

Analysis of Job Vacancies advertised in Clare Champion – 2014

Rationale

Clare Adult Educational Guidance and Information Service maintain a database of jobs advertised in the Appointments Section of the Clare Champion newspaper each week. The database can be viewed online at <http://www.clareguidance.ie/jobs/index.php>. The database provides a historical record of jobs advertised in the paper. This can be useful for several reasons....

- Learners can use it as a job seeking resource
- Learners can use it in conjunction with other sources of labour market information to help inform their course or subject choice.
- It can be used to identify where local progression opportunities exist for learners and provide ideas for courses or training programmes.
- It can be used to identify local employers who the adult education service can seek to engage with for student work placement, workplace visits, lectures etc.

Sample

The sample contains all jobs advertised in the “Appointments” section of the Clare Champion newspaper which is published every Thursday. Data was captured for 706 vacancies in 2014 which represents a 30% increase on 2013 (542 vacancies recorded in 2013) and a 35% increase on 2012 (521 vacancies recorded in 2012). An increase has been seen in national reports with much larger sample sizes also. The Morgan McKinley December 2014 employment monitor indicates that for professional jobs in Ireland, 2014 has shown the greatest year on year increase in job creation since 2008. The National Skills Bulletin 2014 showed improvements in most labour market indicators and provides further evidence that the jobs market is improving.

Method

Each advertisement in the database was examined and jobs recorded according to broad occupational type and more specific job type. Where available the area of the county in which the job was located was recorded. Occupations were broken down into 24 sectors according to a slightly modified version of the Careers Information Index a classification system used in careers libraries such as Jobsfile.

Results

Table 1: Sectors* listed from most to least vacancies advertised. (n=706)

<u>Job Sector</u>	<u>Types of Jobs Advertised</u>	<u>Change in numbers of vacancies from 2013</u>
1 Catering and Hospitality	Chefs, Bar Staff, Waiting Staff, Cooks, Porters, Deli Staff Managers. Housekeeping staff	↑ ↑
2 Healthcare, Community Care and Social Care	Nurses, Carers, Support Workers, Managers	= no change
3 Retail, Sales and Customer Service	Sales Assistants, Counter Assistant, Customer Service Assistant	↑
4= Administration, Business and Office Work	Administrators, Secretaries, Receptionists, Clerical Officers	↓
4= Engineering	Mechanics (automobile, aeronautical), CNC Programmers, Process Engineers.	↑
6 Financial Services	Accountants Assistants, Bookkeepers, Mortgage Advisors, Accounting Technicians	↑ ↑
7 Personal and Other Services	Hairstylists, Barbers, Cleaners	↑
8 Transport and Logistics	Truck Drivers, Bus Drivers	↑ ↑
9 Education and Training	Teachers, Tutors, Instructors, SNAs	↑ ↑
10 Building and Construction	Electricians, Carpenters, Labourers, Surveyors	↑ ↑
11= Childcare	Childcare Assistants, Pre and after school staff	↓
11.= Leisure Sport and Tourism	Fitness Instructors, tourist staff (guides etc)	↑
13. Manufacturing and Production	Manufacturing Operatives	↑

*Only showing sectors with at least 2% share of overall vacancies advertised (15+ vacancies)

As in previous years Catering and Hospitality, Healthcare and Community Care and Retail, Sales and Customer Service are the sectors with the most job vacancies. However the proportion of total vacancies made up of these 3 sectors has declined from over 50% in 2012 and 2013 to 44% in 2014. The remaining job vacancies were spread across more sectors than heretofore.

Table 2: Most advertised jobs in Clare Champion in 2014

Occupation	Percentage of Vacancies
Chef/ Cook (all grades)	7.2%
Food/ Beverage Service (bar, restaurant, deli)	6.2%
Care Workers	6.2%
Sales Staff	6%
Nurse/Nurse Manager	5%

The job of Chef remained the most advertised job in the Clare Champion in 2014. Most of these occupations typically have low barriers to entry and a high turnover of staff.

Table 3: Geographical distribution of job vacancies in Clare Champion in 2014 (n=706)

	Ennis	South Clare	North Clare	West Clare	East Clare	Countywide	Other incl. Unspecified
% of vacancies advertised	33% (232)	15% (106)	13.7 % (97)	7.8% (55)	4.2% (30)	7.5% (53)	18.8 % (133)

Almost a third of vacancies advertised were based in Ennis. The next highest number of vacancies was for jobs outside Clare or location not specified. The number of jobs advertised in East Clare remains quite low.

Points to Note

- There was a large increase on previous years in jobs advertised in the Clare Champion in 2014.
- The sectors with the largest numbers of vacancies advertised were catering and hospitality, healthcare and social care and retail sales and customer service.
- The largest increases in vacancies advertised in the last year were in the following sectors: Education and Training, Financial Services, Transport and Logistics, Hospitality and Catering and Building and Construction. Some of these sectors still have relatively low numbers of vacancies overall but nonetheless have increased significantly from 2013.

- The size of this sample is relatively small and jobseekers are advised to use other sources of labour market information also for example there is a comprehensive list of resources at http://www.careersportal.ie/work_employment/labourmarket.php
- The Regional Labour Market Bulletin 2014 did a vacancy analysis of approx. 4000 job advertisements placed with the Public Employment Service across the Midwest region (Clare, Limerick, North Tipperary) and found that the highest number of vacancies were in elementary occupations (e.g. security guard), associate professionals (e.g business sales execs), caring/ leisure and personal service (e.g care workers), skilled trades (e.g chefs) and sales staff (retail sales).
- This report only considers jobs advertised in the local newspaper. Obviously there are many other sources of job vacancies. A recent Irishjobs.ie report noted that online vacancies have shown year on year growth of 7%. There are many useful sources of job vacancies online.
- Many jobs are never advertised at all. Students using the database as a job seeking aid should bear in mind that many job vacancies are never advertised at all therefore it is important to stay close to the jobs market through networking, jobs fairs, internships etc. See the “Looking for Work” factsheet available at <http://www.clareguidance.ie/resources.php>

References

EGFSN (2014) *Regional Labour Markets Bulletin 2014*. Available at <http://www.solas.ie/docs/RegionalLabourMarketsBulletin2014.pdf>

Irishjobs (2014) *Irishjobs Quarter 4 2014 Report* Available at <http://www.irishjobs.ie/careeradvice/wp-content/uploads/Q42014-Jobs-Index-Report-final.docx>.

Morgan McKinley (2015) *December 2014 Employment Monitor*. Available at <http://www.morganmckinley.ie/about/employment-monitor>