Report Builder

Lightcast Q2 2022 Data Set

March 2023

Parameters

Select Timeframe: Mar 2021 - Feb 2023

:

Description	
Summary	
Advertised Salary	
Advertised Wage Trend	
Regions	
Skills	
Certifications	
Companies	

Descr	iption	

Occupations

Job Titles

Industries

Posting Sources

Skill Subcategories

Trends

Timeseries

Regions:

7

Code	Description
E06000007	Warrington
E06000049	Cheshire East

Code	Description

E06000050 Cheshire West and Chester

Lightcast Occupations:

Results should include

Code Description

Education and Training

Minimum Experience Required: Any

Education Level: Any

Keyword Search:

Posting Type: Active Postings

Job Postings Summary

17,452

Unique Postings 39,352 Total Postings 2:1

Posting Intensity

Regional Average: 3:1

33 days

Median Posting Duration Regional Average: 33 days

There were 39,352 total job postings for your selection from March 2021 to February 2023, of which 17,452 were unique. These numbers give us a Posting Intensity of 2-to-1, meaning that for every 2 postings there is 1 unique job posting.

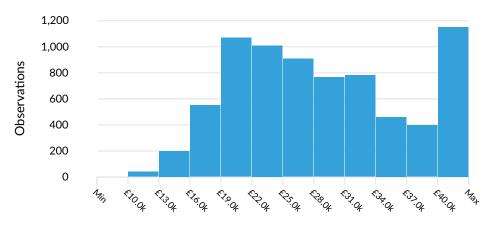
This is close to the Posting Intensity for all other occupations and companies in the region (3-to-1), indicating that they are putting average effort toward hiring for this position.

Advertised Salary

There are 7,306 advertised salary observations (42% of the 17,452 matching postings).

£27.5k

Median Advertised Salary



Advertised Salary

Advertised Wage Trend





Top Cities Posting

City	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Warrington	12,356 / 5,387	2:1	34 days
Chester, Cheshire West and Chester	9,162 / 4,110	2:1	33 days
Crewe, Cheshire East	4,266 / 1,749	2:1	33 days
Ellesmere Port, Cheshire West and Chester	3,070 / 1,221	3:1	35 days
Macclesfield, Cheshire East	2,707 / 1,079	3:1	31 days
Northwich, Cheshire West and Chester	1,367 / 640	2:1	34 days
Nantwich, Cheshire East	1,013 / 502	2:1	33 days
Wilmslow, Cheshire East	951 / 456	2:1	33 days
Winsford, Cheshire West and Chester	784 / 362	2:1	33 days
Knutsford, Cheshire East	565 / 316	2:1	33 days
Congleton, Cheshire East	578 / 299	2:1	35 days
Sandbach, Cheshire East	575 / 286	2:1	33 days
Middlewich, Cheshire East	388 / 183	2:1	33 days
Lymm, Warrington	286 / 147	2:1	38 days
Alderley Edge, Cheshire East	286 / 129	2:1	30 days
Tarporley, Cheshire West and Chester	243 / 129	2:1	35 days
Frodsham, Cheshire West and Chester	205 / 118	2:1	33 days
Poynton, Cheshire East	172 / 101	2:1	34 days
Neston, Cheshire West and Chester	148 / 89	2:1	28 days
Malpas, Cheshire West and Chester	117 / 80	1:1	33 days
Great Sankey, Warrington	68 / 45	2:1	35 days
Disley, Cheshire East	44 / 23	2:1	44 days
Latchford, Warrington	1/1	1:1	41 days

Top Local Authorities Posting

Local Authority	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Cheshire West and Chester	15,096 / 6,749	2:1	34 days
Warrington	12,711 / 5,580	2:1	34 days
Cheshire East	11,545 / 5,123	2:1	33 days

Top County/Unitary Authorities Posting

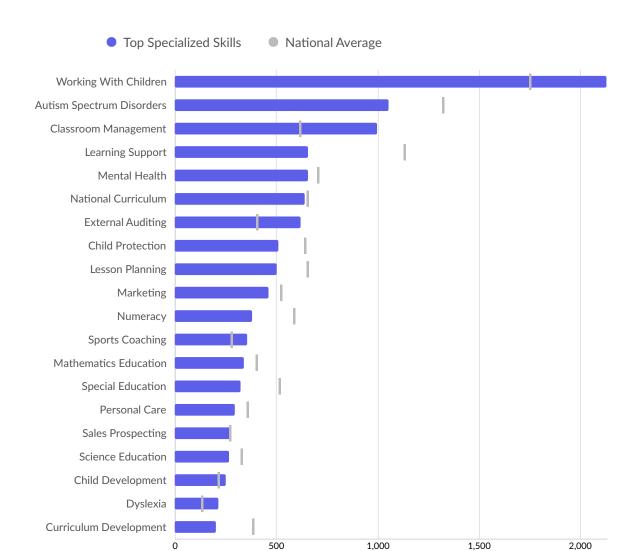
County/Unitary Authority	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Cheshire West and Chester	15,096 / 6,749	2:1	34 days
Warrington	12,711 / 5,580	2:1	34 days
Cheshire East	11,545 / 5,123	2:1	33 days

