Linked in

2020 Emerging Jobs Report India

About The Report

Over 62 million people in India have a LinkedIn profile and as they network, they create billions of touchpoints. As this enormous living and breathing data set evolves in real time, it creates powerful insights that organisations can use as they plan the future of their workforce.

LinkedIn has crunched its unique data set to establish the fastest growing jobs in the Indian talent market. These emerging jobs have seen tremendous growth over the past five years, they're not necessarily brand new roles though. An emerging job may have grown out of a more traditional job, or it may be a completely new job that has been created to address business needs. There may not be a large pool of talent that holds this job yet, but the large, sustained year-over-year growth of professionals being hired signals a long term-trend.

India's emergence as a global economic power has long been associated with tech, so it is not surprising to see this clearly reflected in this year's top emerging jobs. Compared with other economies, demand in the Indian employment market is still geared heavily towards hard tech skills. Having said that, the the growth in the tech sector has also increased demand for talent that is responsible for growing the business by utilising digital technologies.

2020 Job Trends

Technology continues to dominate the emerging job market.

According to a McKinsey report, India is the second fastest digitising economy in the world.[1] The same report expects that by 2025, India's tech sector will deliver $1 trillion in economic value and sustain up to 65 million jobs. Bengaluru is frequently touted as the new Silicon Valley, powering India to becoming the third largest start-up hub in the world, according to a report by Nasscom-Zinnov.[2] You can see this trend reflected in the emerging jobs list with majority of jobs being tech-orinted.

India's tech skills will need increasing support from the human touch.

India's status as a global tech powerhouse—and generator of hard tech talent skills—is well established. But what we now see as well, is the emergence of jobs reflecting the human side of tech. Roles like customer success specialist indicate an addition to India's tech job market. Professionals in this role use human skills like relationship management combined with deep understanding of the client's needs to drive utilisation for their products and thus success for the customer.
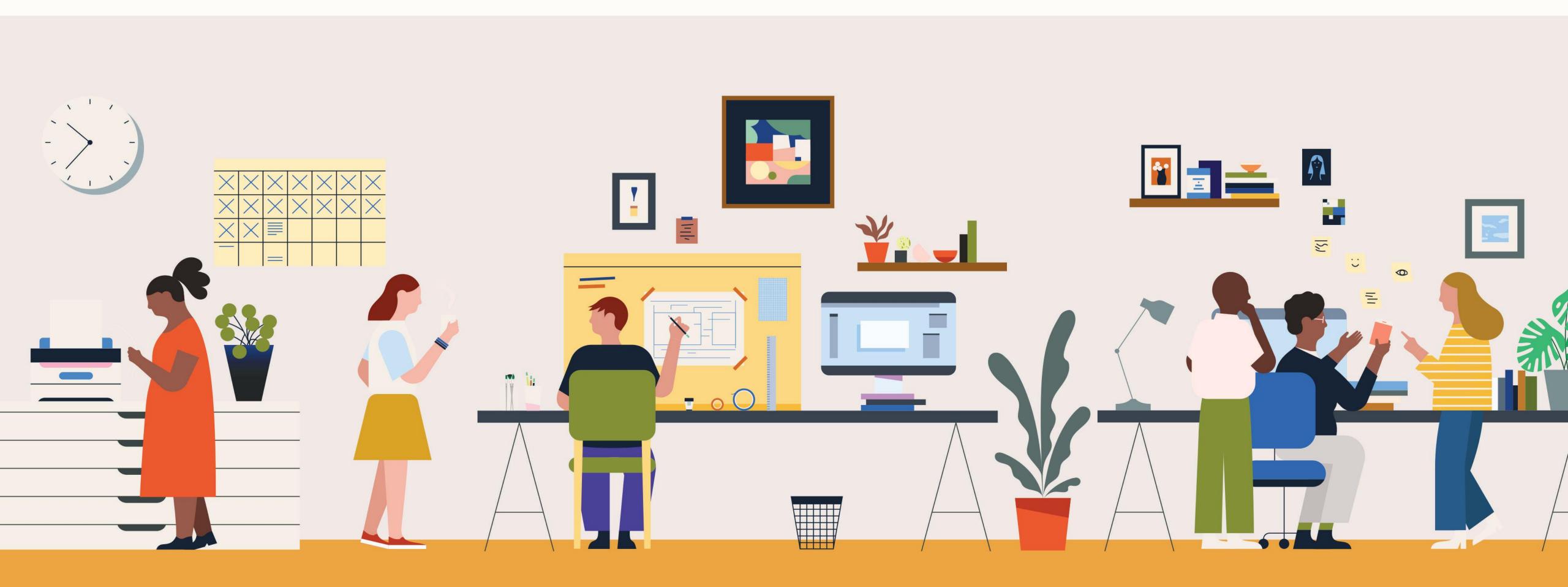
2020 Job Trends

Businesses digitising economy-wide are driving talent demand.

