

Annex A

Information on Skills Needs

These tables bring together employer evidence to identify the occupations where demand and workforce challenges are most acute, the upskilling needs within the existing workforce, and the Skills England occupation routes that should be prioritised in response. It provides a clear line of sight from employer demand to occupational focus, helping providers and partners align curriculum development, delivery models and progression routes.



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AI and Digital Transformation

10-33	Manufacturing
41-43	Construction
50	Water Transport
55-93	Visitor Economy
62-63	Digital & information services
69-74	Professional services
59	Motion picture, video and TV production
60	Programming and broadcasting
72	Scientific research and development
86	Human health activities
87	Residential care activities
88	Social work activities

For this cross-cutting AI and digital transformation theme, sectors have been classified at the 2-digit SIC level. This reflects the horizontal nature of AI, which is embedded across multiple industries rather than confined to specific sub-sectors. Using 4-digit SIC codes would fragment similar activities across many categories, making patterns in skills demand harder to interpret. The 2-digit level provides clearer, more coherent groupings aligned to how sectors are understood in practice.

While SIC and SOC codes provide a useful way to group sectors and occupations, there are some limitations when applying them to AI and digital transformation. AI skills are increasingly used across many existing jobs and industries, rather than sitting within clearly defined occupations or sectors. Some roles therefore overlap several SOC codes, and areas such as maritime and defence activity span multiple SIC categories. The coding in this analysis should therefore be seen as indicative and used to support broad skills planning, rather than as a precise definition of occupational or sector boundaries.

Occupation in Demand	Sector Context	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Route(s)	Priority Level	Progression Mapping
Digital transformation leads / AI implementation managers	Cross-sector (medium-large firms)	2424 Business and financial project management professionals 2135 IT business analysts, architects and systems designers	AI adoption strategy; process redesign; data governance; change management; ethical AI; procurement and ROI	Digital	Level 4-7	Project Manager → Digital Transformation Lead → Director of Innovation
Data analysts and applied AI practitioners	Manufacturing, PBS, Health, Creative	3544 Data analysts 2139 IT specialist professionals n.e.c.	Dashboards; predictive analytics; AI-assisted modelling; automation tools; data visualisation	Digital	Level 3-8	Junior Analyst → Senior Analyst → Head of Data
IT support technicians, junior developers	Cross-sector	2134 IT project and programme managers 3132 IT user support technicians 2425 Business analysts 3554 Advertising and marketing associate professionals; 3131 IT operations technicians or 2133 IT specialist managers	Job-ready applied digital skills in cluding CRM platforms, data analysis (Excel, Power BI), digital marketing tools, cyber hygiene, cloud fundamentals and practical digital project delivery	Digital	Level 3-5	Junior Technician → Senior Technician
Creative digital producers and immersive content specialists	Creative Industries (film, gaming, media, immersive tech)	3416 Arts officers, producers and directors 2137 Web design and development professionals	AI-assisted content creation; virtual production; immersive design tools; IP management; data-driven audience insight	Digital Creative & Design	Level 3-6	Digital Assistant → Creative Producer → Studio Director
Health data and digital health practitioners	Health & Life Sciences	Not an exact SOC 2020 occupation title. Possible codes: 2211 Medical practitioners 2217 Medical radiographers 3213 Medical and dental technicians	Digital diagnostics; AI-supported imaging; patient data systems; cyber awareness; regulatory compliance	Health & Science Digital	Level 4-7	Clinical Practitioner → Digital Health Lead → Clinical Innovation Director
Adult social care staff using digital care systems	Care sector (residential and domiciliary)	6145 Care workers and home carers 6146 Senior care workers	Digital care records; AI-supported risk monitoring; scheduling systems; safeguarding documentation	Care Services	Level 2-4	Care Worker → Senior Care Worker → Registered Manager
Technicians adopting smart systems (automation, BIM, diagnostics)	Manufacturing; Construction; Life Sciences	3113 Engineering technicians 3114 Building and civil engineering technicians	Robotics; PLCs; BIM; smart diagnostics; sensor systems; digital QA	Engineering & Manufacturing Construction & the Built Environment Digital	Level 3-6	Technician → Senior Technician → Digital Systems Specialist

