



**adzuna**

Every Job. Everywhere

# Data Services

23 March 2021

*Scott Sweden - Head of Data Sales*

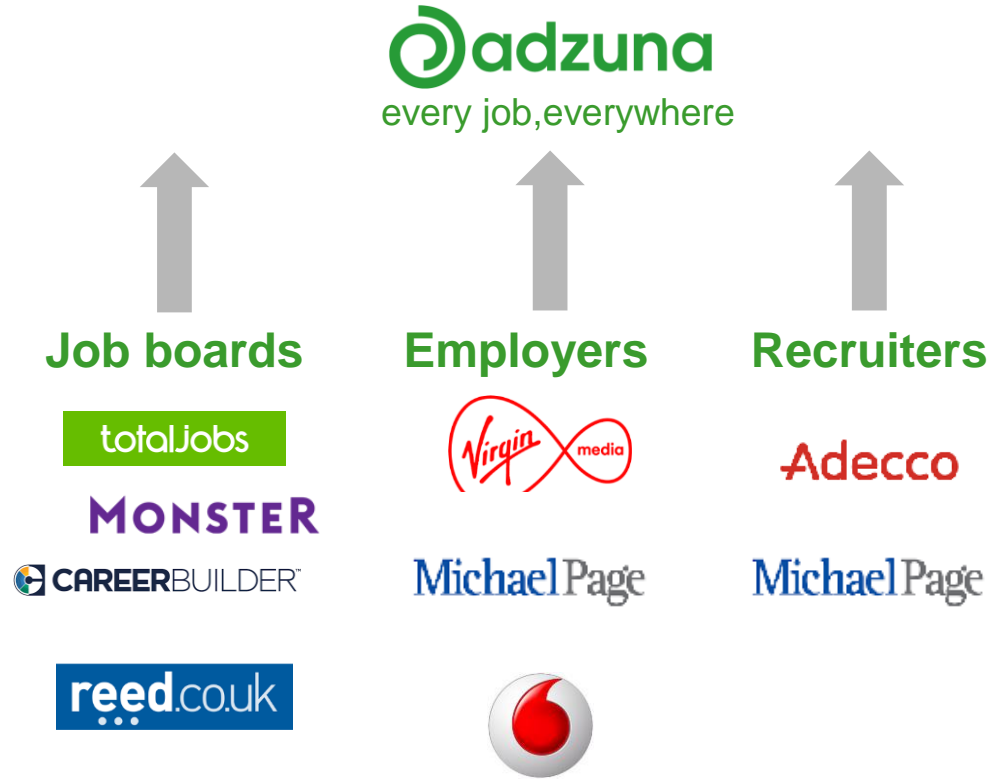
# Who are we, why do we exist?

## Adzuna is a job search engine that lists every job, everywhere

- Founded in 2011 by the team behind Zoopla, Gumtree, and Yelp
- **20 million** monthly visitors across **16 international markets**
- **Market leader** in labour market data, AI, smart matching tech for jobs
- Provider of UK Gov's award-winning flagship **Find a Job** service
- Offering flexible, cutting edge **job platform tech** to government clients

