



LABOR MARKET INTELLIGENCE REPORT
HOT SKILLS FOR HOT JOBS



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I. Background

HOT Skills for Hot Jobs emphasized the crucial skill sets that are in demand in today's competitive labor market. Besides having technical skills, job applicants must excel in the "soft skills" which includes communication, language, problem solving, critical and logical thinking, among others. Having the mindset to apply and logic to process a certain course of action in any given situations- these are among the most sought after qualifications employers look for in a job applicant.

The National Technical Education and Skills Development Plan (NTESDP) 2011-2016 has identified the most sought after skills that a Filipino worker must possess in the 21st century. The skills identified comprise the following characteristics: 1) technically competent; 2) innovative and creative; 3) knowledge-based, with higher order thinking (HOT) skills; 4) with foundational life skills; 5) in pursuit of lifelong learning opportunities; and 6) possessing desirable work attitudes and behavior.

The country's unemployment was pegged at 7.5% and underemployment at 19.2% in April 2013. This is further compounded by a SWS survey conducted on March 2013 showing that 52% (estimated at 10.6 million) Filipinos considered themselves as poor. If you are among the number of Filipinos looking for work, read on to get a grasp of the most in demand skills for the hot jobs in the market.

II. Skills Demand

Labstat Updates (April 2013) reveals the **Top Hot Jobs** in a 2012 survey of hot jobs in large enterprises in Metro Manila. The survey highlights the volume of vacancies in a variety of industries which includes services, healthcare, engineering, and information technology, among others.

- Shop salespersons and demonstrators was on top of the list as they accounted for more than ten percent of average job openings per quarter (12.2% or 10, 397). It consistently occupied the number one or two position in the list.

Why it is hot?: The growth in the service industry with the growing demand for workers such as the SM Investment Corporation. Joann Hizon, Vice President of human resources at SM Investments Corporation said that SM plans to hire 8,800 workers this year to boost its payroll from 71,500 as it expands its property, shopping mall, and banking businesses.

Must have skills:

- Excellent people skills and outgoing personality.
- Must be honest & reliable.

- Excellent stamina, able to multi-task, professional attitude
- Possess a positive approach to customer care
- Waiters, waitresses and bartenders ranks a closed second representing a little over ten percent (10.8% or 9, 209) of average quarterly vacancies.

Why it is hot?: Demand for this type of occupations was driven by the robust growth in the country's tourism industry, specifically, hotels and restaurants, and recreational, cultural and sporting activities which grew by 13.3 percent in 2012, compared with only 7.1 percent in 2011.

Must have skills:

- Must be able to demonstrate competency.
 - Excellent stamina, able to multi-task
 - People oriented with superb interpersonal skills.
 - Sales and marketing skills
 - Excellent personal qualities-neat appearance, professional attitude, etc.
- The hiring of cashiers, clerks and administrative secretaries continued to be numerically high from 5,998 in the first quarter to 11,144 in the fourth quarter of 2012.

Why it is hot?: They provide vital support services in the day-to-day operation of firms across the industry groups

Must have skills:

- Experienced in all office skills and familiar with the use of windows based software
 - Good people skills are essential and experience in working with people
 - Demonstrate excellent communication skills
 - Knows how to prioritize workload and manage time efficiently.
 - Must have excellent IT skills and be prepared to work across a variety of bases on a regular basis.
- Pharmacist was the hottest or most sought after jobs among professionals- it stayed at the top 5 positions in all quarters. This indicates a possible supply shortage given the limited number of graduates each year.

Why it is hot?: Graduates have job opportunities in the areas of research, academe, pharmaceutical companies, consultancy and the like. Moreover, aging society in other countries means a demand for people in the healthcare industry.

Must have skills:

- Clinical competency and critical thinking skills are a must (in addition to passing the licensure exam and holding a license) as well as general clinical awareness
 - Possess interpersonal and customer service skills.
 - Ability to work carefully, methodically and accurately - this is vital as mistakes could prove fatal;
 - Computer literate
- Demand for call center (customer service representative/associates) was tight on the back of the country's global leadership in "voice contact" business outsourcing.

Why it is hot?: The DTI-Board of Investments reports that offshore call centers employed 683,000 Filipinos in 2011 and generated about \$11 billion in revenue, a 24 percent increase from the previous year. The government is seeking to expand the industry and has said it hopes it will generate \$25 billion in revenue by 2016.

Must have skills:

- Call center experience, bilingual is a plus
 - Possess technical skills
 - Excellent verbal and oral communication, effective listening, computer literacy, and average typing speed.
- Computer professionals (engineers, system analysts and designers) also remained strong as the BPO industries geared towards higher value chain products and many firms are adopting modern production technology. This trend has been observed since 2011.

Why it is hot?: The Business Processing Association of the Philippines (BPAP) estimates around 926,000 fulltime employment by the end of 2013 or 2% of the total labor force.

Must have skills:

- IT experience, as many employers are seeking candidates to fill niche positions
- Strong computer programming
- Good communication skills-written and verbal.
- Strong ability to communicate with both business and technical teams.