AI-enabled operations, engineering and systems roles	Maritime	3113 Engineering technicians; 3512 Ship and hovercraft officers; 2139 IT specialist professionals n.e.c.	AI-enabled logistics and operations; autonomous and remote systems; digital twins; cyber resilience; predictive maintenance; systems integration; data-led operational planning	Engineering & Manufacturing Construction & the Built Environment Digital	Level 3-7	Technician / Operator → Systems Specialist → Operations or Engineering Lead
Digitally enabled supervisors and managers	All sectors	Not an exact SOC 2020 occupation title. The listed SOC codes represent example supervisory and managerial occupations across different sectors 7220 Customer service managers and supervisors 5319 Construction trades supervisors 1121 Production managers	AI-enabled scheduling; performance dashboards; compliance systems; workforce planning tools	Digital Construction and the Built Environment	Level 3-5	Supervisor → Operations Manager → Digital Operations Lead
Administrative and support roles using AI tools	PBS; Health; Creative; SMEs	4159 Other administrative occupations 4215 Personal assistants and secretaries	AI-assisted drafting; workflow automation; CRM systems; cyber awareness; document management	Business and Administration, Digital, Sales, Marketing and Procurement Legal, Finance and Accounting	Level 2-4	Administrator → Office Manager → Operations Coordinator
Cyber security and data governance specialists	Cross-sector (particularly health, finance, manufacturing)	2139 IT specialist professionals n.e.c.	Cyber risk; AI governance; data ethics; regulatory compliance; system resilience	Digital Legal, Finance and Accounting	Level 4-7	IT Officer → Cyber Specialist → Head of Information Security
SME owners and senior leaders adopting AI	Cross-sector SMEs	Not an exact SOC 2020 occupation title. 1251-1259 Managers and proprietors is a broad managerial code range covering multiple occupations across sectors	AI investment decisions; digital strategy; workforce implications; risk management; governance	Digital	Level 4-7	Manager → Director → Strategic Digital Lead
Teachers, trainers and educators (FE, HE and work-based learning)	Cross-sector (all priority sectors – enabling role)	2314 Further education teaching professionals 2315 Primary and nursery education teaching professionals (where relevant) 2316 Secondary education teaching professionals (technical subjects) 2319 Teaching professionals n.e.c.	Applied AI use in curriculum design; AI-assisted assessment and feedback; safe and ethical AI use; industry-relevant digital tools; data-informed teaching; supporting learners to use AI responsibly in workplace contexts	Education & Early Years Digital	Level 5-8 (CPD focus)	Subject Tutor → Advanced Practitioner → Digital Curriculum Lead / Head of Department

Priority 1

Professional Business Services, including Financial Services

69.10	Legal activities
69.20	Accounting, bookkeeping and auditing activities; tax consultancy
70.22	Business and other management consultancy activities
71.12	Engineering activities and related technical consultancy
73.11	Advertising agencies
73.20	Market research and public opinion polling
74.90	Other professional, scientific and technical activities n.e.c.
62.01	Computer programming activities
62.02	Computer consultancy activities
82.11	Combined office administrative service activities
82.99	Other business support service activities n.e.c.
64.99	Financial service activities n.e.c.
66.19	Other activities auxiliary to financial services n.e.c.