Throughout the emerging jobs list we see roles that demonstrate how businesses across the Indian economy are adapting to digital demands. The rise of digital marketing specialists, lead generation specialists, and growth managers reveal that Indian businesses are focusing on rapid growth and scale.

Blockchain developer bursts through.

As per National Association of Software and Services Companies (NASSCOM) and Avasant Blockchain report 2019, enterprises across all key industries are identifying applications of blockchain.[3] Though the BFSI (banking, financial services and insurance) sector has seen the highest adoption, application across healthcare, retail and logistics is also accelerating. This has led to the surge in demand for blockchain developers.

The top 15 emerging jobs

#1

Blockchain Developer

They develop and optimise blockchain protocols and design the architecture of blockchain systems. Blockchain developers are needed to help build products and services associated with technology, like contracts and apps.

What you need to know:
India is now sixth in the world when it comes to blockchain patents, according to HardFork.[4] The National Association of Software and Services Companies (NASSCOM) and Avasant Blockchain report 2019 found that while India's public sector is a large consumer of the technology, enterprises in BFSI and Healthcare are also gearing up.[5]

Top industries:
Information Technology and Services, Computer Software, Internet, Financial Services, Hospital & Healthcare

Skills you need:
Hyperledger, Solidity, Node.js, Smart Contract

Top LinkedIn Learning courses:
Learning Full-Stack JavaScript Development: MongoDB, Node, and React; Learning Go; Python for Data Science Essential Training; Code Clinic: Go

Where the jobs are:
Bengaluru, New Delhi, Hyderabad

#2

Artificial Intelligence Specialist

Artificial Intelligence specialists work on getting machines to learn. This means machines don't just retain information and automate processes, but actually perceive the environment and take autonomous action to achieve goals. This is the #1 emerging job in the US.

What you need to know:
Artificial Intelligence and Machine Learning have both become synonymous with innovation, and our data shows that's more than just buzz. A PWC survey of Indian businesses found that 74 percent believed AI will improve economic growth, cyber security, global health and education.[6]

Top industries:
Information Technology and Services, Computer Software, Internet, Research, Education Management

Skills you need:
Machine Learning, Deep Learning, TensorFlow, Python (Programming Language), Natural Language Processing (NLP)

Top LinkedIn Learning courses:
Python for Data Science Essential Training; Python: Design Patterns; Machine Learning and AI Foundations: Recommendations; Python: Programming Efficiently; Python: Data Analysis; Learning Hadoop

Where the jobs are:
Bengaluru, Pune, Hyderabad

JavaScript Developer

While front-end web developers work on the styling of web applications, JavaScript developers build and implement the front-end logic that defines how those visual elements behave. A website's programming, development and implementation are the core elements of this job.

What you need to know:
Most JavaScript developers are employed to work on front-end systems, but the programming language itself is more versatile than this, which may be contributing to its demand. A good JavaScript developer is one who can straddle the worlds of design and programming.

Top industries:
Information Technology and Services, Computer Software, Internet, Financial Services, Education Management

Skills you need:
AngularJS, Node.js, React.js, React Native, MongoDB

Top LinkedIn Learning courses:
Learning Full-Stack JavaScript Development: MongoDB, Node, and React; Learning ECMAScript 6; Learning Redux; Web Development Foundations: Full-Stack vs Front-End; Learning GraphQL

Where the jobs are:
Bengaluru, Mumbai, Hyderabad

Robotic Process Automation Consultant

Robotic Process Automation (RPA) is the process of creating software robots to automate manual business processes previously performed by humans. The role of the RPA consultant is to work with organisations to understand how their business can adopt RPA, and what the benefits of it may be. Key to their role is understanding the different needs of organisations, rather than simply applying a one-size-fits-all approach.

