Bubble Jobs:
Guide to the Digital Industry
The Digital Industry – An Introduction

What Is The ‘Digital Industry’?

It’s safe to say the digital industry is now a sector in its own right. There are hundreds of thousands of jobs advertised in the sector each year (in 2013 Bubble advertised 55,000 digital vacancies), at least 30 job categories associated with the digital sector – and thousands of businesses exist which are based purely online and are extremely successful e.g. ASOS, comparethemarket.com, eBay.

In addition to being a sector in its own right, it’s also becoming more and more ingrained in other industries as businesses start to place more emphasis on building their digital offering.

The digital industry is all around us and is part of our everyday lives. From the websites we visit every day to the companies we interact with over social media, it’s all part of the digital industry – and it’s much more diverse than just website development and design.

From Social Media and Media Buying to Content Management and Games Animation, it’s all a part of the digital industry – and the opportunities really are endless.

It’s also worth pointing out that the digital industry isn’t just limited to digital agencies and consultancies. From your local butchers to a major supermarket chain, any brand that has any kind of online presence eg. a website, social media account, mobile app – has a need for talented digital candidates to run their digital departments – and a lot of businesses are now choosing to recruit these staff in-house, rather than outsource their needs to an external agency. This means that digital vacancies are now available with some of the more traditional brands like Ordnance Survey, B&Q and Sainsbury’s.

While there are countless opportunities available, at the moment there’s a massive digital skills gap – and demand is outstripping supply in terms of jobs available to qualified candidates.

This means there’s an overwhelming demand for quality candidates – and a lot of graduates already fit the bill in terms of the digital skills and knowledge they already possess.

With that in mind; digital is a great career destination due to the amount of jobs available at the moment – and in the future.
The Digital Industry – An Introduction

Where Did The Digital Industry Come From?

The digital industry isn’t all that ‘new’ – it’s just become much larger and more important as more and more brands have started to build on their digital presence and as more of our communications and buying habits have moved online.

Nowadays, it’s not enough for brands just to have a website. In order to compete, they now need an effective website with a great design, a strong social media presence, great online content and a user-friendly mobile app, along with great search engine rankings and great advert placement across a range of digital channels – which is where digital candidates come in.

Digital Jobs – Top 10 Cities

Although the majority of digital jobs are based in and around London, other digital hubs are popping up across the UK all the time, as major brands start to add more and more digital talent to their regional HQs.

This means that while London might have the majority of digital vacancies, there are opportunities available throughout the UK right across the sector, so a move to London isn’t essential for a digital career.

Below you’ll find a list of the top 10 cities for digital vacancies as identified by Bubble.

1. London
2. Manchester
3. Birmingham
4. Bristol
5. Cambridge
6. Surrey
7. Leeds
8. Cardiff
9. Newcastle-upon-Tyne
10. Southampton
Who Recruits In The Digital Sector?

Quite simply - every brand you can think of, along with public sector organisations, football teams and charities recruits for staff in the digital sector. If a company has any kind of website, mobile app or digital presence, they’ll need some kind of digital workforce to power it.

Below you’ll find a small selection of the major brands that have used Bubble to recruit for talent in the digital sector over the last couple of years or so.
**Degree Examples**

- **Web Development**

- **Content Management**
  - Project Management, E-commerce, Analytics, Buying & Merchandising, CRM, Media planning, Consulting, Sales & Business Development, Online Retail, Affiliate Marketing, Social Media

- **Graphic Design**
  - Software Development, Database Engineer, Integration, CMS/CRM, Games Development, Mobile Apps Development, Quality Assurance

- **English, Journalism, Digital Media, Film Studies, Broadcasting, Media**
  - Copywriting, Content Editor, Affiliate Marketing, Search Engine Optimisation, Media Planning, Online Advertising, Social Media, Search Engine Marketing (SEM)

- **Mathematics, Physics, Chemistry, Economics, Engineering, Biology**
  - Software Development, Analytics, Sales & Business Development, Social Media, Gaming, CRM, Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Insights, E-commerce, Testing, Mobile Apps

- **Sociology, History, Psychology, Geography, Philosophy, Drama**
  - Media Planning, Online Advertising, Merchandising, Media Buying, Analytics, Project Management, Business Development, Social Media

**Potential Digital Career**

- **Web Development and Software**
  - From building a website to developing super-efficient e-commerce platforms, software and web developers are usually instrumental to the success of any website. Key responsibilities include coding the back-end of a website, setting up tools and keeping up to date with the latest coding and programming languages and techniques. Programming languages include Java, .Net, HTML, Perl, Ruby on rails, Python, etc.

- **Social Media**
  - Search Engine Marketers are responsible for ensuring a website can be found on all the major search engines. Key responsibilities include setting up and managing both paid and natural search campaigns, staying up to date with the latest industry trends and using analytics tools to assess the efficiency of a campaign. Search Engine Marketers also usually end up doing a bit of PPC and SEO as part of their role too!

- **Web Design and Software**
  - Graphic designers and web designers are responsible for making sure websites look ship-shape when it comes to design, style and usability. Key responsibilities include designing logos, building up and implementing website designs and ensuring all elements meet user experience requirements. Graphic and Web Designers often have to work with complex design systems and platforms like Adobe Photoshop and Dreamweaver so keeping up to date with the latest technology is crucial.

- **User Experience (UX)**
  - User Experience is focused on developing the easiest and best online experience for customers using a website. UX designers and developers are all about the user-experience and the user journey. The job responsibility for making sure a website is easy-to-use and navigate and that there’s a clear route to the checkout, particularly for e-commerce sites.

- **User Interface (UI) & Usability**
  - User Interface and Usability is focused on the design and development of the front end, drop-what-you’re-doing and feel of a website when using it. Experience is crucial online applications. Working closely with User Experience professionals, UI and Usability developers are responsible for translating concepts and requirements into usable, usable, and accessible digital and mobile applications.

- **E-Commerce**
  - E-commerce is refers to the process of selling products and services online. Jobs in e-commerce can vary from Digital Merchandising to Business Analytics and can also include things like Product and Project Management and Online Marketing. From managing individual product pages or brand online to analysing website performance, competitor analysis and product forecasting you’ll do it all when you take on a career in the e-commerce industry.
### The Digital Sector – Top 20 Job Areas

In the list below, you'll find a breakdown of the digital vacancies advertised on Bubble last year by job category.

<table>
<thead>
<tr>
<th>Job Category</th>
<th>Vacancies</th>
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<tbody>
<tr>
<td>Account &amp; Campaign Management</td>
<td>8520</td>
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<tr>
<td>eGaming Design &amp; Development</td>
<td>6600</td>
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<tr>
<td>Graphic Design</td>
<td>4950</td>
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<tr>
<td>Mobile Apps Development</td>
<td>4400</td>
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<tr>
<td>Web Development</td>
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<tr>
<td>Project/Programme Management</td>
<td>3850</td>
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<tr>
<td>Online Marketing/Social Media</td>
<td>3850</td>
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<tr>
<td>eCommerce</td>
<td>3300</td>
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<tr>
<td>Content Management &amp; Copywriting</td>
<td>2200</td>
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<tr>
<td>UI/User interface Design &amp; Development</td>
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<tr>
<td>User Experience (UX) Design</td>
<td>1650</td>
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<tr>
<td>Sales &amp; Business Development</td>
<td>1650</td>
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<tr>
<td>Consulting/Strategy</td>
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<td>Business Intelligence &amp; Analytics</td>
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<td>Digital/Display Advertising</td>
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<td>Direct &amp; Affiliate Marketing</td>
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<tr>
<td>DB Systems Admin &amp; Engineering</td>
<td>550</td>
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The Digital Industry – Key Job Sectors

Digital Account & Campaign Management

What Is It?

As you’ve probably already guessed, digital account management is all to do with managing clients and accounts in the digital sector, usually on behalf of a digital agency or online business. When working for a digital agency, an account manager is normally responsible for making sure clients are happy with the current working relationship and all their needs are being met - in many cases, this is often easier said than done!

From disagreements about the design of a website or app to queries about blogs or SEO campaigns, account managers have lots to deal with on a daily basis - and when they've got multiple clients to manage, the job can often be extremely stressful and challenging. The toughest part of being a digital account manager today? They have to act as a go-between between the different departments in-house and the external clients! This means they have to work with both sides to ensure the client is happy and all their queries are answered in a professional, well-mannered way.

Depending on the role in question, some account management jobs might also involve a spot of sales and new business development. If this is the case, rather than making cold-calls, the digital account manager will work with their existing clients and suggest new services and packages that the client might benefit from. In this case, account managers need to work hard to ensure they have great existing relationships and the client is 100% happy with the agency's work before they try and sell them anything else.

CV Essentials:

- Great “people” skills
- Strong communication skills
- Natural problem-solver
- Can work well in a team
- Can keep calm in a crisis
- Strong organisation/time management skills
- Good knowledge of the digital marketing sector
- No “ideal” degrees
Online/Digital Marketing

What Is It?

In the simplest of terms, online marketing is the marketing of a product, service or company over the internet - it’s about getting the word out there and making people aware of a certain brand or product. Whether it’s through paid advertising (PPC or display advertising), search marketing (SEO or SEM) or content marketing (blogs, social media, affiliates and email); the main aim of online marketing is to raise a company’s visibility online, drive traffic and boost sales.

