



2020 Emerging Jobs Report The Netherlands



Intro by Guy Berger, Principal Economist



We're excited to present the first LinkedIn Emerging Jobs Report for the Netherlands, which shines a spotlight on jobs experiencing tremendous growth and examines what these trends mean for the workforce.

Using LinkedIn data, we're able to identify not only these emerging jobs, but also the skills uniquely associated with the roles, as well as insights about which industries and cities are hiring this emerging workforce.

In our report, we see that data protection and tech roles are among the Netherlands' fastest-growing jobs. And in what might be a surprise to some, we find the likes of Human Resource Administrative Officers and Customer Success Specialists in the top-15 emerging jobs.

Whether you're looking for a job or trying to find your next great hire, we hope this information will help you navigate this ever-changing world of work. Continue reading to learn more about this year's emerging jobs.

2020 Job Trends



Data protection in demand.

Data protection laws in Europe have led to an increase in roles around data protection and online security. There are now 18x more Data Protection Officers than there were in 2015, with the role being the top emerging job this year.

Growth Hackers making their mark.

The Netherlands is the only country we've examined in Europe which sees Growth Hacker make the list of emerging jobs. The role, which is to help businesses acquire and retain customers, is relatively new, but is clearly in high demand.

Customer-facing roles are in high demand.

While many roles on the list are tech-based, a human touch is often needed to enhance the user experience. Both Customer Success Specialist and Key Account Management Specialist make the top 15.

2020 Industry Trends



Growth across a range of industries.

Tech industries are currently employing the majority of emerging jobs professionals, but we also see this talent employed by sectors such as banking and government administration.

Nonprofit saw the largest growth.

The industries where we saw the largest year-over-year growth in hiring emerging jobs talent included nonprofit (+41%), retail (+36%), and financial services (+28%).

The gender disparity.

The gender divide is a recurring talking point in most industries today. The biggest divide is in the IT and services industry with just 23% of emerging jobs held by females. One sector that is bridging that gender gap is government administration, with 47% of these emerging jobs held by females.

2020 Location Trends



Amsterdam attracts.

Amsterdam comes out on top in the Netherlands emerging jobs market with nearly 36% of people employed in these roles located in the capital. The city is also home to nearly 45% of all open roles in emerging jobs.

Other cities have their say.

Cities such as Tilburg, Groningen, Rotterdam, and Maastricht all experienced year-on-year growth of 25% or above in companies employing emerging talent.

Looking outside the Netherlands.

Companies are also looking to hire emerging talent from abroad. Professionals from India, the UK, Germany, the US, and France have all moved to the Netherlands to fill these emerging roles.



The top-15 emerging jobs in the Netherlands.

#1 Data Protection Officer

#2 Growth Hacker

#3 Privacy Officer

#4 Robotics Engineer

#5 Artificial Intelligence Specialist

#6 Data Scientist

#7 Data Engineer

#8 Customer Success Specialist

#9 Human Resources Administrative Officer

#10 Cloud Engineer

#11 Cyber Security Specialist

#12 Salesforce Consultant

#13 Key Account Management Specialist

#14 Analytics Consultant

#15 Full Stack Engineer

#1

Data Protection Officer

What you should know:

With the implementation of the EU's GDPR, it's not surprising that the number of Data Protection Officers (DPOs) in the Netherlands is growing. The role of a DPO is to ensure that the handling of personal data complies with data protection rules.

Unique skills:

AVG, Data Privacy, GDPR, Personal Data Protection, Privacy Compliance.

Where the jobs are:

Amsterdam, Utrecht.

Industries hiring this talent:

Legal Services, Information Technology & Services, Hospital & Healthcare, Financial Services, Government Administration.

Previously employed as:

Attorney, Compliance Officer, Information Security Officer, Legal Counsel, Privacy Officer.



#2

Growth Hacker

What you should know:

This relatively new role is one of many to come into existence over the past decade or so, and the Netherlands is home to [Europe's first growth hacking academy](#). From A/B testing to analytics, the Growth Hacker's primary goal is to help businesses acquire and retain customers.

Unique skills:

A/B Testing, Conversion Optimisation, Google Analytics, Google Tag Manager, Online Marketing.

Where the jobs are:

Amsterdam, Utrecht, Rotterdam.

Industries hiring this talent:

Marketing & Advertising, Internet, Information Technology & Services, Education Management, Computer Software.

Previous roles:

Head of Marketing, Marketer, Marketing Manager, Online Marketer, Project Manager.



#3

Privacy Officer

What you should know:

It's not surprising that privacy officer is high on the emerging jobs list, since Data Protection Officer takes top spot. With new data protection laws implemented, and increased demand for data protection, companies and government bodies have an obligation to ensure the security of private information.

Unique skills:

Data Privacy, GDPR, Privacy Compliance, Privacy Law, Privacy Policies.