What you need to know:
While software has been replacing human functions for some time, RPA differs from traditional systemic automation. The point of RPA is that robots mimic the way humans execute processes and interact with applications.

Top industries:
Information Technology and Services, Computer Software, Accounting, Management Consulting, Information Services

Skills you need:
UiPath, Automation Anywhere, Blue Prism, Process Automation, SQL

Top LinkedIn Learning courses:
Python for Data Science Essential Training; Project Management Foundations; Scrum: The Basics

Where the jobs are:
Bengaluru, Mumbai

Back-end Developer

Everything you don't see and touch on a web application is the realm of the back-end developer. A back-end developer is in charge of building and implementing what a particular web application is meant to do—the components that are indirectly accessed by a user through the shiny front-end.

What you need to know:
A good back-end developer will ensure that what the front end promises, the website delivers. Given the complexity of learning frameworks, back-end developers with extensive experience are typically in high demand. Back-end developers are usually expected to maintain data and Application Program Interfaces (APIs) and test and debug systems.

Top industries:
Information Technology and Services, Computer Software, Internet, Financial Services, E-learning

Skills you need:
Node.js; MongoDB; JavaScript; Django; MySQL

Top LinkedIn Learning courses:
PHP: Design Patterns; Advanced PHP; Python: Design Patterns; Learning Full-Stack JavaScript Development: MongoDB, Node, and React; Learning Spring with Spring Boot

Where the jobs are:
Bengaluru, Gurgaon, Mumbai

Growth Manager

Growth manager roles could be product roles and/or business development/marketing roles. The core focus is to use growth hacking techniques to get more buyers or users for their product at scale.

What you need to know:
Understanding and interpreting large subsets of data for insights is an important element of the success in this role. They are experts at using data to advance product development and derive market insights, ultimately bringing about business growth. They use their business development skills to spot new product opportunities and their marketing skills to deliver them to consumers.

Top industries:
Food & Beverages, Internet, Information Technology and Services, Marketing and Advertising, Financial Services

Skills you need:
Business Development, Team Management, Growth Strategies, Market Research, Marketing Strategy, Digital Marketing

Top LinkedIn Learning courses:
Giving Your Elevator Pitch; The Data Science of Marketing; Sales Prospecting; Advanced Lead Generation;

Where the jobs are:
Gurgaon, Bengaluru, Noida

#7

Site Reliability Engineer

Site Reliability Engineers (SRE) are another fascinating example of a hybrid-style emerging job. An SRE is expected to bring a software engineering approach to system administration topics.

What you need to know:
If you're ever wondering who makes sure the apps you're using are always up and running, look no further. Responsible for ensuring that development and operational processes are running smoothly, the demand for this job will likely continue to rise as long as we're using technology in our day-to-day lives. As a bonus, the skills required are transferable to many different engineering roles, such as cloud engineer or full stack engineer.

Top industries:
Computer Software, Information Technology and Services, Internet, Financial Services, Telecommunications, Marketing and Advertising

Skills you need:
Amazon Web Services (AWS); Ansible; Docker Products; Kubernetes; Jenkins

Top LinkedIn Learning courses:
DevOps Foundations; Learning Ansible; Advanced Linux: The Linux Kernel; Learning Go, Python: Design Patterns, Linux: Bash Shell and Scripts, Python: Programming Efficiently

Where the jobs are:
Bengaluru, Pune, Hyderabad

Customer Success Specialist

Unlike customer service which is largely reactive (e.g. responding to complaints), customer success specialists are expected to work proactively to understand core client needs and what an organisation needs to do to meet those needs.

What you need to know:
Fueled by the growth of technology services that require hands-on support, Customer Success roles are on the up-and-up. These professionals typically have a hybrid of soft and hard skills, as they're responsible for both understanding the technology and managing the customer relationship. Their core goal is to drive utilization for their product that leads to customer retention and growth.

Top industries:
Information Technology and Services, Computer Software, Internet, Marketing and Advertising, Financial Services

Skills you need:
Customer Relationship Management (CRM), Team Management, Customer Retention, Software as a Service (SaaS), Account Management

Top LinkedIn Learning courses:
Project Management Foundations; Giving Your Elevator Pitch; Developing Executive Presence; Change Management Foundations

Where the jobs are:
Bengaluru, Mumbai, New Delhi

#9

Full Stack Engineer

A full stack engineer has a combination of front-end web development and software development skills. Their versatility means they can run a project from start to finish and are in hot demand across a huge swathe of industries looking to add tech capacity as efficiently as possible.

