# AI and sustainability drive job growth in the UK



The adoption of artificial intelligence (AI) across various sectors in the UK is leading to a significant increase in job opportunities, reflecting a broader shift in hiring strategies as businesses respond to the evolving demands of the economy. Research from LinkedIn indicates that the role of Artificial Intelligence Engineer was the fastest growing job title in 2024. Alongside this, the title of AI Engineer also ranks within the top 10 expanding professions, signalling a shift towards skills that are essential for a technology-driven future.

While AI roles are surging, the sustainability sector is witnessing notable growth as well, with the position of ‘Environment Officer’ identified as the fifth-highest growing job title. This trend illustrates a dual focus on both technological advancement and ecological responsibility within corporate hiring practices.

Despite the emergence of these new roles in AI and sustainability, a considerable proportion of HR professionals appear to be grappling with the future landscape of employment. Statistics reveal that 45% of HR representatives lack a clear understanding of the skills their companies will require in the coming years. Furthermore, concerns about skill shortages are pervasive; 20% of workers express anxiety over their preparedness for the evolving job market, indicating a potential skills gap that may hinder recruitment efforts. The challenges associated with sourcing candidates who possess both technical and sustainability skills have been recognized, as reported by LinkedIn.

On a more optimistic note, the workforce in the UK is exhibiting a readiness to engage with new opportunities and enhance their skills. According to the research, 56% of workers are open to transitioning into roles in new industries, while 27% desire chances to acquire new, in-demand skills that would aid their professional development.

Janine Chamberlin, Head of LinkedIn UK, highlighted the current landscape by stating, “new AI and sustainability roles are redefining work, but the competition for these roles and the need for upskilling are adding pressure.” Chamberlin further noted, “Yet, amidst these challenges, there is hope – over a third of job seekers are optimistic that the job market will improve in 2025.”

To capitalise on the newly created opportunities stemming from the growth of AI and sustainability, businesses are encouraged to invest in upskilling initiatives and incorporate AI tools to streamline their HR processes. Such investments are deemed essential for organisations aiming to navigate the complexities of the shifting job market effectively.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.businessinsider.com/fast-growing-jobs-us-linkedin-chief-growth-officer-sustainability-analyst-2024-1> - Corroborates the rapid growth of AI Engineer roles and other expanding professions, including sustainability-related jobs, as per LinkedIn's 'jobs on the rise' list.
* <https://www.businessinsider.com/fast-growing-jobs-us-linkedin-chief-growth-officer-sustainability-analyst-2024-1> - Supports the dual focus on technological advancement and ecological responsibility within corporate hiring practices, highlighting roles like AI Engineer and sustainability positions.
* <https://careerservices.fas.harvard.edu/blog/2024/01/23/linkedin-jobs-on-the-rise-2024-the-25-fastest-growing-roles-in-the-u-s/> - Provides additional details on the fastest-growing jobs, including AI Engineer and other roles, as identified by LinkedIn's research.
* <https://www.businessinsider.com/fast-growing-jobs-us-linkedin-chief-growth-officer-sustainability-analyst-2024-1> - Highlights the challenges faced by HR professionals in understanding future skill requirements and the anxiety among workers about their preparedness for the evolving job market.
* <https://www.euronews.com/next/2024/11/08/ai-could-displace-three-million-uk-jobs-but-long-term-losses-are-relatively-modest-report-> - Discusses the broader impact of AI on the job market in the UK, including potential job displacements and the creation of new demands for workers.
* <https://www.allaboutai.com/uk/resources/ai-statistics/> - Provides statistics on AI adoption rates across various sectors in the UK, including manufacturing, healthcare, and construction, which supports the growth of AI roles.
* <https://www.allaboutai.com/uk/resources/ai-statistics/> - Details the significant growth of the UK AI market and its projected future value, underscoring the importance of AI in the economy.
* <https://careerservices.fas.harvard.edu/blog/2024/01/23/linkedin-jobs-on-the-rise-2024-the-25-fastest-growing-roles-in-the-u-s/> - Supports the readiness of the workforce to engage with new opportunities and enhance their skills, as well as the desire for transitioning into new industries and acquiring in-demand skills.
* <https://www.businessinsider.com/fast-growing-jobs-us-linkedin-chief-growth-officer-sustainability-analyst-2024-1> - Highlights Janine Chamberlin's comments on the current landscape of new AI and sustainability roles and the need for upskilling, as well as job seekers' optimism about the job market.
* <https://www.allaboutai.com/uk/resources/ai-statistics/> - Corroborates the need for businesses to invest in upskilling initiatives and incorporate AI tools to navigate the shifting job market effectively, given the high adoption rates and impacts of AI across various sectors.