Affiliate marketing, referral marketing, behavioural targeting via display advertising, SEO, social media marketing, PPC - you name it, it all falls under the generic "umbrella" of online marketing which makes digital and online marketing one of the largest and most powerful sectors in the digital industry. Whether they’re a multinational corporation or a one-man-band, every website on the internet wants traffic so will need to take part in at least one kind of online marketing activity at some stage - this makes it a highly lucrative and ever-expanding industry.

CV Essentials:

- Knowledge of all key areas of the industry: PPC, SEO, social media, email marketing, display advertising, direct marketing
- Strong copywriting skills
- Experience in marketing a product to an audience via social media/content marketing
- Hands-on experience of SEO and knowledge of the latest updates
- Good understanding of the key concepts of social media/content marketing
Web/Creative/Graphic Design

What Is It?

If you're looking for a creative job in the digital industry where you can make the most of your artistic skills, look no further than graphic design careers. For those of you that don’t know, graphic designers are responsible for creating design solutions that convey a message for a range of clients. From websites and online games to banners and promotional material, graphic designers are required to create stunning graphics, templates and designs for a range of platforms and channels identified by the client.

From meeting clients to discuss briefs and working on layouts and artworking pages ready for print - to contributing ideas to the overall brief and working with a range of software and programs to create stunning visuals and graphics, it's all part and parcel of graphic design jobs, not to mention working with front end and web developers to ensure the design fits with the back-end coding. Think graphic design jobs sound great? They can be, but they can also be extremely tough and challenging, particularly if you're working as a freelance graphic designer and have to compete with other professionals within the industry.

CV Essentials:

- Strong portfolio
- Knowledge of programs/software like Photoshop, Illustrator, Fireworks, InDesign
- Knowledge of HTML/Flash/CSS
- Degree in Visual Arts/Graphic Design/Web Design
- Good understanding of front end development across multiple browsers
- Experience designing across multiple platforms and devices eg. mobile, tablet etc
- Familiar with UI and UX concepts
- Great eye for detail
- Creative flair
The Digital Industry – Key Job Sectors

**Social Media**

**What Is It?**

Alongside personal communication, social media has changed the way businesses and organisations communicate with their customers and target audience. Forget letters or phone calls - these days if customers want a query answered they'll tweet the company directly or post on their Facebook page.

Of course, while this is great for customers, it's meant the communication channels between company and customer have been opened up and made visible for all to see so great customer service and communication is now more important than ever.

While social media employees were once a luxury, they're now essential for any brand or company that values their customer base and wants to manage public brand perception. This has meant that in recent years, the number of jobs in social media has increased dramatically as employers have opted to take on talented social media managers and executives to manage their main Facebook and Twitter accounts.

Think social media manager jobs just consist of sending out a few tweets every now and again and answering customer questions on Facebook? Think again! Social media marketing jobs are actually pretty complicated - and thanks to the fast-paced, evolving nature of the industry, they're changing every day.

Alongside standard day-to-day social media management, social media marketers are also required to devise compelling strategies for each individual platform that will give a good ROI and create engaging content that people will find interesting and will want to talk about. It's all about managing brand perception online and creating and curating the best online content.

**CV Essentials:**

- Knowledge and commercial experience of the major networks: Facebook, Twitter, Google+, LinkedIn, Instagram, Pinterest, YouTube
- Experience in creating and implementing social media campaigns
- Strong copywriting skills
- Strong communication/customer service skills
- Can work well in a team
- Can keep calm in a crisis
- Strong client-facing skills
The Digital Industry – Key Job Sectors

**SEO**

**What Is It?**

Search Engine Optimisation (SEO) is the process of raising a website’s visibility and rankings for key words in the organic search results. Unlike Pay-Per-Click, websites don’t pay to appear in a search engine’s organic results so competition is intense as brands compete to secure the top positions in the search engine results pages (SERPs).

When it comes to SEO, there are two factors - onsite SEO and offsite SEO. Onsite SEO (as the name suggests) refers to optimisation activity on the site itself and is all to do with making the site relevant to Google and Co. Onsite SEO covers everything from the page titles and header tags (H1s, H2s, H3s) to the copy and images used on the site itself. Offsite SEO refers to any activity which is done off the site to try and improve a site’s rankings - this can include link building, guest blogging and article submission. When it comes to great SEO, a balance of effective onsite and offsite SEO is key.

Search engine optimisation is a very complex process which requires a lot of attention and tweaking as Google’s algorithms change and SEOs try to keep up. Thanks to the Panda and Penguin updates, ‘black hat’ techniques like spammy content, directory links and article spinning are now a thing of the past and it’s now harder than ever to rank effectively on search engines. When it comes to SEO jobs, the type of tasks you’ll be asked to perform will vary depending on whether you’re working in-house or for an agency.

If you work in-house, you’ll get to drive SEO strategy, work in a wider SEM team and perform key onsite and offsite SEO activity over a prolonged period of time, however if you work for an agency, you’ll get to work across a range of clients across a host of industries.

**CV Essentials:**

- Proven experience of performing SEO audits/competitor analysis
- Knowledge of on-site and off-site SEO techniques
- Wider knowledge of the digital marketing industry
- Great analytical skills – knowledge of Google Analytics
- Up to date with the latest algorithm updates
- No “ideal degree”
The Digital Industry – Key Job Sectors

**Copywriting**

**What Is It?**

If you’re naturally talented at writing and are looking for a career that will stand the test of time, look no further than copywriting. The process of creating ‘copy’ aka text for websites, online copywriting is actually much more complicated than it sounds.

From researching a topic to putting together an article that meets strict criteria and promoting it, online copywriters are the journalists of the digital industry and are responsible for creating engaging copy that either informs the visitor or persuades them to do something - whether that’s apply for a job, buy a product or use a service.

On top of creating copy that will sit directly on a brand’s website, copywriters can also help to create online adverts, blogs, content for social media profiles, press releases and white papers, so needless to say their job can be pretty diverse.

In addition to churning out large quantities of high quality content on a near daily basis, copywriters also have to think about things like SEO and keywords when they’re writing to ensure their content helps to support the site’s SEO efforts but doesn’t land them in hot water with the controversial Google algorithm updates! Not only that but sometimes copywriters will be asked to help promote their content across their own personal social media profiles, in addition to the company accounts so there’s also an element of online marketing and promotion thrown in too and they’re also sometimes included in content strategy and development meetings.

**CV Essentials:**

- Strong written communication skills
- Great eye for detail
- Previous copywriting experience (can be own personal blog)
- Passion for writing
- Strong proof-reading skills
- Knowledge of the wider digital marketing industry, particularly SEO
User Experience Design

What Is It?

With UX design, as you might have guessed, the focus is very much a visitor’s experience with the system - this can include graphics, the design, usability elements and information architecture. In basic terms, user experience design jobs deal with the journey a customer takes when they land on your website. UX design is concerned with how easy it is for visitors to find products on your site and then how easy it is to make a purchase - it's all about the journey they take and their experience on that journey.

Confusing? It can be, especially when you throw in things like user-interface and usability, but while the former concentrate on the physical interaction between a user and a system, user experience is focused solely on how a user feels about using a system e.g. easy, confusing, convoluted etc. It's a UX designer's job to make the journey as easy and seamless as possible - the idea being the more seamless the journey, the better experience a user will have and the more likely they'll be to make a purchase.

Every single website, whether mobile or desktop, has some element of UX design - from how the page and overall site is structured to how easy it is to find your shopping basket and check out, it's all been influenced by key UX principles. So how does UX design work? It's actually much more complicated than you think - from qualitative and quantitative customer research to using prototyping software tools like Omnigraffle and Axure, UX designers use a host of tricks and tools to work out how a visitor feels about using a website and to track the journey they take once they land on the site. When it comes to UX design, it's all to do with user flows, interactive prototypes, wireframes of new and amended customer journeys and user interaction models - in other words, UX design is pretty complex!

CV Essentials:

- Strong visual design skills
- Strong portfolio
- Good working knowledge of programs like Photoshop and InDesign
- Good understanding of cognitive behaviour and UX design
- Knowledge of prototyping software tools like Visio, Axure Pro and Omnigraffle
- Strong track record of holding usability tests and analysing and reporting results
The Digital Industry – Key Job Sectors

**eCommerce**

**What Is It?**

If you hadn’t already noticed, eCommerce is big business right now. Sometimes referred to as Electronic Commerce (to give it its full title), eCommerce is the buying and selling of products or services over electronic systems - more often than not, the internet. Now, as you can imagine, the eCommerce industry is pretty huge. From digital sales to merchandising and online retail, anything which refers to buying and selling products over the World Wide Web falls under the eCommerce umbrella - and, as you can imagine, with the introduction of things like mCommerce and social commerce, the sector is getting bigger by the day!

Now, when it comes to eCommerce, there are two main channel systems; Pure-Click and Brick and Click. Firstly, Pure Click refers to companies that only have an online presence i.e. they don’t have a physical bricks-and-mortar store. Their website and online selling channels are their only platforms for making money so they have to work hard on things like SEO and online marketing to raise their profile. Then there’s Brick and Click channel systems - unlike Pure Click retailers, these retailers have an existing business and have added a website to gain eCommerce leads and business - they have multiple distribution channels and so, multiple ways to make money.