Where the jobs are:

Amsterdam, Eindhoven, The Hague, Rotterdam.

Industries hiring this talent:

Government Administration, Hospital & Healthcare, Information Technology & Services, Financial Services, Public Policy.

Previous roles:

Attorney, Compliance Officer, Data Protection Officer, Legal Counsel, Project Manager.



#4

Robotics Engineer

What you should know:

While traditional Robotics Engineer roles are growing, we also see another emerging job that is different, but which has the same title. These new engineers focus more on code and software like those developed by UiPath, which help workers automate repetitive tasks.

Unique skills:

Automation, Automation Anywhere, Blue Prism, Robotic Process Automation (RPA), Robotics.

Where the jobs are:

The Hague, Amsterdam, Eindhoven, Maastricht, Utrecht.

Industries hiring this talent:

Information Technology & Services, Industrial Automation, Banking, Mechanical or Industrial Engineering, Management Consultant.

Previous roles:

Business Analyst, DevOps Engineer, Financial Controller, Integration Specialist, Software Engineer.



#5

Artificial Intelligence Specialist

What you should know:

Artificial intelligence and machine learning have both become synonymous with innovation, and our data shows that's more than just buzz. This role encompasses a few different titles, such as 'Machine Learning Specialist' and 'Artificial Intelligence Researcher' within the space, that all have a very specific set of skills despite being spread across industries.

Unique skills:

Computer Vision, Deep Learning, Machine Learning, Python, TensorFlow.

Where the jobs are:

Utrecht, The Hague.

Industries hiring this talent:

Information Technology & Services, Computer Software, Research, Hospital & Healthcare, Internet.

Previous roles:

Data Engineer, Data Scientist, Full Stack Engineer, Postdoctoral Researcher, Research Assistant.



#6

Data Scientist

What you should know:

The Data Scientist is responsible for gathering and analysing data to extract meaning from it. This role makes the emerging jobs list for most countries, and it's a specialty that's continuing to grow across all industries in the Netherlands. Our data indicates some of this growth can likely be attributed to the evolution of jobs like statistician and increased emphasis on data in academic research.

Unique skills:

Apache Spark, Machine Learning, Python, SQL.

Where the jobs are:

Amsterdam, Utrecht, The Hague, Rotterdam, Eindhoven.

Industries hiring this talent:

Information Technology & Services, Internet, Banking, Management Consulting, Computer Software.

Previous roles:

Analytics Specialist, Business Analyst, Data Analyst, Data Engineer, Postdoctoral Researcher.



#7

Data Engineer

What you should know:

Data has quickly become every company's most valuable resource, and they need Data Engineers who can build the infrastructure to keep it organised. Interestingly, industries such as banking and telecommunications are some of the largest employers of Data Engineers in the Netherlands.

Unique skills:

Amazon Web Services (AWS), Apache Spark, Big Data, Data Engineering, Python.

Where the jobs are:

Amsterdam, Utrecht, Rotterdam, The Hague, Eindhoven.

Industries hiring this talent:

Information Technology & Services, Internet, Banking, Telecommunications, Financial Services.

Previous roles:

Big Data Developer, Business Intelligence Consultant, Business Intelligence Specialist, Data Analyst, Data Scientist.



#8

Customer Success Specialist

What you should know:

Demand for customer success roles is on the rise. This could be fueled by the growth of technology services that require hands-on support. These professionals typically possess a hybrid of soft and hard skills, as they're responsible for both understanding the technology and managing the customer relationship.

Unique skills:

Account Management, Consulting, Customer Relationship Management (CRM), Customer Retention, Software as a Service (SaaS).

Where the jobs are:

Amsterdam, The Hague, Rotterdam.

Industries hiring this talent:

Computer Software, Information Technology & Services, Internet, Marketing & Advertising, Financial Services.

Previous roles:

Account Manager, Business Development Manager, Business Development Specialist, Project Manager, Sales Manager.



#9

Human Resources Administrative Officer

What you should know:

The inclusion of this role on the emerging jobs list may surprise some. But with [unemployment down almost 3% since 2016](#), companies are adapting their internal policies to keep pace with the latest trends. And with an increased focus on employee experience the demand for Human Resource Administrative Officers has grown.

Unique skills:

Employee Engagement, Employee Relations, HR Policies, Human Resources (HR), Performance Appraisal.

Where the jobs are:

Amsterdam, Utrecht, Almere-Stad.

Industries hiring this talent:

Hospital & Health Care, Government Administration, Hospitality, Human Resources, Information Technology & Services.

Previous roles:

Administrative Assistant, Administrative Secretary, Human Resources Assistant, Human Resources Generalist, Human Resources Specialist.



#10

Cloud Engineer

What you should know:

Cloud computing was a game changer for companies that wanted to build products without needing their own servers, and every year the cloud gets bigger. Cloud Engineers will likely be a continuing need across the country in all industries — don't be surprised if you see it on next year's emerging jobs list.

