

Employ GM

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MANCHESTER**
DOING THINGS DIFFERENTLY FOR OUR WORKFORCE



Working in IT & Digital

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£2.3 trillion*
Predicted
global spending
on the Digital
Transformation
by 2025

Over 90%*
of organisations
have some form of
digital initiative

**Less than
1%***
of businesses said
their organisations
had not yet moved
onto the cloud

With Technology forever advancing, there are always careers to be made within the IT and Digital sector. With a wide variety of different jobs you can do in this space, and with lots to learn, it can really be a career that you grow into, and grow with.

You can learn coding, and become a programmer, or if you're interested in communications, you could try a career in Digital Marketing. If you want to help people, becoming a UX Designer will set you up to make sure that digital products and services are suitable for all to use, and if you want to express yourself or entertain people, a career in Game Design is also possible.

* Source: <https://www.myhubintranet.com/digital-transformation-statistics/>

Opportunities



Here are some of the typical job opportunities within IT and Digital, and how you can make your first steps within the sector:

IT Consultant

Your role as an IT consultant is to work in partnership with clients, advising them how to use information technology in order to meet their business objectives or overcome problems. You'll work to improve the structure and efficiency of IT systems in organisations. You'll provide strategic guidance to clients about technology and IT infrastructures and will enable major business processes through enhancements to IT. You may be called upon to provide guidance and technical expertise during other processes as well, such as selection and procurement and user training and feedback.

Game Developer

Working in games development, you'll be involved in the creation and production of games for personal computers, games consoles, social/online games, arcade games, tablets, mobile phones, and other handheld devices. In larger companies, you may focus on a particular area of programming such as network, engine, graphic, toolchain and artificial intelligence. With a smaller independent game producer, there's often much less of a distinction between the role of developer and designer, and your job may incorporate both programming and design..

Data Analyst

Data analysts are in high demand across all sectors, such as finance, consulting, manufacturing, pharmaceuticals, government, and education. The ability to pay attention to detail, communicate well and be highly organised are essential skills for data analysts. They not only need to understand the data, but be able to provide insight and analysis through clear visual, written, and verbal communication.

UX Designer

As a UX designer, you'll ensure that the 'user experience' for individuals using websites or applications is as efficient and pleasurable as possible. You'll be involved in the design of digital products and services for specific target groups and end users and will need to understand motivations. You'll work collaboratively with other members of the team and the wider business to ensure that products and services meet client needs.

Core Functions



Want to work within IT and Digital sector, but unsure if you have the right skill set? There are ways to join the sector through other Core Functions that a wide variety of companies will have - getting you closer to working in your chosen sector.



Accounting - There are many exciting options in the accounting profession, as you can work in a variety of industries and digital companies. Accounting pays well and offers opportunities to progress.



Business Administration - Business administration is a fast-paced job with opportunities to advance and work in a range of sectors and businesses. It's also a professional route that may lead to lots of options if you decide to move into another business sector later in life.



Human Resources - HR professionals' day-to-day responsibilities are to ensure employee wellbeing and happiness. A well-trained and organised HR department is essential for maintaining a motivated and productive workforce, in almost every single large company.



Digital Marketing - As technology advances, so too do the possibilities for more effective marketing. There are a variety of professional options to select from, whether you want to get into management, analytics, product design, or brand management to name but a few.

All these roles offer a lot of flexibility within your career. Once you've trained and worked in one of these professions you can move between sectors, offering a lot of professional freedom.

Gain Skills in IT and Digital

There are a wide variety of courses and qualifications open to you in Greater Manchester. You have a lot of choice available, so we'll run down what each option could mean for you.

Courses in the IT, Digital and Marketing sector

If you have an eye for detail and excellent problem solving and communication skills, a career in the IT and digital sector could be the ideal option. We work with some of the region's most dynamic companies to develop talent and ensure that they are leading the way in digital innovation.

