Linkedin

2020 Emerging Jobs Report

UK

Intro by Guy Berger, Principal Economist

We're excited to present the first Emerging Jobs Report for the United Kingdom, shining a spotlight on jobs experiencing tremendous growth and examining 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 artificial intelligence and tech roles are among the UK's fastest-growing jobs. However, the top emerging jobs aren't limited to the tech space. Roles such as User Researcher and Content Designer make the top 15, and industries like HR and marketing are also recruiting jobs on the list.

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

AI leads the way.

As the technological march continues, it's only natural that interactions become more and more automated. Artificial Intelligence Specialist being the number one emerging job in the UK shouldn't come as a big surprise. According to McKinsey research, AI could potentially deliver a 22% boost to the UK economy by 2030.

Safeguarding everyone's data.

With the impact of General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018, our analysis shows that there are 24x more Data Protection Officers in the UK than there were in 2015.

There's value in human interaction.

While there's been significant growth in AI and other tech-led jobs, there's also a growing number of roles that require direct human interaction. Customer Success Specialists and Sales Development Representatives in particular have seen significant increases.

2020 Industry Trends

Technology firms dominate — for now.

While almost 33% of talent working in emerging jobs are currently employed by IT companies and businesses in the computer software industry, it's well worth noting that the pharmaceutical industry has the highest year-on-year growth (+49%). This is followed closely by consumer goods (+48%) and higher education (+48%).

Emerging jobs are impacting more traditional industries.

It's encouraging to see non-tech industries showcasing year-on-year growth in hiring for these emerging jobs. Sectors such as human resources, marketing, and aviation & aerospace make the top 10, as well as higher education and research.

The great gender divide.

This year's report shows a distinct gender gap. Currently, over 65% of all these emerging roles, across all the industries employing them, are held by males, with financial services (80:20) and telecommunications (81:19) having the greatest imbalance.

2020 Location Trends

London's number one for emerging jobs.

Over 44% of professionals working in the emerging roles in the UK are based in the city of London and surrounding areas. One such area is the London borough of Hillingdon, which has seen year-on-year growth of 41%.

Smaller cities are having their say too.

Though the focus is still London — which isn't surprising — cities like Belfast (+39%), Cardiff (+35%), and Nottingham (+35%) had the largest year-on-year growth in these emerging jobs.

Looking outside the UK.

Despite the ongoing uncertainty surrounding Brexit, we are seeing professionals from India, the US, and Spain employed in these emerging roles within the UK. However, we're also seeing UK professionals with these roles relocating to the likes of Spain, Germany, and the Netherlands.

The top-15 emerging jobs in the UK.

#1 Artificial Intelligence Specialist

#2 Data Protection Officer

#3 Robotics Engineer

#4 Site Reliability Engineer

#5 Customer Success Specialist

#6 User Researcher

#7 Data Scientist

#8 Sales Development Representative

#9 Cloud Engineer

#10 Cyber Security Specialist

#11 Platform Engineer

#12 Full Stack Engineer

#13 Enterprise Account Executive

#14 DevOps Engineer

#15 Content Designer

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 this space, that all have a very specific set of skills despite being spread across industries.

Unique skills:
Machine Learning, Python, Deep Learning, TensorFlow.

Where the jobs are:
London.

Industries hiring this talent:
Information Technology & Services, Financial Services, Internet, Computer Software, Research.

Previously employed as:
Data Engineer, Data Scientist, Postdoctoral Researcher, Software Engineer.

Data Protection Officer

What you should know:

With the implementation of the EU's GDPR and the UK Data Protection Act, it's only natural that the number of Data Protection Officers (DPOs) in the UK is growing. The role of a DPO is to ensure that the handling of personal data complies with data protection rules.

Unique skills:

Data Privacy, Data Protection Act, GDPR, Data Protection Manager (DPM), Personal Data Protection.

Where the jobs are:

London, Manchester, Cardiff.