Unique skills:

Amazon Web Services (AWS), Ansible, Cloud Computing, DevOps, Docker Products.

Where the jobs are:

Amsterdam, Utrecht, Rotterdam, The Hague, Eindhoven.

Industries hiring this talent:

Information Technology & Services, Computer Software, Internet, Financial Services, Banking.

Previous roles:

DevOps Engineer, Infrastructure Engineer, Software Engineer, Solutions Architect, System Administrator.



#11

Cyber Security Specialist

What you should know:

The Netherlands is home to [one of the largest internet exchanges in the world](#), the Amsterdam Internet Exchange (AMS-IX). It has one of the highest rates of internet connectivity in the world with the Dutch government strengthening their focus on trying to not only build cybersecurity awareness, but also actively combat cyber threats.

Unique skills:

Identity & Access Management (IAM), Information Security, Information Security Management, Network Security, Penetration Testing.

Where the jobs are:

Amsterdam, The Hague, Utrecht, Groningen.

Industries hiring this talent:

Information Technology & Services, Management Consulting, Accounting, Computer & Network Security, Government Administration.

Previous roles:

Information Security Consultant, Information Technology Security Consultant, Information Technology Specialist, Security Analyst, Security Consultant.



#12

Salesforce Consultant

What you should know:

With the increased popularity of the Salesforce tool, the demand for Salesforce Consultants is also increasing rapidly, with 28x more Salesforce Consultants in the Netherlands today than there were in 2015. Working across multiple teams, they bridge the gap between business problems and technical solutions.

Unique skills:

Consulting, Salesforce.com Administration, Salesforce.com Consulting, Salesforce.com Development, Salesforce.com Implementation.

Where the jobs are:

Amsterdam, Utrecht, The Hague.

Industries hiring this talent:

Information Technology & Services, Computer Software, Management Consulting, Telecommunications, Information Services.

Previous roles:

Business Analyst, Customer Relationship Management Consultant, Salesforce Administrator, Salesforce Developer, Software Engineer.



#13

Key Account Management Specialist

What you should know:

Our data shows that companies in the wholesale, logistics & supply chain, and pharmaceuticals industries are particularly keen on adding Key Account Management Specialists to their respective teams. One reason could be the potential disruption that Brexit could cause to supply chains throughout Europe, meaning greater emphasis on account and relationship management.

Unique skills:

Business-to-Business (B2B), Corporate Governance, International Sales, Key Account Development, Sales Management.

Where the jobs are:

Rotterdam.

Industries hiring this talent:

Wholesale, Logistics & Supply Chain, Pharmaceuticals, Information Technology & Services, Electrical & Electronic Manufacturing.

Previous roles:

Customer Service Representative, International Specialist, Sales Manager, Sales Specialist.



#14

Analytics Consultant

What you should know:

Data has become incredibly valuable to businesses of all kinds. Knowing how to best utilise that data can be the difference between success and failure. Hence, analytics consultant features prominently on this year's list. From data auditing to methodological assessments, this role is proving valuable to companies across the country.

Unique skills:

Consulting, Data Science, Machine Learning, Microsoft Power BI, Python.

Where the jobs are:

Amsterdam, Eindhoven, Almere-Stad, Rotterdam, Utrecht.

Industries hiring this talent:

Information Technology & Services, Accounting, Management Consulting, Internet, Marketing & Advertising.

Previous roles:

Analytics Specialist, Business Analyst, Business Consultant, Business Intelligence Consultant, Data Analyst.



#15

Full Stack Engineer

What you should know:

While not a new job, the rapid pace of change in technology has made Full Stack Engineers valuable assets to companies throughout the Netherlands and around the world. The Full Stack Engineer will be proficient in front- and back-end coding, for example they'll develop coding for mobile platforms, and design user interactions on websites.

Unique skills:

AngularJS, Cascading Style Sheets (CSS), Git, JavaScript, Node.js.

Where the jobs are:

Amsterdam, Utrecht, The Hague, Eindhoven, Rotterdam.

Industries hiring this talent:

Information Technology & Services, Internet, Computer Software, Banking, Marketing & Advertising.

Previous roles:

Back End Engineer, Dotnet Developer, Frontend Developer, Java Software Engineer, Software Engineer.



Methodology

The emerging jobs analysis is based on all LinkedIn members with a public profile that has held a full-time position within the Netherlands during the past five years.

Once the talent pool has been identified, we then calculate the share of hiring and Compound Annual Growth Rate for each occupation between 2015 and 2019 to identify the roles with the largest rate of growth. These become our emerging jobs.

Authors

Carole Zibi

Marketing Director, EMEA & LATAM

Sophie Sieck

Senior Corporate Communications Manager

John Hutchinson

Insights Analyst

Jenny Ying

Data Scientist

Carl Shan

Data Scientist

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Thank you!