Top Gov't Office Regions Posting

Gov't Office Region	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
North West	371,027 / 167,276	2:1	34 days

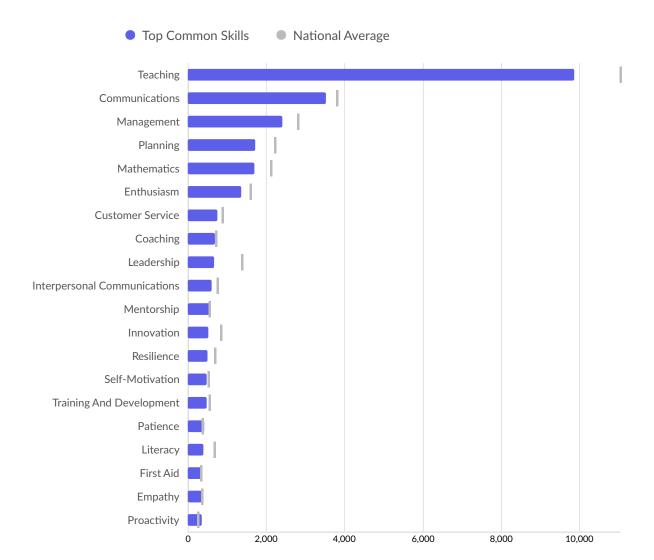
Top Countries Posting

Country	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
England	2,741,445 / 1,102,643	2:1	33 days



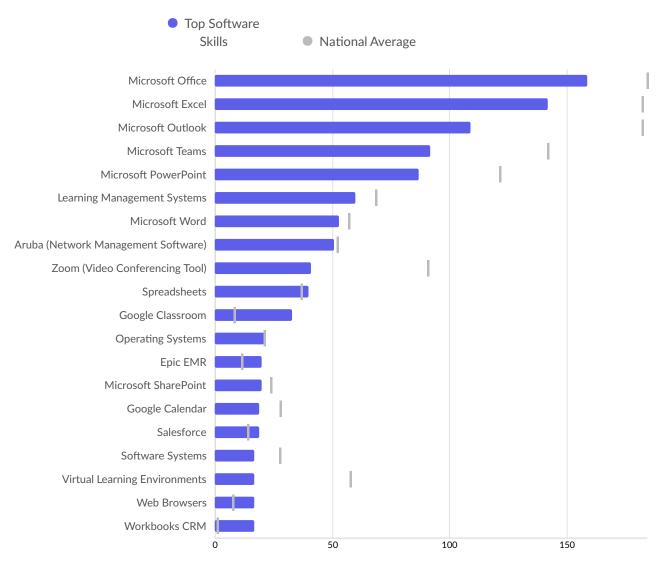
Top Specialized Skills	Unique Postings	National Average
Working With Children	2,129	1,747
Autism Spectrum Disorders	1,055	1,316
Classroom Management	998	613
Learning Support	658	1,126
Mental Health	658	701
National Curriculum	639	648
External Auditing	620	401
Child Protection	512	635
Lesson Planning	504	649
Marketing	464	521
Numeracy	383	586
Sports Coaching	357	276
Mathematics Education	339	396

326	511
298	354
274	266
267	324
250	210
214	128
201	382
	298 274 267 250 214



Top Common Skills	Unique Postings	National Average
Teaching	9,879	11,029
Communications	3,534	3,779
Management	2,423	2,802
Planning	1,713	2,205
Mathematics	1,692	2,098
Enthusiasm	1,368	1,582
Customer Service	755	867
Coaching	692	694
Leadership	675	1,360
Interpersonal Communications	608	733
Mentorship	597	533
Innovation	521	824
Resilience	505	682

Self-Motivation	490	501
Training And Development	482	521
Patience	428	349
Literacy	396	661
First Aid	367	314
Empathy	363	341
Proactivity	360	240



Top Software Skills	Unique Postings	National Average
Microsoft Office	159	184
Microsoft Excel	142	182
Microsoft Outlook	109	182
Microsoft Teams	92	142
Microsoft PowerPoint	87	121
Learning Management Systems	60	68
Microsoft Word	53	57
Aruba (Network Management Software)	51	52
Zoom (Video Conferencing Tool)	41	91
Spreadsheets	40	36
Google Classroom	33	8
Operating Systems	21	21

Epic EMR	20	11
Microsoft SharePoint	20	23
Google Calendar	19	28
Salesforce	19	14
Software Systems	17	28
Virtual Learning Environments	17	58
Web Browsers	17	7
Workbooks CRM	17	1

Top Certifications

	Postings with Certification
Advanced Life Support	9
Alternative Teacher Certification	3
American Red Cross (ARC) Certification	2
Association Of Chartered Certified Accountants	11
Basic Life Support (BLS) Certification	3
Board Certified Behavior Analyst (BCBA)	1
Certificate In English Language Teaching To Adults (CELTA)	44
Certified International Property Specialist	2
Certified Internet Webmaster	56
Certified Power Quality Professional	2
Certified Scrum Master	3
Chartered Institute For The Management Of Sport And Physical Activity (CIMSPA)	41
Chartered Institute Of Management Accountants (CIMA)	10
Chartered Institute Of Marketing (CIM)	3
Chartered Institute Of Personnel And Development (CIPD) Certified	29
CIMSPA Practitioner	4
CIPD Level 3	6
CIPD Level 5	9
Construction Health And Safety Technician	3
First Aid Certification	32
Fitness Professional	10
Functional Skills Qualification	260
Gas Meter Safety (MET1)	3
Group Fitness Instructor Certification	6
Information Advice And Guidance (IAG) Qualification	14
Lean Six Sigma Black Belt	3
Lean Six Sigma Certification	1
Licensed Professional Counselor (LPC)	7

