The most in-demand Jobs in the Labor Market

GLOBAL REPORT

November 2015

In collaboration with:

Deloitte.
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01. Current environment

There has been a **gradual and progressive recovery** of the European economy in 2015. This is due to some factors such as lower prices of fossil fuels (oil), depreciation of the euro, low interest rates and the expansionary monetary policy. Regarding the labour market, unemployment rates decreased in 2014, a trend that has continued during 2015. However, the unemployment rate is still high and long-lasting among European countries.

The Spanish economy registered in 2014 an improvement in its activity with positive growth rates after some years in recession, standing the GDP at 1.4%. Likewise, during 2015 there has been a **positive trend of economic activity** reaching 3.4% in the third quarter of 2015, what represents a 1.3% improvement over the same period in 2014. According to the main macroeconomic indicators there are some progresses such as the increase in exports and **foreign investment, and the stability of the country risk premium**, among others. On the other hand, a high level of public and private debt, a large volume of external debt and one of the highest unemployment rate were recorded in 2014 the European Union. Similarly, this trend continued during 2015.

The labor market situation in Spain is still a critical aspect of the national economy. The unemployment rate stood at 23.7% of the total active population, registering a total of 5.457.700 unemployed people at the end of 2014.

On the other hand, the **employment rate has climbed slightly over 2015**. The number of employed people increased by 182.200 in the third quarter of 2015 reaching total of 18.048.700 active workers according to the latest figures available from the Economically Active Population Survey (EAPS). Therefore, employment has grown by 544.700 people in the last 12 months, accounting for an annual rate of 3,11%. Correspondingly, in the third quarter of 2015, the unemployment rate stood at 21,2% and the total number of employed were 14.948.900.

Regarding the type of contract, those with a permanent contract decreased by 18.900, while temporary contracts increased by 205.500. This means that the temporary rate increases reaching 26%. Therefore, the quality of employment created remains a critical issue.

Spanish state **unemployment rate drops in the third quarter of 2015**. The main falls were in **Catalonia (66,000)**, Madrid (57,200) and Galicia (29,600).

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Data from the Economically Active Population Survey. 3rd quarter 2015. National Statics Institute
There has been a slight increase in hires in the four major economic sectors during 2015: services, industry, construction and agriculture. In parallel, the activities that have driven the Spanish labour market forward are the following:

- Tourism and Hospitality
- Trade
- Energy and Water
- Logistics
- Automotive
- Telecommunications and ICT

On the other hand, the Telecommunications and ICT sector is becoming a relevant sector in order to generate high valued employment.

The employment rate increased as the number of people in work rising in 36,100 in the 3rd quarter of 2015 comparing to the same quarter in 2014, according to the latest Economically Active Population Survey in Catalonia. Likewise, there has been a total of 3,110,900 employed people and 659,600 people unemployed. Although the growth rate is stable and progressive, job creation has increased for eight consecutive quarters with 36,100 more employed people in 2015. Consequently, the unemployment rate fell by 9,2% in the same period in 2014.

The service sector has generated significant employment rates with a total of 2,294,900 employed people, which represents a growth of 1% over the same period in 2014. The second most important sector with greater impact in job creation is the industry as it registered a total of 590,300 people, which is 2.2% higher over the same period in 2014.

02. Key sectorial trends

**Innovation**

There were some changes in the business landscape during the year 2015 as the need to invest in innovative methods and processes to improve the competitiveness of organizations in a constantly changing context and intense international competition. Innovation has become a key element in all economic sectors to ensure the future of large companies, SMEs and freelancers. Thus, from public institutions such as the European Commission, innovation is fostered by the Horizon 2020 plan whereby projects and initiatives are funded in order to enhance the activity of various economic sectors, from health to the Smart Cities.

Therefore, companies are investing in improving their production processes and marketing in order to introduce new technologies, adapt to changing customer needs and reduce the impact of its activities on the environment.

On the other hand, there is a growing tendency to support the innovative projects that the entrepreneurs and start-ups develop in different fields, from the agrion to technology.

**New technologies**

Technological advances continue to be one of the major trends in all economic sectors because of their influence and impact to facilitate innovation, improve competitiveness, create new businesses and promote entrepreneurship. In this context, companies are beginning to integrate new technologies to design new products, develop production processes and improve customer relations. New technologies that influence the current scenario are: cloud computing, internet of things, big data, 3D printing and mobile devices.

