

Automotive sector UK soft skills analysis

Introduction

The aim of this report is to examine the types of skills requested for key automotive occupations, with a particular focus on soft skills. Using jobs postings data from EMSI, the report investigates trends over the past 4 years of skills requested for the following occupations:

- Vehicle technicians, mechanics and electricians.
- Vehicle and parts salespersons.

Summary of findings

- A third of all skills requested for technicians and salespersons have been for soft skills.
- Communications and Customer Service are the most popular soft skills across both occupations.
- Soft skills are requested more for sales roles compared to technicians.

Technicians

- The top four skills requested for technicians has remained consistent over the past 4 years (Mechanics, Vehicle Maintenance, Communications and Customer Service).
- The following soft skills; Communications, Customer Service, Problem Solving, Enthusiasm, Self-Motivation and Detail Oriented have appeared in the top 20 requested skills for technicians for the past 4 years.
- Requests for Diesel Engines experience / skills have been declining. In 2016 and 2017 this featured in the top 20 skills requested but has fallen out since 2018.
- Electronic Components is a new skill in demand. Requests have been steadily increasing since 2016 and it featured in the top 20 in 2019 and 2020.

Salespersons

- The top five skills requested for sales roles has remained consistent over the past 4 years (Sales, Automobile Dealership, Selling Techniques, Communications and Customer Service).
- The following soft skills; Communications, Customer Service, Customer Satisfaction, Enthusiasm, Self-Motivation and Professionalism have appeared in the top 20 requested skills for the past 5 years.
- Demonstration skills is a new skill in demand. Requests have rapidly increased since Jan 2020.
- In terms of soft skills, Time management and Empathy have seen an increase in the past 2 years although neither are in the top 20.
- The requests for specific Automotive Sales has decreased since 2017, implying that the request for more general sales skills have increased.

Skills types

For the purpose of this analysis, the skills have been categorised into 3 types. The definition of which is:

Hard Skills

These skills are technical knowledge or training for this analysis, specific to the role.

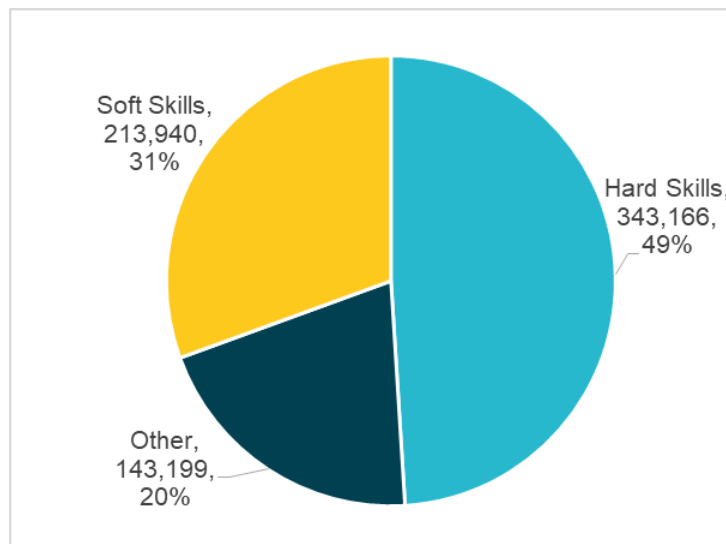
Soft Skills

Are personal habits and traits that shape how an individual works.

Other Skills

In this analysis 'other' may include specific qualifications or experience that does not appear to be role specific.

Split of skills type



Almost half of all skills advertised in job postings for Vehicle Technicians and Vehicle Salespersons since January 2016 were for hard skills. However 31% of skills were for soft skills.

Soft Skills

Rank	Soft skill	No. times	% incl in job posting
1	Customer Service	43932	19%
2	Communications	39173	17%
3	Enthusiasm	19081	8%
4	Detail Oriented	15343	7%
5	Self-Motivation	14756	6%
6	Customer Satisfaction	10736	5%
7	Problem Solving	7823	3%
8	Professionalism	7771	3%
9	Presentations	5887	3%
10	Teamwork	3993	2%

The most popular soft skill for Vehicle Technicians and Vehicle Salespersons requested is Customer Service. It has appeared in 19% of all job postings. Communications is also popular, being requested in 17% of all job postings since January 2016.