Industries hiring this talent:

Financial Organisation, Government Administration, Information Technology & Services, Nonprofit Organisation Management, Hospital & Health Care.

Previous roles:

Compliance Officer, Data Manager, Data Specialist, Information Officer.

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:

Blue Prism, Robot Programming, Robotic Process Automation (RPA), Robotics, UiPath.

Where the jobs are:

London, Manchester, Edinburgh, Birmingham, Coventry.

Industries hiring this talent:

Information Technology & Services, Financial Services, Industrial Automation, Management Consulting, Computer Software.

Previous roles:

Automation Consultant, Automation Developer, Software Engineer, Robotic Process Automation Consultant.

Site Reliability Engineer

What you should know:

Ever wondered who makes sure the apps you're using are always up and running? Responsible for ensuring that development and operational processes are running smoothly, the demand for Site Reliability Engineers will likely continue to rise as long as we're using technology in our day-to-day lives. As a bonus, the skills required are transferable to many different engineering roles.

Unique skills:

Amazon Web Services, Kubernetes, Docker Products, Terraform.

Where the jobs are:

London, Bristol, Reading, Leeds, Belfast.

Industries hiring this talent:

Internet, Information Technology & Services, Computer Software, Financial Services, Broadcast Media.

Previous roles:

DevOps Engineer, Software Engineer, System Administrator, System Engineer.

Customer Success Specialist

What you should know:
Demand for customer success roles is on the rise — today, there are 10x more Customer Success Specialists in the UK than there were in 2015. 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, Customer Relationship Management (CRM), Salesforce, Customer Retention, Software as a Service (SaaS).

Where the jobs are:
London.

Industries hiring this talent:
Computer Software, Information Technology & Services, Internet, Marketing and Advertising, Financial Services.

Previous roles:
Account Executive, Account Manager, Business Development Managers, Project Manager.

User Researcher

What you should know:

Understanding customers and providing a satisfactory user experience (UX) is vital for businesses, so to find this role on the emerging jobs list is to be expected. Moreover, research shows that organisations that utilise customer behaviour outperform peers by 85% in sales growth and more than 25% in gross margin.

Unique skills:

Qualitative Research, Usability Testing, User Experience (UX), User-centered Design, UX Research.

Where the jobs are:

London, Manchester, Newcastle upon Tyne, Birmingham, Leeds.

Industries hiring this talent:

Government Relations, Design, Information Technology & Services, Government Administration, Hospital & Health Care.

Previous roles:

Business Analyst, Research Manager, Service Designer, User Experience Designer.