Meter Operation Code Of Practice Agreement (MOCOPA)	3
Microsoft Azure Certification	2
NASM Nutrition Coach Certification	1
National Examination Board In Occupational Safety And Health (NEBOSH) Certified	3
NEBOSH Certificate	2
Nurse Practitioner (APRN-CNP)	13
Pediatric Emergency Assessment Recognition And Stabilization (PEARS)	2
Personal Trainer Certification	105
Pool Plant Operator Certificate	2
Post Graduate Certificate In Education (PGCE)	1,152
PRINCE2 (PRojects IN Controlled Environments 2)	2
Product Certification	2
Registered Art Therapist (ATR)	3
Registered Dietitian (RD/RDN)	5
Registered Nurse (RN)	24
Security Clearance	20
Senior Fitness Certification	3
Senior Fitness Instructor	3
Smart Meter Installer Core (CMA1)	3
Teaching Certificate	7
Teaching English As A Foreign Language	3
Valid Driver's License	23

Top Companies Posting

Company	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Academics	4,438 / 1,338	3:1	33 days
Simply Education	2,504 / 1,062	2:1	34 days
Randstad	1,517 / 757	2:1	26 days
Warrington Borough Council	906 / 637	1:1	34 days
Reed	1,246 / 601	2:1	37 days
Teacheractive	1,226 / 587	2:1	38 days
Exclusive Education Ltd	978 / 442	2:1	35 days
Excell Supply Ltd	712 / 391	2:1	31 days
Hays	848 / 386	2:1	36 days
University Of Chester	360 / 250	1:1	39 days
The Education Network	515 / 233	2:1	33 days
Education Network	563 / 229	2:1	36 days
NHS	1,569 / 203	8:1	32 days
Cheshire College - South and West	309 / 159	2:1	22 days
Superprof	326 / 146	2:1	21 days
My Four Wheels	483 / 143	3:1	40 days
Tradewind	353 / 141	3:1	32 days
Warrington and Vale Royal College	310 / 140	2:1	27 days
Integra People	298 / 134	2:1	36 days
Connex Education	242 / 130	2:1	38 days
Prospero Teaching	307 / 123	2:1	37 days
Vision For Education	273 / 117	2:1	37 days
Warrington Collegiate	136 / 102	1:1	19 days
Cheshire West And Chester	204 / 89	2:1	28 days
Macclesfield College	228 / 86	3:1	29 days
David Lloyd	152 / 75	2:1	33 days

Cheshire West And Chester Council	126 / 70	2:1	29 days
Sporting House	355 / 67	5:1	34 days
Chalk.com Education	90 / 63	1:1	26 days
The Educate Group LTD	103 / 62	2:1	42 days
Chalk	100 / 61	2:1	35 days
Puregym	230 / 61	4:1	33 days
Busy Bees	114 / 53	2:1	45 days
Protocol	81 / 53	2:1	30 days
Empowering Learning	95 / 50	2:1	37 days
The Supply Register	116 / 50	2:1	29 days
Milk Education LTD	76 / 46	2:1	48 days
Reaseheath College	48 / 43	1:1	37 days
Sync S.A.R.L.	422 / 43	10:1	56 days
Bamboo Childcare Limited	58 / 38	2:1	25 days
Bespoke Careers	69 / 38	2:1	33 days
Eyears Ltd	74 / 36	2:1	35 days
RED	225 / 36	6:1	27 days
Premier Education Group	85 / 35	2:1	41 days
Bright Horizons	78 / 32	2:1	30 days
Cheshire East Council	67 / 32	2:1	43 days
Sir John Deane's College	96 / 32	3:1	43 days
Choice Teachers	65 / 30	2:1	23 days
Preply	144 / 30	5:1	34 days
Kids Planet Day Nurseries	53 / 29	2:1	42 days

Top Posted Occupations

Career Area	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Education and Training	39,352 / 17,452	2:1	33 days

