



Co-funded by the  
Erasmus+ Programme  
of the European Union



# Corpus-based Analysis of Job Advertisements

UPSKILLS Consortium:



&  
with financial support from



*Every time I hire a linguist... Emergent tech profiles for  
linguists, translators and language experts*

25 June 2021

# Needs analysis: Company insights



Analysis of job ads  
posted online



Questionnaire  
targeted to companies

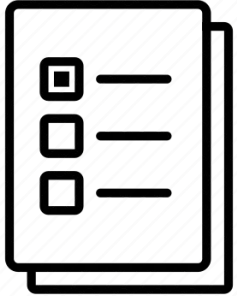


Focus groups with  
company representatives

# Our questions



- What **skills and competences** are mentioned as requirements in job posts?

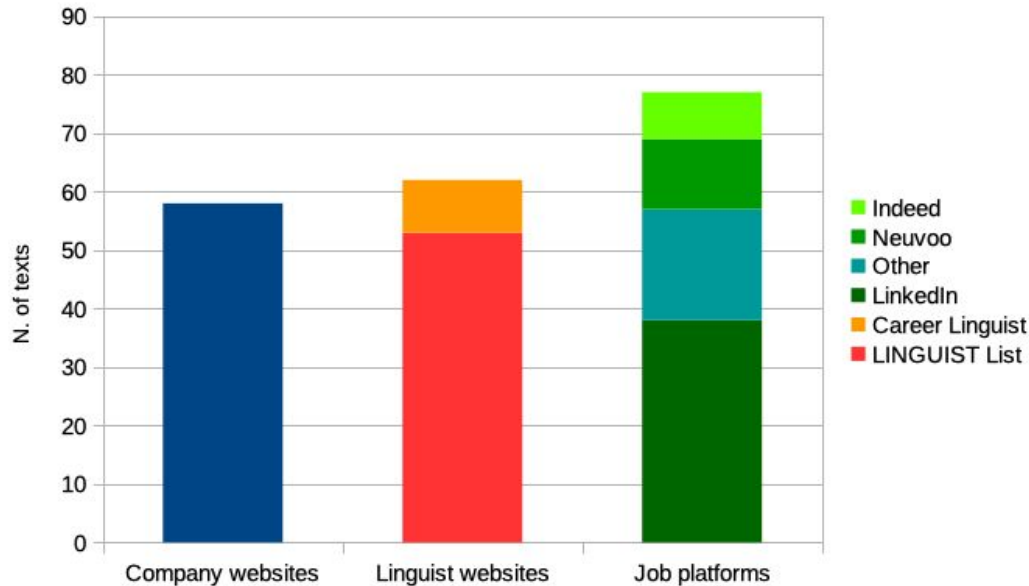


- What are the **typical tasks** associated with the advertised positions?

# The selection of job ads

- Sources
  - **Technological companies**, e.g. Amazon, Apple
  - **Specialised linguist websites**: LINGUIST List & Career Linguist
  - **General-purpose employment platforms**, e.g. LinkedIn, Indeed.com
- Criteria for selection
  - ✓ Job ads involved language- or linguistics-related tasks requiring digital and/or research skills
  - ✗ Jobs involving almost exclusively content creation tasks (e.g. writing/editorial jobs), or translation and revision tasks [excluded]
  - ✗ Job ads where a degree (MS or PhD) in a STEM field was a requirement [excluded]

# The corpus



	How many?
Job ads	197
Companies	112
Words	107,421

Available at: <https://corpora.dipintra.it>  
Corpus name: UPSKILLS

# Formal education requirements

<b>Degree (required OR preferred)</b>	<b>In percentage of sample (texts)</b>	
<b>Bachelor's degree (BA or BS)</b>	40.6%	} Bachelor OR Master: 58.9%
<b>Master's degree (BS or MS)</b>	35.0%	
<b>Ph.D.</b>	10.7%	

# Skills/competences & tasks

## *Data & research skills*

“analyse (language) data”, “collect data”, “extract information”, “support research and development”, (conduct) “market research”

## *Technical skills*

(knowledge of a) “programming language” (often: “Python”); “build language models”, “analyse, test or improve performance” of tools

## *Disciplinary knowledge*

“linguistics”, “computational linguistics”, “NLP”, “semantics”, “translation”, “syntax”, “localization”

## *Communication/organisational skills*

“written and verbal communication skills”, “attention to detail”, “organisational skills”, “ability to thrive in a fast-paced environment”