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Professional roles (legal, accounting, consultancy, advisory)	2421 Chartered and certified accountants 2413 Solicitors 2423 Management consultants and business analysts	2424 Business and financial project management professionals 2135 IT business analysts, architects and systems designers	AI adoption strategy; process redesign; data governance; change management; ethical AI; procurement and ROI	Digital	Level 4-7
Associate professional and technical roles (analysts, technicians, paralegals, junior consultants)	3536 Legal associate professionals 3544 Data analysts 3552 Business sales executives 4122 Bookkeepers, payroll managers and wages clerks	3544 Data analysts 2139 IT specialist professionals n.e.c.	Dashboards; predictive analytics; AI-assisted modelling; automation tools; data visualisation	Digital	Level 3-8
Administrative and business support roles	4119 Administrative occupations n.e.c. 4215 Personal assistants and other secretaries 4159 Other administrative occupations	2134 IT project and programme managers 3132 IT user support technicians 2425 Business analysts 3554 Advertising and marketing associate professionals; 3131 IT operations technicians or 2133 IT specialist managers	Job-ready applied digital skills including CRM platforms, data analysis (Excel, Power BI), digital marketing tools, cyber hygiene, cloud fundamentals and practical digital project delivery.	Digital	Level 3-5
First-line managers and team leaders	Role title is not an exact UK SOC 2020 occupation title; SOC code cannot be assigned accurately without sector specific duties and function. Examples include 4134 Customer service managers and supervisors 7111 Sales and retail assistants and cashiers supervisors	3416 Arts officers, producers and directors 2137 Web design and development professionals	AI-assisted content creation; virtual production; immersive design tools; IP management; data-driven audience insight	Digital Creative & Design	Level 3-6
Specialist compliance, governance and risk roles	2424 Business and financial project management professionals 2425 Actuaries, economists and statisticians 2429 Business, research and administrative professionals n.e.c.	Not an exact SOC 2020 occupation title. Possible codes: 2211 Medical practitioners 2217 Medical radiographers 3213 Medical and dental technicians	Digital diagnostics; AI-supported imaging; patient data systems; cyber awareness; regulatory compliance	Health & Science Digital	Level 4-7

Priority 2

Advanced Manufacturing and Clean Energy

20.13	Manufacture of other inorganic basic chemicals
20.14	Manufacture of other organic basic chemicals
21.20	Manufacture of pharmaceutical preparations
24.10	Manufacture of basic iron and steel and of ferro-alloys
24.20	Manufacture of tubes, pipes, hollow profiles and related fittings of steel
25.11	Manufacture of metal structures and parts of structures
25.62	Machining
25.73	Manufacture of tools
26.11	Manufacture of electronic components
26.20	Manufacture of computers and peripheral equipment
27.11	Manufacture of electric motors, generators and transformers
27.12	Manufacture of electricity distribution and control apparatus
28.20	Manufacture of other general-purpose machinery n.e.c.
28.41	Manufacture of metal forming machinery
28.49	Manufacture of other machine tools
29.10	Manufacture of motor vehicles
29.32	Manufacture of other parts and accessories for motor vehicles
30.30	Manufacture of air and spacecraft and related machinery
33.12	Repair of machinery
33.20	Installation of industrial machinery and equipment

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Manufacturing operatives (progression roles)	9139 Elementary process plant occupations n.e.c. /	Work readiness; consistency; technical competence; basic digital literacy; lean awareness	Engineering & Manufacturing	Level 2-3	Entry-level → Technician (3113)
Forklift / plant operatives	Other manufacturing operative roles may apply depending on duties	Safe operation; productivity; compliance; progression into team leadership	Engineering & Manufacturing (supporting)	Level 2-3	Operative → Team Leader (7220)
Engineering technicians (mechanical / electrical / multi-skilled)	8212 Fork-lift truck drivers	Multi-skilling; diagnostics; reliability; shopfloor digital tools; quality compliance; lean tools; supervisory capability	Engineering & Manufacturing	Level 3-5	Technician → Senior Technician → Production Supervisor
Maintenance technicians	3113 Engineering technicians Acceptable if duties align with engineering technician functions. Not a distinct SOC 2020 occupation title.	Preventative maintenance; predictive diagnostics; robotics support; digital monitoring systems	Engineering & Manufacturing	Level 3-5	Technician → Engineering Supervisor → Engineering Manager
Automation / robotics technicians & programmers	3113 Engineering technicians 2124 Electronics engineers. Robotics/ automation programming may also fall elsewhere depending on duties.	PLCs; robotics programming; sensors; production data systems; automation integration	Engineering & Manufacturing; Digital	Level 4-6	Technician → Controls Engineer → Engineering Manager
CNC operators and programmers	5223 Metal working production & maintenance fitters	CNC programming; CAD/CAM integration; precision machining; quality optimisation	Engineering & Manufacturing	Level 3-4	CNC Operator → CNC Programmer → Production Supervisor
Fabrication and welding specialists	5213 Welding trades	Advanced welding; fabrication; safety compliance; reading technical drawings	Engineering & Manufacturing	Level 2-4	Welder → Fabrication Specialist → Workshop Supervisor
Toolmakers & traditional machinists	5222 Tool makers & fitters	Precision machining; tool design; maintenance of legacy systems	Engineering & Manufacturing	Level 3-4	Machinist → Toolmaker → Production Engineer