When it comes to jobs in the eCommerce industry, it can be hard to know where to start because the industry is so diverse. Think about it; the eCommerce sector relates to any job which is involved in making money and buying or selling products over the internet so even things like sales, media planning, buying and merchandising are included. From managing a brand’s complete eCommerce strategy to managing individual eCommerce projects and analysing a business’ eCommerce strategy and performance, there are shed-loads of roles within this particular niche of the industry and - like I said before - with things like smartphones and tablets, new jobs are being created in things like multi-channel and omni-channel merchandising with every week that passes. The best bit? eCommerce isn’t going anywhere any time soon. From buying flights to comparing energy tariffs and booking holidays, consumers complete the majority of their transactions online these days so eCommerce careers look set to run and run.

**CV Essentials:**

- Depends on the role!
Mobile Applications Development

What Is It?

Thanks to great innovations from the likes of Apple, Microsoft, Samsung and Blackberry and the likes of 3G and now 4G internet, it's now easier than ever to find the information we need on the move so it's no surprise that the mobile development industry is booming. From optimising their websites for mobile devices to creating useful, innovative apps, brands are becoming more and more determined to engage with the "mobile generation" on the device of their choice - this means the demand for talented mobile app developers is currently at an all-time high.

So, what exactly do apps developers do? Well, have you ever tried to browse a website on your phone only to find it doesn't work or the functionality is awful? That's because the site hasn't been optimised for mobile devices - and this is where iOS and Android developers come in! They work across the Android, iOS (Apple) and even Symbian (Samsung) operating systems, creating a "mobile-friendly" version of the website that can operate efficiently across multiple mobile devices.

From using CSS for the layout to ensure maximum compatibility to avoiding using unnecessary graphics that will slow down load speed and ensuring buttons are no smaller than 30-40 pixels in size, mobile developers know all the tricks of the trade to ensure your mobile site works brilliantly for your visitors and they can find the information they're looking for quickly and easily while they're browsing on the move. In addition to optimising sites for mobiles, application developers are also required to create mobile applications for a range of clients and brands. It's a mobile apps developer's job to come up with something new, unique and exciting that will be downloaded and utilised by mobile users all around the world.

CV Essentials:

- iOS, Android, Windows Phone coding experience
- Front end development experience
- Good working knowledge of PHP, Java, HTML5, CSS3 and C#
- Experience with Agile methodologies
- Degree in Coding or Computer Science
- App published in online store can be a bonus
Project/Programme Management

What Is It?

When it comes to project management, it's pretty self explanatory - it's the process of managing a project to ensure it achieves specific set goals. Organising, planning, motivating, controlling - you name it; it's all involved in project management. With project management, the project is normally a temporary endeavour with a defined beginning and end which is undertaken to achieve specific goals and objectives.

Now at this point we should probably point out that project management is the not the easiest job in the digital industry. Why? Because there are so many challenges a project manager has to overcome on a daily basis - and let's not forget the pressure they're under! From making sure the project gets completed on time, to the right quality and to budget to ensuring all teams are working as effectively and efficiently as possible, project management can be extremely stressful so if you're not good at dealing with conflict or stress, you might want to reconsider a digital project management career.

From managing app development projects for clients to overseeing a new site build and conducting testing projects, digital project managers have a varied role and, although the job can be challenging, it can also be extremely rewarding too, especially when all the goals are met, the project is completed and the client is happy.

When it comes to project management, particularly in the digital sector, there are a number of different approaches a project manager can take - the right one will depend on the type of project and the intended outcome and goals. First up, there's the waterfall model (aka the traditional approach). This approach consists of five developmental components – and is all to do with completing one series of tasks after another in a linear sequence, while Agile project management is all to do with human collaboration and is probably the most popular approach used in the digital industry.

CV Essentials:

- Strong time/people management/communication skills
- Experience with the full software development process (QA testing, implementation etc)
- Experience with Agile methodologies (SCRUM)
- Prince2 qualification can be a bonus
Content Management/Production

What Is It?

From blogs and reviews to landing pages, videos and email campaigns, online content managers are responsible for managing, creating and publishing lots of different forms of content that will engage with a company’s target audience. Thought content managers just manage the content once it's published online? Think again! Content managers are involved in the whole content lifecycle - from inception and design through to planning, publication, promotion and beyond - which means they have an extremely varied and often challenging job.

What’s more, they also usually have to manage an in-house team of copywriters, video producers, email marketing executives and web designers, in addition to a team of external writers and producers so they have to constantly 'spin the plates' to ensure deadlines are hit and content is produced and published to the set timeline.

Hmm, so content managers just manage people and the content that's coming on the site, then? Well, yes and no. In basic terms, that is what they do but they're also highly involved in the website development process and creating a content strategy across the brand and website that will help companies to strike a chord with their visitors.

Thanks to the recent Google Panda algorithm update, it's now more important than ever to create high quality, relevant, informative and useful content across every part of a brand’s website so content managers also have to take things like SEO, keywords and semantics into account when creating and editing copy, alongside typical things like spelling, grammar and punctuation. What’s more, they also have to make sure the brand message and values are carried across every piece of content (be it text, video, images, infographics etc.) and are responsible for every part of the content marketing process.

CV Essentials:

- Strong copywriting skills
- Knowledge of the wider digital marketing industry eg. SEO, PPC etc
- Knowledge of popular CMS systems like WordPress, Drupal
- Knowledge of HTML/CSS
- English, Journalism, Media, Humanities degrees
Affiliate/Direct Marketing

What Is It?

The concept of affiliate marketing is pretty simple - it's a type of performance-based marketing in which a business rewards one or more affiliates for each customer or sale brought about by the affiliate’s own marketing efforts. From eCommerce stores to service providers, thousands of businesses utilise affiliate marketing each year to increase their visibility and boost their potential customer base.

When it comes to eCommerce affiliate marketing, the main site owner usually provides the affiliates with a feed of their products, which the affiliate can then use on their own websites to try to encourage visitors to click through to the main site owner's site. The affiliate then gets paid a set fee for each visitor that it refers to the main site or for each visitor that completes a purchase/completes an action - it all depends on the affiliate agreement that’s in place between the two parties.

Direct marketing allows businesses to communicate directly with their customers through techniques like text messaging, emails, online ads and outdoor advertising. With direct marketing, it’s all about getting specific brand messages to the right customers and making every message personal using customer data.

Popular direct marketing techniques include addressing the recipient by name and tweaking the message so it syncs with their past activity and behaviour. Direct marketing is popular with businesses of all shapes and sizes and is a great way to drive traffic and increase ROI if a clear call to action is identified and promoted.

CV Essentials:

- Strong analytical and reporting skills
- Strong client-facing/communication skills
- Good working knowledge of popular affiliate marketing and direct marketing techniques
- Knowledge of the wider digital marketing industry
- Maths, Economics, Business Studies degrees
eGaming & Games Development

What Is It?

The popularity of eGaming means there are lots of online gaming jobs available at the moment - and not just in the UK! Thanks to beneficial tax regimes and regulatory support, countries like Gibraltar and Malta are brimming with iGaming jobs from big names like Betfair, bwin.party, Ladbrokes and William Hill so they're definitely worth considering if you're serious about an eGaming career. When it comes to online gaming jobs themselves, games design and development are just the tip of the iceberg.

From games app designers to games testers and quality assurance experts, the industry is extremely diverse which means that whatever your area of interest, you're bound to find something to tickle your fancy in the sector. If you take on a games developer job you'll be responsible for writing and developing robust code, editing the codebase and responding to feature requests to ensure the game is up to scratch, while you'll be responsible for the look and feel of the game and creating stunning graphics, characters and landscapes if you take on a games designer job.

CV Essentials:

- Good working knowledge of HTML, CSS, C#, .NET
- Experience working in an Agile environment
- Computer Science, Games Development, Games Design degrees
- Working knowledge of programs like InDesign, Photoshop, Fireworks
- Knowledge of game structures and social game mechanics
- Experience working with Oracle, Flash, Java and automated testing tools
The Digital Industry – Key Job Sectors

**Insights**

**What Is It?**

Customer Insights is all to do with collecting, deploying and interpreting customer information that allows a business to acquire, develop and retain customers. In simple terms, it's all about collecting lots of digital data and working through it to learn more about consumer buying behaviour - and then using this information to make informed business decisions. Basically, it's all about learning what your customers want now and what they'll want in the future - it's a bit like gazing into a crystal ball... but with lots of qualified and substantiated data to help!

In addition to collecting and analysing customer data, Insights Managers are also required to make informed business suggestions and normally work with solution experts to ensure the right strategy and solution is implemented based on their findings. At the end of the day, it's up to Consumer Insights employees to make data-based suggestions and improvements to help meet a set goal - whether that's to increase visitor levels, profitability or conversion rates.

Just like Customer Relationship Management, with Insights the focus is all on understanding customers and visitors better so businesses can in turn provide a better service and/or shopping experience which should, in theory, stop customers from looking elsewhere. From customer surveys and polls to web analytics and affiliates, Insights executives collect and utilise data from a range of sources which means they're normally the busy bees of any digital agency - it's the who, what, why, where and when elements of the customer journey and buying experience that Consumer Insight jobs are concerned with, alongside the interaction and intersection points and analysis.

