

JOB SEEKING SKILLS

Step 1: Get prepared



2: Today's job market

Today's job market



Labour market information (LMI) is about employment trends in different industries and geographical areas and the types of job opportunities that are likely to be available to you now and in the future.

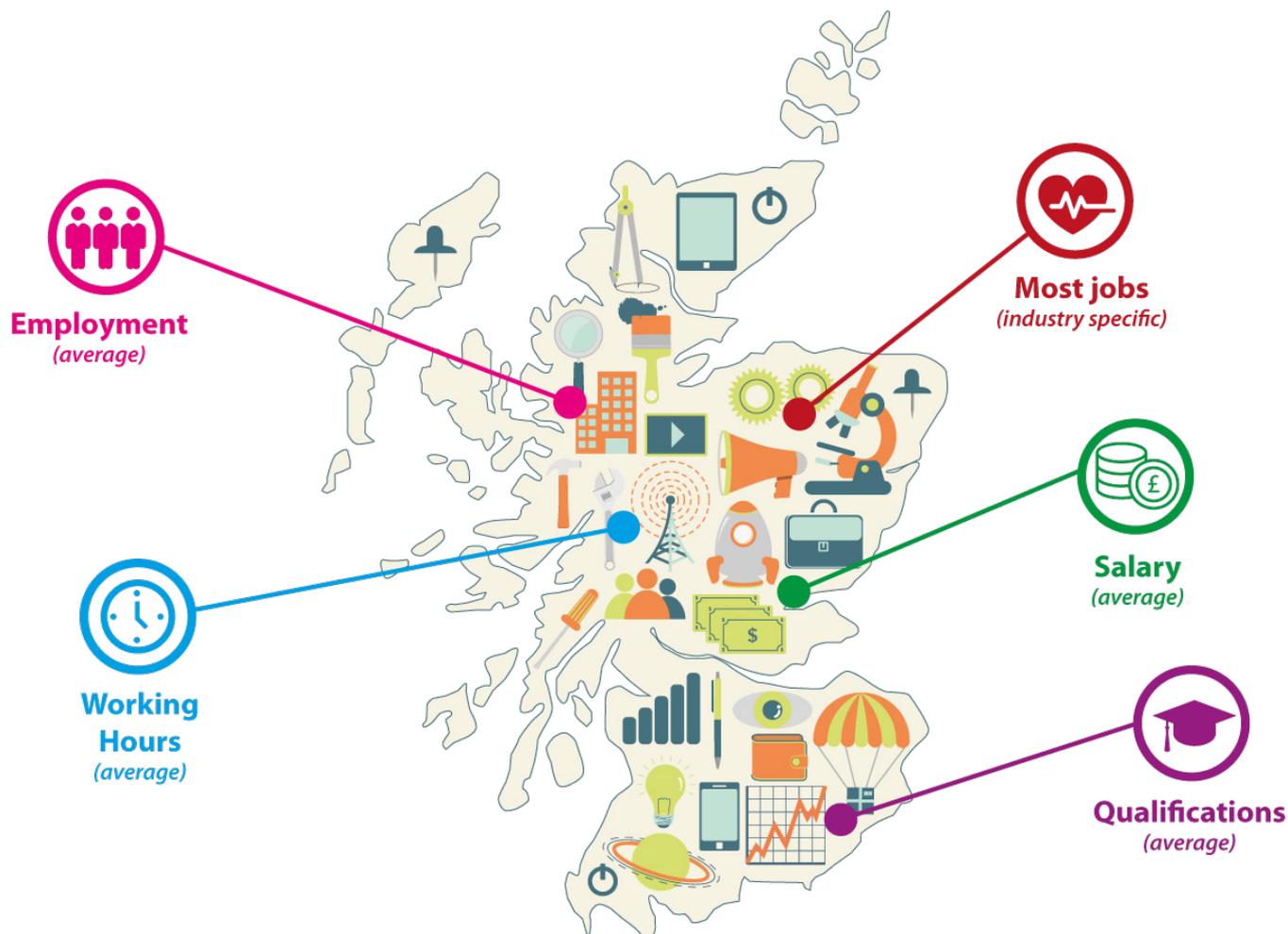
The state of the labour market determines the type, number and even the entry level of the job opportunities that are open to you. So, knowing what's going on in the labour market can help you make more realistic and well-informed career plans and decisions.

