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<u>Fundación Telefónica, through its Employment Map, analyzes job offers in digital professions</u>

SOFTWARE DEVELOPER, IT CONSULTANT, AND DIGITAL MARKETING SPECIALIST – THE THREE MOST IN-DEMAND DIGITAL PROFILES IN 2025

- **The Employment Map has recorded over 63,415 digital job offers in Spain in the past three months. Of these, around 28% are in the Autonomous Community of Madrid, which ranks first nationally, followed by Catalonia and Valencia.**

- **The TOP 3 most in-demand profiles in the job market in January 2025 are: software developer, with 8,470 new openings; IT consultant, with 8,304; and digital marketing specialist, with 7,707.**

- **Cloud Computing is the most requested skill in all job offers, appearing in 6,425 vacancies, followed by Java with 6,176, and JavaScript with 3,168.**

Madrid, January 8, 2025 – Based on Big Data technology and Artificial Intelligence (AI) mechanisms, Fundación Telefónica's Employment Map analyzes job offers published over the past three months on the Infojobs, Tecnoempleo, and ticjob portals. It identifies and visually and interactively displays this information to create a snapshot of the current situation regarding the most in-demand digital profiles and skills across companies throughout Spain and its various provinces.

This tool emerges at a key moment for the labor sector, reflecting the accelerated technological transformation that all companies have had to adapt to. Now more than ever, there is a growing demand for technology professionals. Trends such as artificial intelligence, cybersecurity, and big data are driving growth, development, and innovation, facilitating societal and economic evolution. However, this technological boom has also highlighted the shortage of specialized professionals in these areas.

In a rapidly evolving society driven by accelerated digitalization, social challenges are increasingly significant. According to the Davos Forum, in the coming years, both industries and companies will shift the skills they seek in their teams, as it is expected that by 2030, around 80% of the most in-demand jobs will be new.

Adding to this, the tech sector is currently facing a shortage of qualified professionals to keep up with the continuous digitalization process. In fact, according to Public Employment Service, the number of ICT specialists in Spain must increase by more than 1.39 million to meet the European Commission's goal, which states that by 2030, 10% of total employment should correspond to this type of professional profile.

Madrid, the Autonomous Community with the Highest Demand for Digital Professionals

One of the platform's key features is that it provides insight into the most in-demand digital professions in each province, as well as the skills required to work in them. According to data recorded in the last quarter of 2024, **Madrid** ranks as the autonomous community with the highest number of job offers for digital professionals, **exceeding 19,400**. It is followed by **Catalonia** with **13,340** and **Valencia** with **over 3,319**.

The national ranking continues with Andalusia, with 3,304; the Basque Country, with 1,915; and Galicia, with 1,842 job offers.

The Most Sought-After Digital Profiles and Skills by Companies in Spain

According to data published in the last quarter, the Employment Map has recorded 63,415 job offers for digital professions in Spain. Among them, the five most in-demand digital profiles have been:

1. **Software Developer,** with **8,470 vacancies.**
2. **IT Consultant, with 8,034.**
3. **Digital Marketing Specialist, with 6,967.**
4. **IT Technician, with 5,040.**
5. **Digital Project Manager, with 4,899.**

The Employment Map also analyzes the most sought-after digital skills by companies. Over the past three months, **Cloud Computing** has topped the list, appearing in 6,425 job offers. It is followed by *Java*, required in 6,176 vacancies, and *Git*, in 3,168.

Boosting Employability in the Digital Era

To promote digital education and job training that addresses the changing needs of the labor market, Fundación Telefónica encourages the development of the digital skills necessary to unlock individual potential through innovative solutions. This is achieved through a direct, transformative, and unique intervention model, featuring initiatives such as the free 42 programming campuses located in Madrid, Barcelona, Málaga, and Urduliz (Bizkaia), as well as the New Career Network— a platform offering top reskilling programs aimed at connecting recent university or vocational training graduates with emerging new jobs.

At Fundación Telefónica, we make our world more human by driving digital inclusion.

We aim to play an active role in fostering a fairer society where individuals can fully realize their potential, harnessing the transformative power of digital technology to achieve greater social progress. Therefore, we promote the development of digital skills through innovative solutions that change lives, enhancing employability, reducing the educational gap, and addressing new social and digital vulnerabilities.

We achieve this through a direct, distinctive, and innovative intervention model focused on people, working alongside strategic partners to maximize social impact

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