



adzuna

Every Job. Everywhere

Data Services

May 2022

Nadiia Gorash - Data Engineer

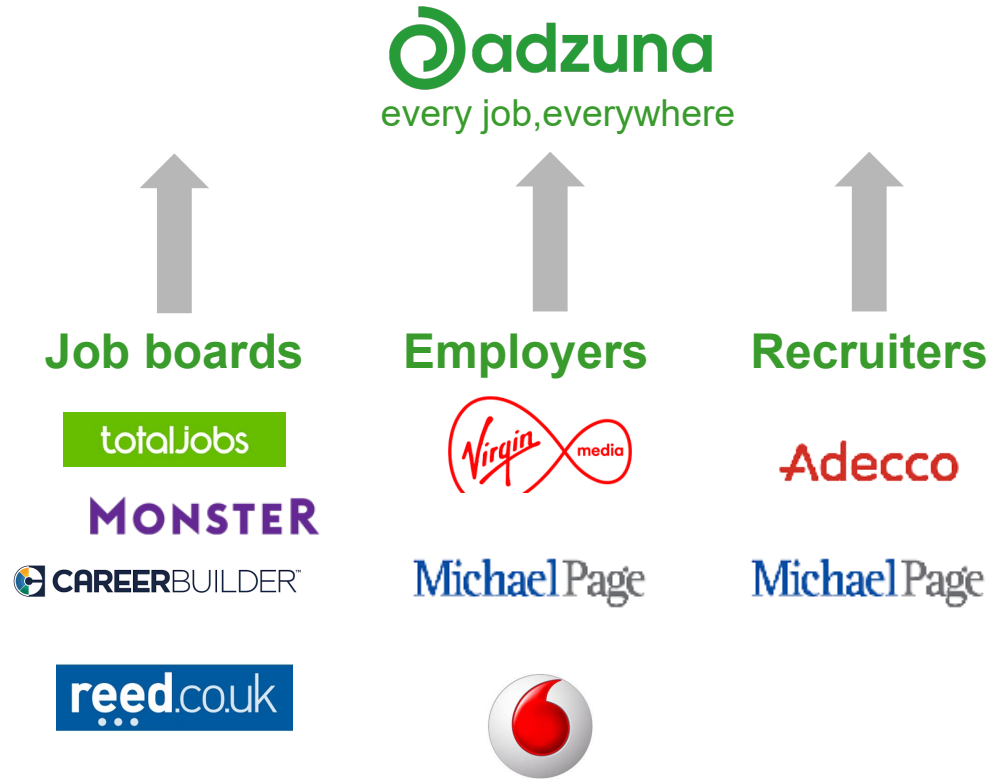
Who are we, why do we exist?