Top Posted Job Titles

Job Title	Total/Unique (Mar 2021 - Feb 2023)	Posting Intensity	Median Posting Duration
Teaching Assistants	3,780 / 1,537	2:1	33 days
Primary Teachers	1,662 / 649	3:1	36 days
SEN Teaching Assistants	1,331 / 578	2:1	34 days
Cover Supervisors	1,169 / 540	2:1	34 days
Early Years Teachers	846 / 424	2:1	37 days
Mathematics Teachers	854 / 366	2:1	35 days
Nursery Practitioners	726 / 345	2:1	35 days
Primary School Teachers	687 / 336	2:1	33 days
Learning Support Assistants	628 / 321	2:1	31 days
Nursery Nurses	797 / 315	3:1	35 days
Driving Instructors	1,482 / 310	5:1	32 days
Secondary Teachers	642 / 266	2:1	33 days
Key Stage 2 Teachers	473 / 229	2:1	35 days
English Teachers	518 / 228	2:1	36 days
Supply Teachers	546 / 228	2:1	35 days
Science Teachers	525 / 224	2:1	35 days
Personal Trainers	768 / 204	4:1	23 days
Lecturers	283 / 186	2:1	26 days
Nursery Assistants	386 / 179	2:1	33 days
Key Stage 1 Teachers	340 / 168	2:1	38 days
SEND Teaching Assistants	345 / 168	2:1	32 days
Early Years Practitioners	302 / 165	2:1	37 days
Peer Tutors	248 / 138	2:1	30 days
Higher Level Teaching Assistants	232 / 123	2:1	36 days
Technology Teachers	224 / 115	2:1	35 days
Tutors	206 / 115	2:1	34 days
Lighteent	Lightcast O2 2022 Data Sot Lightcast in		Page 19/27

Children's Service Workers	215 / 105	2:1	31 days
Physical Education Teachers	220 / 96	2:1	31 days
Early Years Teaching Assistants	184 / 91	2:1	31 days
Foreign Language Teachers	175 / 90	2:1	26 days
Primary Assistant Teachers	239 / 88	3:1	27 days
Sports Coaches	147 / 84	2:1	31 days
Certified Teachers	240 / 78	3:1	28 days
Learning Managers	146 / 76	2:1	32 days
Online English Tutors	161 / 69	2:1	35 days
SEN Teachers	133 / 68	2:1	38 days
Graduate Teaching Assistants	139 / 67	2:1	35 days
Invigilators	89 / 66	1:1	29 days
Geography Teachers	144 / 60	2:1	27 days
Care Practitioners	95 / 57	2:1	33 days
Head Teachers	69 / 57	1:1	25 days
Learning Facilitators	102 / 57	2:1	27 days
Lifeguards	127 / 56	2:1	20 days
Art Teachers	94 / 55	2:1	33 days
Fitness Instructors	90 / 54	2:1	32 days
History Teachers	151 / 54	3:1	35 days
Nursery Managers	97 / 54	2:1	31 days
Nursery Staff	122 / 51	2:1	34 days
Teachers	107 / 51	2:1	33 days
Computer Science Teachers	102 / 50	2:1	36 days

Top Industries

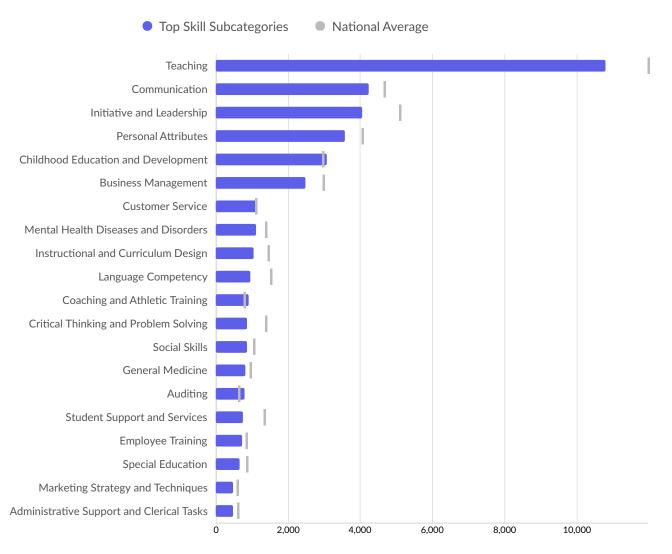
	Total/Unique (Mar 2021 - Feb 2023)		Posting Intensity	Median Posting Duration
Employment Activities	18,984 / 7,884	2:1		35 days
Education	3,690 / 1,931	2:1		29 days
Public Administration and Defence; Compulsory Social Security	1,326 / 857	2:1		31 days
Human Health Activities	1,744 / 289	6:1		33 days
Sports Activities and Amusement and Recreation Activities	927 / 280	3:1		36 days
Social Work Activities Without Accommodation	467 / 265	2:1		35 days
Activities of Head Offices; Management Consultancy Activities	645 / 224	3:1		34 days
Residential Care Activities	548 / 196	3:1		29 days
Accommodation	261 / 184	1:1		26 days
Computer Programming, Consultancy and Related Activities	300 / 118	3:1		30 days
Office Administrative, Office Support and Other Business Support Activities	209 / 101	2:1		35 days
Other Personal Service Activities	158 / 100	2:1		42 days
Wholesale Trade, Except of Motor Vehicles and Motorcycles	207 / 97	2:1		32 days
Retail Trade, Except of Motor Vehicles and Motorcycles	185 / 81	2:1		22 days
Architectural and Engineering Activities; Technical Testing and Analysis	145 / 54	3:1		38 days
Real Estate Activities	66 / 50	1:1		27 days
Food and Beverage Service Activities	68 / 46	1:1		39 days
Financial Service Activities, Except Insurance and Pension Funding	135 / 43	3:1		28 days
Construction of Buildings	83 / 37	2:1		28 days
Travel Agency, Tour Operator and Other Reservation Service and Related Activities	58 / 35	2:1		9 days
Advertising and Market Research	38 / 29	1:1		27 days
Other Professional, Scientific and Technical Activities	37 / 26	1:1		20 days
Manufacture of Computer, Electronic and Optical Products	30 / 25	1:1		17 days
Civil Engineering	39 / 22	2:1	-	32 days
Land Transport and Transport Via Pipelines	42 / 20	2:1	-	45 days
Warehousing and Support Activities for Transportation	43 / 18	2:1		36 days
Legal and Accounting Activities	34 / 17	2:1		50 days
Activities of Membership Organisations	20 / 16	1:1		32 days