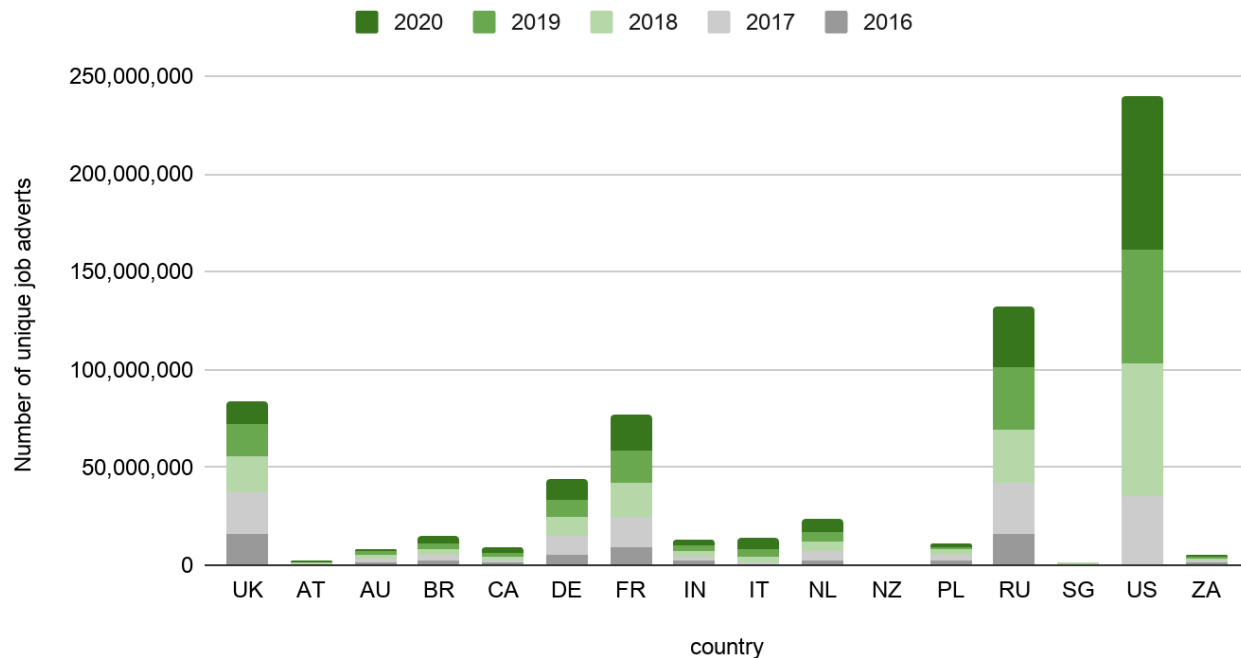


# Adzuna job sources



# Online job vacancies coverage

## Job vacancy volumes

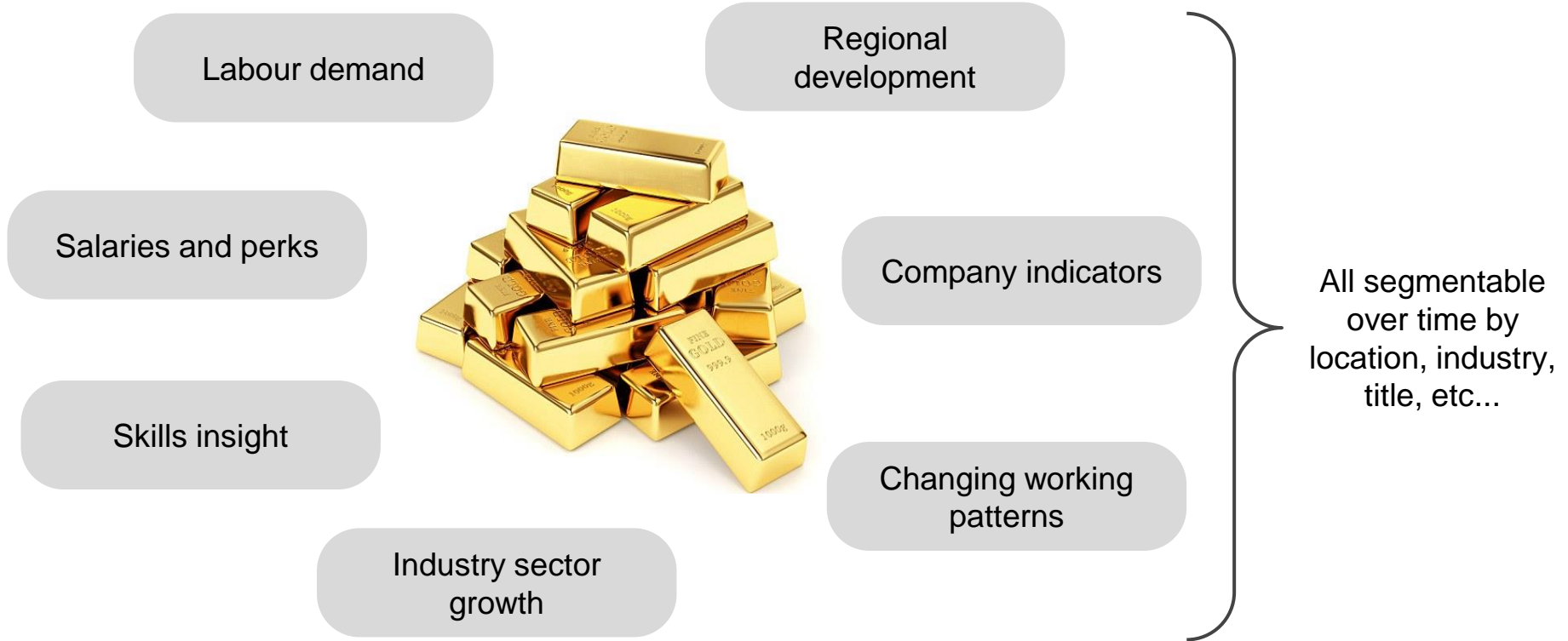


- Over **700m** job ads total
- Data from Apr-2016 in most countries (from Dec-2014 in UK)

Plus...