Vehicle Technicians, Mechanics and Electricians

Top 10 requested skills since Jan 2016 in job postings for Vehicle technicians, Mechanics and Electricians

Rank	Skill	Type	No. times	% incl in job posting
1	Mechanics	Hard	82184	51%
2	Vehicle Maintenance	Hard	28077	17%
3	Communications	Soft	22187	14%
4	Customer Service	Soft	19217	12%
5	Detail Oriented	Soft	10871	7%
6	Enthusiasm	Soft	10492	6%
7	Management	Other	9345	6%
8	Self-Motivation	Soft	7962	5%
9	Automotive Industry	Other	7940	5%
10	Mathematics	Hard	7840	5%

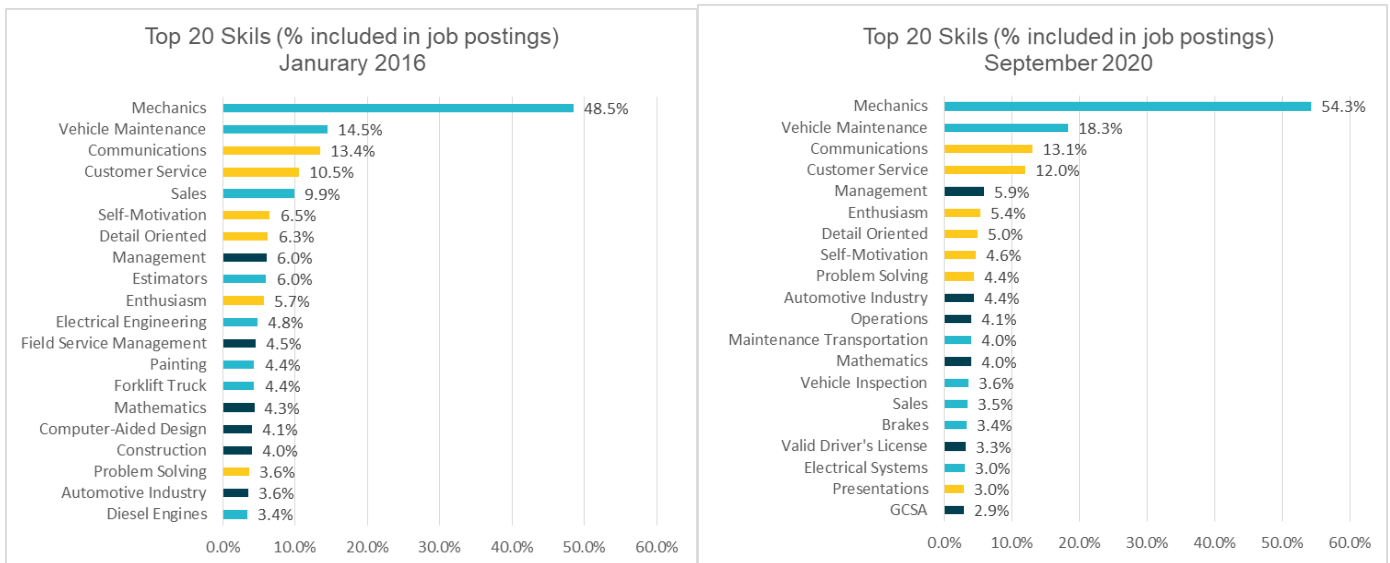
29% of skills advertised for Vehicle Technicians were soft skills.

Mechanics were by far the most requested skill and appears in 51% of job postings.

5 of the top 10 skills were for soft skills.

The top 2 soft skills requested have been Communications and Customer Service.

Skills trends



The top four skills being: Mechanics, Vehicle maintenance, Communications and Customer Service, have consistently been the top 4 requested skills each year since 2016. The following soft skills: Communications, Customer Service, Problem Solving, Enthusiasm, Self-Motivation and Detail Oriented have appeared in the top 20 requested skills for the past 4 years. Some trends to note:

- Requests for Diesel Engines experience / skills have been declining. In 2016 and 2017 this featured in the top 20 skills requested but has fallen out since 2018.
- Electronic Components is a new skill in demand. Requests have been steadily increasing since 2016 and it featured in the top 20 in 2019 and 2020.
- In terms of soft skills, Teamwork has seen an increase in the past 2 years.
- Other emerging skills include: Holding a Valid Driving Licence and Change Oil.

