Blu Digital

Jobs In Demand For 2021

Identify the jobs in demand across digital

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Condensed Talent Pool

The working world as we once knew it has changed dramatically in the wake of a world pandemic. As a result, there has been a lack of opportunities; leaving increased competition in a wide, yet condensed talent pool.

Although frustrations exist in the current job market, employers have begun to identify the skills that are currently in demand and seek candidates that match those skill-sets.

UK Employment Statistics

The UK unemployment rate has risen to 4.1%, encouraging calls for the government and industry to put digital skills at the heart of the UK's economic recovery. – Verdict

Adverts for job roles in technology and digital in the UK increased by 36% in June 2020, according to research by Tech Nation and the government's Digital Economy Council. – Computerweekly.com

Digital tech, which contributes £149 billion to the UK economy, currently employs 2.9 million people throughout the four countries, a 40% increase from 2017 and now accounting for 9% of the national workforce. (March 2020) - Information Age

Over 90,000 digital tech vacancies a week across the UK. – Tech Nation

Digital tech accounts for 9% of the workforce. – Tech Nation

Digital Skills In Demand

The Covid-19 pandemic changed the way businesses operate currently and possibly going forward.

As a result, employers are now seeking candidates with specific skill-sets and talents to maintain business operations. Realising there has now been a shift in the demand for digital skills, Microsoft launched their initiative in 2020, to help 25 million people around the world acquire digital skills.

Universities have also now been encouraged to do more to include digital education and prepare students for a 'digital future'. More UK leaders and members of the general public are eager to pick up digital skills.

In order for candidates to be well-equipped with the necessary skills, they must be aware of the range of jobs that are in demand in 2021. These include:

- Digital Marketing Specialists
- Graphic Designers
- Data Analysts
- Web Designers/Engineers
- IT professionals
- Video producers/editors
- Software developers

Digital Marketing Specialist

Digital Marketing Specialists will be highly sought after in 2021.

Before the pandemic, business that were operating without an online presence were able to conduct business comfortably. However, due to UK restrictions across offices and shops on the high-street, they now needed an alternative to keep business alive and retain customers. This resulted in creating an online presence.

In a global survey of over 35,000 consumers by Kantar during lockdown, results showed that only 8% felt brands should stop advertising during the pandemic. 78% of consumers felt that brands had a responsibility to help them in their daily lives – Innovation Visual

Transitioning to the digital field was now vital, and as a result, hiring digital marketing professionals has become a priority. Employers will be on the lookout for candidates that are highly skilled across digital marketing. Possessing a strategic and analytical mindset will help you stand out amongst the rest. As well as technical skills, softcore skills are also essential.

Working at most levels (from executive to director) candidates that wish to pursue a career in Digital Marketing can specialise in areas such as SEO, PPC, Analytics, Social Media.

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Graphic Designers

Graphic Designers could be well in-demand in 2021. Visual content was king across social media platforms and timelines in 2020, and that is set to continue in 2021. As there's an increase in campaigns and content across platforms across YouTube – businesses are on the lookout for awesome graphic designers. Consumers are spending more time online and want to be impressed.

59% of people prefer a beautifully designed website – red website design

75% of people base credibility by a website – red website design

94% of people won't trust an outdated website – red website design

If you have a passion for graphic design and have decent experience, your next opportunity could be lying in wait.

It's not just permanent opportunities that will be available, but contractors could also be the most sought after. Start-ups, entrepreneurs and those with independent businesses will be looking for someone to execute impressive graphics that will impress their audience and enhance the experience.

The most skilled graphic designers often have experience with tools such as Adobe Photoshop and Adobe InDesign.

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Data Analysts

As more consumers head to online channels to interact with brands, it becomes imperative to assess their behaviours and habits.

Consumer habits are vital towards marketing strategies. Being able to identify your audiences' habits, both online and offline, will play a crucial role towards knowing which campaigns are likely to bring back the best results.

2021 will be the year of recovery and driving efficiencies with automation and a better use of internal resources. It will not just be about collecting data, but rather about taking that data and putting it into action. – Nasdaq

By 2022, 85% of companies will have adopted big data and analytics technologies. WEF also found that 96% of companies were definitely planning or likely to plan to hire new permanent staff with relevant skills to fill future big data analytics related roles. – quanthub

As companies begin to realise the importance of data, highly-skilled and proficient analysts will be high in demand.

If you wish to pursue and succeed in such a position, you will need to be familiar with the necessary tools. There are tools such as Google analytics, SimilwarWeb, SEMrush; as well as others.

