LinkedIn

2020 Emerging Jobs Report Philippines

About The Report

Over seven million people in the Philippines have a LinkedIn profile. As this enormous living, breathing dataset evolves in real time, it creates powerful insights organisations can use as they plan the future of their workforce.

LinkedIn has crunched its unique dataset to establish the fastest growing jobs in the talent market. 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. 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.

2020 Job Trends

The digital economy is driving the Philippines' emerging jobs, but that doesn't mean it's all tech jobs.

By 2025, the country's digital economy is expected to be worth US$25 billion, according to the e-Conomy SEA 2019 report by Google, Temasek, and Bain & Company.[1] This doesn't mean all jobs will be tech focused jobs though. Number three on the emerging jobs list is customer success specialist. This role is frequently found in Software as a Service (SaaS) companies and is responsible for helping clients incorporate tech into their business.

Filipinos are embracing e-commerce, but online media is catching up too .

By 2025, e-commerce is expected to be worth US$12 billion.[2] In 2019, it was worth US$3 billion, having grown 47 percent since 2015. This growth isn't just being fuelled by more people turning to online shopping, the value of online baskets has grown 10 percent since 2018.[3] Online media consumption is also growing, as the English-speaking nation takes advantage of the plethora of online content.[4] This surge in online business, whether it's e-commerce or content, drives demand for engineers across the tech spectrum, as seen in our emerging jobs list, as businesses look to capitalize on the digital economy.

Digital banking is taking off.

Across the emerging jobs list are software engineers and developers who are critical for businesses wanting to take the next digital step. One of the industries snapping up this talent is the banking and financial services sector. The liberalisation of the Philippines economy is in part fueling this, as global banks enter the market and localise their service offerings. The surge in e-payments is also a key feature. The Bangko Sentral ng Pilipinas (BSP) has a commitment to promote financial inclusion and the adoption of e-payments. Projects include the EGov Pay facility, which lets Filipinos pay taxes and government fees online.[5]

The top 10 emerging jobs

#1

Robotics Engineer

Emerging robotics engineers build and deploy software known as robotics process automation (RPA), which is used to automate tasks like expense reporting. This software automates mundane rules-based business processes, and replicates those actions.

What you need to know:
The traditional idea of robots replacing human work has centred around factories. However, digital robots, or bots, are used to replicate the actions of a person in creating digital operations. Aside from the obvious cost reduction benefits, RPA can bolster customer experience, revenue growth, and risk mitigation.

Top industries:
Information Technology & Services, Outsourcing/Offshoring, Financial Services, Accounting, Computer Software

Skills you need:
Robotic Process Automation (RPA), Blue Prism, UiPath, Automation Anywhere, Visual Basic for Applications (VBA)

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

#2

Cyber Security Specialist

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

What you need to know:
Cybersecurity is a global priority. The Philippines has been bolstering its cyber security efforts in particular, with the launch of The Department of Information and Communications Technology and the Cybercrime Investigation and Coordination Center. With government money flowing fast into cybersecurity as well, it's not hard to see why this role is on the rise.

Top industries:
Information Technology And Services, Accounting, Computer & Network Security, Computer Software, Banking

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

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

#3

Customer Success Specialist

Unlike customer service, which typically helps customers when they have a question or issue, customer success specialists are expected to work proactively to understand core client needs and meet those needs.

What you need to know:
Also fuelled 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.

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

Skills you need:
Salesforce.com, Customer Retention, Customer Relationship Management (CRM), Customer Experience, Account Management

Top LinkedIn Learning courses:
Project Management Foundations, Giving Your Elevator Pitch, Body Language for Leaders, Developing Executive Presence, Excel Essential Training

#4

Data Scientist

The modern data scientist is part computer scientist, part mathematician. The best ones are also excellent trend spotters. The rise of the data scientist has largely mirrored the rise of big data as a phenomenon. As organisations are delivered more and more data, they need data scientists to help them generate meaningful and actionable insights.

What you need to know:
Data scientists mine insights from data in order to inform various business decisions across sales, operations, and strategy. They can be found across a wide range of industries. Banks are hiring data scientists for financial projections and fraud detection.

Top industries:
Information Technology And Services, Financial Services, Telecommunications, Research, Outsourcing/Offshoring

Skills you need:
Machine Learning, Data Analysis, Python (Programming Language), R, Data Visualization

Top LinkedIn Learning courses:
Python for Data Science Essential Training, Statistics Foundations: 1, Python: Data Analysis, Data Science Foundations: Fundamentals, Apache Spark Essential Training

#5

Sales Development Representative

Sales development representatives work to retain customers and help them get the most out of their products. They also identify further services a customer may need or potential customers.This role likely reflects the evolution of the Philippines' business process outsourcing sector.

