



Methodology

Northern Ireland

Method of analysis

679,370 Northern Irish job ads have been analysed and matched to 7,662 of the skills in Pearson’s proprietary ontology. Using this monthly skills data from January 2020 to March 2024, skills fitting the following criteria have been identified:

- **Popular skills:** Skills which currently appear in the highest percentage of job ads; popularity is defined as the percentage of job ads the skill appears in.
- **Trending skills:** Skills which have experienced the greatest increase in popularity across the last year.
- **Emerging skills:** Skills which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

Where a skill is flagged as specialised, either to a job or job family, this is because TF-IDF analysis has identified the skill as particularly important to this job/job family compared to all jobs, across all job families.

To find popular, trending and emerging skills by region, ads have been geocoded and mapped to a region. Each piece of analysis is by region – for example, popular skills in Outer Belfast are those which currently appear in the highest percentage of Outer Belfast job ads.

Regional boundaries

Within Northern Ireland, 11 districts (2015) correspond to 5 NUTS 3 regions. In addition to the Belfast district, which corresponds directly to the Belfast region, the remaining 10 districts are aggregated to regions as follows:

Regions	East of Northern Ireland	North of Northern Ireland	Outer Belfast	West and South of Northern Ireland
<i>Districts</i>	Armagh City, Banbridge and Craigavon	Causeway Coast and Glens	Lisburn and Castlereagh	Fermanagh and Omagh
	Antrim and Newtownabbey	Derry City and Strabane		Newry, Mourne and Down
	Ards and North Down			Mid Ulster
	Mid and East Antrim			

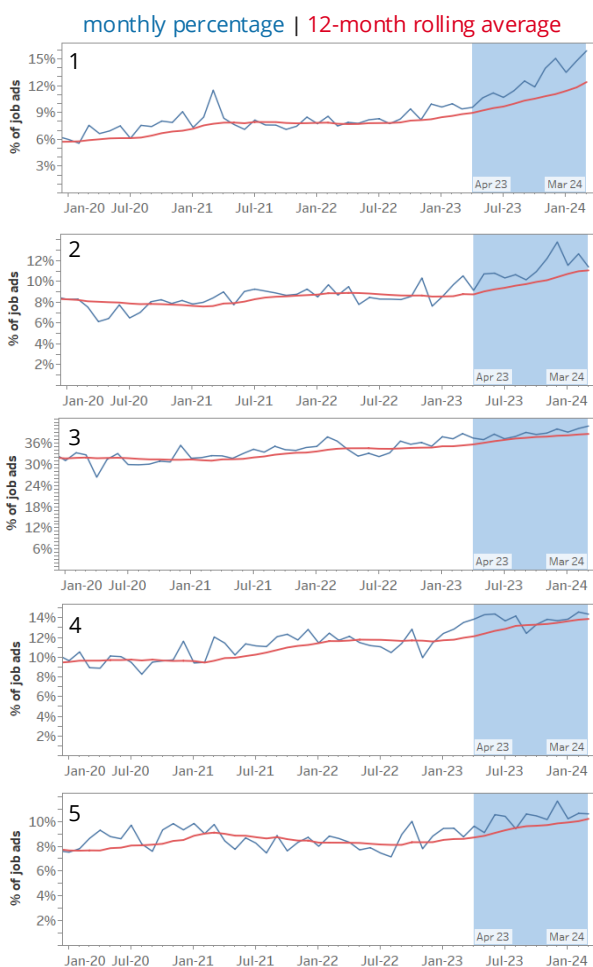


Belfast

Overall trending skills

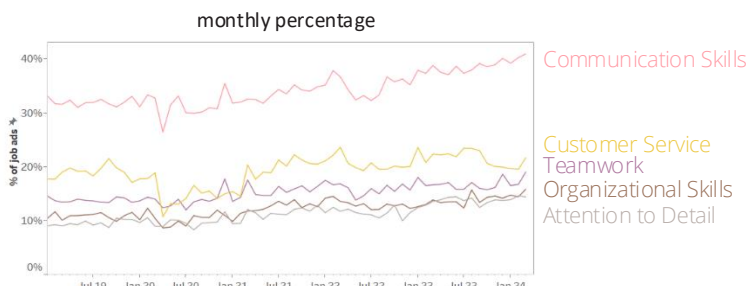
Across Belfast, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Collaboration
2. Interpersonal Skills
3. Communication Skills
4. Attention to Detail
5. Problem Solving