Apprenticeships

An apprenticeship gives you the opportunity to "learn while you earn" and can work best for people wanting to try a new career or who feel they are practical learners. A common misconception with apprenticeships is that they are mainly for school leavers- apprenticeships are for people of all ages, and are a great way to restart your career, change your career, or progress in your current career.

Courses for adults

Digital technology is driving significant changes across just about every area of our lives. New developments and advancements mean that there are all kinds of jobs in the IT and digital industry, creating opportunities for many different professionals.

A digital marketing career can be an excellent profession for ambitious and outgoing people who want challenging and creative jobs. You can experience the thrill of bringing in new clients and shaping the consumer narrative every day.

Our Digital and Social Marketing course is a fast-paced and exciting 4-week course designed to equip you with the skills and knowledge to build your online business brand and improve your marketing presence. By the end of the 4 weeks, you will gain an insight into the worlds of branding, digital marketing, web design, eCommerce and the required legislation. You could also achieve a City & Guilds Level 3 Award in Principles of Mobile Social Media for a Business.



Skills Bootcamps

Skills Bootcamps are flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and fast-track to a guaranteed interview with a local employer.

Developed by the Government as part of the Lifetime Skills Guarantee, Skills Bootcamps are being delivered in partnership with employers, providers and local authorities, to help people gain skills for life, help support skills demands in their local area, and ultimately – to help people get a better job.



If you're looking to increase your skill set, there are a wide variety of options open to you- to learn more about the ways in which you can achieve in Greater Manchester, visit this page: employgm.org/learning-and-skills

How can I 'Step up' into a Senior Role?

If you have an eye for detail and excellent problem solving and communication skills, a career in the IT and digital sector could be the ideal option. We work with some of the region's most dynamic companies to develop talent and ensure that they are leading the way in digital innovation.

There are lots of short courses available across Customer Service, Marketing, IT & Digital, Business and Professional that you can undertake to upskill for the core functions within the IT and Digital sector. There are also offer live vacancies in apprenticeships in these fields too, so that you get experience in the role, and learn while working.



How do I get started?

To get started in a career in IT and Digital, enthusiasm and a high degree of IT-literacy is key. There are so many different directions in which you can go in the IT and Digital space, leaning towards Programming, Marketing Communications, Data Sciences, Software Development and Game Design.

What skills do I need?

As mentioned above, you must have a high level of IT-literacy, and some idea of the direction in which you'd like to go, as there are several paths to follow, and some will require specialist training. It will also help if you have a passion for digital work, as there's a chance you'll be working on large projects or providing support, so it would be beneficial for you to enjoy your work.

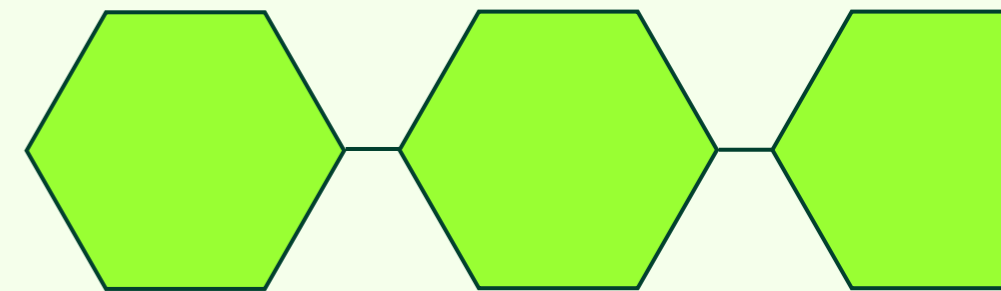


What are the initial roles I could do?

The initial roles that would get you the experience you'd need would be as an IT assistant or an entry level version of the Digital group you're trying to enter- for example, a Digital Marketing Assistant if you're interested in Marketing, or a Games Tester if you're interested in Game Design.

Over to you

The world of IT and Digital is broad and will never stop expanding- a career in this sector could stick with you for your entire life, if you're willing to keep learning and growing with it. If this is a career path you're interested in, there's a lot of support out there available for you in Greater Manchester. Learn more about what's out there by visiting employGM.org.



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