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 new customers.

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

Skills you need:
Lead Generation, Sales, Sales Management, Customer Relationship Management (CRM), Setting Appointments

Top LinkedIn Learning courses:
Inside Sales, Sales Prospecting, Learning Salesforce, Persuasive Selling, Prepare Yourself for a Career in Sales

#6

Full Stack Engineer

Full stack engineer is 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 & Services, Computer Software, Internet, Financial Services, Outsourcing/Offshoring

Skills you need:
React.js, jQuery, Laravel, JavaScript, AngularJS

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

#7

DevOps Engineer

DevOps engineers are the perfect example of the hybrid engineer. They bring together a deep engineering knowledge, with hands on experience as well. Using a variety of open source technologies, they link them together with code to deliver new software, services and applications.

What you need to know:
The rise of the DevOps engineer has essentially been driven by the often clashing demands of developers and operations teams. Resting on the shoulders of the modern DevOps engineer is the responsibility of creating the software, deploying it, and generative revenue from it.

Top industries:
Information Technology & Services, Financial Services, Telecommunications, Computer Software, Internet

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

Top LinkedIn Learning courses:
DevOps Foundations, Learning Ansible, Linux: Bash Shell and Scripts, Learning Bash Scripting, Advanced Linux: The Linux Kernel

#8

Data Engineer

What's the difference between a data scientist and a data engineer? Well, like all engineers, data engineers are concerned with the 'how to' – so they are in charge of things like pipelines, data workflow management, and ETL (extract, transform, load) processes. While a data scientists focus more on the modeling and analysis of extracting insights, patterns and predictions from data.

What you need to know:
While a data scientist might be mining for insights, the data engineer is building the mine for those insights to be found. Insights are only as good as the database behind it, so a data engineer is constantly building, testing, and maintaining the processing systems.

Top industries:
Information Technology & Services, Oil & Energy, Outsourcing/Offshoring, Financial Services, Computer Software

Skills you need:
Extract, Transform, Load (ETL), SQL, Data Modeling, Data Warehousing, Hadoop

Top LinkedIn Learning courses:
Python for Data Science Essential Training, Apache Spark Essential Training, Data Science Foundations: Data Engineering, Learning Hadoop, Extending Hadoop for Data Science: Streaming, Spark, Storm, and Kafka,

#9

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. The JavaScript developer is also charged with connecting these elements to the actual service on the back-end.

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 demand. A good JavaScript developer is one who can straddle the worlds of design and programming.

Top industries:
Information Technology And Services, Internet, Computer Software, Financial Services, Outsourcing/Offshoring

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

#10

Cloud Engineer

A cloud engineer is responsible for the technical aspect of the cloud. This includes design, planning, management, maintenance, and support. As more companies shift to cloud-based solutions for their file management and storage, demand for those who know how to navigate the cloud grows.

What you need to know:
The global cloud services market was forecast to grow 18 percent in 2019 to be worth US$214.3 billion. As organisations move to a cloud-first strategy demand for all skills around the cloud is only going to keep growing.

Top industries:
Information Technology & Services, Computer Software, Oil & Energy, Outsourcing/Offshoring, Financial Services

Skills you need:
Amazon Web Services (AWS), Cloud Computing, Virtualization, Linux System Administration, Linux

Top LinkedIn Learning courses:
Learning Ansible, DevOps Foundations, Amazon Web Services: Networking, Microsoft Azure: Design and Deploy ARM Templates, Networking Foundations: Networking Basics

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 be a large pool of talent who hold this job, we have observed large, sustained year-over-year growth of professoonals 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 indurstry 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 the Philippines 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 unparalleled dataset. Of course, opportunities exist to go deeper and get more customised. In particular, LinkedIn Talent Insights can equip HR make data-driven decisions, while LinkedIn Learning Skills Insights allow you to benchmark and identify rising skills that existing talent needs.

It's not just organisations that can benefit, however.

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

For those serious about rising, LinkedIn Learning courses are among a number of online resources available for those who want to keep their skills up to date.

About LinkedIn's Economic Graph

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

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.

Contributors

Diane Loo
Insights Analyst

Pooja Chhabria
Senior Marketing Manager

Joanne Liu
Marketing Manager
SEA

Alvin Kan
Head of Insights
APAC

Carl Shan
Senior Data Scientist

Brian Xu
Data Scientist/ Economist

John Hutchinson
Insights Analyst

Candice Cheng
Analytics and Data Science

Wei Ting Goh
Field Marketing Specialist

Jenny Ying
Data Scientist/ Economist

References

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3 Tech in Asia | Page 3 | Source

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