Wholesale and Retail Trade and Repair of Motor Vehicles and Motorcycles	24 / 15	2:1	34 days
Manufacture of Basic Pharmaceutical Products and Pharmaceutical Preparations	29 / 13	2:1	60 days
Information Service Activities	17 / 13	1:1	33 days
Creative, Arts and Entertainment Activities	15 / 13	1:1	29 days
Specialised Construction Activities	15 / 12	1:1	25 days
Security and Investigation Activities	35 / 11	3:1	18 days
Manufacture of Fabricated Metal Products, Except Machinery and Equipment	25 / 9	3:1	37 days
Manufacture of Machinery and Equipment n.e.c.	23 / 9	3:1	59 days
Publishing Activities	16 / 9	2:1	19 days
Veterinary Activities	12 / 9	1:1	26 days
Telecommunications	10 / 8	1:1	22 days
Insurance, Reinsurance and Pension Funding, Except Compulsory Social Security	13 / 8	2:1	27 days
Water Transport	11 / 7	2:1	60 days
Manufacture of Rubber and Plastic Products	6/6	1:1	n/a
Motion Picture, Video and Television Programme Production, Sound Recording and Music Publishing Activities	18 / 6	3:1	50 days
Services to Buildings and Landscape Activities	6/6	1:1	36 days
Electricity, Gas, Steam and Air Conditioning Supply	7 / 5	1:1	19 days
Activities Auxiliary to Financial Services and Insurance Activities	10 / 5	2:1	60 days
Scientific Research and Development	5 / 5	1:1	17 days
Manufacture of Food Products	4/4	1:1	30 days

Top Posting Sources

Website	Postings on Website (Mar 2021 - Feb 2023)
reed.co.uk	3,008
independent.co.uk	2,904
indeed.com	2,521
starjobsearch.co.uk	2,313
dwp.gov.uk	2,172
fish4.co.uk	2,037
cv-library.co.uk	1,891
careerbuilder.co.uk	1,003
careerjet.co.uk	903
warrington.gov.uk	574
simplyhired.co.uk	518
leisurejobs.com	502
jobisjob.co.uk	496
theguardian.com	442
twrecruitment.com	427
britishjobs.co.uk	351
gumtree.com	346
joblift.co.uk	308
jora.com	277
academicsltd.co.uk	205
jobs.ac.uk	181
randstad.co.uk	177
findapprenticeship.service.gov.uk	162
reedglobal.com	160
senploy.co.uk	147
axcis.co.uk	142
teachingpersonnel.com	141

wvr.ac.uk	136
jobs.nhs.uk	131
jobs4network.co.uk	126
jobserve.com	103
jobstoday.co.uk	103
jobrapido.com	101
eteach.com	89
tiptopjob.com	89
jobmedic.co.uk	88
lgjobs.com	85
healthjobsuk.com	84
e4s.co.uk	83
constructionjobs.co.uk	74
searchukjobs.com	66
dejobs.org	54
engineeringjobs.co.uk	52
scholarshipdb.net	51
adzuna.co.uk	48
monster.co.uk	46
toplanguagejobs.com	33
indeed.co.uk	32
cheshirewestandchester.gov.uk	27
ccsw.ac.uk	24

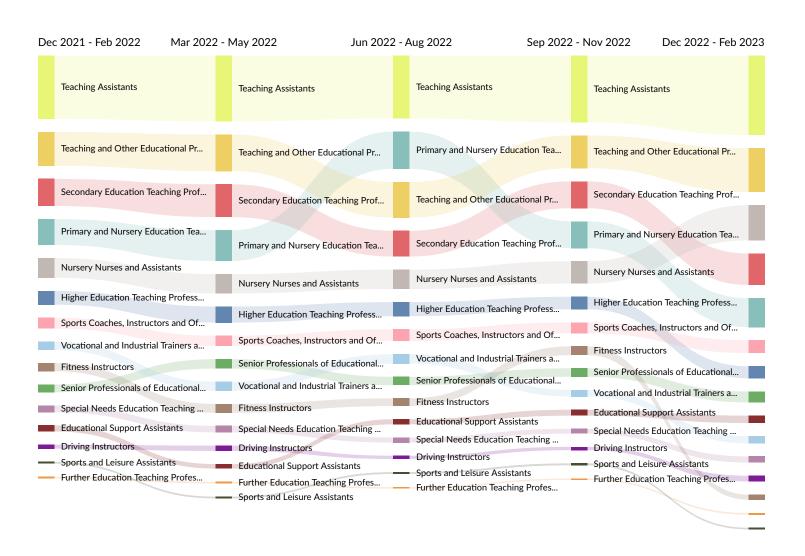


Top Skill Subcategories	Unique Postings	National Average
Teaching	10,817	11,970
Communication	4,234	4,657
Initiative and Leadership	4,066	5,082
Personal Attributes	3,576	4,042
Childhood Education and Development	3,086	2,938
Business Management	2,495	2,975
Customer Service	1,118	1,096
Mental Health Diseases and Disorders	1,111	1,367
Instructional and Curriculum Design	1,048	1,445
Language Competency	957	1,502
Coaching and Athletic Training	905	770
Critical Thinking and Problem Solving	877	1,367
Social Skills	864	1,015