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

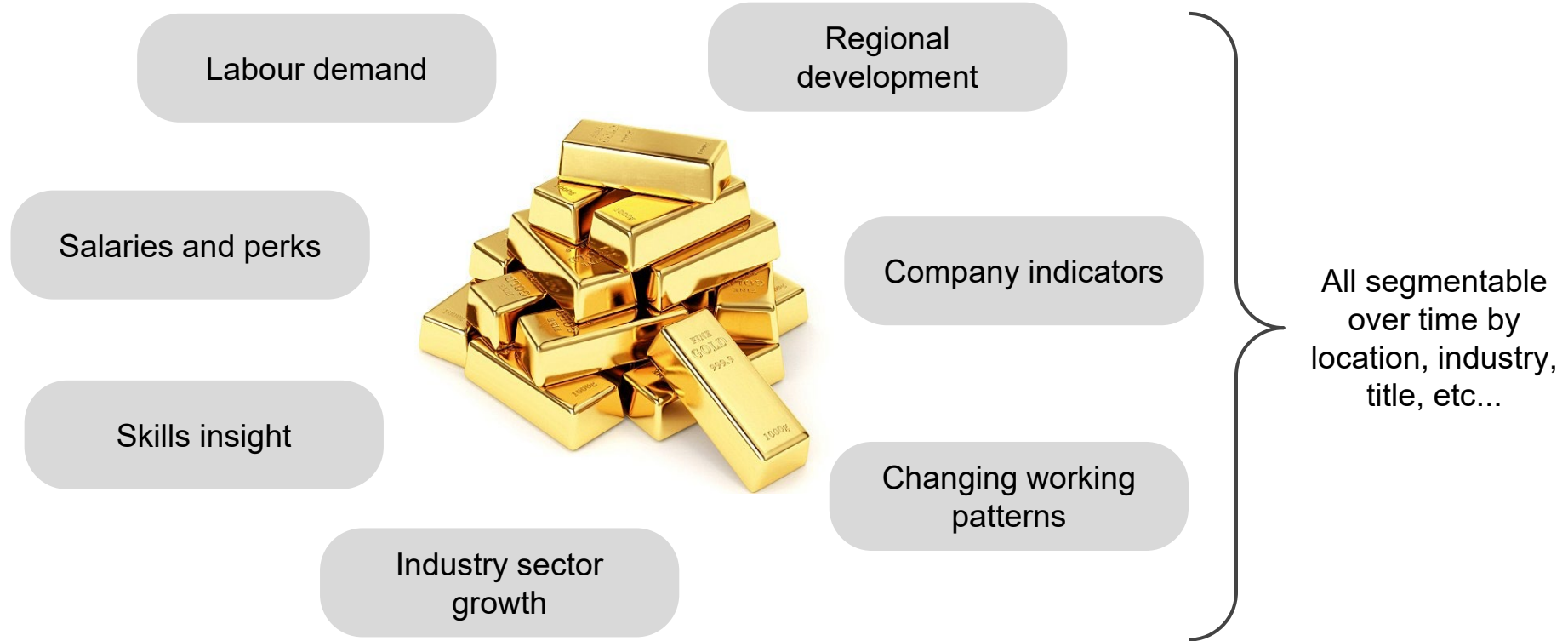
- Founded in 2011 by the team behind Zoopla, Gumtree, and Yelp
- **20 million** monthly visitors across **20 international markets**
- **Market leader** in labour market data, AI, smart matching tech for jobs
- Provider of UK Gov's award-winning flagship **Find a Job** service



Adzuna job sources



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, confident ... , 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](#)



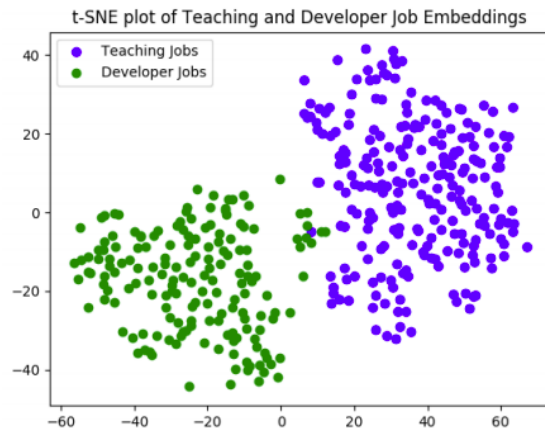
Hidden value in the job descriptions...