- CVs
- Jobseeker behaviour

# Online job ads are a goldmine



# But also very challenging...

## PROMOTIONS/ENTERTAINER.COSTUMES AND SUPERHERO FIGURES OXFORD ST , LONDON

**JOBSWORTH: £ 28,284 P.A.** - HOLLYWOOD MEDIA DISTRIBUTIONS LTD - OXFORD STREET LONDON

We require promotions entertainers, **dancers**, musicians dressed in outrageous themed costumes or super hero uniforms to take part in our streets parties to celebrate the launch of our new awesome superproduct. father Christmas , clowns, jugglers, **dancers** , musicians, etc etc ... [More details >](#)



## Consultant Petroleum Chemist

**UP TO £1 PER ANNUM** - FASTSTREAM RECRUITMENT - ENGLAND, CITY OF LONDON, CARDIFF (CAERDYDD)

Faststream are working with an Independent Scientific consultancy with offices worldwide who provide a range of services across the maritime and oil & gas sectors. Our client is looking for an experienced Petroleum Chemist to join their consultancy division on... [More details >](#)



## Rethink. Reskill. Reboot. Why this Software Engineer role is like ballet.

**JOBSWORTH: £ 40,910 P.A.** - MONGOOSE GRAY - LONDON

... are part coder, part engineer with a preference for Front End. Coda is a classical ballet team that refers to the finale of a group of **dancers**. You have a thirst for knowledge, comment ... , with excellent communication skills and a collaborative attitude. Attitude in classical ballet is a position where the **dancer** is standing on one leg with the other one lifted. Your goto ... [More details >](#)



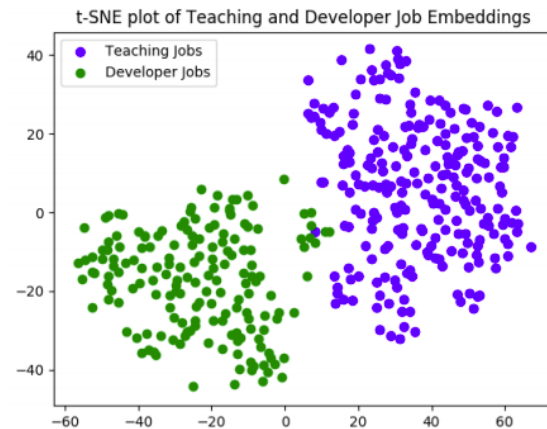
# Hidden value in the job descriptions...



Title, location, salary, category, etc...

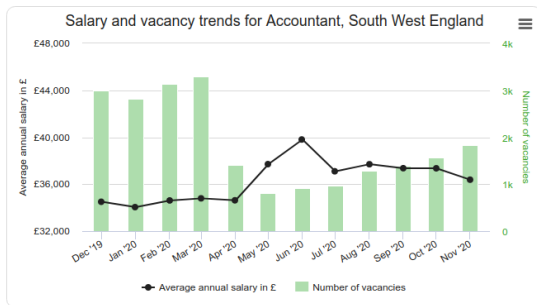
Descriptions

- **Advanced text parsing**
  - Seniority level, company details, educational requirements, perks, etc
- **Linguistic analysis**
  - Sentiment, gender bias, company culture
- **Vector embeddings**
  - Clustering and similarity for titles and skills
  - Obviates need for an ontology hierarchy
  - Enable title and skills discovery and recommendation

