CREATIVE & DIGITAL TECH in Dorset

DORSET Local Enterprise Partnership

The sector employs:

in England

1,993,000

% of all employed

7%

in Dorset

20,000

% of all employed

6%

Top jobs in employment in Dorset:

- Programmers and Software Development ...
  1,870
- IT and Telecommunications Professionals
  927
- IT Specialist Managers
  850
- Sales Accounts and Business Development...
  737
- IT and Telecommunications Directors
  652
- IT User Support Technicians
  582
- Marketing and Sales Directors
  468
- IT Engineers
  447

The sector contributes

£971.8M

to the economy

9% of Dorset's economy

Explore Careers

National Careers Service
Helping you take the next step

Sources: 2020 ONS Business Register and Employment Survey (ONS March 2022) | GVA by industry 2019 Lightcast (TM) 2022 | Image designed by pch.vector / Freepik

Updated: July 2022

CREATIVE & DIGITAL TECH in Dorset

DORSET Local Enterprise Partnership

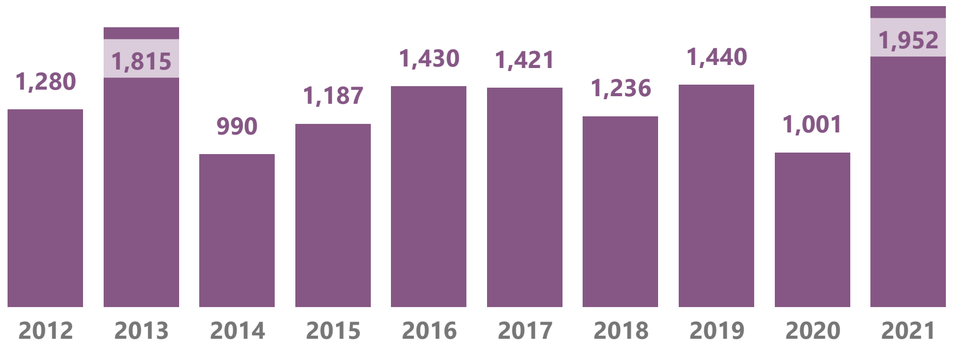
Sector demand | job postings*

In 2021 there were

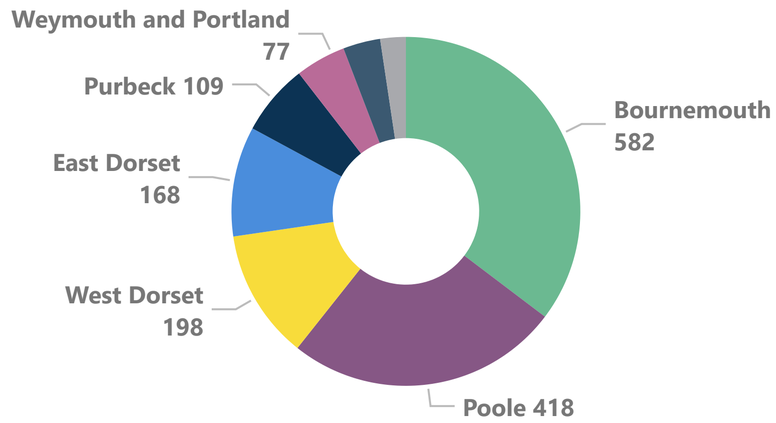
95%

more jobs in the sector than a year earlier

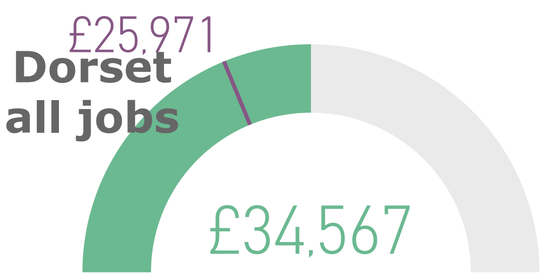
Job postings - long term developments



Job Locations (2021 Job Postings)

