

# EVOLVING OCCUPATIONS AND SKILLS IN A DIGITAL AGE

In this report, we explore how jobs and skills are evolving in the era of digitalisation across Australia and New Zealand

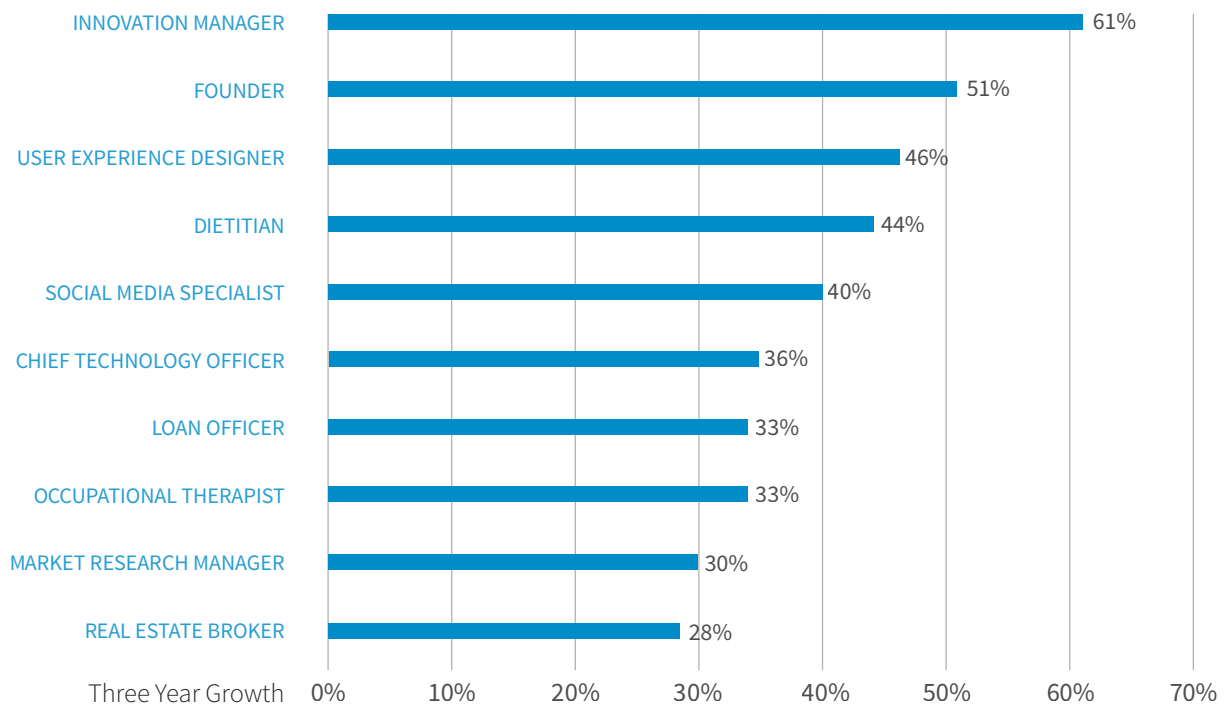
## **THE RISE OF DIGITAL OCCUPATIONS**

The scale of digitalisation has exploded in the past decade. From taking consumer experiences mobile to automating warehouse operations, there are countless instances of processes going digital. This trend is perhaps best characterised by the growth of digital occupations – after all, human capital is a key building block of an economy.

## **THE FASTEST GROWING OCCUPATIONS IN AUSTRALIA AND NEW ZEALAND**

Digging into the network of over 9 million LinkedIn profiles in Australia and New Zealand, we derived a list of occupations that experienced high growth in the past three years. Not surprisingly, the top three are digital roles.

FIGURE 1: FASTEST GROWING OCCUPATIONS IN ANZ



Source: LinkedIn (Dec '13 – Dec '16)<sup>1</sup>

As companies of all sizes look to innovation for success, **Innovation Managers** lead this list – typically, this is through digitalisation efforts. **Founders** come in at number two, highlighting the boom in the start-up scene in Australia and New Zealand. This is largely centred around the technology sector, but is also prevalent in small, ambitious businesses starting to disrupt more traditional sectors through innovation, such as fin-tech and agri-tech.

**User Experience Designers** are a close third, as this has become key to product strategies and consumer outreach, as businesses seek to understand shifting customer needs and engagement models. It is also worth noting that User Experience (UX) is not a skill confined to UX designers; professionals with UX skills include software developers, creative/web designers, advertising specialists, marketers and product managers too. Similarly, **Market Research Managers** have also seen a huge increase as businesses seek to understand their customers with greater nuance than ever before.

The rise of the **Chief Technology Officer (CTO)** underscores the significance digital innovation is playing in businesses. As a role, **Social Media Specialists** barely existed five years ago – now, there are over 8,500 of these professionals in Australia and New Zealand.

We're also seeing other trends in this top ten. With a red-hot property sector in Australia and New Zealand in the last three years, the growth of Loan Officers and Real Estate Brokers should be no surprise.

<sup>1</sup>To calculate trending skills, we looked at the number of members who added a skill in the period of Oct'16 - Mar'17, divided by the number of members with the skill on Oct'16.

