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EMPLOYMENT OF THE FUTURE: A STUDY OF DIGITAL JOBS

Every person has their different opinion about digitalization and transition of life online. But right away, people working online in one way or another are more in demand on the labour market. The good news is that one can learn a new or related Internet profession at any age – the main thing is to match it properly with your skills and desires.

Today there is hardly a person who does not use the Internet and technology at all. People search for information on the Internet, pay for orders and services online, watch movies in online cinemas or videos on YouTube, and communicate via social networks and messengers. Companies are actively using digitalization and technology to automate manual and routine labor. This way they save on labour costs and increase productivity.

Candidates with skills in information technology, digital tools, and the ability to utilize them remotely are especially in demand. In fact, it is easy enough to master any profession in digital sphere – the main thing is to find an activity to your liking and choose the right online course. The advantage of online education is that the emphasis is on practice – you sharpen your skills on your own project, carry out practical tasks and add to your portfolio.

Global Digital Skills Index research from Salesforce [1] revealed a growing global digital skills crisis and the urgent need for action. The Index is based on over 23,000 workers in 19 countries reporting their readiness to acquire the key digital

skills needed by businesses today and over the next five years. The Index follows a Salesforce-commissioned study by leading research institute RAND Europe to examine the evidence associated with various aspects of the digital skills gap.

All the specialties in digital sphere can be divided into five main categories: marketing, business management, design, programming, and analytics. But, of course, they all overlap each other in one way or another. The most promising digital jobs are listed below.

A digital marketing manager is responsible for the way the company is presented on the Internet, and in general for the development of the business in the digital environment. His competencies include market and competitor research, development of company positioning, budget forecasting, analytics, definition of target audience, preparation and setup of advertising campaigns, evaluation of their effectiveness via web analytics services, creation of content strategy (texts, videos, illustrations), media planning and budget planning.

SMM (social media marketing) specialists are people who promote business in social networks, such as Instagram, Facebook, YouTube and so on. They have a good understanding of the audience, understand content and the nuances of different platforms. Their core tasks are to produce content for different social networks: photos, animations, texts, videos, etc., create a strategy for advertising campaigns and launch targeted advertising, draw an audience, introduce new tools to attract customers, work with bloggers, and launch affiliate advertising campaigns.

A copywriter / commercial editor writes texts for websites, social networks and email newsletters. The skills required for this profession are a large vocabulary and literacy, excellent text writing and editing skills, knowledge of the basic principles of SEO, SMM, content marketing, knowledge of the basics of layout and design of landing pages.

The main managing positions in companies from the business management category are a project manager and a product manager. They form the direction in

which the entire team working on a product or project will move. A project manager is actually the head of the team, who is responsible for the implementation of the project as a part of the work on the product. Their task is to draw up deadlines, budgets, resources for a particular task and make sure that the team meets those limitations. A product manager, in their turn, draws up a development strategy for the entire product. And their set of competencies is more considerable than the set of a project manager. They should be able to draw up a business plan, analyze the market and identify a potential client, know the tools of analytics and metrics, be able to make presentations and talk to investors, etc. [2]

In the design category jobs, graphic, product, web design and others should be considered. A graphic designer is a person who not only works with drawing tools, but also competently builds composition, knows the requirements of typography for print files, publications in social networks and websites, has information about the influence of colors on people. The sphere of this specialist is everything connected with graphics. This includes: visual communication like posters, advertising images for social networks, for outdoor advertising; corporate styles like logos, visual identity and so on.

A product designer is a person who must integrate three basic roles. The first is responsibility for the quality of the user experience. The second big area of influence is navigating the technological world to come up with technically optimal solutions to problems. The third is expertise related to the business of the digital product.

A web designer is the person who works on the appearance of a site. They choose which elements will be presented on a page and in what order they will be shown on users' monitors. The main responsibilities of a web designer are to create or update the appearance of a portal, create web layouts of the future site, work with key programming languages, etc.

The most highly paid specialists in the IT market are DevOps-engineers. This job is a hybrid of a developer and a system administrator, a person who is responsible

for ensuring that the software code is compiled without errors and is delivered functional to users. A data analyst collects raw data, analyzes it, and converts it into statistical models users can work with. Their main tools are descriptive statistics, mathematical analysis, a programming language for managing databases, and Python for creating scripts to process massive amounts of data.

To sum up, digital technologies have affected not only everyday life, education and consumption but also business strategies. They changed the rules of the game in the labour market and brought new professions – digital professions – to the top. Employees with high-level skills in information technology are wanted and are going to be much in demand over the next five years in marketing, business management, design, programming, and analytics.

References

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BLOCKCHAIN IN THE 21TH CENTURY

As is well known, blockchain is one of the most important discoveries of the 21st century in information technology. Its role is difficult to overestimate. But so far