

# Digital

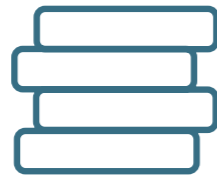
## What is the Digital Sector?

The digital sector is an extension of ICT and is extremely broad. It encompasses a diverse range of activities including telecoms, advertising, computer programming, broadcasting and more.



Average annual salary

**£43,108\***



Percentage of GM workforce working in this sector

**6.3%**

(86,000 employed)

Approximate number of GM employers

**11,000**



## Who might you work for?

- [Google](#)
- [Microsoft](#)
- [IBM](#)
- [Cisco](#)
- [GCHQ](#)
- [CDL](#)
- [AJ Bell](#)
- [Autotrader PLC](#)
- [TalkTalk Telecom Group Ltd](#)



- Self-driven
- Tenacity
- Collaboration
- Communication
- Personal organisation
- Willingness to train

## Workplace trends

- The COVID-19 pandemic has been a catalyst for digital transformation across all sectors driving increased demand for digital skills.
- Fast moving technology requires continual development of technical skills.
- Predominately a younger, white British workforce.
- Underrepresentation of females working in the sector.
- Employers are diversifying their workforce, and increasingly seeking soft skills.



## Roles that GM employers are currently recruiting for

- Software Developer / Engineer
- Web Developer
- Computer Support Specialist
- Computer Systems Engineer / Architect
- Cyber Security Engineer
- IT Project Manager
- Product Manager
- Information Security Engineer / Analyst
- Software QA Engineer / Tester
- Database Administrator
- Computer Programmer
- Systems Analyst
- Customer Services
- Sales

## Shortage and in demand roles

- Software Developers
- Software Delivery
- Data Analysts
- Operations Support
- Network Engineering
- Cloud Engineering
- Technical sales
- FinTech
- Digital Marketing and Creative Marketing
- Leadership and Management
- Information Governance

## What do I need to start my career?

Generally, no experience required for entry roles.

Specialist/technical roles such as software developers require a qualification / experience.

Technical roles: GM has many organisations offering programmes with guaranteed job interviews e.g., Northcoders, Code Nation, Manchester Digital.

Hands on experience, building a portfolio about what you have done in practice is important, not just what is studied.



## Types of qualifications

- NVQs, BTECs, Diplomas, Degrees.
- Many colleges and providers offer entry level (L1-2) Digital courses.
- L2-7 apprenticeships.
- Degrees in Computer Science and Digital.
- T Levels focus on digital.

## What does the future hold for this sector?

- With new online platforms replacing face to face transactions there are emerging needs around cyber and information security.
- This is particularly relevant in areas of network and cloud engineering.

Want to know more? - Search for [apprenticeships](#), or search for jobs on [itjobswatch](#) and [IT Job Board](#). For more information around salaries in this industry, [click here](#).

