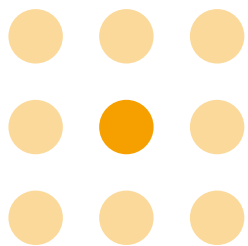


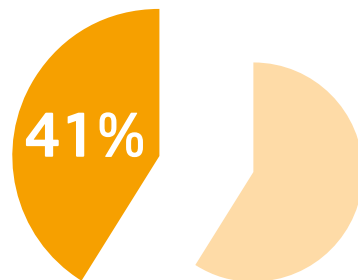
Job opportunities in the Berkshire economy

// With a mix of strong global brands and innovative small businesses Berkshire provides a wealth of job opportunities //



1 in 9 jobs

are digital tech jobs, 2 ½ times the national average



41% of young people who leave Berkshire for university return to work, the highest proportion of all local areas in the country, reflecting the wealth of job opportunities

Essential skills in highest demand

across Berkshire are:

- Communication skills
- Planning skills
- Organisational skills
- Microsoft Excel
- Detail oriented

Essential skills

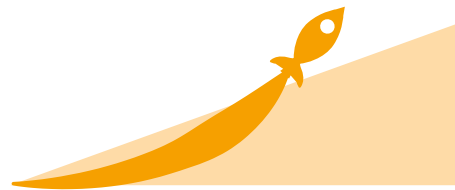
that employers believe are

lacking across Berkshire are:

- Communication
- Leadership
- Work ethic



Berkshire employers are more likely to offer **higher level Apprenticeships** than employers in the rest of the country



Over the last 12 months, there has been an **increase in demand** for:

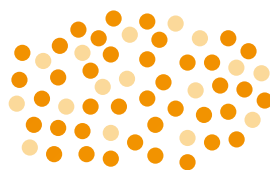
Software Programmers / Engineers; Registered General Nurses; Computer Support Specialists; Recruiters; Web Developers; Marketing Managers; Accountants; Accounting Clerks; Financial Managers; Retail Managers and Associates

Job specific skills

that employers are currently

finding it **difficult** to find amongst job applicants are:

- Digital technology skills
- Engineering
- Customer service
- Analytics



There are around **120,000** Science, Technology, Engineering, Arts and Maths (STEAM) jobs in Berkshire, nearly twice the national average