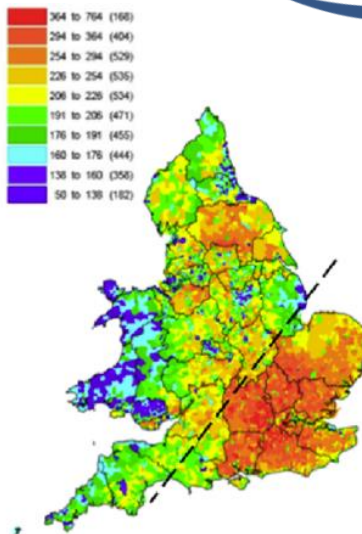


# ...to add huge value to the data

## Segment



## Map



## Profile

### Skill profile for Accountant





# Recap on labour market data

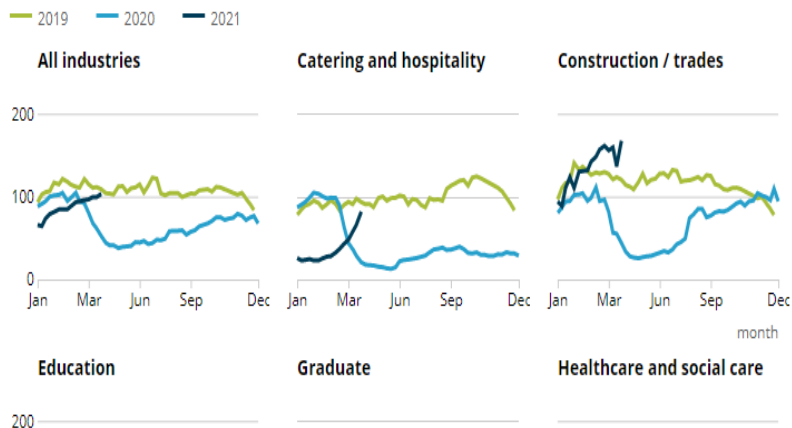
- Adzuna has excellent coverage of all online job vacancies in each of the 16 territories
- Historical data available back many years
- Raw advert data can be 'messy', but Adzuna's tech and proprietary ontologies standardise and clean the information
- The data is there to be explored!

# Public Sector Applications

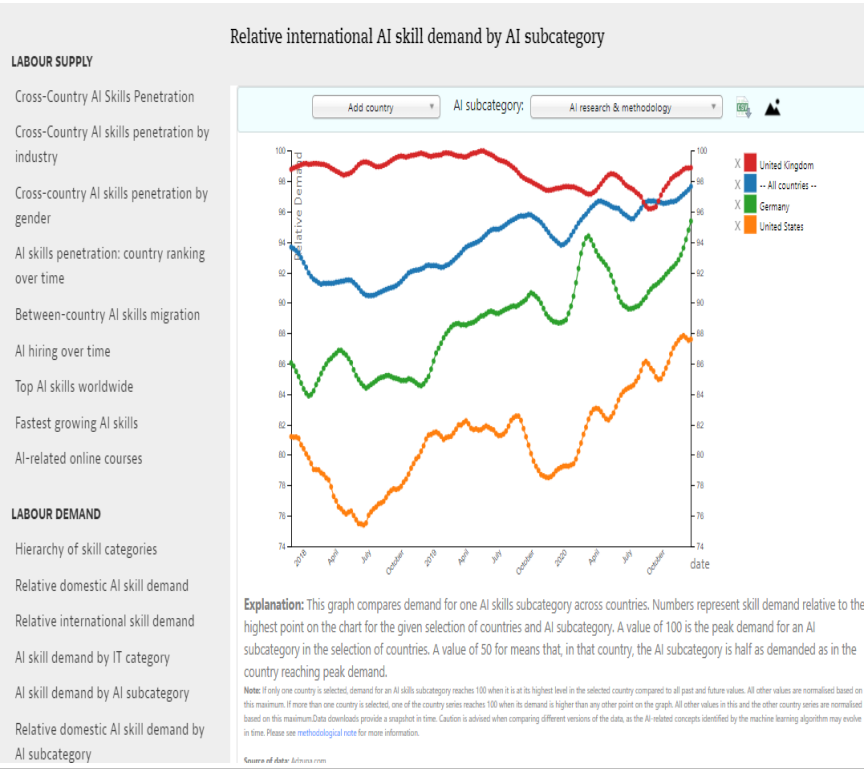
Office for National Statistics

Figure 5: On 23 April 2021, the proportion of UK online job adverts was at 103% of its February 2020 average level, an increase of 4 percentage points from the previous week

Index of job adverts on Adzuna by category, 100 = average job adverts in February 2020, 4 January 2019 to 23 April 2021, non-seasonally adjusted



AI Policy Observatory, OECD



# Thank you!

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