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Skills Gap Analysis



# How to use this Skills Gap Analysis.

Change/delete the Skill/Competency, Skill Description, Skill Importance and Skill Level Required to represent what your company needs.

Skill importance level explained:

|  |  |
| --- | --- |
| Rating | Rating Description |
| **1** | **Not Important:** Peripheral to the job role; a 'nice-to-have' but not essential. |
| **2** | **Of Minor Importance:** Occasionally useful, but not central; enhances some tasks. |
| **3** | **Moderately Important:** Regularly used; expected for the role. |
| **4** | **Very Important:** Frequently used; absence hinders performance; defining for the role. |
| **5** | **Critically Important:** Indispensable for primary responsibilities; must-have for the job. |

Skill level required explained:

|  |  |
| --- | --- |
| Rating | Rating Description |
| **1** | **Novice:** Limited understanding of the skill. Requires significant guidance and is in the early stages of learning. |
| **2** | **Basic:** Has foundational knowledge but lacks hands-on experience. Can perform simple tasks with some assistance. |
| **3** | **Competent:** Comfortable with the skill. Can perform tasks independently but may require occasional guidance for complex challenges. |
| **4** | **Proficient:** Strong understanding with extensive hands-on experience. Can handle complex tasks and resolve issues effectively. |
| **5** | **Expert:** Mastery of the skill. Recognized as a go-to person for challenges and can guide or train others. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Skill/Competency | Skill Description | Is this skill already in the business? | Skill Importance | Skill Level Required |
|  | Knowledge of running targeted social media campaigns | Yes/no | 0 – 5 | 0 – 5 |
|  | Knowledge of using design packages (for example Illustrator, Photoshop, Canva…) |  | 0 – 5 | 0 – 5 |
|  | Knowledge of creating targeted content for different purposes (for example: informational bogs, SEO blogs, PR releases, social media posts) |  | 0 – 5 | 0 – 5 |
|  | Knowledge of managing a website and creating web-ready assets (for example: experience in WordPress, Square Space, Wix…) |  | 0 – 5 | 0 – 5 |
|  | Knowledge of using a CRM (for example: HubSpot, Sales Force, Pipe Drive…) |  | 0 – 5 | 0 – 5 |
| **Add relevant skill** |  |  |  |  |
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Notes.