On the one hand, technology transforms the way we work because it allows professionals to be connected remotely through their mobile devices, even with international teams through virtual platforms. It also allows opening up new opportunities in data analysis as a valuable source of information for companies. On the other hand, as the importance of the digital environment, companies make efforts to improve its market position, better communicate with their customers and develop new production and business processes.
Consumer habits

Some of the main factors to be considered by enterprises in all economic sectors are the new consumer habits and lifestyles, which require companies to adapt or shift their strategies and business models. Current consumers have greater decision-making because, through mobile devices, they have a greater source of information at any time and anywhere. Therefore, mobile devices and social networks play an important role in the transformation of consumer habits. That’s why companies should adapt their communication channels, increase their presence in social networks and create and develop new apps to provide better customer service.

On the other hand, it should be empathized the increasing incorporation of new technologies and the spread of Internet use in everyday life, as it has led to the development of electronic commerce “e-Commerce” in recent years. Also, it is developing a global market available to anyone with Internet access from anywhere in the world. Consequently, companies invest in improving their market position in terms of e-commerce through online marketing strategies, creating new sales platforms, etc.

In short, the new consumption habits are setting new standards for businesses in order to better adapt and create new business opportunities in all economic sectors.

Professionalization of the workforce

Professionalism and skills are key elements, in terms of talent, for companies in order to become more competitive and to be able to stand out in their respective markets. The are two important features in the current workforce, being global and highly connected through social networks and mobile devices. Likewise, it is expected that the new generation of workers, called "millennials" (people born between the decades of the 80s and 90s), will represent around 75% of the labour force worldwide in 2025.

As the international competition is growing, companies strive to develop new and innovative ways to attract and retain talent in their organizations.

The current training offer is twofold: to provide general training and specialization courses in order to get higher qualifications of workers based on the new trends of each sector level. Furthermore, key skills and competences such as teamwork, flexibility, change management and orientation towards achievement, are considered the most important to develop.

In regards with the less-qualified professionals, the trend is that companies and public institutions will demand professionals with specific training related to their occupational sector. The main purpose is to promote awareness and improve workers employability and skills.
**Sustainability**

Awareness to reduce the impact on the environment is increasing in recent years by the citizens, public institutions and business. That is why companies are increasingly undertaking initiatives and actions focused on sustainability, energy efficiency and corporate responsibility. Likewise, they incorporate new technologies that save energy and reduce greenhouse gases emissions, as well as measures to promote materials and products recycling. Moreover, companies invest in media campaigns that show their commitment to combat climate change and respect for the environment.

Furthermore, some of the measures that the industrial sector has carried out are the reduction in the use of natural resources, the reduction in the generation of waste and emissions and the promotion of materials recycling.

The government also encourages good practices such as new forms of urban mobility (with electric car) and more sustainable consumption. Additionally, it also promotes Smart Cities projects, new international agreements on environmental protection and new regulations by economic sector.

**Cross-cutting sectors**

The convergence between economic sectors such as ICT and Smart Cities, trade and logistics, among others, is one of the most important trends. This is because the economic sectors increasingly encompass a wide range of services, products and processes linked to other economic activities. Likewise, new consumer habits and the increasing activity in the different sectors are leading to collaborations between these sectors in order to develop new products and services and improve the competitiveness of the companies involved in these partnerships. In this regard, there is a positive trend to cluster in companies of the same industry to create synergies and join efforts in order to improve competitiveness and innovation in the industry.

**Internationalization**

Increasing globalization, together with increased exports and imports, implies more competition between companies and professionals from all economic sectors, because they aim to enter the market and have more business opportunities and employment. This is applied to both companies and workers as all economic sectors have experienced internationalization processes through which companies increasingly opt for foreign trade. This situation has led customers and consumers to perceive less difference between the companies, resulting in increased competition. In this context, companies design more innovative and flexible strategies. It should be noted that e-commerce plays a key role for SMEs and freelancers because it allows them to compete and sell in the global market, as large companies do.

This context encourages many workers to be willing for geographic mobility and to constantly develop their capacity for flexibility and change management.
## 03. The most required highly-qualified jobs

