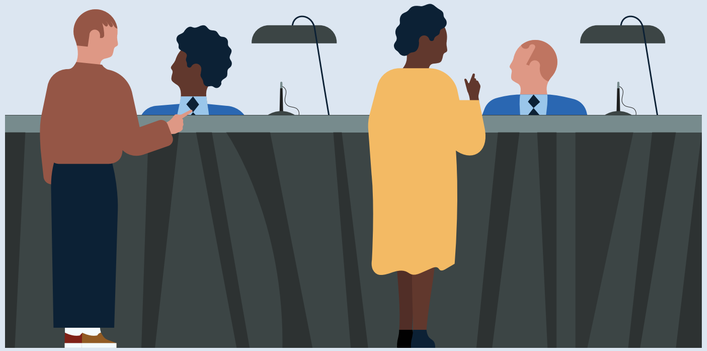
LinkedIn

2020 Emerging Jobs Report Thailand

About The Report



Over two million people in Thailand 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

Thailand's online world is driving demand for digital marketers.

According to 2019 research by We Are Social and Hootsuite's Digital, Thais on average spend five hours and 13 minutes per day on mobile internet, more than any other country in the world.[1] Coming eighth in the world for social media penetration, it seems much of this time online is spent on various social platforms.[2] It's unsuprising that this country's e-commerce market, worth US$5 billion in 2019, is expected to more than triple to US$18 billion in 2025, according to the e-Conomy SEA 2019 report by Google, Temasek and Bain & Company.[3] The rich online world explains the preponderance of emerging digital marketing roles as companies are keen to use the internet to get to their customers.

Big data is supercharging Thailand 4.0.

A two decade commitment by the government, known as Thailand 4.0, will see the country's economy shift from heavy industries to one driven by innovation, research and development. A key part of this plan is to introduce high-speed broadband across the country, to support the government's data-driven efforts. It's not just a way to improve service delivery, Thailand sees it as a way to improve productivity. Take its agriculture sector, which employs a third of the population, but only produces 10 percent of GDP. Business and government will use data to make more informed decisions.[4] With plans to train more than 1,000 government officers in data in 2020, it's clear this national focus on data is fuelling emerging jobs too - three of Thailand's top six emerging jobs are data related.[5]

The global skills gap is fuelling a fiercely competitive talent market.[6]

As digital economies across Southeast Asia take off, it can be difficult to lure and keep in-demand talent, particularly in niche or emerging roles. In 2019, some US$110 million had been invested in Thai's startups, compared with US$263 million in Vietnam and US$2.4 billion in Indonesia.[7] This lower start-up funding has led to something of a brain drain in Thailand, as tech and other in-demand start-up talent chase funding.[8] Emerging roles such as talent acquisition specialist and human resources business partner reflect this competitive talent market, as companies look to firm up their talent and find those hard-to-get niche skills.

The top 10 emerging jobs

#1

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. Education organisations have data scientists researching learning trends and educational outcomes. Today, they are spreading across industries, with organisations like retailers now employing data scientists to analyse client and market data.

Top industries:
Information Technology And Services, Banking, Telecommunications, Financial Services, Computer Software

Skills you need:
Machine Learning, Deep Learning, Python (Programming Language), R, Apache Spark

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

#2

Back-end Developer

Everything you don't see and touch on a web application is the realm of the back-end developer. The back-end developer is the person in charge of building and implementing what it is the web application is meant to do – the components that are indirectly used 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), as well as test and debug systems.

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

Skills you need:
Node.js, Docker Products, MongoDB, Go (Programming Language), 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

#3

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, Internet, Oil & Energy, Banking, Computer Software

Skills you need:
Python (Programming Language), Hadoop, Apache Spark, Hive, Scala

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,

#4

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, Marketing & Advertising

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

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

#5

Product Owner

Sitting atop the scrum development team is the product owner, the leader responsible for the value of the products created. A product owner is yet another hybrid-style emerging job, combining roles like market analyst, project management, product designer, and business strategist.

What you need to know:
Using their blend of soft and hard skills, a product owner oversees every stage of a project's development. This emerging job reflects the rise of agile culture, which focuses on collaboration and allowing for evolving needs, rather than prescriptive approaches to tasks.