**CV Essentials:**

- Experience working with business intelligence systems and web analytics programs eg. Google Analytics
- Passion for data
- Demonstrable experience of applying customer insight to business and marketing strategies
- Strong analytical/reporting skills
- Natural problem solver
- Knowledge of HTML, CSS, JavaScript, internet architecture and database structures
Digital & Display Advertising

What Is It?

In simple terms, display advertising refers to a type of advertising that can contain text, logos and moving images and which is placed in another location to promote a company. From billboards and posters to text messages and fliers, they all fall under the "display advertising" umbrella, however it's online display advertising that we're really passionate about here at Bubble.

With online advertising, display adverts are placed on another publisher's website to help promote your website. Now, we've all seen display adverts like this - whether it's a small banner ad down the side of your Facebook timeline or the skyscraper banner on our very own home page, display and digital advertisements can take many different forms but they all have one aim in common - to increase brand visibility and tempt visitors to click through to a website/specific page.

Just like other forms of online advertising such as PPC, display advertising can be costly, however it can be extremely effective, especially when it comes to retargeting customers who have already spent time on your website but failed to make a purchase. Behavioural retargeting in display advertising is all to do with those annoying cookie banners you keep seeing at the top of websites and is actually pretty clever - it tags visitors with a pixel or cookie and then serves banner ads to them when they visit another site - the idea being that the visitor has already shown an interest in your product so is already considering a purchase.

CV Essentials:

- Knowledge of key elements of display technology eg. agency-publisher ecosystems and digital optimisation techniques
- Competency with ad serving platforms
- Experience with web analytics and biddable media platforms
- Good understanding of tracking technologies
- Wider understanding of digital marketing, SEO and affiliate marketing
- Working knowledge of HTML and Microsoft Excel
**PPC Jobs**

**What Is It?**

Pay-per-click advertising is easily one of the quickest and easiest ways to drive traffic to a website. It actually couldn't be simpler in theory - a website owner pays a publisher (usually a search engine or other website) a set fee every time someone clicks through to their site from an advert on their site. When using PPC on search engines like Google and Bing, advertisers 'bid' on a set of targeted keywords relevant to their business or industry - the more competitive the term, the more they'll have to pay every time someone clicks on their advert.

PPC adverts are normally located to the top and/or right-hand side of the natural 'organic' search results and normally tend to be labelled as 'sponsored' results so searchers can differentiate them from the organic results.

The idea behind PPC advertising is pretty simple; however the actual strategy and execution involved can be quite complicated because there are lots of things to consider. From setting a budget for a keyword set to working out what to actually put in the concise advert (which can make all the difference when it comes to click-through), a lot of time and effort needs to go into any PPC campaign to make it a success.

This means that rather than carrying out the campaigns themselves, a lot of companies choose to employ the expertise of specialist online marketing and PPC agencies to run them on their behalf. Similarly, big online brands tend to have their own in-house PPC executive teams to monitor and tweak their PPC campaigns on a daily basis.

**CV Essentials:**

- Strong numerical skills
- Good understanding of the premise of PPC marketing
- Strong copywriting/project management skills
- Google Adwords qualification
- Maths, Economics, Science degrees
- Wider knowledge of the digital marketing industry
The Digital Industry – Key Job Sectors

**eCRM & CRM**

**What Is It?**

CRM or Customer Relationship Management is all to do with managing a brand’s interactions and communications with past, current or future customers. From customer service to analytics and sales force automation, there are loads of different elements of CRM jobs but the main focus is on nurturing current customer relationships and trying to attract and hang on to new customers.

In essence, the aim is to reduce business costs and increase profitably by improving customer satisfaction and loyalty - it's all to do with looking at the available data and using it to keep customers happy, content and, most importantly, loyal! From social media data and tracking mouse clicks via analytics to managing customer requests and tracking campaigns across multiple channels, CRM can get pretty complicated, particularly when you throw in the ‘big data’ that’s getting generated every day, however it’s definitely worth implementing as it can help to improve customer sales and dramatically increase brand image.

Think about it; if a company has lots of data about each customer, they can make informed and effective decisions on how best to market to that particular customer - just like direct marketing, personalisation is key!

With more data about each customer available than ever before, it makes sense that more and more businesses are implementing CRM and eCRM strategies into their business model in a bid to increase their bottom line. In simple terms, CRM helps to reduce the distance between customers and the brands they’re buying from - brands know more about their customers and the customers receive better, more personalised deals in return.

**CV Essentials:**

- Previous CRM experience
- Experience working across multi-channel campaigns
- Knowledge of loyalty and retention methods
- Strong understanding of merchandising strategies and operations
- Strong communication/customer service skills
The Digital Industry – Key Job Sectors

Media

What Is It?

When it comes to media jobs, you’re spoilt for choice. From media planning and buying to new media jobs in things like IPTV, VoD and digital media, media jobs are some of the most diverse in the industry so whatever your strengths and experiences, you’re bound to find something that tickles your fancy in media.

First up, we’re going to talk about new media jobs in things like Video on Demand and IPTV. Thanks to things like BBC iPlayer and 4OD, video on demand and playback TV is now bigger than ever - and it’s only going to go from strength to strength as technology becomes more advanced and gadgets become smaller and more compact - this makes it a great area of new media to move into if you’re looking for a career that will last the test of time in the digital industry.

Although media planning and media buying are very closely related, it’s worth pointing out that there is actually a difference between the two. Media planning, as the name suggests, is all to do with planning media campaigns (usually advertising) for a host of big name clients. From analysing individual channels and platforms to assessing the target audience - their spending habits, behaviour and consumption habits - it’s all part and parcel of a media planner’s job.

Usually working for a media agency, media planners have to consider things like which is the best platform to use for each individual client based on their needs, how frequently the campaign should run, how much money should be spent on each medium and how many potential members of the target audience the campaign will reach on each channel.

While media planning is concerned with the planning and strategy elements of media advertising campaigns, media buying is all to do with the processes of buying and acquiring the advertising slots and contracts on each individual platform. From radio ads to skyscraper banner adverts on individual websites, media buyers are required to buy advertising space on the best advertising platforms for each campaign (usually recommended by the media planner) so great negotiation and communication skills are essential.

With media buying, it’s all about getting the best ad space at the best price - cost and placement are key! In addition to taking on recommendations from the media planners, there’s also an element of research that media buyers
The Digital Industry – Key Job Sectors

have to do in terms of target audience demographics, advertising targets and available platforms - at the end of the day it's all about the ROI media buyers can provide for each individual client.

CV Essentials:

- Strong negotiation/communication skills
- Strong knowledge of the digital/press market
- Strong organisation skills
- Excellent analytical/reporting skills
- Business Studies degree
Buying & Merchandising

What Is It?

One of the largest and fastest growing areas within the eCommerce sector has to be buying and merchandising. Now, merchandisers and buyers have very different roles but they both have one aim - to source and secure the best product lines for their customers and maximise profit for the business. In the simplest of terms, merchandising refers to any practice which contributes to the sale of products to retail customers.

From the range of products on sale to the display of these products in a retail environment, merchandising covers it all; however visual merchandising focuses very much on how a product is displayed within a sales environment. The idea is simple - the more effectively a product is displayed, the more customers will be enticed to buy.

It's a merchandiser's job to find the optimal display, prices, promotions and packaging set-up for each product or product-range within a store and ensure it is effectively implemented. In addition to helping with the physical display side of things, merchandisers are also required to ensure products appear in the right store at the right time so have to work closely with buying teams to accurately forecast trends and plan stock levels.

Working in close conjunction with merchandisers, buyers are responsible for sourcing and securing product lines to sell in retail and eCommerce stores, based on recommendations and instructions from the merchandiser. In simple terms, buyers purchase finished goods for resale for another business. From market trends to brand values, buyers have lots of things to think about when sourcing new merchandise and it's also their job to review existing product lines to ensure they fit in with current trends and future forecasts.

CV Essentials:

- Business Studies degree – or degree associated with industry eg. fashion
- Strong B2C/B2B merchandising experience
- Strong project/time management skills
- Great eye for detail
- Strong communication/negotiation skills
- Excellent knowledge of the chosen market
Sales & Business Development

What Is It?

Sales and business development jobs are effectively the driving force behind any business. At the end of the day, no matter what industry, business is all about making money, forming relationships and generating revenue - and that's where sales and business development teams come in.

Business development & sales professionals are the socialites of the digital industry - there to flog their wares, talk the talk and convince others to part with their hard-earned money - as you can imagine, with the current economy, this is often easier said than done! With business development, the clue's in the name - it's all to do with developing the business, seeking out new opportunities for expansion, finding new directions to take the business in and generally just making sure the business is making money, rather than losing it! Business development can also involve meeting clients, supporting the account management teams and helping to build business strategies with the senior management teams.

When it comes to digital sales, the motto is: "sell, sell, sell" - it's all to do with making profits, earning valuable commission and, most importantly, hitting deadlines. Depending on the type of business and the products/services that are for sale, digital sales executives are responsible for making B2B (business to business) or B2C (business to consumer) calls to people they've probably never spoken to before (aka cold calling) to try and make a sale. Unlike other jobs in the digital sector, digital sales teams normally have a fairly high turnover of staff and tend to employ new team members on a weekly basis. Why? Because it can be really hard to meet the deadlines set and the industry is extremely cut-throat - it's simple, if you don't make the deadlines, you're out!