<table>
<thead>
<tr>
<th><strong>Programmer</strong></th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>The programmer is the professional responsible for creating, testing and maintaining software programmes. Also, he/she implement algorithms using a programming language understood by a computer.</td>
</tr>
<tr>
<td><strong>To consider</strong></td>
</tr>
<tr>
<td>Experience in programming, using the programing languages desired and applying knowledge of HTML, XML, PHP, J2EE to internet/intranets.</td>
</tr>
<tr>
<td><strong>More information</strong></td>
</tr>
<tr>
<td>Telecommunications and ICT sector</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>ICT consultant</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>ICT consultant is the professional who use his/her experience to help his/her clients develop technology solutions to help them reach their business goals. Their duties are to analyse the client’s situation, create a business plan and develop ICT solutions, etc.</td>
</tr>
<tr>
<td><strong>To consider</strong></td>
</tr>
<tr>
<td>Business intelligence, mobile and commercial technology acknowledge is a must.</td>
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<tr>
<td><strong>More information</strong></td>
</tr>
<tr>
<td>Telecommunications and ICT sector</td>
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<tr>
<th><strong>Mobile Game Developer</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>The mobile game developer is the professional who develops 2D/3D games for mobile devices, either as indie or commercial games (for a wider audience). Also, he/she designs, develops and performs the maintenance of the games, offering creative solutions to build fun, quality games</td>
</tr>
<tr>
<td><strong>To consider</strong></td>
</tr>
<tr>
<td>Knowledge of programming languages: Java, C/C ++ and/or ActionScript is desirable.</td>
</tr>
<tr>
<td><strong>More information</strong></td>
</tr>
<tr>
<td>Telecommunications and ICT sector</td>
</tr>
<tr>
<td>Job Position</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td><strong>Mobile Product Manager</strong></td>
</tr>
<tr>
<td><strong>Strategic Sales Manager</strong></td>
</tr>
<tr>
<td><strong>Foreign Trade Engineer</strong></td>
</tr>
<tr>
<td>Job Position</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Production director.</td>
</tr>
<tr>
<td>Senior energy efficiency technician</td>
</tr>
<tr>
<td>Expert on e-Commerce</td>
</tr>
</tbody>
</table>
### Area manager

**Description**
The area manager is the professional responsible for managing and coordinating the activity of a group of shops, either company-owned or franchised, within an assigned geographic area, with the aim of adapting the operation of each point-of-sale to the commercial policy established by the company's management.

**To consider**
Advanced knowledge of IT and familiarity with the specific software used in each area of the shop: storage, sales, stocks, etc. is required.

**More information**
[Trade sector](#)  |  [Job position](#)

### Biotechnology project manager

**Description**
The biotechnology Project manager is the professional responsible for planning, managing and executing an assigned project. He/she can develop internal projects within their organisation or projects with external agents outside the organisation, with the aim of generating a value, product, service or particular technology.

**To consider**
High level of English is required.

**More information**
[Biotechnology and Biomedicine sector](#)  |  [Job position](#)

### Building restoration technician

**Description**
The building restoration technician is the professional responsible for newly constructed works, the scope of activity of building restoration experts is the recovery, restoration and modernization of already-built buildings.

**To consider**
Specific training in restoration techniques is required.

**More information**
[Construction sector](#)  |  [Job position](#)
## Big data expert

**Description**
The big data expert is the professional who designs the application process of Big Data systems in companies, including: to analyse the needs of data exploitation (quantification of data volume to be processed, type of data analysis, and storage capacity); to dimension the system based on these needs; to design and plan a security system, etc.

**To consider**
It is required previous work experience in managing projects in the field of business intelligence.

**More information**
- [Smart Cities sector](#)
- [Job position](#)

## Mobile application developer

**Description**
The mobile application developer is the professional expert in programming and integration of web applications for mobile devices aimed at improving urban mobility.

**To consider**
It is necessary training in programming languages, especially those associated with mobile devices, such as Java, PHP, J2EE, J2ME, Microsoft.net, Xcode in Objective C, Cocoa Touch and iOS SDK.

**More information**
- [Smart Cities sector](#)
- [Job position](#)
04. The most required less-qualified jobs

### Building Home Automation Installation Technician

**Description**

Building home automation installation technician is the professional responsible for the installation of sensor equipment connected to control devices that make it possible to automate and manage the different systems and domestic appliances in the home automation systems.

**To consider**

Specific training in building office-automation facilities and courses on the installation of electronic equipment and systems may be advisable.

**More information**

Smart Cities sector  
Job position

### Technical telecommunications equipment installer

**Description**

The technical telecommunications equipment installer is the professional in charge of installing telecommunication systems (telephone, radio and TV) and of their maintenance. S/he is also responsible for the monitoring of telecommunication network management and carrying out the maintenance of communication terminals.

**To consider**

Knowledge of technical English is a must.

**More information**

Telecommunications and ICT sector  
Job position

### Fibre optics installer

**Description**

The fibre optics installer is the professional responsible for installing, configuring, fine tuning and maintaining fibre optic systems and networks, which allow the transmission of audiovisual material and data processing, following the appropriate plans and diagrams.

