



SWITCH TO DIGITAL

There could be an exciting, well
paid career waiting for you

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SWITCH TO DIGITAL

Did you know you don't have to have studied technology or computing to bag an amazing career in the digital and technology industry? Whether you think a role in tech may interest you or it's an area you have never thought of before, there could be an exciting, well paid career waiting for you. And believe it or not, not all tech jobs involve sitting behind a computer all day – we'd go as far as saying you don't need to be interested in computing at all in some cases to get a great job in the sector. Whether you're a History buff, a Maths whiz, a genius at English, or a Psychology superstar, your skills are just as valuable to digital technology employers as IT or computing skills are.

For example, if you're interested in psychology and why people act like they do, you might make a great UX designer. If you like problem solving and creating a new world on Fortnite, you'll probably make an excellent software developer. If you love fashion, have a creative eye and want to play a part in creating the latest trends, one of Manchester's many online e-commerce fashion retailers might have the perfect role for you.

Greater Manchester already employs more than 100,000 people in the digital economy, and we predict that the region will require at least 22,000 additional workers by 2035; that's a lot of jobs up for grabs – right here where you live. And jobs with great employers, too! Greater Manchester is home to some of the UK's biggest and most exciting tech employers including Boohoo, Pretty Little Thing, On The Beach, Autotrader, GCHQ, BookingGo, LADBible and Missguided, so whether you are drawn to a big corporate brand or the excitement and innovation of a tech start up, you're bound to find something that suits you.

And the good news is, employers are increasingly searching for people from different backgrounds, subject areas, and career pathways. So, even if you start your working life in a completely different field and just fancy a career change, many tech employers will still find your skills highly attractive and are now actively looking to recruit talent from non-tech subject areas.

This guide gives you an overview of the digital technology sector in Greater Manchester, an introduction to the types of jobs you could secure from the start of your career or switch to in later life, as well as the skills you'll need for each role and how much you're likely to be paid.

We'll look at the different roles up for grabs – to make it easier, we're grouped them across five different categories:

- **Software engineering**
- **Marketing**
- **Cybersecurity**
- **Design & Creative**
- **Business Development**

So, if you like that sound of it – read on!

Parents & Guardians, did you know:

- The UK's technology sector is growing 2.6 times faster than the overall economy
- There are almost 15,000 digital technology businesses in the North West of England alone – that's a lot of career options!
- The opportunity to switch to a digital career is an option at any point in your child's career – there are countless pathways into digital technology, and they don't all start with taking a computing or technology related course
- Careers in technology are widespread and non-rigid, meaning your child could have the opportunity to try out a number of different careers and see which one suits them best



COULD A DESIGN & CREATIVE ROLE BE FOR YOU?

If you're a creative, inquisitive type that enjoys art, design or psychology, you might not automatically think that a career in digital is for you. However, these subjects come in very handy when it comes to digital design and if you have a background in them, your skills are likely to be highly sought after by employers, at any stage in your career. There are a number of different design roles available, so here's some information about three roles that may be perfect for you!



Design role: User experience (UX)

If you're a great problem solver, are interested in how things look or catch your eye or you're interested in psychology then user experience (UX) could be for you. UX designers think about how people use and interact with products and services, for example they make websites, mobile apps and online services as easy as possible to use for everyone. All of the websites you use regularly, like your favourite online shop, football team's website, and even Facebook would be difficult to use without the work of a UX designer!

Some skills that come in handy:

- Excellent problem-solving skills
- Empathy
- Inquisitive
- Research skills

How much could you earn?

Junior UX designer - between £19,000-£25,000 a year
Mid-level UX designer - between £30,000-£50,000 a year
Senior UX designer - between £40,000-£65,000 a year

So...you might make a great UX designer if you're good at or interested in psychology, art, or research and what makes things ease to use and visually appealing.

Design role: Graphic designer

If you're creative, have strong attention to detail, or great design and illustration skills, then graphic design could be for you. Graphic designers use words, visual imagery and colour to produce original designs which help bring messages to life. So, as a graphic designer, you might be designing the latest slogan t-shirt for a fashion retailer, coming up with stand-out adverts and national or global campaigns, designing the front cover of a book, or making computer games look great.

Some skills that come in handy:

- Creative flair
- Originality and imagination
- Strong attention to detail
- Communication skills

How much could you earn?

Junior graphic designers can earn around £14,000 a year
Mid-level graphic designers can earn between £25,000-£40,000 a year
Senior graphic designers can earn up to £65,000 a year

So... you'd be a great graphic designer if you're a creative person that loves to draw and design things!