CV Essentials:

- Outgoing personality
- Driven and able to hit targets
- Team player
- Strong sales/negotiation skills
- Experience in a sales/retail environment
Web Analytics

What Is It?

If you didn't already know, web analytics is all to do with measuring, collecting, analysing and reporting on internet data to understand and optimise web usage. When it comes to websites, there's loads of data available. From where a visitor comes from (direct, search engine or referral traffic) to what journey they take on the website, there's lots of information available from every visitor which can be analysed to work out how the website can be improved to boost conversion rate.

When it comes to web analytics, there are two main categories; online and offline. Online web analytics refer to the activity on your own website - landing page conversions, visitor journey, site KPIs; in effect, online web analytics measure the performance of a website in a commercial context. Offline web analytics on the other hand refer to the activity regarding your website in the online sphere - it's things like social shares, mentions, "share of voice" and a website's potential target audience.

Just to point out; while web analytics usually relates to the traffic and visitor behaviour on one particular website, it can also be used to measure the effectiveness of online advertising campaigns, affiliate programs and online marketing efforts. When it comes to web analytics, it goes without saying that employees need to use a range of tools, techniques and data sources to analyse performance, gauge traffic and identify popular trends - remember, just like insights, it's about using the available data to spot future trends and marketing opportunities. First up; there are heat maps. Used to assess which part of the page gets the most attention, heat maps can also help with UX design and are great for assessing where important information should be placed on a page. Then there's something called session replay which lets you track a user's journey on your website in terms of mouse clicks and movements and form entry. Last but not least there are complex analytics tools like Google Analytics which can be used to gauge traffic, monitor landing page performance and conduct A/B testing.

CV Essentials:

- Experience with major analytics platforms eg. SiteCatalyst, Google Analytics
- Strong presentation/reporting/analytical skills
- Natural problem-solver
Web Security

What Is It?

Due to the nature of the internet, users are required to exchange information over an unsecured channel which leaves them at risk from malicious attacks from hackers or malware that's looking to gain access to their confidential information - this is where internet security is required. From browser security to network security, the internet security sector is pretty diverse but all niches have one aim in common - to protect users and systems from bugs, hacks, fraud, intrusion and malicious attacks over the internet. Now, as you can imagine, there are hundreds of different variations when it comes to malicious software and viruses but there are a few main types web security professionals need to be on the look-out for, the main one being malware.

From Trojan horses that pretend to be harmless so they'll be downloaded onto a computer to things like replicating worms, spyware and viruses; they all come under the malware umbrella along with scary Botnets that turn your computer into a zombie and use it to commit malicious acts. Alongside malware, anyone working in the internet security industry also has to be clued up on things like denial-of-service attacks and buffer overflow attacks.

CV Essentials:

- Solid understanding of IDS, IPS, Content Filtering, Email Security
- Experience of designing, testing and implementing security platforms
- Excellent understanding of routing protocols, proxy servers and VLAN technologies
- Web Security, Computer Science degree
Test & QA

What Is It?

As their names suggest, IT test jobs and QA jobs are concerned with testing a product, program or system to ensure it meets quality standards, is bug-free and works efficiently. IT testers conduct investigations to validate and verify that a computer program or application meets the outlined requirements, works as expected, has no implementation issues and satisfies the needs of the stakeholders.

During their investigations, they're looking for bugs, errors, defects or any other failures that might affect the performance of the software which can then be rectified before the product launch. Now, most people think that IT testing usually occurs at the end of the development process but this isn't always the case, particularly when developers are working with Agile methodologies. Key tasks in an IT tester's job can include managing and executing test cases, preparing and implementing automated test functions and conducting exploratory testing.

Quality assurance jobs are very much linked to IT test jobs in that a lot of testing is involved to ensure the product in question meets strict quality criteria - it's all to do with carrying out activities to ensure quality requirements for a product are fulfilled. When it comes to QA jobs in the digital sector, the main focus is on testing the quality of a particular piece of software, app or program - it's all about ensuring cross-platform compatibility, flawless implementation and longevity. When it comes to software QA, engineers can use many different methods but they usually all tend to conform to one or more standards or models such as ISO 9000 or CMMI respectively.

CV Essentials:

- Good understanding of test processes
- Commercial knowledge of testing software like Selenium
- Experience and knowledge of Agile testing processes
- Familiar with defect tracking tools like Jira
- Experience of performance and security testing methods
- Working knowledge of tools like CloudTestLife and IBM AppScan
The Digital Industry – Key Job Sectors

Business Intelligence and Analytics

What Is It?

Business intelligence and data analytics are all to do with collecting, maintaining and organising a business's data and analysing it to help the business make better decisions and identify new opportunities. Business intelligence technology provides historical, current and predictive views of operations which can help to support business decisions so BI systems are sometimes referred to as decision support systems.

Normally business intelligence employees use technology, processes and applications to analyse internal, structured data and competitor activity, with a view to developing focused and effective future campaigns. With business intelligence, it's all about turning raw data into meaningful data which can be used to improve the way the business performs in the future - a bit like insights, except insights is all to do with online data, while business intelligence relates to any data that relates to the business and its performance.

With data analytics, it's all about inspecting, cleaning and transforming data, including quantitative data, categorical data and qualitative data, and then highlighting useful information and suggesting recommendations based on findings. From data mining to data cleaning and integration, there are lots of different methods, processes and techniques involved in data analytics but there's always a focus on making sure the data and measurements are of the right quality, context, stability and characteristics.

CV Essentials:

- Familiar with a range of business analysis techniques
- Good working knowledge of streamline processes like error-proofing and process cycle time reduction
- Experience working in an Agile/SCRUM environment
- Strong reporting/analytical skills
- Computer Science, Maths, Economics, Science degrees
- Good working knowledge of tools like Double Click, Site Analyst and Omniture
- Knowledge of customer experience monitoring tools like Tealeaf
**Consulting & Strategy**

**What Is It?**

IT consultants work in partnership with a range of clients, advising them on the best technology, programs, software and processes to use to meet their objectives and increase efficiency. Usually working on a freelance basis, IT consultants are the social butterflies of the IT industry, flitting from one client to another and offering expert, in-depth advice to solve their problems. But that’s not all; as well as acting as a wise guru and offering up advice, consultants can also be involved in the deployment and implementation of new IT systems on behalf of the business and can help to oversee new changes.

Now, some businesses already have IT technicians and software engineers employed in their business but choose to hire IT consultants for a set period of time to get an unbiased and objective opinion - this is usually known as outsourcing. Similarly, businesses may bring in specialist IT consultants that are knowledgeable about a particular type of IT or computing that the business is looking to implement or branch into.

In addition to offering advice on physical components like desktop PCs and printers, IT consultants can also address important things like the networks that are being used across the business, information and online security, software, programs, systems and documentation. When it comes to daily activities, IT consultants are a bit like project managers in that they support and nurture the business from the beginning of the project until the end, making sure it’s completed to budget and to a set deadline.

Of course, the nature of IT consulting means the process isn’t always smooth - sometimes the business might have miscalculated the true cost of the project or the scope or size of a project, which means the role of an IT consultant can be extremely stressful and challenging - but it can also be extremely rewarding too!

**CV Essentials:**

- Computer Science degree
- Good knowledge of databases and web frameworks
- Consultative/professional services experience
- Strong “people”/communication skills
Product Management

What Is It?

A bit like an interim between the product development and marketing teams, product managers are responsible for the planning, forecasting or marketing of a product at all stages within the product life-cycle. Now, when it comes to launching a new product on the market, product managers play a big role.

From researching and analysing market conditions to defining the features and specifications of a new product, product managers do it all and they also help to formulate the marketing strategy for the launch - in essence, they’re responsible for anything that’s related to the strategy side of things when it comes to new product development and launches. When the time comes to launch a new product, product managers have to research the target audience and market conditions and make suggestions based on their findings to ensure the product is A. needed and B. wanted - it’s their job to find gaps in the market and business opportunities.

In most instances, product managers will feed information into the product development team and then, once the product has been developed and all parties are happy, will feed back to the marketing teams to brief them on things like key selling points, functionality and product restrictions (if there are any!). From product branding and positioning to customer feedback and monitoring the competition, product managers really are involved in every aspect of their product’s life-cycle - they "own" the product.

When it comes to online product management, rather than physical products that you can hold, things like websites and apps are normally the main focus. When it comes to digital product management, it’s all about developing, managing and evolving platform product sets, managing all aspects of product introduction and providing the primary commercial interface to technology partners - in essence, managing sites, services and systems is the name of the game.

CV Essentials:

- Knowledge of user experience design, multi-channel retailing and new technology
- Experience working in an Agile environment
- Strong “people”/communication skills
The Digital Industry – Key Job Sectors

Web Development

What Is It?

It’s safe to say that since its humble origins, the web development industry has come a long way. Today it’s one of the biggest (and most diverse) areas within the digital industry and employs hundreds of thousands of talented programmers and developers, not just in the UK, but all around the world. And no one can accuse the web development industry of being dull. From the excitingly named Flash and Ruby on Rails to the more old-school things like HTML, Java, SQL and PHP, web development languages are extremely diverse - and with new ones being created every week, there’s no chance of getting bored.