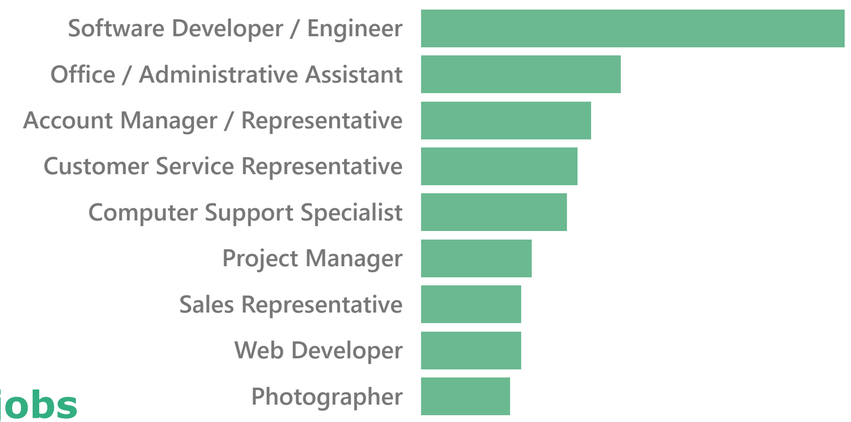


Average (Median) Advertised Salary Dorset

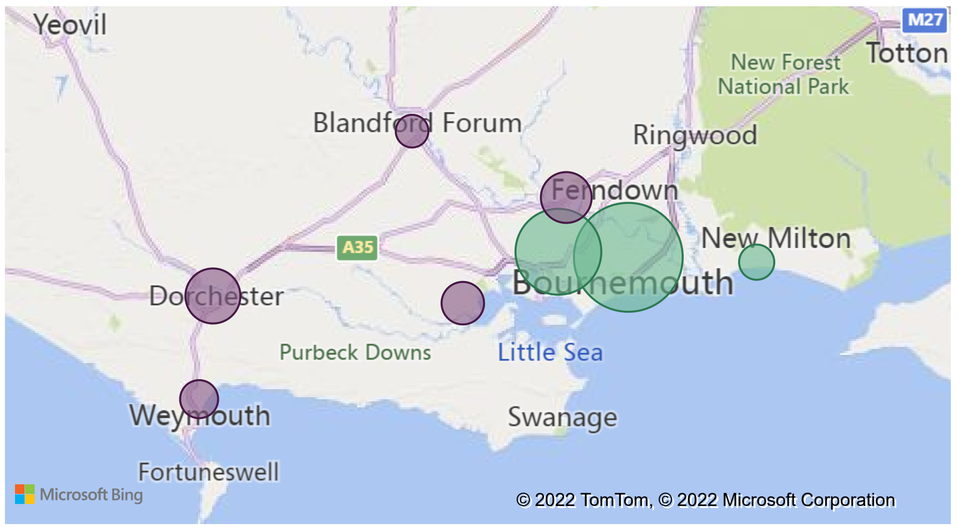


Dorset creative & digital jobs

Top Job Titles



Local Authority Bournemouth Christchurch and Poole Dorset



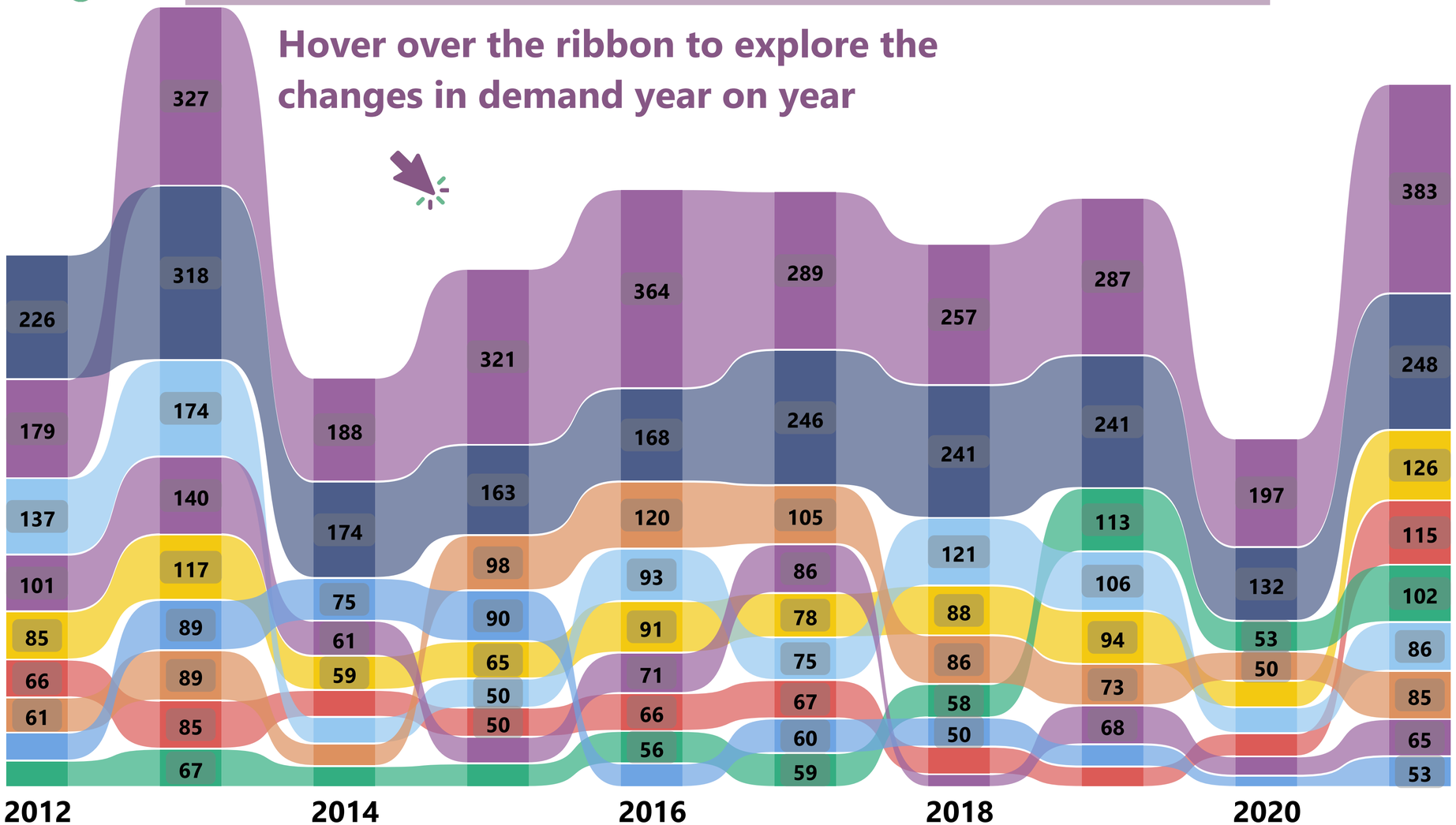
*Note. These figures illustrate the number of vacancies advertised online. | **Source:** Lightcast (TM) 2022

Updated: July 2022

CREATIVE & DIGITAL TECH in Dorset

Top 10 Occupational groups - trends

Hover over the ribbon to explore the changes in demand year on year



Click on the occupation groups to explore the developments over time

- Information Technology
- Sales
- Business Management and Operations
- Clerical and Administrative
- Hospitality, Food, and Tourism
- Design, Media, and Writing
- Marketing and Public Relations
- Engineering
- Planning and Analysis