Design role: Animation

If you're artistic with a good eye for detail and you'd like to see your work in films, TV adverts, music videos, computer games or websites, then animation could be for you. Animators create drawings and use software programmes to join together individual images which bring characters and stories to life on a screen - just like you'd see in a Disney movie.

Some skills that come in handy:

- Creativity
- Attention to detail
- Imagination
- Presentation skills

How much could you earn?

Junior animators - up to £20,000 a year
Mid-level animators - between £23,00-£26,000 a year
Senior animators - around £36,000 a year

Some subject areas that link well to a career in digital design:

Art
Design Technology
Psychology
ICT / computing
Business Studies
iMedia
English
Fashion

COULD A CYBERSECURITY ROLE BE FOR YOU?

If you're an outside of the box thinker, great at finding solutions to complex problems, and can spot details that others may miss, you'll probably excel in cybersecurity. Cyber-attacks are now one of the biggest and most costly threats to a business. Those working in cybersecurity play a crucial role in preventing these attacks. So, if you fancy being a cybersecurity champion, read on!



Cybersecurity role: Information security or infosec manager

If you enjoy problem solving and spotting flaws, a job as an infosec manager could be right up your street. Infosec managers help to protect businesses by identifying vulnerabilities and preventing, detecting and managing cyber threats. In this role, you'd likely oversee entire teams of people who are responsible for protecting a company's digital assets from cyber threats. A cyber-attack can be disastrous for any company so you could have a crucial role in protecting your favourite online shop or sports team's website, or the country from harm.

Some skills that come in handy:

- Attention to detail
- Excellent problem-solving skills
- Keeping cool under pressure
- Being adaptable

How much could you earn?

Junior infosec managers - between £25,000-£35,000 a year
Mid-level infosec managers - between £35,000-£50,000 a year
Senior infosec managers - up to £70,000 a year

So...you'd be a great infosec manager if you're a good problem solver and you're calm under pressure.

Cybersecurity role: Penetration tester

Fancy hacking into a system but still being the good person? If so, a role as a penetration tester might be ideal for you. Penetration testers simulate cyber-attacks in order to find security flaws in web-based applications, networks and systems. The role involves identifying areas where there may be weaknesses and reporting on any issues that need fixing to prevent a real cyber-attack from occurring. They have a key role in helping to develop a company's security protocols and policies

Some skills that come in handy:

- Persistence
- Enjoys taking things apart
- Attention to detail
- Excellent problem-solving skills

How much could you earn?

Junior pen testers - between £20,000-£30,000 a year
Mid-level pen testers - between £40,000-£65,000 a year
Senior pen testers - up to £70,000 a year

So...you'd make a great penetration tester if you don't give up without a fight or enjoy thinking outside the box and trying to take things apart.

Cybersecurity role: Network security analyst

If you enjoy picking things apart and solving complex problems, then a career as a network security analyst could be right for you. Network security analysts analyse cyber threats to design and put in place new measures to protect a company's computer network. The role involves researching potential cyber threats and informing the management team of any risks and possible solutions.

Some skills that come in handy:

- Attention to detail
- Excellent problem-solving skills
- Inquisitive nature

How much could you earn?

Junior network security analysts - around £25,000 a year
Mid-level network security analysts - between £35,000-£50,000 a year
Senior network security analysts - up to £80,000 a year

So...you'd make a great network security analyst if you enjoy looking for that could cause an issue and finding solutions to complex problems.

Some subject areas that link well to a career in cyber security:

Computing
Science
Maths
Psychology
History

COULD A MARKETING ROLE BE FOR YOU?

Marketing role: Search engine optimisation (SEO) & pay per click (PPC) specialist

If analysing statistics and critical thinking is your thing then a role as an SEO/PPC specialist could be for you. SEO stands for search engine optimisation while PPC means pay-per-click and both help to ensure a company shows up top when you search on Google. An SEO specialist analyses, reviews and implements changes to websites so they are optimised for search engines. This means maximising the traffic to a site by improving page rank within search engines. In this job, you could be helping Boohoo to beat Misguided and InTheStyle to the top of the search results when you type 'statement dress' into Google, or ensuring On the Beach's paid ad shows up top of Google when you search for 'best package holidays in Spain'.

Some skills that come in handy:

- Strong analytical skills
- An inquisitive mind
- Good at pitching ideas
- Able to identify interesting content

How much could you earn?

Junior SEO/PPC specialists - between £18,000-£25,000

Mid-level SEO/PPC specialists - between £25,000-£40,000

Senior SEO/PPC specialists - between £40,000-£80,000

So...you could make a great PPC and SEO specialist if you're good at analysing information in Maths or History, and enjoy pitching your ideas.