So, apart from working with cool-sounding things like Python, Perl, .Net and UNIX, what do web developers actually do? Well, like we said before, web development jobs are extremely varied. From building back-end customer databases with things like SQL and MySQL to creating RSS and XML feeds and creating amazing all-singing, all-dancing websites with CSS, Java and HTML, web developers do it all - and they also get to create exciting mobile apps and deal with complicated server and network issues too! Like the sound of web developer employment? You’ll be glad to hear the industry is going from strength to strength thanks to the online revolution so web development jobs are always up for grabs.

CV Essentials:

- Proficient in programming languages such as C#, Ruby, Java
- Familiar with Windows, iOS, Linux, Unix and Ubuntu operating systems
- Familiar with CMS systems like WordPress and Drupal
- Experience working with Agile/SCRUM methodologies
- Great team player
- Strong working knowledge of HTML5, CSS3 and Flash
Database Administration and Systems Engineering

What Is It?

Database administration jobs are all to do with installing, configuring, upgrading, administrating and maintaining databases within an organisation. From developing and designing original databases to improving database performance, set-up and capacity, you'll do it all in a database administrator job and you'll also be responsible for ensuring databases are secure and free from bugs and viruses at all times.

With this type of role, employees are responsible for ensuring data remains consistent in a database, data is clearly defined and systems and users can access data at all times. Key responsibilities in a database administration job include ensuring the back-end organisation of the data and the front-end accessibility for end-users is up to scratch, ensuring storage and back-up recovery procedures are in place and working effectively and monitoring performance and parameters to provide fast query responses to front-end users.

Systems engineering focuses on how complex engineering projects, usually relating to the web and online, should be designed and managed over the course of their life-cycles. With web engineering, it's all about taking a systemic, disciplined and quantifiable approach towards the successful development of web-based systems and applications. The focus is on using advanced technologies to create, test, design, analyse and implement successful web applications, using things like Java, ASP.NET and MVC frameworks. Systems analysis and design, human-computer interaction, software engineering, information indexing and retrieval, user interface and testing - you name it, they're all part and parcel of web and systems engineering jobs so needless to say systems engineers need to be extremely technical and knowledgeable in a range of areas, including things like development, networking and cross-platform functionality.

CV Essentials:

- Strong working knowledge of Oracle, SQL and MySQL
- Knowledge of PHP, Python, Ruby, Java, ASP.NET and MVC frameworks
- Knowledge of data layouts
- Experience in transporting data between databases and servers
- Good working knowledge of Windows and the Linux stack
- Strong understanding of web application architecture such as TCP/IP and HTTP
UI & User Interface Design & Development

What Is It?

Although user interface and usability design can seem pretty complicated, the idea is pretty simple - first up, UI design is all to do with how a user interacts with a system. From mobile phones to washing machines, user interface design isn't just limited to websites and computers, however it's web-based user interface design that we really care about here at Bubble. With web-based user interface design, the focus is very much on human-machine interaction - how a visitor interacts and performs processes on a website.

Whether the website is an eCommerce store, information provider or blog, the main aim is to provide users with an easy-to-use, efficient user interface that lets them perform their chosen action quickly and easily. From adding products to a basket to checking out, it's all part and parcel of UI design - it's answering questions like how easy is it for the user to perform the action? Is the journey an obvious one? Could the user interface be more efficient? With user interface design jobs, the focus is on the information presented to a visitor and the control sequence (ie. mouse clicks and journey) the user has to take in order to perform a certain action.

While UI design focuses on how a user interacts with a system, usability design focuses on the effectiveness and ease of the interaction itself. The ISO sums it up brilliantly - in their words, usability is "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use." If usability design wasn't complex enough, it can also refer to the overall usability of a website i.e. load speed, appearance and overall design so usability designers usually have a pretty varied job! While UI design and usability careers are fundamentally different, they're pretty similar in nature and both incorporate psychology and ergonomics so they tend to be grouped together when it comes to jobs.

CV Essentials:

- Good working knowledge of all UI, usability, user-centric design and UX principles
- Strong overall understanding of web technologies and techniques
- Good understanding of UI design for mobile and tablet – and cross-browser and platform compatibility
Digital Jobs of the Future: 5 Key Growth Areas

What:
Content Management & Production

Why:
Historical SEO techniques such as link building on a mass scale just don’t work anymore thanks to numerous Google updates. As a direct result; more and more brands are starting to invest heavily in web and digital content in a bid to engage with users and impress Google and other search engines, with the hope they’ll be rewarded with high rankings.

The kind of content a Content Manager would be expected to control would be web copy, blogs, articles, videos, imagery, banners – and even offline marketing material such as press releases and flyers.

Who:
Just recently we’ve seen a huge increase in demand from public sector clients, such as councils, charities and higher education facilities, alongside more commercial retail clients such as Arcadia (Topshop, Dorothy Perkins etc.) and House of Fraser for candidates in this area.

Looking to the future, we expect this trend to continue – and we also expect demand to increase from digital agencies for both Copywriters and Content Managers as they take a step back from offering SEO services for clients.

Related Roles:
Content Manager, Content Producer, Web Editor, eCommerce Manager, Digital Marketing Manager, Content Editor, Digital Producer

Related Degrees:
English, Journalism, Marketing, History, Geography, Media, Film Studies

Key Skills:
Strong written and verbal communication skills, Strong eye for detail, Good team management skills, Copywriting/commercial writing experience, HTML and CSS knowledge

More Information:
http://www.bubble-jobs.co.uk/vacancies/2/content-mgmt-and-production/jobs/
Digital Jobs of the Future: 5 Key Growth Areas

What:
Big Data & Analytics

Why:
Thanks to social media, digital marketing and the digital industry overall, companies now have access to more data about their existing customers and potential customers than ever before. But to benefit from this data and learn from it, they need talented analysts and data scientists who can study this data and produce valuable insights from it. The insights provided can then go on to affect how the company is run online, along with its customer retention, digital, eCommerce and digital marketing strategies.

And with more eCommerce and social media platforms and more analytics tracking tools coming onto the market every day, this sector is only set to grow and grow over the next five years.

Who:
Although any company that has an online presence will need to carry out some kind of analytics, it’s only the larger eCommerce and digital companies with the bigger budgets that seem to be investing heavily in this sector at the moment.

Over the last six months we’ve advertised roles in this sector from major brands like Clarks, Arcadia and House of Fraser, alongside a number of digital agencies and major technology consultancies such as Accenture and media outlets such as ITN.

Related Roles:
Big Data Scientist, Data Scientist, Analytics Manager, Insights Manager, Web Analyst, Business Analyst, Campaign Analyst, Web Analytics Manager

Related Degrees:
Maths, Economics, Physics, Chemistry, Business Studies, Psychology

Key Skills:
Numerical/analytical mindset, Strong reporting skills, Natural problem solver

More Information:
http://www.bubble-jobs.co.uk/vacancies/2/bus-intelligence-and-analytics/jobs
Digital Jobs of the Future: 5 Key Growth Areas

**What:**
Social Media & Community Management

**Why:**
Since the first major commercial social network exploded onto the scene in 2004, the way brands communicate online has changed dramatically. These days all brands need a strong and active presence on all the major social networks in order to engage with existing and potential customers and build their brand effectively online.

In addition to their presence on social networks, brands are also starting to care more about their reputation online across things like forums and review sites – which explain why the role of a Social Media Manager is now changing to become more of a Brand/Community Manager. With new social networks being launched every day and with brands launching their own forums and Live Chat features, the demand for talented Social Media and Community Managers is only set to rise.

**Who:**
Over the last six months or so, we’ve definitely seen a rise in demand for social media candidates from public sector organisations, such as charities like Shelter and Arthritis Research UK, alongside more commercial retail-based clients such as Diageo, New Look and House of Fraser – and even sporting organisations such as Manchester United.

**Related Roles:**
Social Media Manager, Social Media Executive, Brand Manager, Community Manager, Digital Marketing Manager, Digital Marketing Executive

**Related Degrees:**
English, Journalism, Marketing, History, Geography, Media, Film Studies

**Key Skills:**
Strong written and verbal communication skills, Strong eye for detail, Outgoing personality, Copywriting/commercial writing experience, Knowledge of the major social networks – preferably commercial experience

**More Information:**
http://www.bubble-jobs.co.uk/vacancies/2/social-media/jobs
Digital Jobs of the Future: 5 Key Growth Areas

What:
User Experience & User Interface Design

Why:
While an eye-catching, stylish website design has always been important, a lot of brands and digital businesses are now starting to realise that the experience a customer has on their website is just as important. A great user experience can mean the difference between a life-long customer and a missed sale, so it’s important for brands to get it right.

That said; a lot of brands are now starting to focus on user experience design and user interface design to ensure they deliver the best experience to their visitors.

Moving forwards, we expect to see the user experience niche boom as brands continue to invest in creating great, easy, effective user experiences that drive conversion to all customers, whether they’re using the mobile version, app or desktop version of the website on a laptop or smart phone.

Who:
In this niche, it seems to be more commercial brands that are investing in talent, rather than public sector organisations. In 2014, we’ve advertised major UX roles for key brands like TATE, Virgin Media, Ordnance Survey, Unibet, ITV and Three, to name but a few.