General Medicine	832	937
Auditing	805	625
Student Support and Services	743	1,318
Employee Training	722	812
Special Education	660	836
Marketing Strategy and Techniques	486	576
Administrative Support and Clerical Tasks	469	589

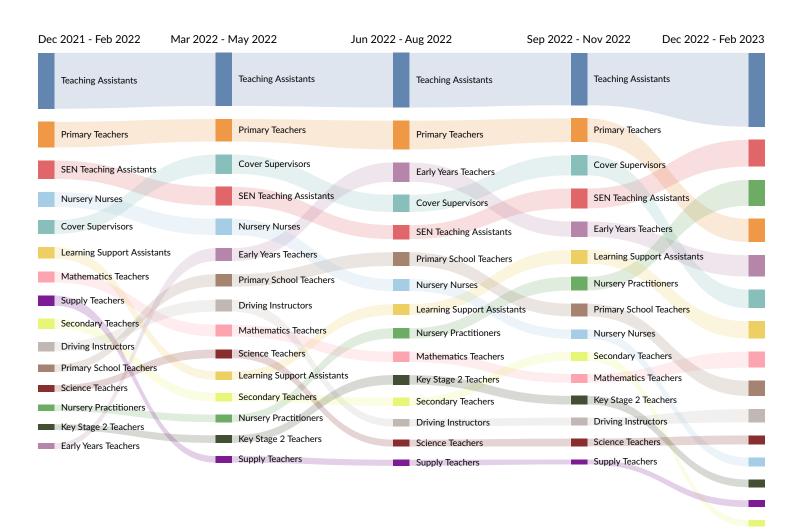
Occupation Trends in Job Postings by Quarter

The chart below captures the postings trend for the top 15 occupations posted for based on your filters.



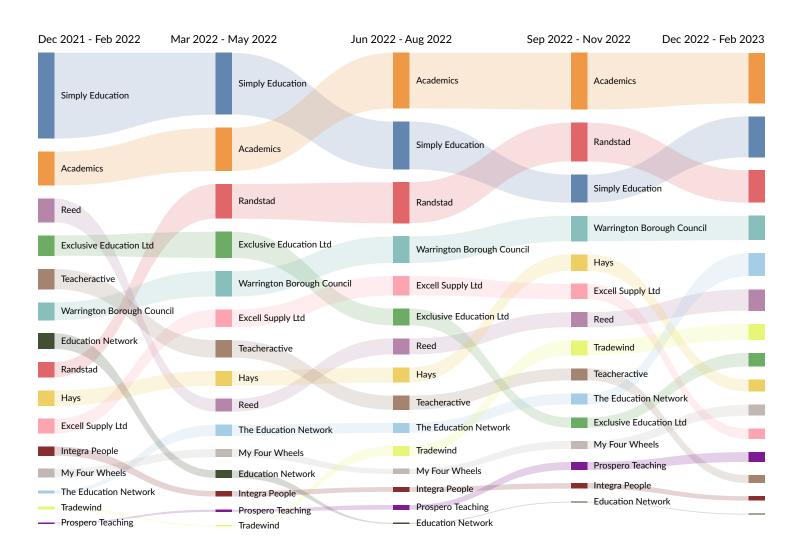
Job Title Trends in Job Postings by Quarter

The chart below captures the postings trend for the top 15 job titles posted for based on your filters.



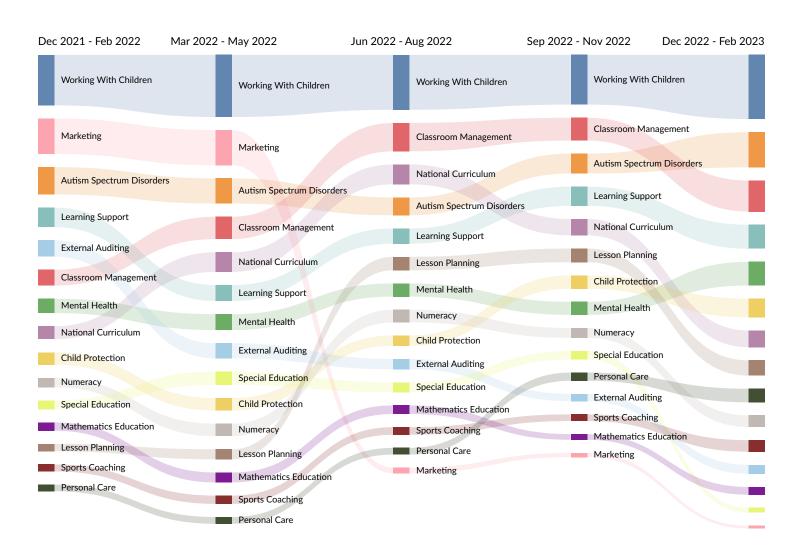
Company Trends in Job Postings by Quarter

The chart below captures the postings trend for the top 15 companies posted for based on your filters.