On the other hand, the **Top Job vacancies** by major occupation groups provide some important insights on job vacancies that were not numerically large but nevertheless vital to the growth and success of businesses and industries in the NCR.

1. Corporate executives, managers, managing proprietors and supervisors

- Sales and marketing managers (2, 092)
- Sales supervisors in retail trade (1,623)
- General managers/managing-proprietors of business services (993)
- Finance and administration managers (640)
- Production supervisors and general foremen (204)

2. Professionals

a. Computer Professionals

- Systems analysts and designers (2, 904)
- Computer programmers (1,651)
- Other computer professionals (477)

b. Engineers

- Computer engineers and related professionals (2,162)
- Civil (1,012)
- Mechanical (893)
- Electronics and communications (396)
- Electronics and communications (396)
- Electrical (377)
- Chemical (211)
- Other engineers and related professionals (35)

c. Accountants and auditors (1,114)

d. Health professionals

- Pharmacists (4,732)
- Professional nurses (150)
- Medical technologists (144)
- Medical doctors (55)
- Physiotherapists (52)

e. Authors, journalists and other writers (251)

f. Personnel and human resource development professionals (194)

g. Architects (184)

h. Chemists (131)

i. College, university and higher education teaching professionals (61)

j. Geologists and geophysicists (25);

- Geodetic and related professionals (78)

3. Technicians and associate professionals

- Technical and commercial sales representatives (4,286)
- Administrative secretaries and related professionals (2,377)
- Pharmaceutical assistants (706)
- Mechanical engineering technicians (551)
- Safety, health and quality inspectors (434)
- Computer assistants (320)

4. Clerks

- Cashiers and ticket clerks (6069)

- Customer service representatives/associates (2,922)
- Accounting and bookkeeping clerks (2, 715)
- Tellers and other counter clerks (1, 287)
- Receptionists and information clerks (1,050)

5. Service workers and shop market sales workers

- Shop salespersons and demonstrators (10,397)
- Waiters, waitresses and bartenders (9, 209)
- Protective services workers n.e.c. (1644)
- Service crew (835)
- Cooks (456)

6. Craft and related Trades workers

- Shoemakers and related workers (481)
- Carpenters and joiners (424)
- Telecommunications equipment installers and repairers (351)

7. Plant and machine operators and assemblers

- Car, taxi and van drivers (462)
- Crushing, grinding and chemical-mixing machinery operators (323)
- Earth-moving and related plant operators (231)

8. Laborers and unskilled workers

- Assembling laborers (722)
- Helpers and cleaners in offices, hotels and other establishments (379)
- Building caretakers (261)

III. TVET Supply

For 2012, TESDA assessed a total of 968,535 individuals and certified a total of 830,458 individuals.

SECTOR	ASSESSED	CERTIFIED
AGRI-FISHERIES	13,266	11,933
AUTOMOTIVE	95,585	80,755
CONSTRUCTION	57,342	50,651
DECORATIVE CRAFTS	0	0
ELECTRONICS	40,686	29,516
FOOTWEAR AND LEATHERGOODS	0	0
FURNITURE AND FIXTURES	125	124
GARMENTS	8,612	7,317
HSCDS	249,459	230,444
HVAC/R	6,175	5,428
ICT	85,692	50,419
MARITIME	62,945	56,948
METALS AND ENGINEERING	54,174	46,738
PROCESSED FOODS	13,195	12,282
PYROTECHNICS	0	0
TOURISM	280,435	247,104
SECTOR	ASSESSED	CERTIFIED
UTILITIES	70	70
TVET(trainers)	774	729
GRAND TOTAL	968,535	830,458

IV. TVET Implications

Equipping the Filipino workers with 21st century skills is a strategic concern of TESDA. As the agency embarks on developing the 21st Century Skilled Filipino workers, it must address the following points:

- TVET curriculum design should integrate HOT skills in all Training Regulations (TRs) so as to ensure that education and training is aligned with employment opportunities. The integration of HOT skills will require substantial changes such as flexible learning technologies and strategies, assessment practices, among others.
- Intensify industry collaborations so as to generate up-to-date skills demand and requirements of specific industries. Focus must be placed on improving collection and use of data and information on current and future trends in the labor market.

V. Next Steps/Recommendations

- Strengthen research in TVET with the view to focus on studies which reflect the transformations and innovations in the labor market. There is a vital role for research in TVET to promote more evidence-based policy-making. The following research studies are highly recommended:
 - Research study on the 21st Century Skills is recommended to assess the fields where there is a strong labor market demand and underline the skills set needed to meet the demand.
 - Nation-wide study on Skills Demand and Supply Mapping would show the local labor needs and demands as well as highlight the different dimensions of skills in various regions in the country.
- Reinforce existing frameworks and strategies to improve collection of labor market information for policy making such as the updating of the Project Jobs Fit. The document which is a result of various stakeholder consultations would serve as a roadmap to address the jobs-skill mismatch in the market.

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