Related Roles:
UX Designer, User Experience Manager, Front End Developer, UI Designer, Journey Optimisation Manager, Interaction Designer

Related Degrees:
Graphic Design, Psychology, Human-Computer Interaction, Creative Design, Computer Science

Key Skills:
Good attention to detail, Analytical mindset, Creative flair, Critical thinking, analytical mindset, HTML & CSS knowledge

More Information:
http://www.bubble-jobs.co.uk/vacancies/2/ux-user-experience/jobs
Digital Jobs of the Future: 5 Key Growth Areas

What:
Mobile Apps Development & Design

Why:
Consumers are now addicted to their smart phones so it makes sense that they want to be able to access information and make purchases quickly and effectively. Brands know this and know that in order to appeal to customers and beat their competition they need to produce mobile-friendly sites and apps which are easy to navigate and use - which is why they’re investing heavily into their mobile strategies at the moment.

Brands are now willing to pay talented mobile developers and designers big salaries in return for amazing, user-friendly, super-effective apps and mobile sites which will make them stand out from the competition – and until our love affair with all things mobile ends, demand is only set to increase.

Who:
Booking.com, House of Fraser and lastminute.com are just a few of the major brands that have been investing heavily in mobile talent over the last 12 months or so.

Related Roles:
Mobile Apps Developer, iOS Developer, Android Developer, Blackberry Developer, Mobile Apps Designer, Application Developer

Related Degrees:
Computer Science, Web Development, IT, Software Engineering

Key Skills:
HTML, CSS, JavaScript, Published app in the App Store, Python, Strong team management skills, Great attention to detail

More Information:
http://www.bubble-jobs.co.uk/vacancies/2/mobile-apps-development/jobs
How Can You Raise Your Profile Online?

In addition to the obvious CVs, there are lots of different ways and different platforms you can use to raise their profile online.

LinkedIn

LinkedIn is a bit of a hybrid platform for networking and jobs. You can create an online profile which can essentially act as your online CV. Your profile can be found by potential employers/recruiters based in the details you enter – who can then contact you if they have a job they think you might be interested in – so you need to ensure these details are correct. In addition to work history, you can also list key skills – which can help to make your profile more visible to recruiters.

On LinkedIn you can ‘connect’ with other members who you may already know – or who you may not know but you’d like to connect with based on their profession/position – this allows you to build up a network of contacts who may have employment opportunities in the future. Connecting with someone also allows you to see their status updates which can include company news and new opportunities.

You can also update your status on LinkedIn e.g. say you’re looking for a new position – which will then get shared with your contacts – and you can also follow companies which allows you to stay up to date with their latest company news and any job opportunities they might have.

LinkedIn also has its own jobs section – which is used by companies of all shapes and sizes.

This platform is used by a lot of HR and recruitment professionals – so it’s definitely worth having an account.

Twitter

On Twitter, you can create your own profile and share your own updates/content in 140 character updates. You can tweet these updates directly to other members and you can include hashtags to give your tweets more visibility eg. ‘London’, ‘eCommerce’.
How Can You Raise Your Profile Online?

You can also follow other companies/individuals to keep up to date with their news and updates – and reply directly to their tweets. This can help to raise your profile with these employers and your profile across an industry.

On Twitter, you can also get involved in pre-scheduled Twitter Chats e.g.#DigiJobsHour – which can also help to raise your profile with employers – and gain more understanding of a certain sector/topic.

Blog/Online portfolio/Github

A blog/online portfolio gives you the chance to demonstrate your key skills, knowledge and experience – and is essential for anyone that wants a career in copywriting, online marketing and graphic design. These platforms also give you the chance to raise your profile across an industry – and can help to demonstrate your skills to a third party/employer. For example; a blog can help to demonstrate experience and writing tone and style for an English/Marketing/Media graduate, while an online portfolio can help to demonstrate creative flair and any past projects a graphic designer has worked on.

GitHub is essential for any web developer. It acts as a bit of an online portfolio – and allows developers to upload their work. A GitHub account can help to raise your profile to prospective employer and their forum means you can chat directly with other developers who can provide help and advice on a particular aspect of web development.

Job Boards

In addition to being able to find and apply for the latest job vacancies within a sector, job boards also allow you to upload your CV – which can then be found by potential employers/recruiters searching the database – however, it’s worth remembering that not all job boards offer this service.

That said; it’s important to fill in your profile with as much detail as possible – as this improves your chances of being found by a potential employer for a relevant job.
How Can You Raise Your Profile Online?

**YouTube**

YouTube is a video hosting platform/social network which allows you to upload your own content. This could be a short video clip or a mini film. YouTube allows you to share your video content online – which can then be searched for and found by anyone on YouTube or Google – this can then help to raise your profile across the industry – and allows you to demonstrate your skills to potential employers.

On YouTube, you can also follow other companies and comment on other videos – which again, can help you to build a voice and raise your profile across a certain industry.

**Pinterest**

Pinterest is an image sharing platform which allows you to upload your own images. Graphic designers and artists can upload their own work – which can then get ‘pinned’ and shared by other users. This platform can help to raise your profile in the creative industry – as the more ‘pins’ your images get, the bigger reach they have.

On Pinterest you can also follow companies and individuals which can help you to stay on top of the latest products – and potentially any creative job opportunities within the company.

**Instagram**

Instagram is another photo sharing platform which is extremely popular with creatives and photographers. Instagram allows you to upload your own images – which can then be shared by others. This platform can again help to raise your profile within the creative industry – and gives you the chance to share your photos with potential employers.

On Instagram you can also follow companies and individuals to stay on top of their latest news – and you can also comment on images, which can again help to raise your profile within an industry.
How Can You Raise Your Profile Online?

**Google+**

Google+ is a bit of a mix between LinkedIn and Facebook. On this platform, you can create your own profile, share statuses and links to your own content and follow other companies/individuals.

On Google+, you can also comment on other people’s/company’s posts (which can help to build your voice/raise your profile) – and you can also join groups based around certain areas of interest eg. SEO. Just like LinkedIn, you can also start discussions and join in other discussions – which can again help to raise your profile within an industry.

On Google+, you can also get involved with Hangouts – which are online group video chats with certain individuals/employers. This can again help you to gain valuable knowledge/insight – and can help to raise your profile.

Although this platform is extremely popular with digital professionals in the US, its audience is still building in the UK.

**Facebook**

On Facebook you can ‘like’ company pages – which allows you to stay on top of their latest news and any job opportunities they might have and you can also make your profile visible to non-friends e.g. if you want recruiters to be able to view your profile. If you do this, it’s important to ‘clean up’ your profile to ensure no incriminating evidence is present and visible on your profile. Things to avoid include drunken pictures, inappropriate language and offensive content.

It’s worth mentioning that Facebook is probably the platform which is used least by recruiters/HR professionals because it’s quite private and people don’t tend to list a lot of information about their work history and profession on their profiles.
Top 10 Tips On Getting A Job In Digital

At Bubble, we come across people wanting to break into the digital industry on a daily basis. They want to be social media managers, copywriters, graphic designers and much more.

With that in mind, we’ve put together ten top tips for candidates on getting a job in digital – all of which are applicable to all students and graduates, regardless of your discipline.

1. Build An Online Presence

What is the first thing a prospective employer will do when they check out a CV? Most likely, Google you or check you out on LinkedIn!

Make sure that anyone who searches for you online is wowed by your online presence. There’s many ways you can do this: start a blog focusing on the particular digital sector you are hoping to get a job in, engage with industry professionals on social media and share interesting, insightful content, and – if you’re looking for more of a design-based job – set up an online portfolio to showcase your work.

The main platforms to consider include LinkedIn, Twitter, your own blog/online portfolio, GitHub, Google+, YouTube, Pinterest and Instagram.

2. Connect With Employers

The best way you can showcase your digital skills is to connect with employers via the medium you are proclaiming to be an expert on, especially if you want a social media job!

Connect with hiring managers on LinkedIn and engage with them about industry news, as well as possibly reaching out to them about a vacancy you have seen. Using this approach might set you apart from other candidates and will mean they’re more likely to remember you when it comes to sifting through hundreds of CVs.

3. Clean Your Digital Footprint

Following on from the previous two points, if you’re engaging with employers online, make sure there is nothing incriminating about you on the World Wide
Web. Things like this could include slagging off your old boss, dodgy pictures and abusive or violent language.

To avoid this, either delete the incriminating information, or tighten up your privacy settings so they can’t be seen by anyone outside your immediate network.

4. **Keep Up-To-Date With Industry News**

With an ever-changing and evolving industry like digital, it’s important to keep on top of the latest news and developments. If you are up-to-date, you can demonstrate this by sharing articles on social media, writing opinion pieces on your blog, and eventually showing off your knowledge in an interview.

Sites like Mashable, Moz, Social Media Examiner and Media Week are great sources of daily information about the goings-on in the world of digital.

5. **Make The Most Of Your Existing Skills**

Haven’t got any digital experience? Don’t worry! Chances are, you will have developed transferable skills in previous roles without even knowing it!

Have you worked in retail and promoted products and been at the forefront of customer services? These are the kinds of skills that can be used in digital marketing, account management and social media. These roles are very customer service-focused – just make sure you explain how these skills are transferable on your CV.

6. **Get As Much Experience As Possible**

This might sound contradictory to point four, but having digital experience can never hurt when you’re going for that first job. The more experience you can get the better!

Volunteer to take control of a friend or local business’s social media marketing or design their website, contact local digital agencies and ask if you can do a week’s work experience, or search for internships at bigger companies.
Top 10 Tips On Getting A Job In Digital

7. Develop Your Skillset

Having coding skills is a great way to get ahead of the competition in digital. Take an online course in HTML and CSS coding to add to your CV and give you that extra edge.