Social Media Managers

Platforms such as TikTok, were a revelation during the middle of 2020. As the UK found different ways to keep occupied and entertained, TikTok became the go-to platform. As a result, various brands have utilised the platform within their marketing strategies.

TikTok just passed the one billion mark for app installations on the App Store and Google Play worldwide. – Wishpond

Roughly 42% of Twitter users are on the platform daily. - Omnicore

Consumers also began conducting their shopping activity online. As more consumers are spending more of their time on social media, platforms such as Facebook and Instagram have added shopping functions, enabling users to shop directly from their favourite retailers.

Businesses that have had to make a swift transition to digital and online may be on the lookout for social media managers to maintain their online presence. Social media managers will be creating intriguing posts and new ideas, while designing a strategy and connecting with followers to maintain a good relationship.

If you're ambitious, creative, a good storyteller with the ability to connect with an audience, then you could be the social media whiz employers are seeking!

Flexible Skills

You not only bring value to a business with one specific skill-set, but those who possess more than one skill could prove to be very beneficial to businesses during difficult times.

The number of senior leaders who reported skills shortages within their organisations has not changed much over the past three years, with three in five reporting that they are still not able to access the skills they require. – Training Zone

There may be times where you are collaborating with another department through a project, or due to a lack of staff. Being versatile will ensure that you can work effectively in all departments and environments, making you the 'ideal' employee.

For example those that specialise in marketing, could also have previous HR experience. Those that specialise in Ecommerce, could also have effective administration skills, which will come in very handy.

While the pandemic has brought a lot of disruption, it's also forced a lot of businesses to take action; from improving or launching digital services, to allowing flexible working (remote) and implementing digital structures to allow people to work from home and remain productive.

Web Engineers/Designers

Web Designers have been on the rise since in the last few years; and there have been various platforms introduced to help build websites. As Ecommerce business' have faced increased traffic and activity since the beginning of the Covid-19 pandemic, the tendency of malfunctions on websites have become common. Providing the best service and experience for consumers is the number one priority. However it's not only the service that businesses take credibility from, but also the design of the website.

94% of first impressions relate to your site's web design – WebFX

75% of website credibility comes from design - WebFX

Businesses that did not feel the need to have an online presence prior to the pandemic, have been somewhat forced to adapt a digital strategy suitable to keep business operations in-check.

Web Designers will be in high demand as entrepreneurs, start-ups and organisations in general look to enhance their user interfaces and ensure website functionality is up to speed. Developing this in-demand skill could help you land your next role.

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IT Professionals

IT has even accelerated improvements in HR software solutions, significantly easing the scheduling and tracking of human resources and jobs.

As organisations have gained access to information communication technologies in various forms, this has opened up exciting new possibilities for how office work can be effectively carried out. For example, it has assisted greatly in smoothing communications between managers and staffers.

Those working in IT would have faced a very busy time in 2020; due to the increased number of people working from home. Ensuring that systems are operating as usual and data is protected, would have been on the priority list for IT professionals. Access to systems and data from home has made all businesses prone to cyberattacks.

Remote-work seems to be the immediate future for many businesses; with the future of traditional office work unknown, businesses will be on the lookout for top IT professionals to secure business systems and keep them running smoothly.

Video Producers/Editors

Video content is arguably one of the most effective pieces of content to engage audiences across not only social media platforms, but also websites.

82% of Twitter users watch video content on Twitter. – Twitter

4x as many shoppers would rather watch a video about a product than read about it. – Animoto

Video editing is as popular as ever nowadays and there is a huge demand for video editors. As businesses look for more ways to engage an intrigued audience, you can be sure that video content will be high on the priority list.

Businesses will be on the lookout for talented video editors to produce amazing videos! There is no doubt that the popularity of video content is at an all-time high at the moment and companies will be looking to take advantage of that in 2021 and beyond.

If you edit videos as a hobby, then this is a great way for you to build your skillset and portfolio.

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Software Developers

Applications are being built on a daily basis; as the scale of digital engagement grows. Those with software development skills will be required in order to help businesses build applications to aid business procedures and maintain a steady presence online.

Just like website testers, software developers will be in high demand this year as users look to stay engaged with businesses through a variety of digital methods. Ensuring that functionality and compatibility is of the highest quality, will be a priority in 2021 and beyond.

The market size of the Software Development industry in the UK increased faster than the Information and Communication sector overall. – IBISWorld

The market size of the Software Development industry is expected to increase 2.8% in 2021. – IBISWorld

As remote work looks like it's here to stay, workplace flexibility will come as an advantage to workers. Software development has become a significant aspect of business today and developers have become an asset to businesses to help enterprises innovate, evolve, and grow.

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