Marketing role: Social media manager

If you're creative and have a passion for Twitter, Instagram, Facebook, Snapchat or YouTube, you could make a great social media manager. Yes, you can play on social media for a living! The role of a social media manager involves planning, creating and monitoring written and video content on a company's social channels, as well as finding ways to improve the company's online presence. In this role, you could be managing the Twitter account for your favourite football team or clothing brand!

Some skills that come in handy:

- Strong knowledge of social media platforms
- Excellent communication skills
- Creativity
- Quick thinking

How much could you earn?

Junior social media - around £21,000 a year

Mid-level social media managers - around 35,000 a year

Senior social media managers - up to £60,000 a year

So... social media could be a career for you if you are a creative thinker and have great communication skills.

Some subject areas that link well to a career in marketing:

Maths
English
Science
Psychology
iMedia
Business Studies
Politics
History



COULD A MARKETING ROLE BE FOR YOU?

If English is your strong point, you have a passion for writing, or you get a buzz out of media or business studies, then you might want to consider a career in marketing. Marketing involves the promotion of ideas, products and services, as well as influencing people and conveying messages, and depending on your interests and skillset there are a number of roles that may appeal to you.

Marketing role: Copywriter

If you're good at persuasive writing, a job as a copywriter may be perfect for you. Marketing copywriters create engaging written copy to promote the products or services of a company to existing and potential new customers. This writing can be used for a variety of marketing materials including print, TV, radio and online adverts, so who knows, you could be writing the script for Nike's next advert, or the next environmental social action campaign!

Some skills that come in handy:

- Strong written skills
- Excellent communication skills
- Creativity
- Research skills

How much could you earn?

Junior copywriters – up to £25,000 a year
Mid-level copywriters – around £35,000 a year
Senior copywriters – up to £45,000 a year

So...you'd make a great copywriter if you enjoy creative and persuasive writing in English or you have a head for media and business studies and can turn ideas into something interesting.

Marketing role: Digital marketer

If you think you could do all of the above roles at the same time, then a role as a digital marketer could be right for you. The role of a digital marketer involves creating and implementing a strategy to promote a company and driving online traffic to the website using a combination of copywriting, social media and search engine optimisation (SEO) and pay per click (PPC), working with content creation teams as well as being able to manage business and clients demands. Digital marketers are responsible for tracking sales and making improvements to the website to ensure it performs as well as possible. No matter what you're interested in, from sport to fashion and everything in between, almost every company will need a digital marketer to promote the company online.

Some skills that come in handy:

- Strong written and verbal communication skills
- Creativity & good imagination
- Ability to influence people
- Strong analytical skills

How much could you earn?

Junior digital marketers - between £18,000-£22,000
Mid-level digital marketers - around £30,000
Senior digital marketers – up to £50,000

So...you could make a great digital marketer if you enjoy being creative in English but also analysing data in Science or Maths, or enjoy influencing people and working as part of a team.



COULD A SOFTWARE ENGINEERING ROLE BE FOR YOU?

If you love playing with new technologies, have lots of patience and often see things from a different perspective, the digital career path for you could be software engineering. Here's some information on four great roles within software engineering that may suit you.

Software engineering role: Front-end developer

If you have a creative imagination and an eye for making something look good, a job as a front-end developer may be your calling. Front-end developers use their imagination to create eye-catching websites, using code to create the visual design. The role links the worlds of design and technology, meaning you'll be in charge of how a good a website looks, as well as how well it functions. As a front-end developer, you could be responsible for creating the look and feel of the new Snapchat or revamping your favourite brand's website.

Some skills that come in handy:

- Creative thinking
- Excellent problem-solving skills
- Strong communication skills
- Interest in learning about new technologies

How much could you earn?

Junior front-end developers - between £19,000-£25,000 a year

Mid-level front end developers - around £30,000 a year

Senior front-end developers - between £35,000-£60,000 a year

So...you'd be a great front-end developer if you're a perfectionist when it comes to making things look great.

Software engineering role: Back-end developer

Fancy yourself being responsible for ensuring the smooth running of your favourite brand's app or website? If you like the sound of this, and enjoy solving problems, working with others or even enjoy maths or learning new languages, you could consider a career as a back-end developer. A back-end developer builds and maintains the technology that makes a website run smoothly, meaning you'll play probably the most important role in a website's creation and running.

Some skills that come in handy:

- Attention to detail
- Creativity
- