



**Career Seekers Direct**  
Career Management Services

## **Career Seekers Direct Focus On The Digital Industry**

The digital industry is growing rapidly and as such there are lots of exciting career opportunities within this sector. There are jobs available at different levels depending on your qualifications and experience. The two main routes for school leavers are either attending university to earn a degree before finding a grad job, or starting work through an apprenticeship. In general though, there is huge demand for workers in this field and not enough available workers, so employers are also opening their doors to those without the usual qualifications, if they can showcase their skills effectively of course. If you're a natural problem solver and a creative thinker with a passion for tech, this could be exactly the right career path for you.



### **What type of jobs are there in digital?**

A **Mobile App Developer's** role is to create, update and maintain mobile applications. As a skilled mobile app developer you could work for a large company like Amazon, or for yourself designing your own apps. This area in particular is growing so rapidly that there simply aren't enough skilled/qualified people to do the jobs out there yet. So, whilst relevant degree/MA level qualifications are no doubt a big bonus, if you can showcase your work through a portfolio (real examples) which clearly demonstrate your ability, you will definitely be in with a good chance. You will almost definitely be tested before or during interview to measure your ability.

**Digital Marketers** promote brands, services and products through social media, website and apps. They work as the digital marketer for an organisation or for an agency who carry out digital marketing for other businesses. They create and update SEO (search engine optimised) content, manage social media content, online campaigns, newsletters and all other types of online communications, and they track the success rate of all campaigns too. In your career you can specialise in certain areas like social media or video production, you could progress to senior positions or you could work as a freelance consultant for example. You can access this career through a degree, HND, apprenticeship, specialist private course or by working your way up to through a business. Qualifications in marketing, management, business, PR and media are good pathways. And you'll often need between 2 and 5 GCSE's at grades 9-4 for entry.

**Games Developer:** Duties will include designing how a game will look and be played, thinking of original ideas, creating characters and scenery and bringing it all to life with computer modelling and animation software, and creating the code to make the game work. You could progress to a number of senior positions or even develop your very own game independently. There are various college courses and advanced and higher apprenticeships available, for example in creative and digital media, software development or junior 2d artist, computing and digital production. You'll usually need 5 GCSE's at grades 9-4 including maths and English. Degrees in computer games tech or development, computer science, interactive media or mathematics will all stand you in good stead for a games development career, and you may have an advantage if your course has a work placement.

**Web Data & Analytics:** Web analytics involves extracting and interpreting data in order to increase sales, improve services/products, target advertising effectively and much more. Complicated information will then need to be presented to others in a way that is understandable and helpful. This data drives company goals and helps them to make important decisions about the future. Useful degrees or apprenticeships in this field are computer science, business management, systems development and business information systems, software engineering or even cyber security or maths.

There are so many jobs within this growing sector, and so many ways to access them. Check out [https://www.bubble-jobs.co.uk/career\\_portal/a-day-in-the-life-of/](https://www.bubble-jobs.co.uk/career_portal/a-day-in-the-life-of/) for "day in the life" real examples of many different digital jobs.

### **Who are the employers in Digital?**

According to Target Jobs the **Top Graduate Employers for IT and Technology** are:

- Google
- Amazon
- Microsoft
- Samsung
- Apple

IBM, Bloomberg, Sky, Accenture and Rockstar Games came up in the next places.

Also worth bearing in mind and up and coming digital companies, and [www.digitalrisks.co.uk](http://www.digitalrisks.co.uk) listed the following as the **Top 10 thriving UK Tech companies**:

Deliveroo, Revolut, Social Chain, Darktrace, AimBrain, Benevolent AI, Blockchain, Elvie, Bulb, Medopad.

**How do you know if a job in this industry is right for you? If you are choosing your first career or looking for a career change, our Career Compass Programme can help you see if you are a good 'career fit' for this industry and help you create an action plan to get a role.**

**Please contact Eva on 07901 517012 or email [enquiries@careerseekersdirect.co.uk](mailto:enquiries@careerseekersdirect.co.uk)**