## EVOLVING COMPETENCIES WITHIN INDUSTRIES

Looking at the growth of digital roles is only a part of the puzzle if we want to understand how business models and functions are transforming. The kind of digital competencies that are building up over time in companies is another important piece of the puzzle. A good proxy is to look at which skills are growing fast on the profiles of professionals in different industries.<sup>2</sup>

For this article, we take a deeper look at two non-tech industries that are undergoing massive digital transformations – [Marketing & Advertising](#) and [Banking & Finance](#).

### MARKETING & ADVERTISING

Brands are increasingly connecting to consumers on digital channels, and this is reflected in the skill sets of professionals in the Marketing & Advertising industry. Among the ten most common skills they possess, half of them are related to digital and social media marketing:

#### SEO/SEM

Topping the fast-growing skills list is Search Engine Optimisation/Marketing, which is an ever-changing expertise, due to search engines constantly evolving and competitors changing tactics. This skill is in high demand, too – 10% of the 1,000+ marketing/advertising jobs on LinkedIn have listed SEO/SEM in the job description.

#### SOCIAL MEDIA OPTIMISATION (SMO)

This is a burgeoning field within the agencies, as social media networks start to offer significant marketing ROI, offsetting more traditional advertising channels.

#### PAY PER CLICK (PPC) MARKETING

The PPC landscape saw several enhancements in the past few years, and continues to play a vital role in helping advertisers drive more traffic, leads and conversions.

#### PROGRAMMATIC ADVERTISING

This has hit the mainstream recently, and is gaining traction amidst the larger trend of marketing automation. Widely tipped to be the future of advertising, given the huge benefit of targeting efficiency, the number of marketers listing this skill on their profile has grown by over 50% in the past six months alone.

<sup>2</sup> Job data is based on LinkedIn.com as of 30 March.

## BANKING & FINANCE

The pressure on this sector to modernise, digitise and compete with start ups has pushed some of Australia and New Zealand's biggest banks to build significant technology capabilities.

### **DATA ENGINEERING**

In the Big Data era, it's no surprise to see this become one of the fastest growing skills in the sector. Banks are rapidly seeing the significance in their data and looking at extracting maximum value from it – from better understanding their customers spending habits, to directly monetising spend data with third party partners, and even better measuring and predicting risk within their businesses.

### **DATA VISUALISATION**

This has stood out as the fastest growing skill in the business intelligence category. In a data world, financial institutions are increasingly using data for a range of activities such as monitoring risks with interactive dashboards or improving decision making with real time information available to the entire organisation.

### **MACHINE LEARNING**

This is also trending up fast, with a wide range of applications from automated recommendations for product engineering, assessment of credit worthiness, to risk management and fraud analytics, among others.

### **DESIGN THINKING**

Design Thinking is trending as a key tool for organisations in the sector. The aim is to pre-empt their customer's needs and provide solutions and products that will re-define how their customers interact and think about banking and financial services.

## A COUNTRY-WIDE EMBRACE OF AI, CLOUD, DATA, DESIGN AND MOBILE

Marketing & Advertising and Banking & Finance are just two examples amongst multiple sectors where going digital is essential for long-term success. We did a similar analysis of fast-growing skills at a country level to understand trends that may be applicable to multiple industries.

This is a list of digital skills that have grown by 10% or more in the past half year among profiles of members based in Australia and New Zealand:

### FAST GROWING DIGITAL SKILLS IN ANZ

Web Content Writing	.NET Framework
Computer-Aided Design (CAD)	Internet Protocol (IP)
Cascading Style Sheets (CSS)	Healthcare Information Technology
SEO/SEM	Wireless Technologies
Service-Oriented Architecture	Software Development Life Cycle
Software as a Service (SaaS)	Adobe Photoshop
Geographic Information Systems	React.js
Extract, Transform, Load (ETL)	Front-end Development
Voice over IP (VoIP)	Data Science
Programmable Logic Controller	Tableau

## WHAT DOES THIS MEAN FOR BUSINESSES?

The rapid pace of transformation has left numerous companies struggling to keep up, yet digitisation is happening at an even faster pace. Companies need to embrace this trend and seriously consider what it means to be in, or out. One thing is for sure - digital skills are not confined to the tech sector, and no industry is immune to the sweeping tide of digitisation.

## WHAT ROLE DOES THE RECRUITMENT INDUSTRY PLAY?

Agencies are vital in helping businesses navigate the uncertainties and changing talent landscape that is critical for success. Agencies that can partner with organisations to help craft strategies to find, attract and hire the right talent will ultimately be successful, but they need to go beyond simply recruitment to be truly successful. Agencies need to be at the forefront of understanding digital talent, how and where disruption occurs, and how it can be best navigated to help build organisations for digital success.

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This is part of the ANZ Insights series that aims to uncover important trends by leveraging LinkedIn data.

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social and regional culture, as well as overall site availability and accessibility. These variances were not accounted for in the analysis.



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## ABOUT LINKEDIN TALENT SOLUTIONS

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, attract and engage the best talent.

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