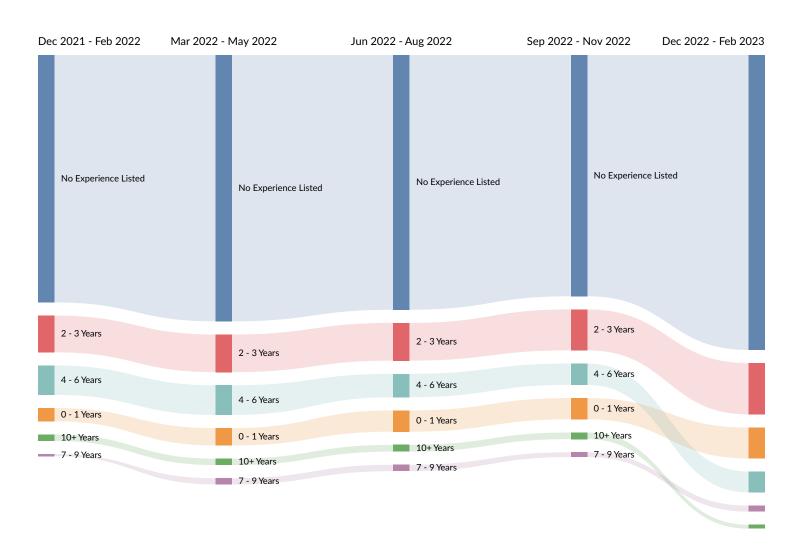
Skill Trends in Job Postings by Quarter

The chart below captures the postings trend for the top 15 skills posted for based on your filters.



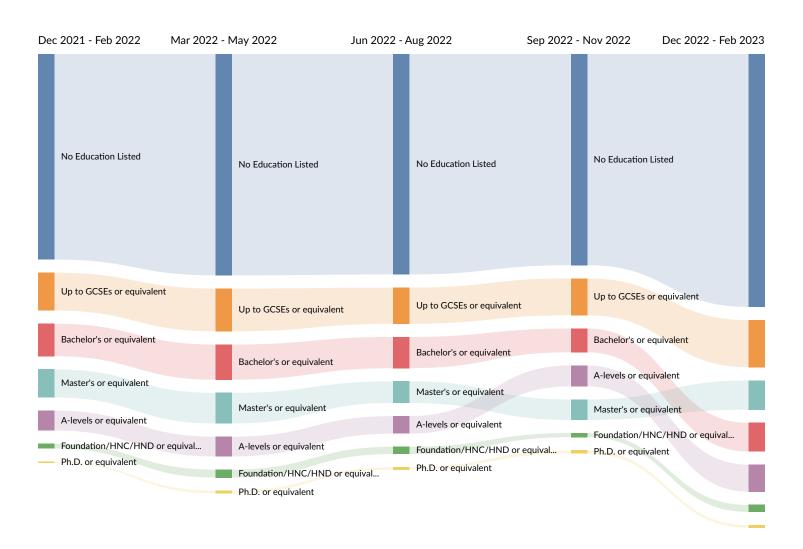
Minimum Experience Requirement Trends in Job Postings by Quarter

The chart below captures the trend for the experience requirements by quarter shown in postings in your region based on your filters.



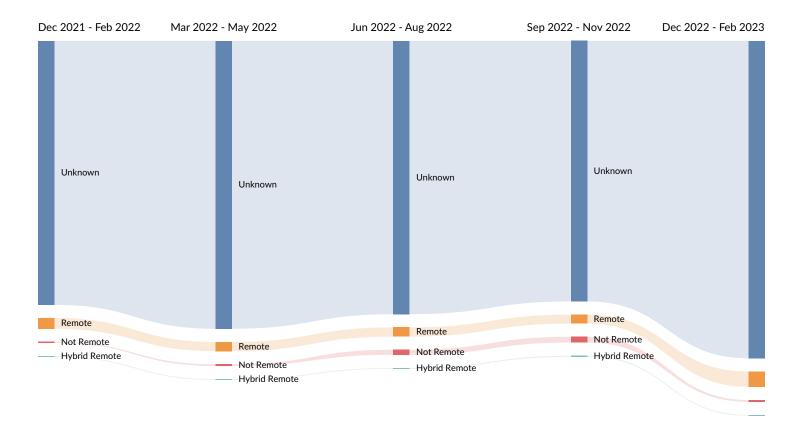
Educational Requirement Trends in Job Postings by Quarter

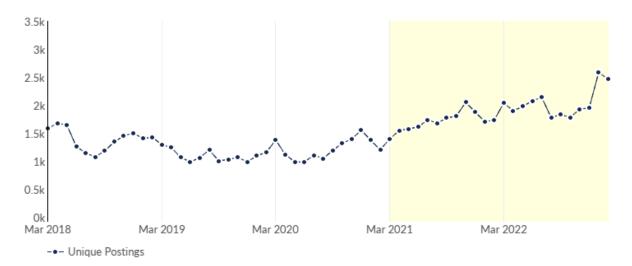
The chart below captures the quarterly trend for the educational requirements shown in postings in your region based on your filters.