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

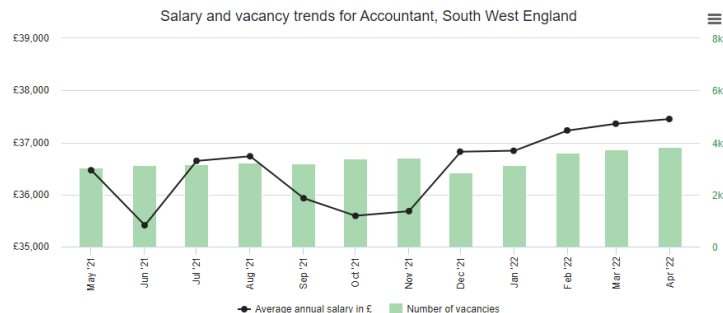
Descriptions

- **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

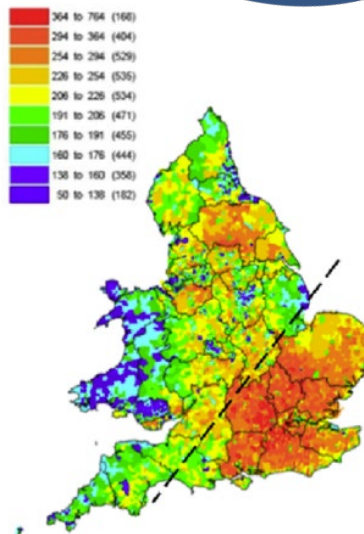


...to add huge value to the data

Segment



Map



Profile

Skill profile for Accountant



Brief data summary

- Adzuna has excellent coverage of all online job vacancies in each of the 20 markets
- Historical data available back many years in 20 markets
- Raw advert data can be 'messy', but Adzuna's tech and proprietary ontologies standardise and clean the information

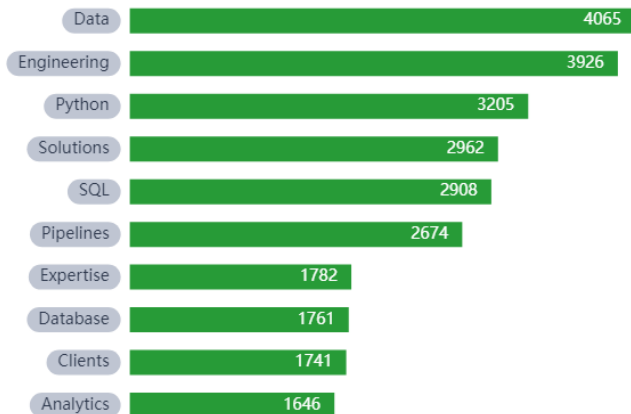
Premium fields

- Skills
- Normalised titles
- Seniority
- SIC/SOC classification
- Local Authorities

Premium fields - Skills

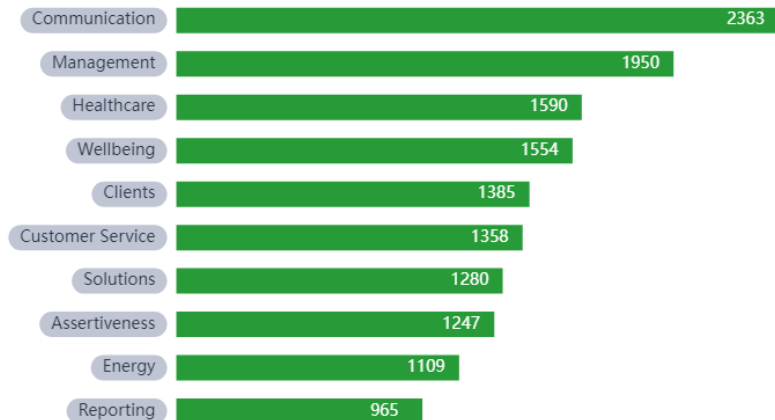
Requested Skills

Top skills requested in postings for Data Engineer



In-Demand Skills

Skills with the highest number of postings in Glasgow City, 09/11/2021 - 09/05/2022