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 UK. 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, Data Science, Machine Learning, Python.
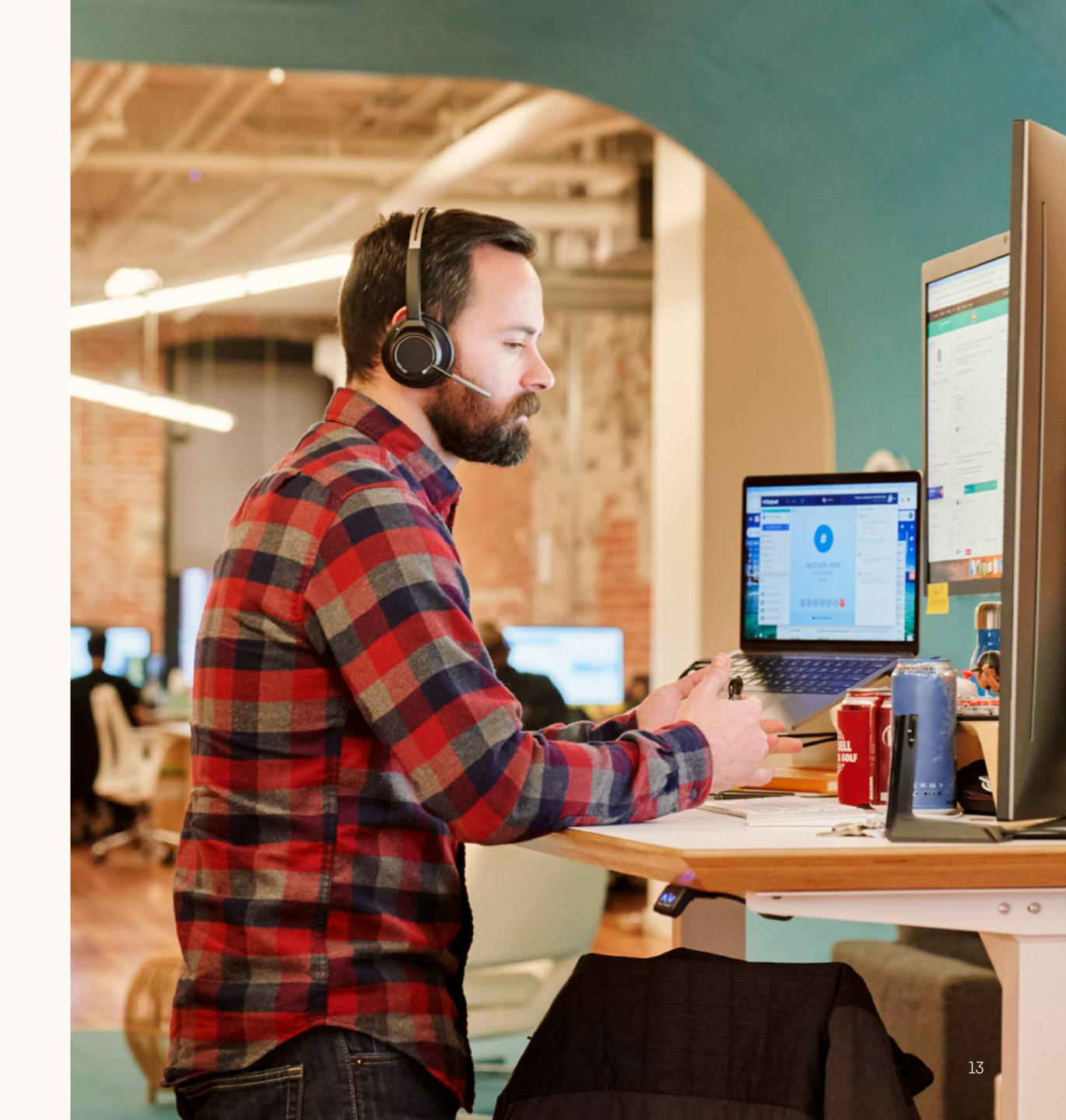
Where the jobs are:

London, Cambridge, Edinburgh, Manchester, Oxford.

Industries hiring this talent:

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

Previous roles:

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

Sales Development Representative

What you should know:

Despite making the emerging jobs list, the skills needed for the role of Sales Development Representative (SDR) have remained largely unchanged since 2015. One reason for its appearance could be business transformation, with sales capabilities changing from being product-led to solutions-led.

Unique skills:

Business Development, Lead Generation, Sales, Salesforce, Software as a Service (SaaS).

Where the jobs are:

London, Reading, Slough, Manchester, Bromley.

Industries hiring this talent:

Computer Software, Information Technology & Services, Internet, Marketing & Advertising, Food & Beverages.

Previous roles:

Account Manager, Business Development Executive, Business Development Manager, Sales Executive.

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), Cloud Computing, DevOps, Microsoft Azure, Terraform.

Where the jobs are:
London, Reading, Edinburgh, Southall, Manchester.

Industries hiring this talent:
Information Technology & Services, Computer Software, Financial Services, Telecommunications, Banking.

Previous roles:
Architect, DevOps Engineer, Solutions Architect, Software Engineer.