What you need to know:
Known as the swiss army knife of tech roles, full stack engineers remain in incredibly hot demand. Developing the breadth of skills necessary to be recognised as a full stack engineer is demanding, but those who can honestly claim competency across the full suite are likely to find themselves batting off great job offers regularly.

Top industries:
Information Technology and Services, Computer Software, Internet, Financial Services, Marketing and Advertising

Skills you need:
AngularJS, Node.js, JavaScript, React.js, MongoDB

Top LinkedIn Learning courses:
Learning Full-Stack JavaScript Development: MongoDB, Node, and React; Learning Spring with Spring Boot; PHP: Design Patterns; C# Design Patterns: Part 1; Learning Redux

Where the jobs are:
Bengaluru, Hyderabad, Mumbai

Robotics Engineer (Software)

Robotics is an industry on fire. While RPA (Robotic process automation) Consultants help deploy software that automates business tasks, robotics engineers are those behind the scenes who build and design the software being deployed.

What you need to know:
Careers in robotics engineering can vary quite greatly between software and hardware roles, and our data shows engineers working on both virtual and physical bots are on the rise.

Top industries:
Information Technology and Services, Computer Software, Automotive, Industrial Automation, Electrical and Electronic Manufacturing

Skills you need:
Robotic Process Automation (RPA), UiPath, Blue Prism, Automation Anywhere, Robotics, SQL

Top LinkedIn Learning courses:
Python for Data Science Essential Training; Machine Learning and AI Foundations: Recommendations; Machine Learning and AI Foundations: Value Estimations; Visual Basic Essential Training; C# & .NET: Programming

Where the jobs are:
Bengaluru, Gurgaon, Chennai

Cybersecurity Specialist

The role of a cybersecurity specialist is to keep computer information systems secure, primarily against cyber crime which includes phishing, denial-of-service attacks, malware, viruses, and hacking. Cybersecurity specialists develop security programs and implement them across organisations.

What you need to know:
The rise of digital workforces has created more pathways for malicious actors to steal and disrupt business. One in three Indian organisations has faced financial loss from a cybersecurity breach, according to networking firm Cisco.[7] Cybersecurity specialists are likely to grow in demand as businesses look to protect themselves from theft and attacks.

Top industries:
Information Technology and Services, Computer and Network Security, Computer Software, Accounting, Management Consulting

Skills you need:
Vulnerability Assessment, Security Information and Event Management (SIEM), Penetration Testing, Information Security, Network Security

Top LinkedIn Learning courses:
Cybersecurity Foundations; Learning Kali Linux; IT Security Careers and Certifications: First Steps; Troubleshooting Your Network with Wireshark; Ethical Hacking: Exploits

Where the jobs are:
Bengaluru, Mumbai, Gurgaon

Python Developer

Python developers usually create back-end components, connecting web applications to other web services and making sure the front end works as it should. Many python developers are engaged to work on data collection and analytics.

What you need to know:
Python is one of the easiest programming languages to learn, and has become hugely popular for its wide range of applications.[8] From AI to data science, Python developers are in demand for their wide ranging skills.