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Mechanical fitters	5223 Metal working production & maintenance fitters. Mechanical fitting roles may align more closely with 5231 Vehicle technicians, mechanics and electricians or other fitting occupations depending on duties.	Assembly; mechanical integration; fault diagnosis	Engineering & Manufacturing	Level 3-4	Fitter → Senior Technician → Engineering Supervisor
Digital manufacturing / CAD roles	3113 Engineering technicians 2126 Design & development engineers	CAD/Revit; digital twins; data analytics; production modelling	Engineering & Manufacturing; Digital & Technology	Level 3-5	CAD Technician → Design Engineer → Technical Lead
Mechatronics technicians	3113 Engineering technicians	Mechanical-electrical integration; robotics maintenance; smart systems diagnostics	Engineering & Manufacturing	Level 4-5	Technician → Mechatronics Engineer → Engineering Manager
Laboratory technicians (manufacturing R&D / quality)	3111 Laboratory technicians	Testing protocols; regulatory compliance; quality assurance; data recording	Engineering & Manufacturing; Science	Level 3-5	Lab Technician → Senior Technologist → Quality Manager
Low-carbon / clean tech manufacturing technicians	3113 Engineering technicians Acceptable broad mapping but not an exact SOC 2020 occupation title	Hydrogen systems; electrification; battery technologies; energy efficiency; turbine production	Engineering & Manufacturing;	Level 3-5	Technician → Clean Tech Specialist → Engineering Manager
Supply chain digitalisation & manufacturing analytics roles	3541 Buyers & procurement officers; 2135 IT business analysts	Supply chain analytics; ERP systems; data visualisation; inventory optimisation	Sales, Marketing and Procurement. Engineering & Manufacturing, Digital	Level 4-6	Analyst → Supply Chain Manager → Operations Director
Manufacturing team leaders	7220 Customer service managers & supervisors	Supervisory skills; coaching; productivity; retention; shopfloor leadership	Engineering & Manufacturing;	Level 3-4	Team Leader → Production Manager
Production / shift supervisors	1121 Production managers & directors May apply only if role has full managerial responsibility. Otherwise uncertain.	Performance management; workforce planning; quality leadership; technology adoption	Engineering & Manufacturing; Digital	Level 4-5	Supervisor → Operations Manager → Director
Digital transformation managers (manufacturing)	2133 IT project & programme managers	Change management; AI adoption; technology implementation; digital strategy	Digital	Level 5-7	Manager → Head of Operations → Director

Priority 3

Construction and Built Environment

41.10	Development of building projects
41.20	Construction of residential and non-residential buildings
42.11	Construction of roads and motorways
42.12	Construction of railways and underground railways
42.13	Construction of bridges and tunnels
42.21	Construction of utility projects for fluids
42.22	Construction of utility projects for electricity and telecommunications
42.91	Construction of water projects
42.99	Construction of other civil engineering projects n.e.c.
43.11	Demolition
43.12	Site preparation
43.13	Test drilling and boring
43.21	Electrical installation
43.22	Plumbing, heat and air-conditioning installation
43.29	Other construction installation
43.31	Plastering
43.32	Joinery installation
43.33	Floor and wall covering
43.34	Painting and glazing
43.39	Other building completion and finishing
43.91	Roofing activities
43.99	Other specialised construction activities n.e.c.

