

# EVOLVING OCCUPATIONS AND SKILLS IN A DIGITAL AGE

In this report, we explore how jobs and skills are evolving in the era of digitalization in India

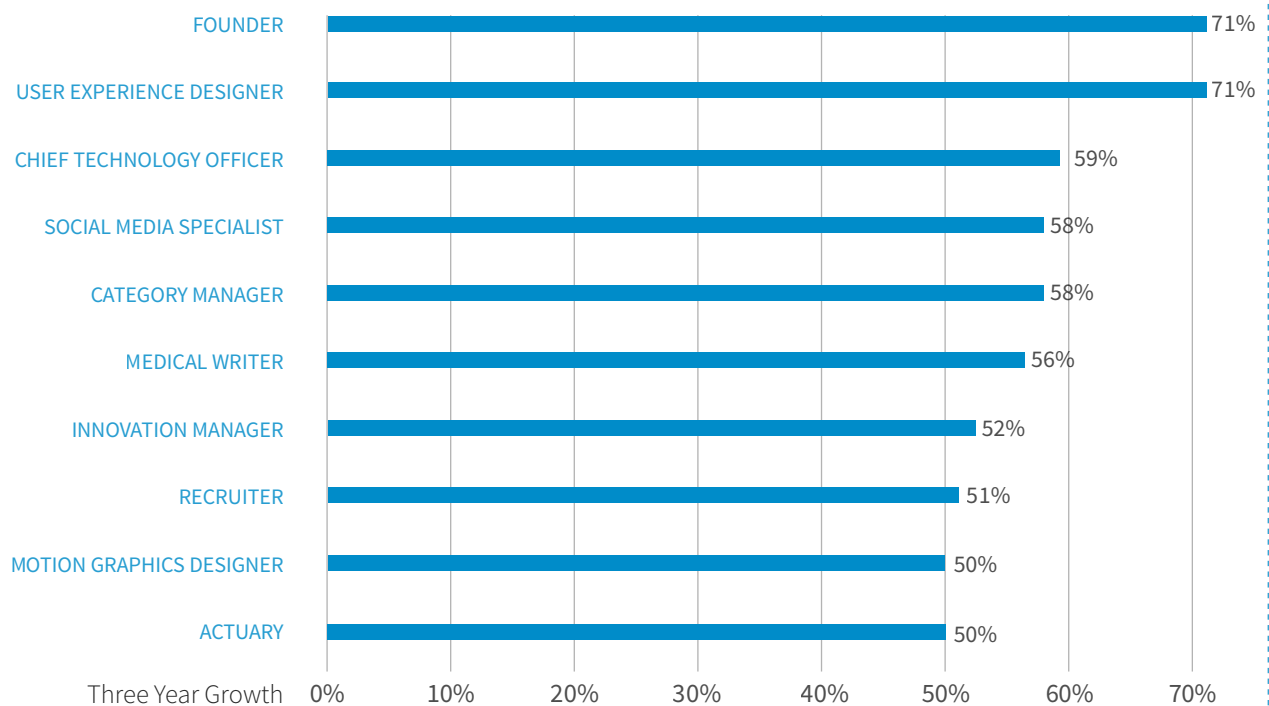
## **THE RISE OF DIGITAL OCCUPATIONS**

The rate of digitalisation has exploded in the past decade. From taking consumer experiences mobile to automating warehousing operations, there are countless examples of industries, jobs, and processes going digital. This trend is perhaps best characterized by the growth of digital occupations – after all, human capital is the building block of any economy.

## **THE FASTEST GROWING OCCUPATIONS IN INDIA**

Digging into the network of over 39 million professionals with LinkedIn profiles in India, we derived a list of occupations that experienced hyper-growth in the past three years. Not surprisingly, the top three are digital roles.