Premium fields - Normalised job title

title	normalised_title
Legal Document Production Technician / Weekend Night Shift	Production Technician
Technical Project Engineer - Building Insulation Materials	Project Engineer
Work From Home Distributors - Self Employed - Egremont, Cumbria, England	Distributor
Analyst, Private Markets Fundraising, Global Bank, London, UK	Analyst
Associate, Consumer-focused Principal Investment Firm, London, UK	Associate
Marketing Technology (MarTech) Operations Specialist	Specialist
Waiter/Waitress - High-end restaurant opening (Ekstedt at The Yard)	Waiter/Waitress
Head of Business Tax - Southampton	Head of Business
Distribution Centre / warehouse Operative	Warehouse Worker
Lending Analytics, Senior Manager	Analytics Manager
Branch Relief Security Officers	Relief Security Officer
Group Financial Accountant	Accountant
Business Development Manager - LAND AND NEW HOMES	Business Development Manager
1:1 Learning Support Assistant â€œ Pupil Specific	Learning Support Assistant
Production Assembly Operatives	Assembly Operative
Digital Marketing Executive - Â£28,000 - Â£35,000 DOE	Digital Marketing Executive
Care Assistant - Care Home	Care Home Support Worker
Recruitment Consultant - Live & Busy residential desk	Recruitment Consultant
Customer Service Administrator	Customer Service Administrator
Quality Assurance Specialist	QA/QC Specialist
Examiner - International Advanced Level - Accounting (2016 specification)	Accountant
Examiner - International GCSE - Islamic Studies (2017 Specification)	
Work From Home in Leighton Buzzard, Bedfordshire, England - Â£500 - Â£3000 per month, Full time or Part time.	
Play Attendant - Mid Suffolk Leisure Centre - Stowmarket	
Manchester- QSW- Safeguarding and Quality Assurance	
Team Member - Restaurant in Newport	
Production Support - FICC SMM	

Premium fields - Seniority

Salary by Seniority

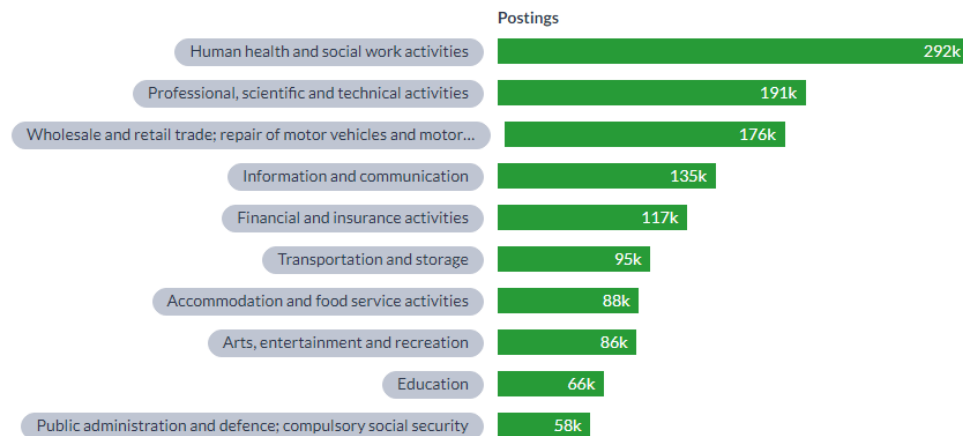
Seniority ▾



Premium fields - SIC/SOC

Top Industries Hiring

Industries (SIC 2007) with the highest number of postings in United Kingdom, 20/11/2021 - 20/05/2022