Popular skills

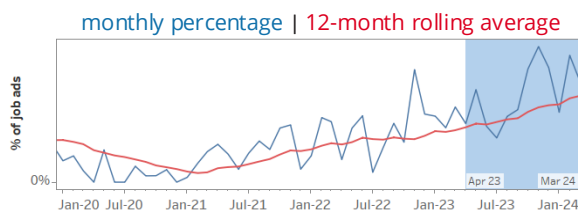
The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in Belfast:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

The only emerging skill in Belfast was Legal Writing:



Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in Belfast:

Rank	Skill name	Specialised to
1	Safety Standards	Dredge Operators, Product Safety Engineers
2	Content Creation	Marketing & Design
3	Budgeting	Executive
4	Inventory Management	Sales
5	Upselling	Sales

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

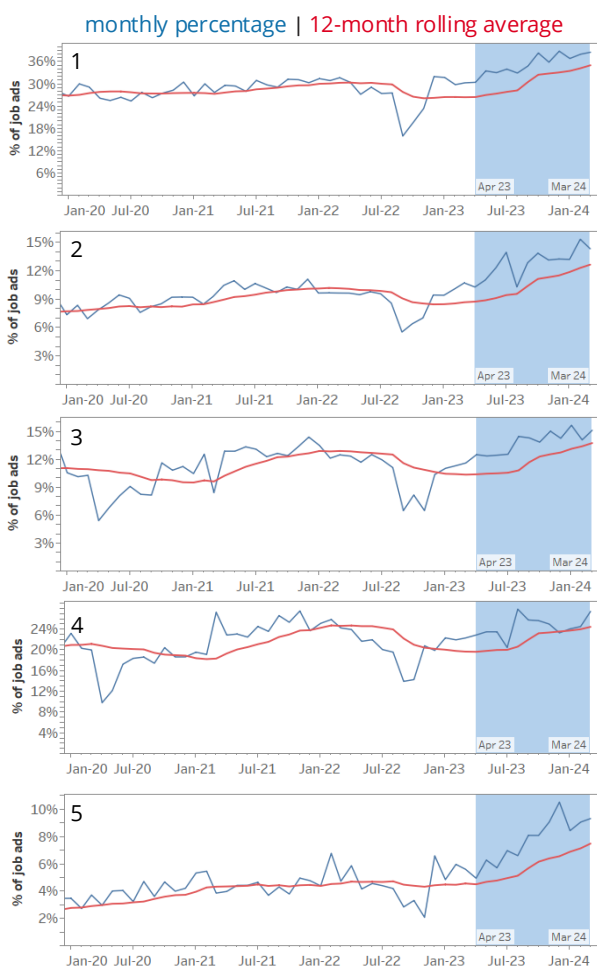


East of Northern Ireland

Overall trending skills

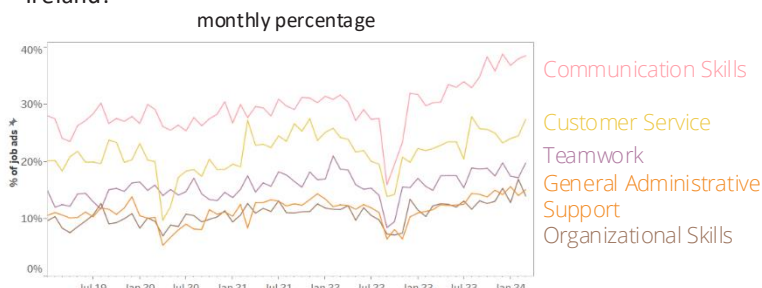
Across the East of Northern Ireland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Attention to Detail
3. General Administrative Support
4. Customer Service
5. Collaboration



Popular skills

The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in the East of Northern Ireland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

No skills were emerging in the East of Northern Ireland.

Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the East of Northern Ireland:

Rank	Skill name	Specialised to
1	General Administrative Support	Executive Secretaries, Business Coordinators
2	Inventory Control	Pharmacy Aides, Supermarket Managers
3	Order Processing	Sales Processors, Order Fillers
4	Telephone Support	Administration
5	Key Performance Indicators	Chief People Officers, HR Managers

