

Careers in the Digital Industry

http://www.bubble-jobs.co.uk/career_portal/

Job Title	Function	What do they do	Appropriate degrees	Role requirements
Digital Project Manager		Oversees whole project	<ul style="list-style-type: none"> • Business • Economics 	Work experience important – relating to project
Digital Product Manager		Brings new product to market	<ul style="list-style-type: none"> • Business • Economics 	Work experience important – relating to project
Digital Account Manager	Client focused	Client relationship management	<ul style="list-style-type: none"> • Any degree 	People orientated role Sales background Customer service
Web Developer	Technical	Builds website	<ul style="list-style-type: none"> • Computing • Engineering • Mathematics 	
Mobile Apps Developer	Technical	A technical role with creative aspect	<ul style="list-style-type: none"> • Computing • EDA 	iOS, Android, Windows Phone coding experience
Web Designer	Technical		<ul style="list-style-type: none"> • Visual design • Art • Animation • Graphic design 	Creative with some technical element
CRM Manager	Technical	Customer Relationship Management Create follow up texts, emails from the site	<ul style="list-style-type: none"> • Business • Economics • Mathematics 	Technical Data
SEO Manager	Technical	Search Engine Optimisation PAID = ads at top of search ORGANIC = appearance in search results	<ul style="list-style-type: none"> • Mathematics • Economics • English • Digital Media • Creative writing 	
Web Security	Technical	Protect users and systems from bugs, hacks, fraud, intrusion and malicious attacks	<ul style="list-style-type: none"> • Computer Science • Web Security 	

Games Developer	Technical	Writing & developing code, editing codebase	<ul style="list-style-type: none"> • Computing • EDA 	Coding knowledge & experience
Games Designer	Creative	Responsible for look & feel of the game – graphics, characters & landscapes	<ul style="list-style-type: none"> • Computing • EDA 	
Content Manager	Creative	<i>In smaller companies Content Manager & Copywriting would be one role</i>	<ul style="list-style-type: none"> • Journalism • English • Creative writing • Animation • Humanities • Written or visually creative degrees 	Strong copywriting skills
Copywriting	Creative	Creating content - text for website, online adverts, blogs	<ul style="list-style-type: none"> • Creative writing • English • Journalism • History • Geography 	Strong written skills Passion for writing Proof-reading
Social Media Manager	Creative	Work with Content Manager, Copywriting, & Visual Managers	<ul style="list-style-type: none"> • Business • Sociology • Media • Psychology • Law • History • Geography • <u>Very</u> open to all degrees 	Commercial awareness Really strong personal interest / fans of the subject
Graphic Designer	Creative	Both online & offline	<ul style="list-style-type: none"> • Visual design • Art • Animation • Graphic design 	
User Experience Designer (UX)	User focused Technical Creative	Focus on visitor's experience with the system – graphics, design, usability	<ul style="list-style-type: none"> • Psychology / sociology to understand user behaviour • Creative degrees 	Strong visual design skills Good working knowledge of Photoshop & InDesign
User Interface (UI)	User focused Technical Creative	Designs forms, buttons, etc	<ul style="list-style-type: none"> • Psychology / sociology to understand user behaviour • Creative degrees 	
Affiliate Marketing Manager	Marketing	Manages external partners	<ul style="list-style-type: none"> • Business • Economics • Law • Accounting • Finance 	Strong client-facing / communication skills

Digital Marketing	Marketing		<ul style="list-style-type: none"> • English • Journalism • Business • Law • Geography • History • Degrees with an analytical component 	
Display Advertising Manager	Marketing	Works with Media Buyer Pop ups, banner ads	<ul style="list-style-type: none"> • Business • Computing • IT 	Analytical Technical
E-Commerce Manager	Commercial	Buying & Merchandising Sales & Business Development	<ul style="list-style-type: none"> • Business • Economics • Law • Accounting • Finance 	Depends on the role
Media Buyer	Commercial		<ul style="list-style-type: none"> • Any degree 	Confident, outgoing personality. Negotiating skills, convincing arguments
Insight Analyst	Commercial	Makes business decisions based on user data (e.g. “ <i>other customers also bought..</i> ”)	<ul style="list-style-type: none"> • Mathematics • Physics • Chemistry • Economics 	Technical Data
PPC Manager	Commercial	Pay Per Click	<ul style="list-style-type: none"> • Mathematics • Economics 	Ability to calculate budgets
Business Intelligence Analyst	Commercial		<ul style="list-style-type: none"> • Business • Mathematics • Economics 	Research Data
Digital Strategist	Commercial		<ul style="list-style-type: none"> • Business • Mathematics • Economics 	

Top 5 areas candidates on Bubble are looking at:

- Digital Marketing • Software • Media • Project Management • Content & Copywriting

Growth areas

- Content Management & Production (Search Engine Optimisation)
- Copywriting
- Paid social media advertising

- Big Data & Analytics
- Social Media & Community Management
- Digital Communications (social media & PR)
- More in-house hiring than using agencies
- Less SEO hiring

Key Skills required

- HTML / CSS
- Photoshop / Paint
- Basic search engine marketing knowledge (Moz, SEO roundtable, blogs, Wordpress)
- Web analytics
- Fluency in another language (French, Spanish, Nordic)
- Overall knowledge of digital marketing

Sites where you can learn coding for free

- <https://teamtreehouse.com/> - comes with a free trial
- <http://www.codecademy.com/>
- <http://www.codeavengers.com/>
- [Official Google Analytics course](#) – there's now no longer a \$50 fee to take the exam – it's free

How graduates can help themselves

- **Networking & showcasing**
 - Twitter
 - LinkedIn (good to showcase creatives)
 - Job boards
 - Blog
 - Online portfolios
 - GitHub
 - YouTube
 - Instagram
 - Pinterest
 - Google+ (although lesser known, more likely to be digital industry professionals using it)
 - Facebook

NB Lock personal accounts & have separate professional account

- **Raising profile**
 - Entrepreneurship – starting own business
 - Setting up a blog & getting it ranked highest
- **Applications**
 - Personalise CV
 - Covering letters are very important – look at the tone of the company & reflect. Show you can fit in