FIGURE 1: FASTEST GROWING OCCUPATIONS IN INDIA



Source: LinkedIn

**Founders** come in as the fastest-growing occupation in India, underlining the boom in the country's start-up scene. This is largely centred around the technology sector, but is also prevalent in small, ambitious businesses starting to disrupt more traditional sectors through innovation.

**User Experience Designers** are close behind in second place, as this role 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.

**The rise of the Chief Technology Officer (CTO)** underscores the significance digital innovation is playing in businesses. **Social Media Specialists** is a role that barely existed at all five years ago, but there are now over 10,500 of these professionals in India.

## EVOLVING COMPETENCIES WITHIN INDUSTRIES

However, 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>1</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 Optimization/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<sup>2</sup> on LinkedIn have listed SEO/SEM in the job description.

#### SOCIAL MEDIA OPTIMIZATION (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

Third on the list is PPC Marketing. The PPC landscape saw several changes in the past few years, and continues to play a vital role in helping advertisers drive more traffic, leads and conversions.

#### GRAPHICAL DESIGN

Graphic Design related technology skills are growing quickly in the industry in India, with creative professionals becoming more sought-after.

<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.

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

## BANKING & FINANCE

India's banking sector over the last 5-7 years in particular has seen keen investment in technology strategies to address everything from enhancing customer experience to identifying and mitigating risk.

### **VISUAL BASIC FOR APPLICATIONS (VBA)**

With the constant push towards automating processes and daily tasks, VBA maintains its vast popularity as the fastest growing digital skill in this sector. This is also a reminder that digitalization is not just about mobile apps and software engineering; VBA is widely used in several non-tech functions such as investment banking, risk management and back office operation.

### **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 monetizing spend data with third party partners, and even better measuring and predicting risk within their businesses.

### **DATA SCIENCE**

Data Science is also trending upwards fast, providing data driven processes that allow automated recommendations for product engineering, risk management, credit worthiness and fraud analytics, amongst other applications.

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

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 India:

### FAST GROWING DIGITAL SKILLS IN INDIA

Object-Oriented Programming	JavaServer Pages (JSP)
Java Database Connectivity	SQL Server Integration Services
Team Foundation Server (TFS)	Internet Information Services (IIS)
Representational State Transfer	SQL Server Reporting Services
Job Control Language (JCL)	Microsoft Azure
Visual Basic .NET (VB.NET)	Web Content Writing
SAP Materials Management	Dynamic Host Configuration Protocol
Software Testing Life Cycle (STLC)	Extract, Transform, Load (ETL)
Visual Basic for Applications (VBA)	HP QuickTest Professional (QTP)
Language Integrated Query (LINQ)	Cascading Style Sheets (CSS)

A few key trends stood out: web programming skills are constantly evolving, and we see some programming languages becoming more popular than others. On the data side, we see an uptick in business intelligence tools, statistical skills, database management skills and machine learning.

## WHAT DOES THIS MEAN FOR BUSINESSES?

The rapid pace of transformation has left numerous companies struggling to keep up, yet digitalization 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; more than 50 industries have members with machine learning skills, for example.

## 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 organizations to help craft strategies to find, attract and hire the right talent will ultimately be successful, but they need to go beyond simply recruitment. Agencies need to be at the forefront of understanding digital talent, and how and where disruption occurs, as well as how it can be best navigated to help build organizations for digital success.

---

This is part of the India 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.



## ABOUT THE AUTHOR

### Josh Coulson

Senior Insights Manager  
LinkedIn Talent Solutions

Josh leads the APAC LinkedIn Talent Solutions Insights team. Partnering with the LinkedIn sales team, Josh and his team work closely with LinkedIn's largest customers in the APAC region, solving problems by providing data driven insights.

## ABOUT LINKEDIN TALENT SOLUTIONS

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

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 million members worldwide, LinkedIn is the world's largest professional network.

Contact us to get in touch with a LinkedIn Talent Solutions specialist.



Subscribe to our blog



See our videos on Youtube



Check out our SlideShare



Follow us on Twitter



Connect with us on LinkedIn