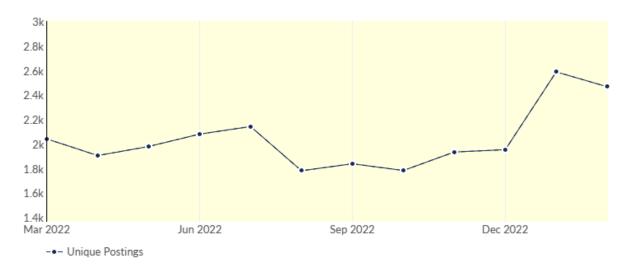
Remote Trends in Job Postings by Quarter

The chart below captures the remote posting trends based on your filters.



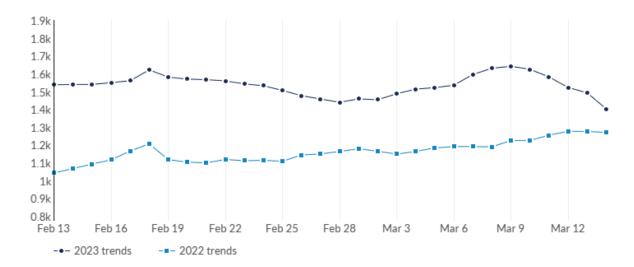


Month	Unique Postings	Posting Intensity
Feb 2023	2,466	2:1
Jan 2023	2,587	2:1
Dec 2022	1,952	3:1
Nov 2022	1,933	3:1
Oct 2022	1,782	3:1
Sep 2022	1,837	3:1
Aug 2022	1,780	3:1
Jul 2022	2,141	2:1
Jun 2022	2,079	2:1
May 2022	1,978	3:1
Apr 2022	1,904	3:1
Mar 2022	2,040	2:1



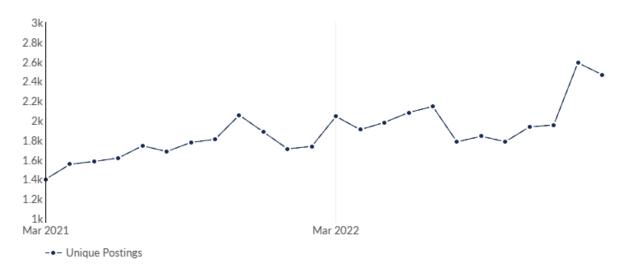
Month	Unique Postings	Posting Intensity
Feb 2023	2,466	2:1
Jan 2023	2,587	2:1
Dec 2022	1,952	3:1
Nov 2022	1,933	3:1
Oct 2022	1,782	3:1
Sep 2022	1,837	3:1
Aug 2022	1,780	3:1
Jul 2022	2,141	2:1
Jun 2022	2,079	2:1
May 2022	1,978	3:1
Apr 2022	1,904	3:1
Mar 2022	2,040	2:1

This view displays the most recent 30 days of job postings activity to show near-term trends. It does not reflect your timeframe.



Day	Unique Postings	Last Year's Unique Postings	% Change
February 13, 2023	1,538	1,043	+47.5%
February 14, 2023	1,540	1,068	+44.2%
February 15, 2023	1,540	1,093	+40.9%
February 16, 2023	1,550	1,117	+38.8%
February 17, 2023	1,561	1,166	+33.9%
February 18, 2023	1,622	1,207	+34.4%
February 19, 2023	1,581	1,118	+41.4%
February 20, 2023	1,570	1,104	+42.2%
February 21, 2023	1,567	1,100	+42.5%
February 22, 2023	1,560	1,119	+39.4%
February 23, 2023	1,543	1,112	+38.8%
February 24, 2023	1,533	1,114	+37.6%
February 25, 2023	1,506	1,109	+35.8%
February 26, 2023	1,477	1,144	+29.1%
February 27, 2023	1,458	1,150	+26.8%
February 28, 2023	1,440	1,164	+23.7%
March 1, 2023	1,459	1,179	+23.7%
March 2, 2023	1,454	1,165	+24.8%

March 3, 2023	1,488	1,149	+29.5%
March 4, 2023	1,514	1,164	+30.1%
March 5, 2023	1,522	1,184	+28.5%
March 6, 2023	1,536	1,191	+29.0%
March 7, 2023	1,596	1,191	+34.0%
March 8, 2023	1,631	1,190	+37.1%
March 9, 2023	1,642	1,225	+34.0%
March 10, 2023	1,625	1,226	+32.5%
March 11, 2023	1,582	1,255	+26.1%
March 12, 2023	1,523	1,277	+19.3%
March 13, 2023	1,493	1,276	+17.0%
March 14, 2023	1,403	1,271	+10.4%



Month	Unique Postings	Posting Intensity
Feb 2023	2,466	2:1
Jan 2023	2,587	2:1
Dec 2022	1,952	3:1
Nov 2022	1,933	3:1
Oct 2022	1,782	3:1
Sep 2022	1,837	3:1
Aug 2022	1,780	3:1
Jul 2022	2,141	2:1
Jun 2022	2,079	2:1
May 2022	1,978	3:1
Apr 2022	1,904	3:1
Mar 2022	2,040	2:1

Appendix A - Data Sources and Calculations

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.