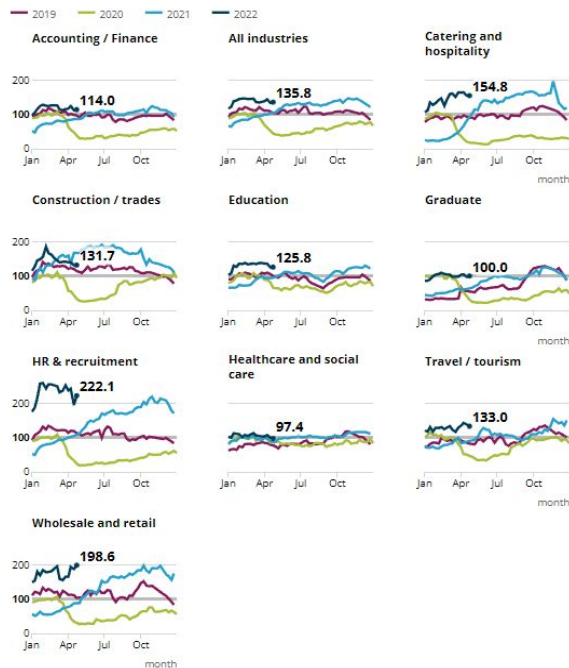


soc_name	posting_count
Actors, entertainers and presenters	2597
Actuaries, economists and statisticians	22407
Advertising accounts managers and creative directors	14760
Aerospace engineers	956
Agricultural and fishing trades n.e.c.	12512
Air transport operatives	922
Air travel assistants	369
Air-conditioning and refrigeration installers and repairers	11011
Aircraft maintenance and related trades	355
Aircraft pilots and air traffic controllers	46

Public Sector Applications

Office for National Statistics

Volume of online job adverts by category, index: 100 = February 2020 average, 4 January 2019 to 29 April 2022, non-seasonally adjusted



<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/bulletin/s/coronavirus/theeconomyandsociety/fasterindicators/29april2021#online-job-adverts>

AI Policy Observatory, OECD

Relative international AI skill demand by AI subcategory

LABOUR SUPPLY

Cross-Country AI Skills Penetration

Cross-Country AI skills penetration by industry

Cross-country AI skills penetration by gender

AI skills penetration: country ranking over time

Between-country AI skills migration

AI hiring over time

Top AI skills worldwide

Fastest growing AI skills

AI-related online courses

LABOUR DEMAND

Hierarchy of skill categories

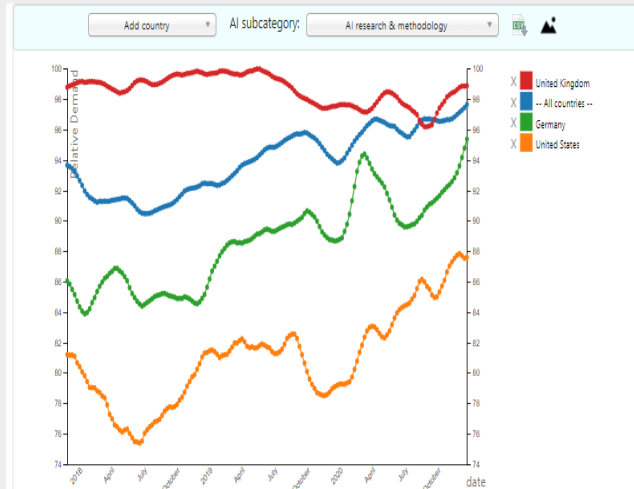
Relative domestic AI skill demand

Relative international skill demand

AI skill demand by IT category

AI skill demand by AI subcategory

Relative domestic AI skill demand by AI subcategory



Explanation: This graph compares demand for one AI skills subcategory across countries. Numbers represent skill demand relative to the highest point on the chart for the given selection of countries and AI subcategory. A value of 100 is the peak demand for an AI subcategory in the selection of countries. A value of 50 for means that, in that country, the AI subcategory is half as demanded as in the country reaching peak demand.

Note: If only one country is selected, demand for an AI skills subcategory reaches 100 when it is at its highest level in the selected country compared to all past and future values. All other values are normalised based on this maximum. If more than one country is selected, one of the country series reaches 100 when its demand is higher than any other point on the graph. All other values in this and the other country series are normalised based on this maximum. Data downloads provide a snapshot in time. Caution is advised when comparing different versions of the data, as the AI-related concepts identified by the machine learning algorithm may evolve in time. Please see [methodological note](#) for more information.

Source of data: [Edzuna.com](#)

Premium fields

Ongoing work

- Requested years of experience
- Ads duration (or time to fill the vacancy)
- Remote work flag
- 'Green' jobs

Thank you!

Q&A

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