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

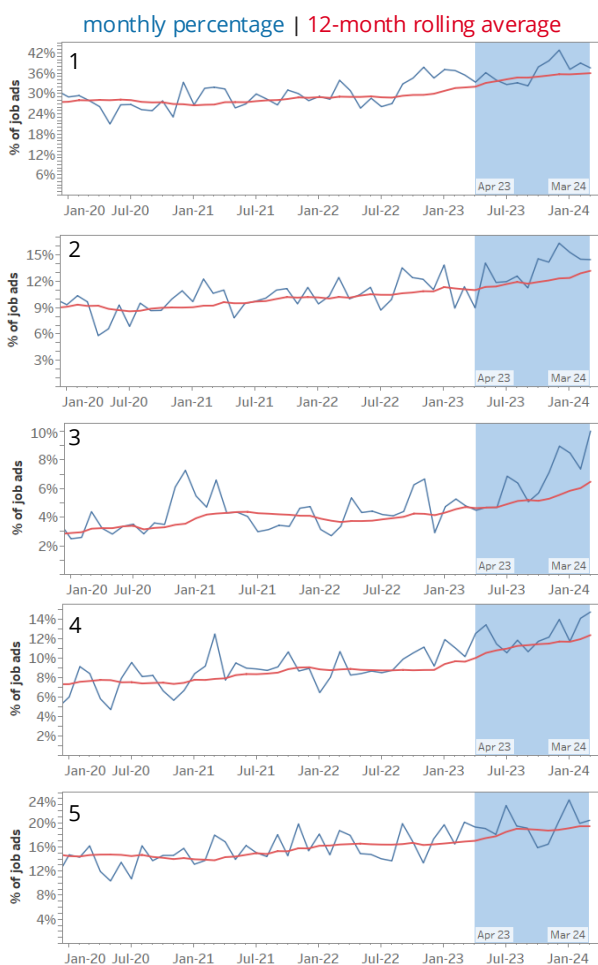


North of Northern Ireland

Overall trending skills

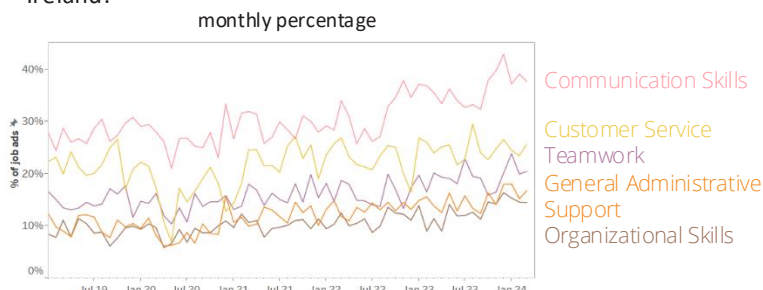
Across the North of Northern Ireland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Organizational Skills
3. Collaboration
4. Attention to Detail
5. Teamwork



Popular skills

The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in the North of Northern Ireland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

No skills were emerging in the North of Northern Ireland.

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the North of Northern Ireland:

Rank	Skill name	Specialised to
1	Inventory Control	Pharmacy Aides, Supermarket Managers
2	Safety Standards	Dredge Operators, Product Safety Engineers
3	Caregiving	Medical, Social Services
4	General Administrative Support	Executive Secretaries, Business Coordinators
5	Occupational Safety and Health	Occupational Health & Safety Specialists

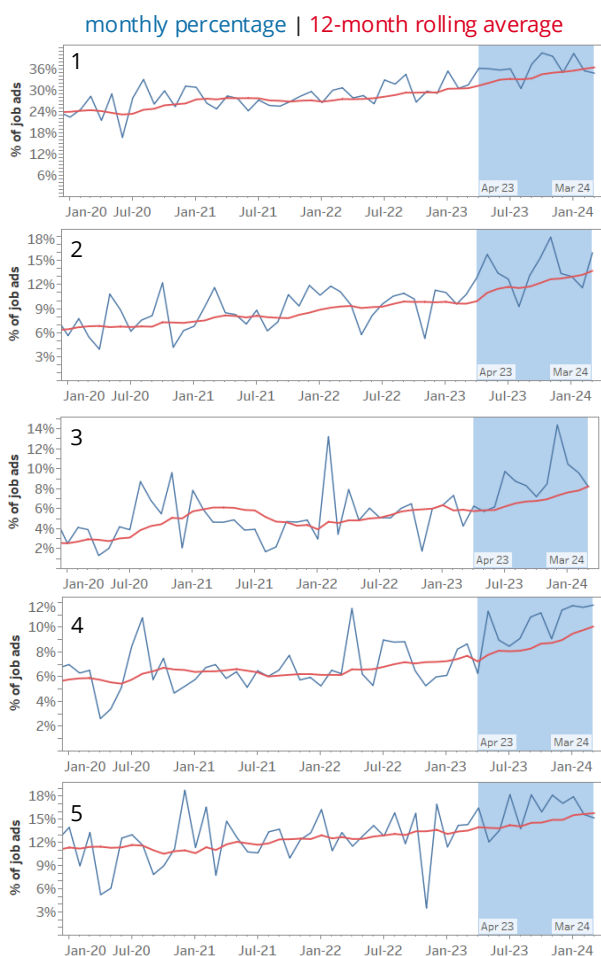


Outer Belfast

Overall trending skills

Across Outer Belfast, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Attention to Detail
3. Collaboration
4. Interpersonal Skills
5. General Administrative Support