Cyber Security Specialist

What you should know:

In today's climate, it's no secret that cybersecurity is top of mind for every company. This important element to businesses is made more apparent by the addition of Cyber Security Specialist to this year's emerging jobs list. The growth and importance of this role is likely to continue as more and more reports of data breaches emerge.

Unique skills:

Cyber Security, Information Security, Network Security, Penetration Testing.

Where the jobs are:

London, Bristol, Manchester, Reading, Edinburgh.

Industries hiring this talent:

Information Technology & Services, Financial Services, Computer & Network Security, Accounting, Telecommunications.

Previous roles:

Information Security Analyst, Information Security Consultant, Security Analyst, Security Consultant.

Platform Engineer

What you should know:

The role of Platform Engineer (PE) can differ from company to company. Broadly speaking, a PE will be a specialist when it comes to certain platforms, for example Amazon Web Services. The role shares commonalities with Site Reliability Engineer, and many PEs are former DevOps Engineers.

Unique skills:

Amazon Web Services (AWS), DevOps, Docker Products, Kubernetes, Terraform.

Where the jobs are:

London, Manchester, Reading, Edinburgh, Glasgow.

Industries hiring this talent:

Information Technology & Services, Internet, Computer Software, Financial Services, Broadcast Media.

Previous roles:

DevOps Engineer, Infrastructure Engineer, Software Engineer, System Engineer.

Full Stack Engineer

What you should know:

While not a new job, the rapid pace of change in technology has made Full Stack Engineers a valuable asset to companies throughout the UK 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, Git, JavaScript, Node.js, React.js.

Where the jobs are:

London, Manchester, Bristol, Cambridge, Reading.

Industries hiring this talent:

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

Previous roles:

Frontend Developer, Java Software Engineer, Software Engineer, Web Developer.

Enterprise Account Executive

What you should know:

Enterprise Account Executives are responsible for managing relationships with an organisation's larger customers — a role that's highly valued judging by its place on the list. They'll plan sales activities to achieve targets, and are heavily involved in relationship management, customer loyalty, and market coordination.

Unique skills:

Account Management, Cloud Computing, Enterprise Software, Software as a Service (SaaS), Solution Selling.

Where the jobs are:

London, Reading, Guildford, Cardiff, Manchester.

Industries hiring this talent:

Computer Software, Internet, Computer & Network Security, Information Technology & Services, Marketing & Advertising.

Previous roles:

Account Executive, Account Management, Business Development Manager, Sales Manager.

DevOps Engineer

What you should know:

A DevOps Engineer's main role is to manage the IT infrastructure of their organisation. This involves time spent working with software developers, system operators, and others to oversee code releases. It's understandable the role is in high demand — research shows that organisations using DevOps practices are overwhelmingly high-functioning, deploying code up to 30 times more frequently than their competitors.

Unique skills:

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

Where the jobs are:

London, Manchester, Belfast, Cambridge, Edinburgh.

Industries hiring this talent:

Information Technology & Services, Financial Services, Computer Software, Government Administration, Internet.

Previous roles:

Infrastructure Engineer, Software Engineer, System Administrator, System Engineer.

Content Designer

What you should know:

When it comes to communicating information effectively, more and more businesses require specialists. That's why Content Designer has nudged its way into the top-15 emerging jobs list. From creating and reviewing content around the customer journey, to in-depth research, the Content Designer possesses skills that are in demand across many industries.

Unique skills:

Content Design, Content Strategy, Copywriting, User Experience (UX), Web Content Writing.

Where the jobs are:

London, Chelmsford, Leeds, Newcastle upon Tyne, Belfast.

Industries hiring this talent:

Government Administration, Government Relations, Information Technology & Services, Hospital & Health Care, Non-profit Organisation Management.

Previous roles:

Content Editor, Copywriter, Content Specialist, Graphic Designer.

Methodology

The emerging jobs analysis is based on all LinkedIn members with a public profile that have held a full-time position within the UK 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.

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Thank you!