prevalent in Berkshire than nationally include:

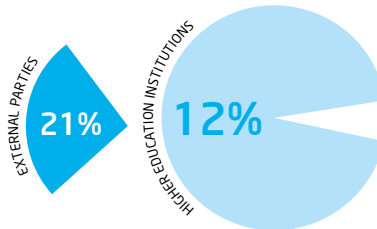
- IT engineers
- Field service engineers
- Telecommunications engineers
- Administrative positions
- Recruitment consultants

Around **500** Berkshire employers are subject to the Apprenticeship Levy, some of whom are offering, or planning to offer, Degree Apprenticeships

Local employers are looking for staff with a **strong work ethic, communication and interpersonal skills**



But, **18%** of Berkshire employers who haven't had apprentices in the past, plan to employ them in the future (higher than the national average)



There is **local employer demand** for colleges to provide **practical courses** to help people become job ready (**telephone skills, Microsoft Office, customer service**)