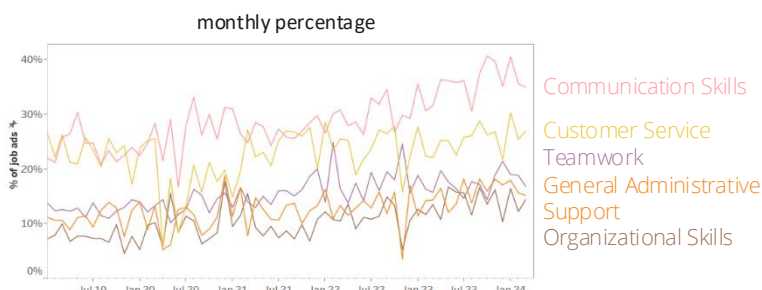
Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in Outer Belfast:

Rank	Skill name	Specialised to
1	General Administrative Support	Executive Secretaries, Business Coordinators
2	Inventory Control	Pharmacy Aides, Supermarket Managers
3	Order Processing	Sales Processors, Order Fillers
4	Quality Control	Scientific
5	Inventory Management	Sales

Popular skills

The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in Outer Belfast:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

No skills were emerging in Outer Belfast.

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

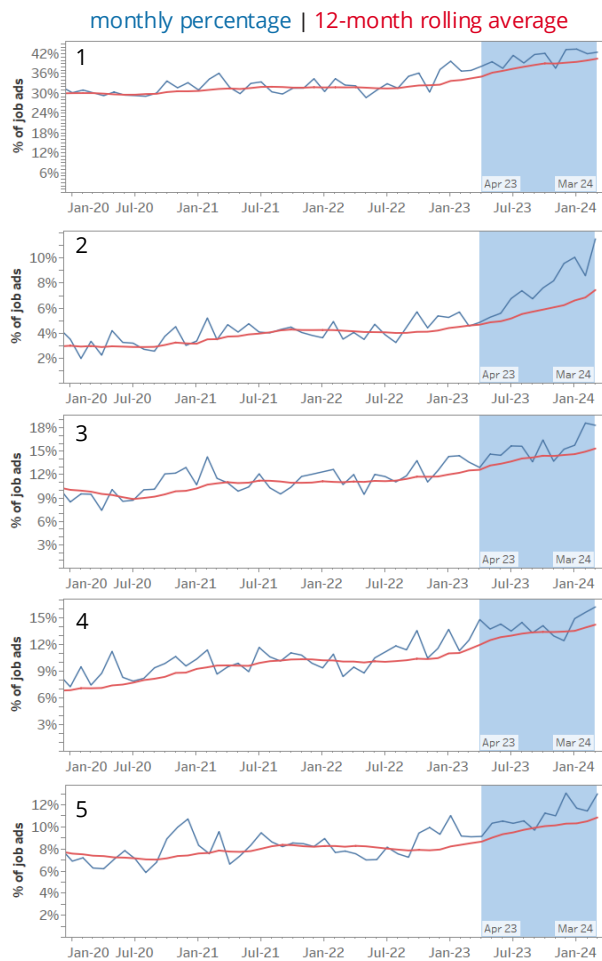


West & South of Northern Ireland Pearson

Overall trending skills

Across the West & South of Northern Ireland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Collaboration
3. Organizational Skills
4. Attention to Detail
5. Interpersonal Skills



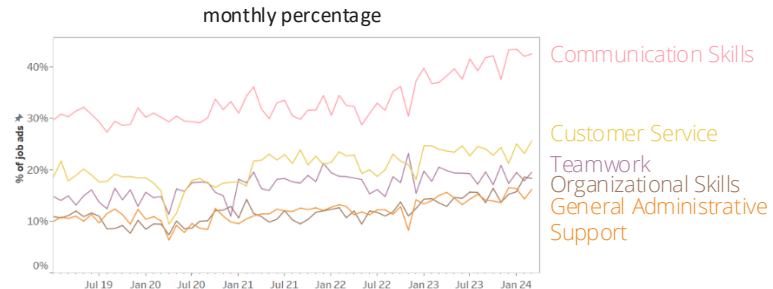
Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the West & South of Northern Ireland:

Rank	Skill name	Specialised to
1	Payment Processing	Administration
2	Inventory Control	Pharmacy Aides, Supermarket Managers
3	Inventory Management	Sales
4	General Administrative Support	Executive Secretaries, Business Coordinators
5	Order Processing	Sales Processors, Order Fillers

Popular skills

The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in the West & South of Northern Ireland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

No skills were emerging in West & South Northern Ireland.

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families