Some of the things LMI can tell you

- ✓ the level of demand for workers in different industries and sectors
- ✓ which jobs are in demand, and which are likely to be in demand in the future
- ✓ the sorts of skills and qualities employers are looking for
- ✓ which jobs are likely to be available in a particular local area
- ✓ the wage levels for different kinds of work
- ✓ the level of qualifications you need to get into different jobs.

Bear in mind that LMI does change, as there are a number of forces that affect a labour market. Think about the following examples.

- **Increases or decreases in consumer demand for products or services** – with increasing online purchases, there is more demand for staff in the logistics and warehousing sector.
- **Changes in new technologies** – self-service checkouts are increasing in usage, meaning less staff may be required.
- **National and international policies, such as National Minimum Wage** – some small businesses may struggle to cope with increases and take on less staff.
- **Government initiatives** – the Scottish Government has increased the provision of early years education, meaning more staff in this area are required.



Where does LMI come from?

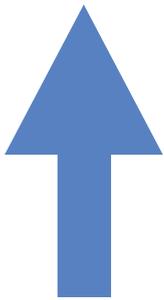
LMI is gathered from a wide variety of sources, including but not limited to:

- ▶ **Government departments and agencies** - in Scotland and the UK as a whole, collect information on unemployment, employment and wage levels
- ▶ **The National Census** - every ten years this collects information such as people's ages, qualifications and job type
- ▶ **Sector Skills Councils** - collect information on their specific industry sectors, such as construction.

Once data is collected, these organisations produce much more user friendly information for you to look at, some examples of which are available in the 'Where to find LMI' section. However, it's a good idea for you to know the sort of thing that you're looking for otherwise you could get lost in the amount of detail available!

More examples of LMI

TOP SECTORS

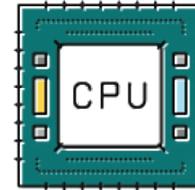


**ENERGY PRODUCTION
AND SUPPLY**

7.2%

**LATEST %
INCREASE IN
PAYROLLED
EMPLOYEES
SINCE 2024**

SECTORS IN DECLINE



**ELECTRONIC
MANUFACTURING
IN SCOTLAND**

FUTURE GROWTH



- Technology and Fintech
- Renewable Energy
- Tourism and Hospitality
- Creative Industries
- Construction
- Financial Services

SKILLS IN DEMAND



- Self Management
- Communication
- Problem Solving

What should you look for?

A good place to start can be to find information for your local area. This will give you some idea of what the biggest industries are and whether there is a forecast for employment growth in the future.



Regional LMI can also indicate if it's likely that you can follow your chosen career close to where you live. For example, if you live in Aviemore and want to work in investment banking, you will probably have to move to a city.

Some of the information to look for could include:

- the current top employing sectors
- sectors forecast to have the largest employment growth
- sectors forecast to have the largest employment decrease
- current and future demand for skills.



You can also search for information on the internet using keywords such as 'careers for the future'.



Don't forget that you can always ask your employability key worker or careers adviser for help.



Activity 1: LMI Activity

Complete the [Activity 1 worksheet](#) to start practise searching for LMI.



Activity 2: Using labour market information

Complete the [Activity 2 worksheet](#) if you would like to find out more about LMI facts and figures for different careers areas.

Now that you have explored today's job market, and labour information, you can move on to

[3: Where to find job opportunities](#)

Or [click here](#) to return to the main screen.