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Skilled trades (bricklaying, joinery, carpentry, plastering, drylining)	5312 Bricklayers and masons 5315 Carpenters and joiners 5321 Plasterers	Practical competence; finishing standards; productivity behaviours; site readiness. Site supervision basics, health and safety refreshers, digital site management tools, introductory retrofit and energy-efficiency awareness.	Construction & Built Environment	Level 2-3	Apprentice / Entry → Skilled Tradesperson → Site Supervisor (5315 → 5315 Senior → 5319 / 5330)
Electrical and building services roles	5241 Electricians and electrical fitters 5314 Heating and ventilation engineers	Safe installation; diagnostics; standards compliance; integration with low-carbon systems. Site supervision basics, health and safety refreshers, digital site management tools, introductory retrofit and energy-efficiency awareness.	Construction & Built Environment Engineering and Manufacturing	Level 3	Electrical Apprentice → Qualified Electrician → Building Services Supervisor
Building services engineering (electrical and mechanical building services roles)	5241 Electricians and electrical fitters 5314 Heating and ventilation engineers	Safe installation, fault diagnostics, and compliance with current regulations and standards. Integration of electrical and mechanical systems with low-carbon technologies (e.g. heat pumps, solar PV, smart controls). Core site competencies including supervision basics, health and safety, and use of digital site management tools. Introductory knowledge of retrofit, decarbonisation, and energy efficiency in buildings.	Construction & Built Environment Engineering and Manufacturing	Level 3	Electrical Apprentice / Building Services Engineering Apprentice → Qualified Electrician or Building Services Engineer → Building Services Supervisor / Site Supervisor
Groundworks and plant operatives	8129 Construction operatives n.e.c. 8212 Fork-lift truck drivers	Safe plant operation; civils fundamentals; coordination; productivity	Construction & Built Environment	Level 2-3	Plant Operative → Groundworks Supervisor → Site Manager
Retrofit and low-carbon construction roles	5314 Heating and ventilation engineers 5315 Carpenters (retrofit) 3113 Engineering technicians (retrofit coordination)	Whole-house approach; ventilation; moisture management; low-carbon heating; QA	Engineering and Manufacturing Construction & Built Environment	Level 3-5	Skilled Trades → Retrofit Specialist → Retrofit Coordinator (3113)
Site supervisors and first-line managers	5319 Construction and building trades supervisors 1251 Property, housing and estate managers	Planning; people management; compliance; building safety; BIM; retention. Site supervision basics, health and safety refreshers, digital site management tools, introductory retrofit and energy-efficiency awareness.	Construction & Built Environment	Level 3-5	Trades Supervisor → Site Manager → Project Manager
Commercial and coordination roles (estimating, QS, scheduling, site admin)	2433 Quantity surveyors 3549 Business and related associate professionals n.e.c. 3114 Building and civil engineering technicians	Costing; procurement; documentation; scheduling; digital confidence; BIM integration	Construction & Built Environment Business and Administration Sales, Marketing and Procurement, Legal, Finance and Accounting	Level 3-6	Technician → Quantity Surveyor → Commercial Manager

Priority 4

Health, Life Science and Care Technology

86.10	Hospital activities
86.21	General medical practice activities
86.22	Specialist medical practice activities
86.23	Dental practice activities
86.90	Other human health activities
87.10	Residential nursing care activities
87.20	Residential care activities for learning difficulties, mental health and substance abuse
87.30	Residential care activities for the elderly and disabled
87.90	Other residential care activities
88.10	Social work activities without accommodation for the elderly and disabled
88.99	Other social work activities without accommodation n.e.c.
72.11	Research and experimental development on biotechnology
72.19	Other research and experimental development on natural sciences and engineering
21.10	Manufacture of basic pharmaceutical products
21.20	Manufacture of pharmaceutical preparations
26.60	Manufacture of irradiation, electromedical and electrotherapeutic equipment