DORSET Local Enterprise Partnership

Source: Lightcast (TM) 2022

Updated: July 2022

CREATIVE & DIGITAL TECH in Dorset

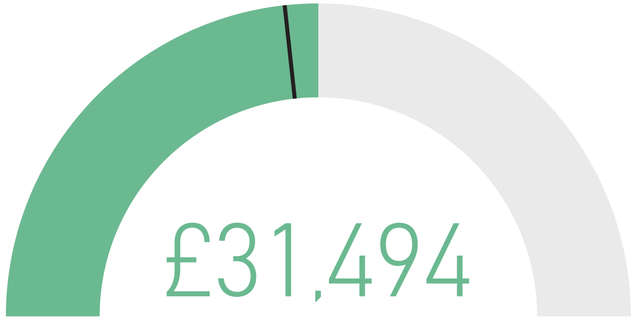
2021

Jobs Advertised

1,906

Average Salary UK

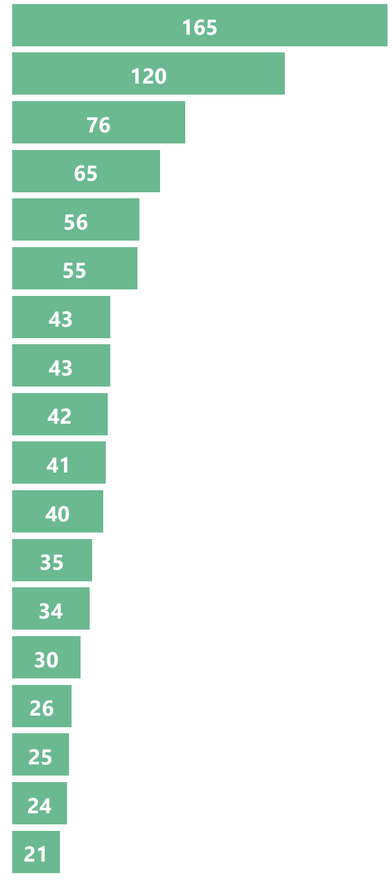
£29,326 median



£31,494

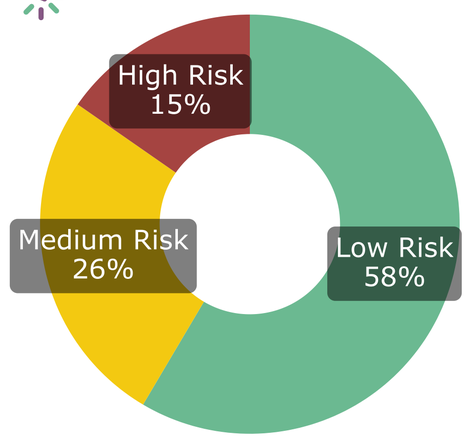
Which occupations are in demand?

Click on the bars to find more



- Programmers and software dev...
- Sales related occupations n.e.c.
- Other administrative occupatio...
- Customer service occupations n...
- IT user support technicians
- Sales and retail assistants
- Marketing and sales directors
- Marketing associate professionals
- Care workers and home carers
- IT business analysts, architects a...
- Web design and development p...
- Photographers, audio-visual an...
- IT operations technicians
- Managers and proprietors in ot...
- Production managers and direc...
- Kitchen and catering assistants
- Cleaners and domestics
- Engineering professionals n.e.c.

Automation Risk



Compare Jobs

Search

DORSET Local Enterprise Partnership

Source: Lightcast (TM) 2022

Updated July 2022

CREATIVE & DIGITAL TECH in Dorset 2021

DORSET Local Enterprise Partnership

Top skills

Job Specific Skills

300	Teamwork / Collab...
288	Customer Service
175	Sales
134	Budgeting
131	Project Management
126	Social Media
103	Microsoft C#
103	Telecommunications
99	SQL
96	Software Develop...
88	Cleaning
79	Business Developm...
77	Adobe Photoshop
75	Customer Contact
75	Key Performance I...
71	Marketing
69	Technical Support
67	Contract Review

Top Soft Skills

537	Communication Skills
309	Creativity
259	Organisational Skills
236	Detail-Orientated
173	Microsoft Excel
173	Planning
164	Microsoft Office
151	Writing
	Problem Solving
	Research
	English
	Positive Disposition
	Building Effective R...
	Time Management
	Verbal / Oral Com...
	Leadership
	Multi-Tasking
	Meeting Deadlines

Top Digital Skills

173	Microsoft Excel
164	Microsoft Office
103	Microsoft C#
99	SQL
96	Software Develop...
77	Adobe Photoshop
61	SAP
58	.NET
55	Adobe Indesign
51	JavaScript
49	C++
48	Adobe Acrobat
48	Adobe Creative Suite
48	Microsoft Word
47	Adobe Illustrator
46	LINUX
42	Microsoft Azure
40	Microsoft Powerpo...

Employer	Job Postings
1492 LIMITED	2
4COM PLC	89
ABBOTT GROUP LIMITED	1
ABSOLUTE MUSIC LIMITED	3
ACADEMY MUSIC GROUP LIMITED	1
ACTIVATE PERFORMING ARTS	1
ACTURIS	2
ADLIB HOLDINGS LTD	1
ADMIT ONE	1
AIM GROUP COMPANY LIMITED	1
ALLIED WORLDWIDE LIMITED	1
ALTOGETHER CARE	1
AMULET HOTKEY LTD	1
ANVIL LIMITED	4
APAK GROUP LIMITED	1

Develop your skills

Source: Lightcast (TM) 2022

July 2022