

Profile: Creative

Alignment to strategic priorities:

National

Hampshire CC

Surrey CC

Coast to Capital

Enterprise M3

59,243 Jobs (2019) 41% above National average	+2.5% % Change (2019 - 2022) Nation: +1.8%	14,997 businesses (2021) 90% have 1-4 employees	£45.1k Median advertised salaries: LSIP = £30.0k South East = £30.0k Nation = £31.2k
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Source: Lightcast

TOP ONLINE POSTED OCCUPATIONS:

1. Programmers and software development professionals
2. Marketing and sales directors
3. IT business analysts, architects and systems designers
4. Marketing associate professionals
5. Web design and development professionals

TOP SOFT SKILLS:

1. Communications
2. Management
3. Sales
4. Planning
5. Customer service

TOP SPECIALISED SKILLS:

1. Marketing
2. Agile methodology
3. Javascript (Programming language)
4. SQL (Programming language)
5. C# (Programming language)

JOB POSTINGS REGIONAL BREAKDOWN:

1. Guildford
2. Basingstoke and Deane
3. Rushmoor
4. Reigate and Banstead
5. Woking

Data are for January 2019 – December 2022 | Source: Lightcast