**To consider**

Technical training in the installation of optical fibre communication networks; generally, the training is given at the company itself.

**More information**

Telecommunications and ICT sector  
Job position
### Waiter / Waitress

<table>
<thead>
<tr>
<th>Description</th>
<th>The waiter/waitress is the professional responsible for serving food and drinks at restaurants, filling customers' orders, assuring top quality in all aspects of service and complying with workplace health and safety rules.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To consider</td>
<td>Waiter courses and workplace health and safety courses are valued.</td>
</tr>
<tr>
<td>More information</td>
<td><a href="#">Tourism and hospitality sector</a> <a href="#">Job position</a></td>
</tr>
</tbody>
</table>

### Receptionist

<table>
<thead>
<tr>
<th>Description</th>
<th>The receptionist is the professional responsible for the guest reception and assistance and providing information in an establishment. The job includes administrative and commercial functions.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To consider</td>
<td>Medium to high level of English (conversation). A second language such as French, Italian or German is recommended.</td>
</tr>
<tr>
<td>More information</td>
<td><a href="#">Tourism and hospitality sector</a> <a href="#">Job position</a></td>
</tr>
</tbody>
</table>

### Storekeeper

<table>
<thead>
<tr>
<th>Description</th>
<th>The storekeeper is the professional who carries out maintenance, storage and order forecast duties.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To consider</td>
<td>The storekeeper should receive continuous training in security, storage and new technologies, allowing him/her to optimizing his/her tasks.</td>
</tr>
<tr>
<td>More information</td>
<td><a href="#">Logistics sector</a> <a href="#">Job position</a></td>
</tr>
</tbody>
</table>
### Maintenance manager

**Description**
The maintenance manager is the professional in charge of managing overall maintenance in the company, coordinating a group of qualified individuals in various tasks (mechanics, electricity, electronics, IT, etc.).

**To consider**
Technical skills in mechanics, electricity, electronics, computer science, etc. and, specifically, the manufacturing technology employed by the company is required.

**More information**
- Automotive industry
- Job position

### Water distribution and sewage system operator

**Description**
The water distribution and sewage system operator is the professional actively involved in the assembly, commissioning, operation and maintenance of water supply and distribution networks, as well as the installation and maintenance of treatment networks, ensuring the quality and safety required and complying with current regulations.

**To consider**
Specific training in maintenance of water distribution networks and treatment plants is a plus.

**More information**
- Energy and water sector
- Job position

### Shop assistant

**Description**
The shop assistant is the professional responsible for receiving, addressing and selling products directly to the customer. One of its main objectives is to expand and consolidate the customer base of the shop.

**To consider**
Intermediate/high level of English may be advisable to offer better customer service.

**More information**
- Trade sector
<table>
<thead>
<tr>
<th>Job Title</th>
<th>Description</th>
<th>To consider</th>
<th>More information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cashier</strong></td>
<td>The cashier is the professional responsible for collecting all the products that clients buy. People who hold this job must know how to handle each payment method according to total quality standards, trying to assure total customer satisfaction of the clients both in speed and effectiveness.</td>
<td>User-level knowledge of storage (stock) management tools is a plus.</td>
<td>Trade sector</td>
</tr>
<tr>
<td><strong>Analysis technician</strong></td>
<td>The analysis technician is the professional is in charge of analysing raw materials or biological origin such as cells, biological tissues or fluids, new chemical or biological entities or raw materials or finished products, depending on the scientific department s/he operates in (pharmacokinetics, medical or galenic chemistry, respectively).</td>
<td>Familiarity with electrosopic and chromatography techniques, HPLC/UV and LC/MS identification and general laboratory testing equipment is required.</td>
<td>Biotechnology and Biomedicine sector</td>
</tr>
<tr>
<td><strong>Luxury Real State Agent</strong></td>
<td>The luxury real state agent is the professional is the professional responsible for the real estate business unit for international and domestic market. It is responsible for finding new clients, market research and marketing actions, etc.</td>
<td>Intermediate/high level of English is a must.</td>
<td>Construction sector</td>
</tr>
</tbody>
</table>
## 05. Conclusions and future prospects