Top industries:
Information Technology and Services, Computer Software, Internet, Financial Services, Marketing and Advertising
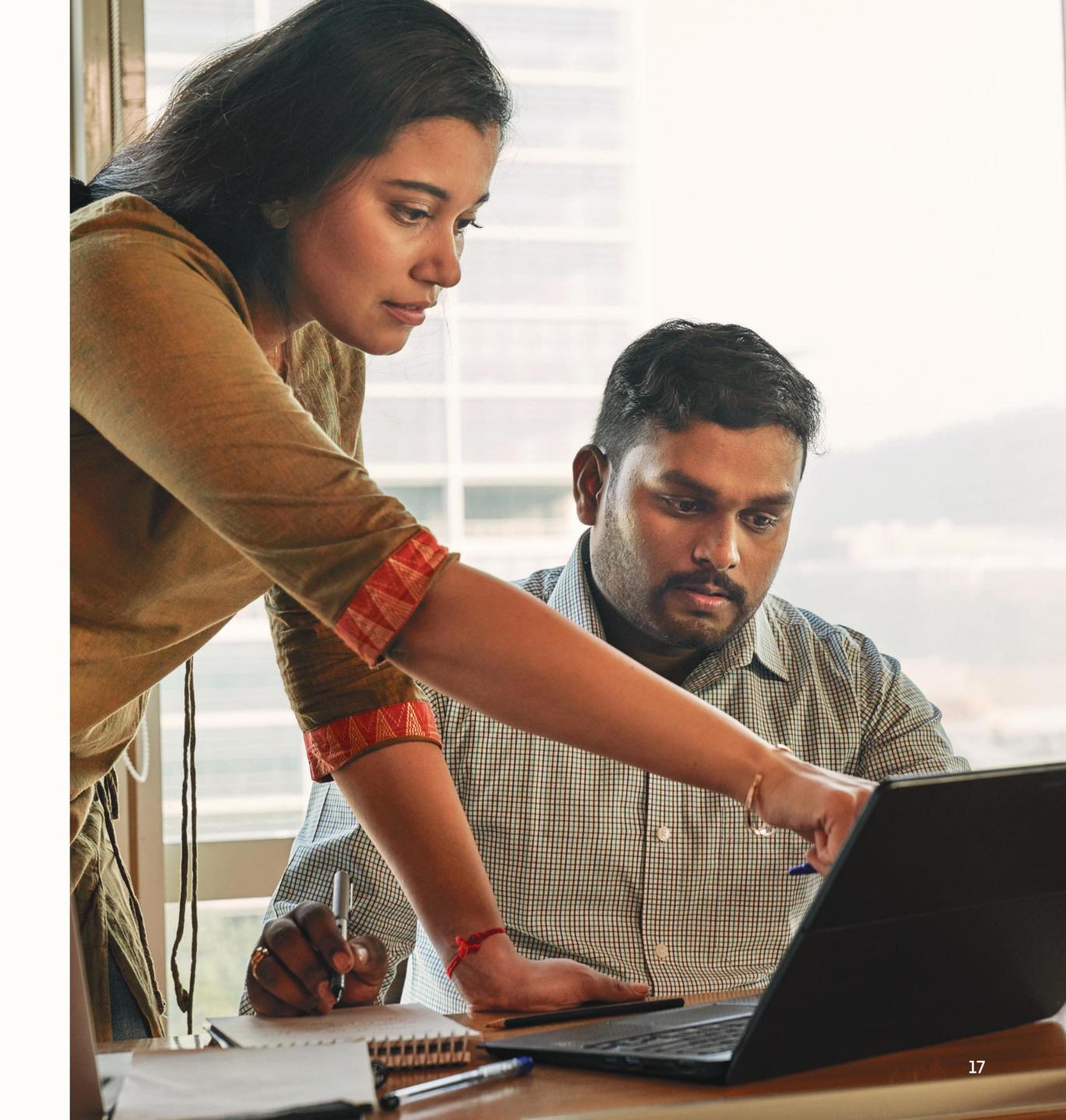
Skills you need:
Django, Flask, MySQL, JavaScript, HTML

Top LinkedIn Learning courses:
Python: Design Patterns; Python for Data Science Essential Training; Python: Programming Efficiently; Learning Python Generators; Learning the Python 3 Standard Library

Where the jobs are:
Bengaluru, Mumbai, Hyderabad

#13

Digital Marketing Specialist

A digital marketing specialist is swiftly becoming a non-negotiable element of the modern marketing team. They are someone who use data to identify target markets and generate digital and online marketing campaigns. Although digital marketing specialists may work across a range of areas, some specialise in Search Engine Optimisation (SEO) or social media.

What you need to know:
India's online population and growing middle class make it a digital marketer's dream. According to the World Economic Forum, by 2030 it's expected that more than 40 percent of all purchases will be digitally influenced. The digital marketing specialist who can capture this online consumer, using data-informed marketing approaches is in hot demand.

Top industries:
Information Technology and Services, Marketing and Advertising, Internet, Computer Software, Education Management

Skills you need:
MySQL, HTML, Search Engine Optimization (SEO), Google Ads, Social Media Optimization (SMO), Search Engine Marketing (SEM), Google Analytics

Top LinkedIn Learning courses:
SEO: Keyword Strategy; Content Marketing Foundations; Social Media Marketing: ROI; Social Media Marketing for Small Business; Advertising on Facebook

Where the jobs are:
Mumbai, Bengaluru, New Delhi

Front-end Engineer

The front-end engineer works with web designers to craft the visual elements of web applications and ensure that they work as they should. A front-end engineer will typically select, install and test the user interface elements of a website.