Vehicle and Parts Salespersons

Top 10 requested skills since Jan 2016 in job postings for Vehicle and Parts Salespersons

Rank	Skill	Type	No. times	% incl in job posting
1	Sales	Hard	47221	71%
2	Customer Service	Soft	24715	37%
3	Automobile Dealership	Other	23745	35%
4	Communications	Soft	16986	25%
5	Selling Techniques	Hard	15272	23%
6	Enthusiasm	Soft	8589	13%
7	Self-Motivation	Soft	6794	10%
8	Vehicle Parts	Hard	6589	10%
9	Customer Satisfaction	Soft	6103	9%
10	Automotive Industry	Other	5756	9%

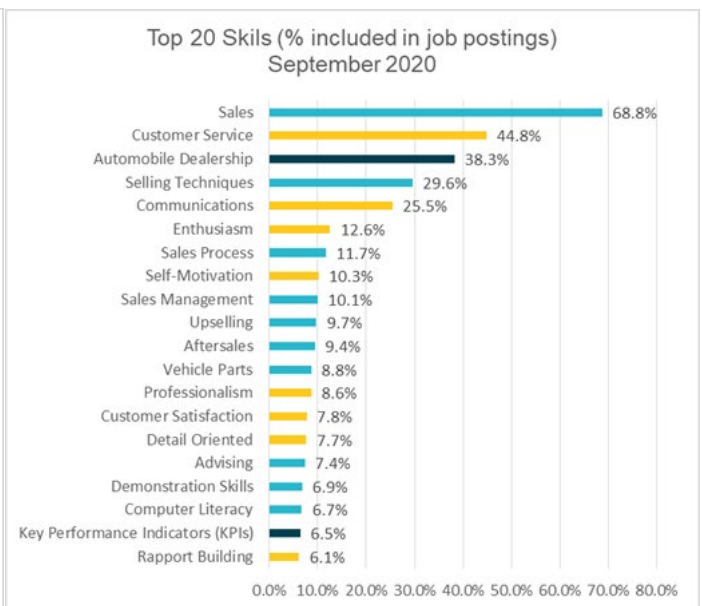
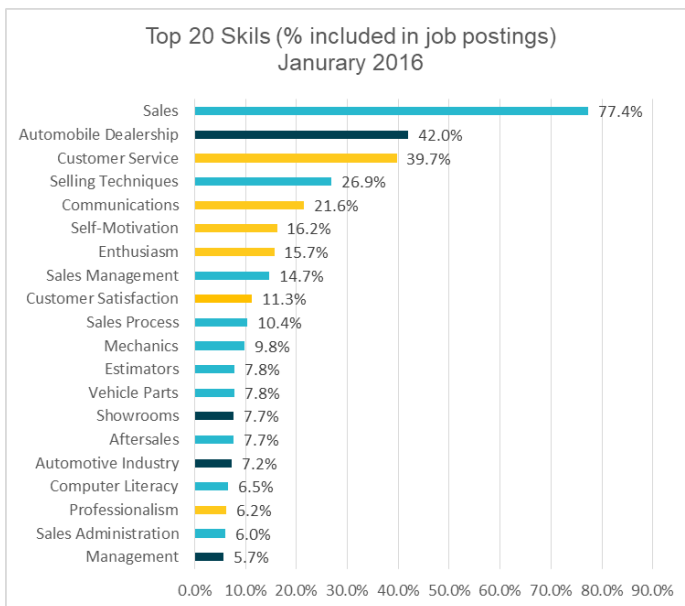
33% of skills advertised for Vehicle Salespersons were soft skills.

Sales were by far the most requested skill and appears in 71% of job postings.

5 of the top 10 skills were for soft skills.

The top 2 soft skills requested have been Customer Service and Communication.

Skills trends



The top five skills being: Sales, Automobile Dealership, Selling Techniques, Communications and Customer Service have consistently been the top 5 requested skills each year since 2016. The following soft skills; Communications, Customer Service, Customer Satisfaction, Enthusiasm, Self-Motivation and Professionalism have appeared in the top 20 requested skills for the past 5 years. Some trends to note:

- Demonstration skills is a new skill in demand. Requests have rapidly increased since Jan 2020.
- In terms of soft skills, Time management and Empathy have seen an increase in the past 2 years although neither are in the top 20.
- The requests for specific Automotive Sales has decreased since 2017, implying that the request for more general sales skills have increased.



Data Sources

- EMSI 2020.1 data [All data sourced from EMSI UK Analyst and Career information taken from EMSI occupation data].