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Care workers and home carers	6145 Care workers and home carers 6146 Senior care workers	Digital care records; AI-supported risk monitoring; medication management systems; safeguarding documentation; digital scheduling. Care Certificate-aligned skills, safeguarding basics, communication and report writing, digital care record systems, and first-line supervisory skills	Care Services	Level 2-4	Care Worker → Senior Care Worker → Registered Manager
Healthcare assistants (HCA)	6131 Nursing auxiliaries and assistants	Digital patient records; monitoring equipment; AI-supported diagnostics; data accuracy; infection control tech	Health & Science Digital	Level 2-4	HCA → Senior HCA → Nursing Associate → Registered Nurse
Registered nurses	2231 Nurses	AI-supported triage; digital diagnostics; electronic prescribing; remote monitoring; data-informed decision-making	Health & Science Digital	Level 4-7	Nurse → Advanced Practitioner → Clinical Lead / Matron
Registered managers	1241 Health and social services managers and proprietors	Workforce planning tools; compliance dashboards; digital quality assurance; AI-enabled scheduling; regulatory reporting	Health & Science Digital	Level 4-6	Deputy Manager → Registered Manager → Regional Manager
Clinical and diagnostic technologists	3218 Medical and dental technicians 2217 Medical radiographers	Digital imaging systems; AI-assisted diagnostics; lab automation; data interpretation; regulatory compliance	Health & Science Digital	Level 4-6	Technician → Senior Technologist → Clinical Innovation Lead
Life sciences laboratory and biomanufacturing technicians	3111 Laboratory technicians 2112 Biological scientists and biochemists.	Automation; data capture; GMP compliance; AI-assisted analysis; clean tech processes; quality systems	Health & Science Digital	Level 3-6	Lab Technician → Senior Technician → Scientist / Production Manager
Digital health and health data analysts	3544 Data analysts 2139 IT specialist professionals n.e.c.	Health data analytics; predictive modelling; AI ethics; population health dashboards; cyber security	Health & Science Digital	Level 4-7	Data Analyst → Senior Analyst → Head of Digital Health
Assistive technology and telecare specialists	3119 Science, engineering and production technicians n.e.c. Assistive technology and telecare specialists" is not itself an exact SOC 2020 occupation title.	Remote monitoring systems; sensor tech; digital care planning; interoperability of care systems	Health & Science Digital	Level 3-5	Technician → Specialist → Service Lead

Priority 5

Visitor Economy

55.10	Hotels and similar accommodation
55.20	Holiday and other short-stay accommodation
55.30	Camping grounds, recreational vehicle parks and trailer parks
55.90	Other accommodation
56.10	Restaurants and mobile food service activities
56.21	Event catering activities
56.29	Other food service activities
56.30	Beverage serving activities
79.11	Travel agency activities
79.12	Tour operator activities
79.90	Other reservation service and related activities
90.01	Performing arts
90.02	Support activities to performing arts
90.04	Operation of arts facilities
93.11	Operation of sports facilities
93.21	Activities of amusement parks and theme parks
93.29	Other amusement and recreation activities n.e.c.
52.23	Service activities incidental to air transportation

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Front-line hospitality and attraction staff	9273 Waiters and waitresses 9274 Bar staff 9233 Leisure and theme park attendants	Customer handling; professionalism; resilience; reliability; managing pressure; complaints handling. Customer service excellence, supervisory skills, EPOS and booking systems, basic food safety and compliance, sales and digital marketing for venues. Ch	Catering and Hospitality Business and Administration	Level 2-3	Entry-level → Supervisor (7220 / 5436)
Visitor experience and events staff	3546 Conference and exhibition managers and organisers 9233 Leisure and travel service occupations n.e.c.	Managing complex visitor needs; coordination; communication; service quality. Customer service excellence, supervisory skills, EPOS and booking systems, basic food safety and compliance, sales and digital marketing for venues. Chef and senior management competence requires longer pathways.	Catering and Hospitality Business and Administration	Level 2-3	Visitor Assistant → Events Coordinator → Events Manager
Supervisors and team leaders	5436 Catering and bar managers 7220 Customer service managers and supervisors	People management; rota management; coaching; performance management; retention	Catering and Hospitality Business and Administration	Level 3-4	Supervisor → Venue / Operations Manager
Managers and proprietors (SMEs)	1252 Restaurant and catering establishment managers 1226 Travel agency managers 1221 Hotel and accommodation managers and proprietors	Leadership under pressure; workforce planning; compliance; commercial awareness; retention strategy	Catering and Hospitality Business and Administration	Level 4-5	Manager → General Manager → Multi-site / Director
Digital-enabled service roles (embedded across sector)	Not an official SOC 2020 occupation title	Booking systems; digital ordering; CRM tools; payment platforms; adapting to new systems	Embedded digital skills within Hospitality & Catering	Level 2-3	Front-line → Digitally Confident Supervisor → Operations Manager
Digital-enabled aviation ground operations roles (embedded across airport functions)	Not an official SOC 2020 occupation title	Departure control systems; baggage tracking platforms; turnaround coordination tools; airside communication systems; safety and compliance software; adapting to new operational technologies	Transport & Logistics Business and Administration	Level 2-3	Ramp agent → Digitally Confident Turnaround Coordinator → Airside Operations Manager

