

LABOUR MARKET INFORMATION



WHAT IS LMI?



BIRMINGHAM
CAREERS SERVICE
guiding young people

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Labour Market Information (LMI) describes the world of work. It tells us about: different careers; their entry routes; the availability of jobs; future demand; promotional prospects; salaries paid; skills and qualifications needed.



WHY IS LMI IMPORTANT TO YOUNG PEOPLE?

LMI can inform you about the types of jobs that are going to be in demand in the future, and those which are in decline. By knowing the job areas which will be recruiting, you can prepare by choosing the right subjects at GCSE, at College and University, and know what skills you need to develop.

LOCAL LMI

The demand for employers and employees exists locally, regionally, nationally and internationally - this is known as the Labour Market. Not everyone can or wants to leave their local area to work, so a good starting point is to research your Local Labour Market to help with your career planning. You won't find many jobs in Oceanography in Birmingham!



WHAT TYPES OF EMPLOYERS AND INDUSTRIES ARE IN BIRMINGHAM AND SOLIHULL?

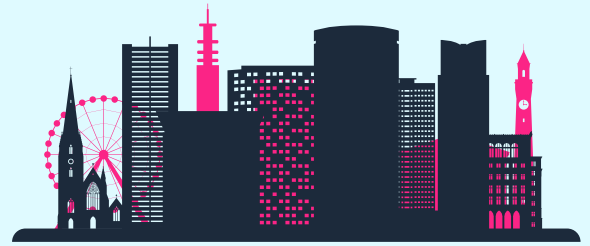
LARGEST EMPLOYERS IN THE AREA:

NHS, Asda, Sainsburys , Jaguar Landrover, Mondelez International, Whitbread and the University of Birmingham.

These companies need Engineers, Designers, Doctors, Nurses and Academics.

In fact there are over 350 different NHS Careers to choose from, whatever your qualifications, skills and interests.

Don't forget too, that all large companies, whatever their industry, need qualified staff to work in Sales, Finance, Marketing, Buying, IT, Customer Service, Administration and Management



AVERAGE SALARY: £29,603

CURRENT AND FUTURE JOBS

2020 - These jobs need lots of applicants!

Care Workers
Biomedical Engineers
Carpenters
Diagnostic Medical Sonographers
Occupational Therapists
Mental Health Workers

2040 - Some jobs don't exist yet!

Self-driving Car Mechanic
Digital Currency Adviser
Commercial Space Pilot
3D Food Printer Engineer
Memory Surgeon
Trash Architect



WHERE CAN I FIND LMI?

www.icould.com - watch videos linked to job roles, with LMI under each clip

www.startprofile.com - explore different job roles with LMI included

www.lmiforall.org.uk - download a free widget to compare LMI across different jobs and sectors

Eclips - ask your Birmingham Careers Service Adviser to show you LMI for your chosen careers