### New opportunities

<table>
<thead>
<tr>
<th><strong>Innovation</strong> has become a key element to competitiveness and differentiation improvement. Likewise, it is essential for the development of the new emerging economic activities in today's economic and social landscape.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New technologies</strong> are a key factor to improve companies productive processes and to adapt to new market trends.</td>
</tr>
<tr>
<td>It is expected that the growing social concern and interest to sustainability and to environmental care and safety can facilitate new business opportunities and consequent job creation in the field of sustainable development and energy efficiency.</td>
</tr>
<tr>
<td>The progressive growth of international competition will imply that companies in many economic sectors adapt to new foreign markets, <strong>new consumer habits</strong> and new ways of communication with the customer. In this way, business strategies should be reoriented and renewed in order to position itself in the <strong>international market</strong>. Also, SMEs and freelancers have excellent business opportunities into new foreign markets through e-commerce without the need for large investments in human capital and financial resources.</td>
</tr>
</tbody>
</table>

### Professionals

| The **interaction** among sectors in terms of collaborating with economic activities, is leading the development of new high specialized training offers as well as new technologies, digital and web environment knowledge, among others. |
| A growing demand for highly-qualified professionals is detected. However, there is often a **shortage of professionals with required specific skills and knowledge** in Smart Cities sector, ICT and Biotechnology. |
| Companies require professionals with specific skills and a high degree of specialization in each sector and activity. On the other hand, they also demand professionals with technical and commercial skills. |
| Companies mainly value skills such as **adaptability to change, customer orientation, teamwork and commercial attitude**. |
| The **growing internationalization** of companies and public institutions (universities, business schools, research centers), along with increased international events by sector, implies that companies demand professionals with broad knowledge of **languages**. This requirement is applicable to most sectors and job positions regardless of the level of professional qualification. |
- Economic sectors are highly dependent on the domestic and international economic policy in terms of higher taxation and regulation. Furthermore, changes in raw materials and fuels prices directly impact on business costs.
- The lack of investment in R&D+i by the government in various sectors remains below the European average, despite the current projects implemented such as Horizon 2020. This makes harder the promotion and development of certain activities production and the creation of new jobs.
- From some sectors such as biotechnology, greater coordination and collaboration between the public institutions (research centers, universities, training centers) and private enterprise is claimed in order to facilitate the workflow of synergies. The aim is to increase the competitiveness and efficiency of businesses and, consequently, improve productivity and professional skills.
- There is a huge gap between SMEs and large companies regarding the incorporation and the implementation of new technologies. This could hinder the ability of innovation, adaptation and growth of SMEs in both the domestic and international markets.

- The adaptive and updated training offer by public institutions and enterprises provide professional development opportunities to workers. Thus, the ongoing commitment of both national and European public administrations to improve the employment rate and create new job opportunities for those less-qualified professionals through direct investments and new projects in different sectors.
- Barcelona is one of the most innovative European cities that focuses on developing new technologies and sustainable mobility. For instance, the importance of events by sector is recognized worldwide such as the World Mobile Congress or the Smart City Expo World Congress. Also, Barcelona is considered an international, innovative, touristic and Smart city. It might be a decisive and attractive factor for companies in order to invest or establish its headquarters in Barcelona.
06. Articles and reports consulted

**Sources:** IDESCAT; INE; Ministry of Employment and Social Security Spain; *Servei d'Ocupació de Catalunya; Observatori d'Empresa i Ocupació de la Generalitat de Catalunya.*

Press: Expansión; La Vanguardia; El Periódico; El Economista; El Mundo; El País; Cinco Días.

**Articles and reports:**


(2015).” La economía catalana crece un 3,6 % interanual en el tercer trimestre”. *Expansión.*


Deloitte 2015. Expectativas 2015 “Conoce las tendencias en el sector de Hostelería, Transporte y Turismo”


07. Sectorial complementary webography

- Barcelona Activa.
- Observatori d'Empresa i Ocupació, Generalitat de Catalunya.
  [http://observatoriempresaiocupacio.gencat.cat/ca/](http://observatoriempresaiocupacio.gencat.cat/ca/)
- Comisión Europea.
  [http://ec.europa.eu/spain/index_es.htm](http://ec.europa.eu/spain/index_es.htm)
- Ministerio de Empleo y Seguridad Social.
- Technology, Research and Innovation.

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**The job seeking website of Barcelona**

Do you want more information of the main occupations of the Industry?

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Help getting your business idea off the ground
[bcn.cat/emprendedoria]

A boost to help companies become more competitive
[bcn.cat/business]

Free technology training for job seekers, entrepreneurs and companies...
[bcn.cat/cibernarium]

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Rail links: R1 and R2 Clot
Tramway: T4 Ca l’Aranyó / T5 and T6 Can Jaumandreu
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The most in-demand jobs in the Labor Market. Year 2015