Priority 6

Creative Industries

58.21	Publishing of computer games
58.29	Other software publishing
59.11	Motion picture, video and television programme production activities
59.12	Motion picture, video and television programme post-production activities
59.13	Motion picture, video and television programme distribution activities
59.20	Sound recording and music publishing activities
60.10	Radio broadcasting
60.20	Television programming and broadcasting activities
62.01	Computer programming activities
62.02	Computer consultancy activities
63.11	Data processing, hosting and related activities
73.11	Advertising agencies
73.12	Media representation services
73.20	Market research and public opinion polling
74.10	Specialised design activities
74.20	Photographic activities
74.90	Other professional, scientific and technical activities n.e.c.
90.01	Performing arts
90.02	Support activities to performing arts
90.03	Artistic creation
90.04	Operation of arts facilities

Occupation in Demand	SOC 2020 Code(s)	Evidence-Based Upskilling Needs (Amended)	Skills England Occupational Route(s)	Priority Level	Progression Mapping
Digital content creators and producers	3416 Arts officers, producers and directors 3412 Authors, writers and translators	AI-assisted editing; virtual production; IP protection; monetisation models; contract literacy; audience analytics; commercial awareness. Enabling skills for the creative economy: digital marketing and content tools, customer engagement, ticketing systems and project coordination.	Creative and Design Digital	Level 3-6	Content Assistant → Producer → Executive Producer / Creative Director
Games, immersive and interactive developers	2136 Programmers and software development professionals 2137 Web design and development professionals	Real-time engines; AI-assisted design; UX; cross-platform coding; mid-career specialisation; team leadership	Creative and Design Digital	Level 3-6	Junior Developer → Senior Developer → Lead Developer / Technical Director
Creative technologists and virtual production specialists	2137 Web design professionals 3416 Arts Officers, Producers and directors	Virtual production workflows; AI rendering; digital asset management; LED stage systems; production data systems	Creative and Design Digital	Level 4-6	Technician → Creative Technologist → Head of Production Innovation
Marketing, advertising and digital communications professionals	3543 Marketing associate professionals 2472 Public relations professionals	Data analytics; AI campaign tools; commercial metrics; client handling; cross-sector digital integration. Enabling skills for the creative economy: digital marketing and content tools, customer engagement, ticketing systems and project coordination.	Digital Sales, Marketing and Procurement Business and Administration	Level 3-6	Marketing Assistant → Marketing Manager → Head of Strategy
Freelance creative practitioners	Freelance creative practitioners is not an exact SOC 2020 occupation title. The listed SOC 2020 codes represent different creative occupations that may include freelance working arrangements, but freelance status itself is not classified separately within SOC 2020. 3411 Artists 3412 Authors, writers and translators 3413 Actors and entertainers	Business management; pricing and negotiation; contract literacy; IP rights; AI usage; portfolio diversification; income resilience	Creative and Design Business and Administration Digital	Level 3-6	Freelancer → Specialist → Studio Founder / Creative SME Leader
Mid-career creative professionals (fusion roles)	2423 Management consultants (creative advisory context) 3544 Data analysts (creative	Fusion creative + digital skills; AI oversight; client strategy; leadership capability; mentoring junior staff. Enabling skills for the creative economy: digital marketing and content tools, customer engagement, ticketing systems and project coordination.	Creative and Design Business and Administration Digital	Level 4-6	Practitioner → Senior Practitioner → Creative Director / Partner

Technical production and live event specialists	3416 Arts Officers, Producers and directors 5319 Building trades supervisors (stage/set)	Digital sound/light systems; compliance; immersive tech; health & safety; production management	Creative and Design Business and Administration	Level 3-5	Technician → Production Manager → Technical Director
Creative business leaders and studio founders	Not an official SOC 2020 occupation title	Commercial strategy; scaling; investment readiness; international partnerships; leadership diversity; talent retention	Creative and Design Business and Administration	Level 4-7	Founder → Studio Director → Multi-site / Regional Creative Leader
Creative graduates (transition roles)	2137 Web design professionals 3543 Marketing associates	Industry readiness; portfolio development; freelance resilience; practical experience; applied digital production	Creative and Design Business and Administration Digital	Level 3-4	Graduate → Junior Creative → Mid-career Specialist

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