You can also take online Google Analytics or AdWords courses and gain certification in those, which can’t hurt. The more skills you have, the better chance you have of getting your perfect job!

8. Be Creative With Your CV

If, on your CV, you claim to have great design, copywriting or creative skills – show it off! Be unique and inventive with your CV to stand out and showcase your skills.

Long gone are the days when your CV had to be two pages long, on Microsoft Word and in Times New Roman!

9. Include Social Media Links On CV

If you’re going for a job in digital, you’re going to be very active on social media and have a professional presence on networks like LinkedIn and Twitter. Make the hiring manager’s job a lot easier by including these social media links on your CV – after all, it’s just another way to show off your skills!

10. Provide A Sensible E-mail Address

Finally, this is a point that really winds us up at Bubble. While I’m sure x_x_sexbabey2k_x_x@hotmail.com was the coolest e-mail in the world when you were 15, hiring managers won’t take you seriously and your CV will get swiftly launched into the “no” pile.

A simple name e-mail address is preferable. Also, if you have to create a new e-mail account for this, it’s actually really handy to have a dedicated job seeking address so you can keep all of your e-mails in one place!
How Do You Get Work Experience in The Digital Sector?

Unfortunately, there’s no secret formula for getting work experience in the digital sector. Due to the fast-paced nature of the industry, companies are extremely busy – so taking on a student or graduate for work experience is sometimes just not that viable.

That said; there are certain steps you can take when trying to secure work experience in the sector.

**Network**

Connect to companies via all available channels. Start following them on LinkedIn or Twitter and try and scope out hiring managers/managers of particular departments in the business and try and connect with them on LinkedIn. In your request, say you’re a massive fan of the company – and you’d love a chance to take on some work experience/contribute to the company if possible – remember, flattery goes a long way!

**Use Your Connections**

Don’t know anyone that works in the digital sector? What about your friends/family – do they have any connections? It’s all about using friends of friends to find a way into the sector. Think carefully about who you know – and who could make that all important introduction. Similarly, think about any companies you have connections to and who they might be able to refer you to.

**Try and Build a Relationship First**

Make yourself visible to the company before you contact them. Reply to tweets, comment on company blogs with insightful comments that show your knowledge, congratulate them on award wins etc. via Facebook. It’s all about trying to build a viable relationship before you reach out and ask for something. This way when you do contact them, you can say you regularly chat to their social media team or you regularly comment on their blog – and they’ll immediately know you’re not a stranger to their company. Chances are, they’ll then ask their social media or content team who’ll say you’re really nice and knowledgeable – and they might be tempted to give you a go.
How Do You Get Work Experience in The Digital Sector?

Contact When Hiring

On job adverts, a lot of companies will list a contact email address for the recruitment team – so keep an eye out for this and use it! The team will regularly check their inbox at a time like this – so your enquiry may be more likely to be seen.

Approach it like a Job Application

Digital companies receive lots of casual requests for work experience – so you need to show them you’re serious. Send in a copy of your CV (they’ll want it at the next stage anyway) and a tailored cover letter for their business. And send over any other material which is relevant e.g. blogs, online portfolios etc… It’s all about giving them enough information to take you seriously.

Make a Convincing Argument

Why should the company give you work experience over someone else? Think about what you can bring to their company – and why they’ll benefit from giving you work experience. If the company is super-busy, explain how you could lighten their load – and how you could help to make the company make extra money! Try and make a convincing argument in your cover letter so the company can’t say no!
5 Key Skills To Add To Digital CVs

At Bubble we advertise a range of digital vacancies from right across the sector; but while each role demands something different, there are a number of overlaps in terms of skills and knowledge that employers look for across a number of roles.

With that in mind; we’ve picked out the five key skills that it might be worth adding to your CV if you’re thinking about working in the digital sector.

1. Fluency In Another Language:

Whether it’s French, German, Spanish or even Mandarin, you’d be surprised at how many job adverts, in the digital sector in particular, call for fluency in another language. The reason? Lots of digital companies have operations not just in Europe but all over the world so they need their employees to be able to communicate with off-site teams with minimal fuss and hassle.

2. Coding Experience:

But what about if you don’t want a web developer job? Sorry, but that doesn’t mean you don’t need to have some kind of coding experience! From email marketing and UX design jobs to online content and CRM positions, there are lots of roles in the digital sector that require some prior knowledge and experience of things like HTML and CSS. Don’t know where to start? Well, there are loads of great free online resources out there like “W3 Schools” that can help.

3. Knowledge Of Online Marketing Concepts:

Think you only need to know about things like PPC and SEO if you’re going into an online marketing career? That’s not always the case. Online marketing concepts can affect all areas of the digital industry so whether you’re interested in a UX or usability career or a web development job, chances are, having existing online marketing knowledge and experience will definitely help!

4. A Good Understanding Of User Experience Concepts:

Now, we can see why you’d think knowledge of things like UX and usability might only be called for when applying for a vacancy in these respective niches but UX knowledge is also required for a range of other roles within the digital industry. Examples include web and front-end development and email marketing. In fact, even online content, insights and mobile apps
5 Key Skills To Add To Digital CVs

development positions call for some UX experience so it’s definitely worth getting clued up on the main concepts of user experience and customer journeys.

5. Web Analytics Experience:

Whilst Web Analytics is a whole job category in its own right, it doesn’t mean they’re these are the only positions that require web analytics knowledge. From obvious things like SEO and insights to more generic categories like eCommerce and social media, web analytics plays a role in bucket loads of jobs in the digital industry. We reckon it’s definitely worth getting familiar with popular analytics programs like Google Analytics and Omniture SiteCatalyst to start you off. Google even have free Google Analytics courses available for you to learn the basics!

At this point it’s worth mentioning that even if you don’t have any of these skills, it doesn’t mean you can’t get a job in the sector….far from it.

It really is all about passion, determination...and personality! Sometimes your personality will be what a brand’s looking for, (particularly if it’s a copywriting role or social media position).

Getting a job in the digital sector can also come down the skills you’ve already got under your belt. If you’re addicted to social media, have a talent for technical writing, have your own blog which has its own audience or if you’ve built websites or apps for your friends or family, you’ve definitely already got some of the key skills that employers are looking for in the digital sector.
Digital Job Applications – 5 Top Tips

Applying for jobs isn’t easy and the whole job application process can become a little daunting, (and confusing) with the sheer volume of information, tips, opinions and advice that’s available out there.

We understand this but we reckon that regardless of whether you’re applying for a digital job vacancy, internship, apprenticeship, or job in any industry then these top 5 generic tips should be on your “must-do” list.

1. **Tailor Your CV:**

   Yes, it may be boring and time consuming tailoring CVs – but it’s definitely worth it because it helps to convince an employer that you’re right for their vacancy. Carefully look at the role you’re applying for – and tweak your CV based on the skills employers ask for – if you have them that is!

   If you don’t want to tailor your CV every time you apply for a vacancy, create different CVs for the different types of jobs you’re applying for e.g. retail, bar work, digital – and then use the correct CV for each application.

   This way at least your CV will be tailored, in part, to the role you’re applying for.

2. **Create A Cover Letter – And Make It Unique!**

   If you have chance to send a cover letter in with your CV, the please do it. Cover letters are great for giving employers an insight into who you are as a candidate e.g. your personality – and why you applied for the role. They can also be great for explaining certain circumstances e.g. that you’re willing to relocate for the role, or travel as part of your job.

   Just as with CVs, it’s important to tailor a cover letter for each role – otherwise there’s no point in actually sending one, because it won’t give any insight into why you applied for that particular vacancy.

3. **Follow Instructions**

   It might sound silly but we see candidates every day failing to follow simple instructions on how to apply for a vacancy – so it’s important to carefully follow the instructions. Ensure you’ve included any attachments requested e.g. an
Digital Job Applications – 5 Top Tips

online portfolio to your application or examples of work – and ensure the application is sent before the closing date.

Bear in mind that it’s been known for employers to ask for very specific things as a way of testing whether you actually have that “attention to detail” you’ve listed as a skill on your CV.

4. Pre-empt The Employer’s Next Step

While it’s important to follow instructions, it’s also a good idea to take the initiative and pre-empt the employer’s next step. So for example, if you’re applying for a graphic design or copywriting job, and you’re not asked to send in your portfolio, why not send it anyway? It’s highly likely it’s something they’d ask for at the next step, so show some initiative and impress them with your pro-activity.

5. Take A Risk

If you want to stand out from the crowd, take a risk with your application. If you’re applying for a copywriting job, be creative with your cover letter and write it in a style/tone which matches the company brand – or if you’re applying for a design job, you could spend a few hours mocking up a new product design or website template which the company could use. Remember, it’s all about standing out from the crowd for all the right reasons!
Bubble Jobs:

Guide to the Digital Industry

For more information, please visit:

Bubble Jobs:

www.bubble-jobs.co.uk

Bubble Jobs Blog:

www.bubble-jobs.co.uk/blog

Digital Career Portal:

www.bubble-jobs.co.uk/career_portal

Digital Marketing Career Zone:

www.bubble-jobs.co.uk/digital_marketing

YouTube:

www.youtube.com/user/BubbleJobsTV