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

Skills you need:
Agile Methodologies, Product Management, Agile Project Management, Scrum, Product Development,Business Analysis

Top LinkedIn Learning courses:
Agile Product Owner Role: Techniques, Agile Product Owner Role: Foundations, Scrum: The Basics, Agile at Work: Planning with Agile User Stories, Product Management First Steps

#6

Data Analyst

Drilling down into raw data and finding insights is the role of the data analyst. Like a data scientist, a data analyst will have maths and statistics skills, as well as be able to use programming languages but may not be as focused on modelling and forecasting as a data scientist.

What you need to know:
Collecting data is increasingly easier, but harnessing the data to deliver insights can be difficult. Data analysts help businesses be competitive by delivering tangible business insights that can be readily implemented.

Top industries:
Information Technology & Services, Internet, Marketing & Advertising, Financial Services, Banking

Skills you need:
Tableau, SQL, R, Microsoft Power BI, Python (Programming Language)

Top LinkedIn Learning courses:
Python for Data Science Essential Training, SQL: Data Reporting and Analysis, Tableau 10 Essential Training, Statistics Foundations: 1, Python: Data Analysis

#7

User Experience Designer

“How can I make the user’s experience better?” This is the fundamental question that drives user experience designers - whether they are improving an app, developing a website, or making products easier for use. The user experience designer role requires talent with a hybrid of soft skills such as analysis, collaboration and prioritisation, and hard skills such as coding and prototyping.

What you need to know:
The overwhelming majority of experience designers have traditionally been found in tech companies, where they improve apps and websites. However, they are now spreading out across all industries.

Top industries:
Information Technology & Services, Internet, Design, Computer Software, Banking

Skills you need:
User Interface Design, User Experience (UX), Wireframing, Sketch App, Web Design

Top LinkedIn Learning courses:
UX Foundations: Research, Design Thinking: Understanding the Process, UX Design: 2 Analyzing User Data, UX Design: 1 Overview, Planning a Career in User Experience

#8

Talent Acquisition Specialist

Specialising in filling niche roles or finding hard-to-get skills in competitive markets, the talent acquisition specialist is an expert in sourcing new employees. With the ability to map talent and plot out the life cycle of roles, they help find talent with the right skills and the right culture fit.

What you need to know:
Collaboration is a key skill for talent acquisition specialists. Through consultation with hiring managers and even perhaps executives, they can proactively create talent pipelines for emerging roles and build a talent pool to continuously tap. They need not only to understand the demands of the organisation, but also present an attractive employer brand to potential recruits. With Thailand's competitive talent market, it's clear why these roles are in demand.

Top industries:
Information Technology & Services, Banking, Internet, Retail, Consumer Goods

Skills you need:
Recruiting, Sourcing, Talent Management, Human Resources (HR), Technical Recruiting

Top LinkedIn Learning courses:
Talent Sourcing, Technical Recruiting, Recruiting Foundations, Interviewing a Job Candidate for Recruiters, Niche Recruiting

#9

Digital Marketing Specialist

A digital marketing specialist is swiftly becoming a non-negotiable element of the modern marketing team. Their role may fall under a few different names, but they are someone who uses data to identify target markets and generate digital marketing campaigns. Although digital marketing specialists may work across a range of areas, some specialise in search engine optimisation (SEO), social media, or paid search (PPC).

What you need to know:
Tapping into the online world to boost sales and garner new customers, the digital specialist is the next generation of marketing, advertising and customer communications. Using digital products to track social media and online reach, the digital specialist helps plan, develop and execute digital strategies. They may have a particular expertise in certain areas, such as content marketing, social media marketing or pay-per-click.

Top industries:
Marketing & Advertising, Information Technology & Services, Internet, Hospitality, Real Estate

Skills you need:
Google Ads, Social Media Marketing, Facebook Marketing, Google Analytics, Search Engine Optimization (SEO)

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

#10

Front-end Developer

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

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

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

Skills you need:
React.js, JavaScript, AngularJS, Cascading Style Sheets (CSS), jQuery

Top LinkedIn Learning courses:
Learning ECMAScript 6, Learning Redux, CSS: Animation, Learning Full-Stack JavaScript Development: MongoDB, Node, and React, TypeScript Essential Training

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 Thailand 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.

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References

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