What you need to know:
The front-end engineer takes an active and crucial role in the development of new features and enhancements to applications and web properties used by consumers and businesses every day.

Top industries:
Information Technology and Services, Computer Software, Internet, Marketing and Advertising, Electrical and Electronic Manufacturing

Skills you need:
Cascading Style Sheets (CSS), Bootstrap, JavaScript, HTML5, AngularJS

Top LinkedIn Learning courses:
Learning Full-Stack JavaScript Development: MongoDB, Node, and React; Web Development Foundations: Full-Stack vs Front-End; Learning ECMAScript 6; Learning Redux; CSS Essential Training 1

Where the jobs are:
Bengaluru, Chennai, Mumbai

Lead Generation Specialist

A mixture of marketing and sales, a lead generation specialist is responsible for identifying prospective clients or customers. Online lead generation includes everything from search engine prominence to social media and email marketing. A lead generation specialist will weigh the best approach and deliver the best value to the business.

What you need to know:
Lead generation now ranks among the highest priorities for a range of organisations. The higher the quality of the leads that are identified, the more efficiently a good sales team can convert them into paying customers.

Top industries:
Marketing and Advertising, Information Technology and Services, Computer Software, Outsourcing/Offshoring, Internet

Skills you need:
Market Research, Email Marketing, Customer Relationship Management (CRM), Business Development, Digital Marketing

Top LinkedIn Learning courses:
Advanced Lead Generation; Social Media Marketing for Small Business; Content Marketing Foundations; Sales Prospecting; Inside Sales

Where the jobs are:
Bengaluru, Pune, Gurgaon

Emerging Jobs Definition

What is an emerging job?

We define an "emerging job" as a role that has seen tremendous growth within a region. This means, while there may not yet be a large pool of talent who hold this job, we have observed large, sustained year-over-year growth of professionals who are hired into the role and believe these to be long-term trends.

Why do we publish the Emerging Jobs list?

Often these roles are indicative of larger industry trends, or represent societal shifts that are increasing demand for a role.

These insights are meant to:

• Help job seekers understand the types of jobs and skills that will be making up the jobs of the future.
• Guide employers to help them find talent, and identify areas to invest in.
• Highlight societal and industry trends and the impact of these trends on the global workforce.

Methodology

Emerging Jobs

The Emerging Jobs analysis is done on all LinkedIn members with a public profile that have held a full-time position within India during the past five years. Once the talent pool has been identified, we then calculate the share of hiring and Compound Annual Growth Rate of this proportion for each occupation between 2015 and 2019 to identify the roles with the largest growth. These become our Emerging Jobs.

Closing Note

Are other organisations navigating the same disruption to their talent as you? Has the rest of the market already identified and begun addressing their skills gap? Do you have the building blocks in your organisation to fill your future needs or will you have to go searching in the talent market?

This report is a useful example of the insights possible when you delve into LinkedIn's unique aggregated data set. Of course, opportunities exist to go deeper and get more customised. In particular, LinkedIn Talent Insights can equip HR and the business make data-driven decisions with real time insights, while LinkedIn Learning Skills Insights can help organisations understand their people's skills and development areas.

It's not just organisations that can benefit.

Just as it's important for companies to contextualise themselves, so too it is of enormous value to individuals. The benefits of this approach extend beyond simply identifying what jobs have leapt into high-demand. It's also about identifying the skills, career paths, and traditional roles that have led to these jobs breaking from the pack and assessing where there might be overlaps with individual experience and potential.

LinkedIn Learning Courses are among a number of online resources available for those who want to keep their skills up to date and transform their career.

About LinkedIn's Economic Graph

The Economic Graph is a digital representation of the global economy based on

660 million members

36 thousand skills

30 million companies

20 million open jobs

90 thousand schools

In short: it is all the data on LinkedIn.

Through mapping every member, company, job, and school, we are able to spot trends like talent migration, hiring rates, and in-demand skills by region. These insights help us connect people to economic opportunity in new ways. And by partnering with governments and organisations around the world, we help them better connect people to opportunities.

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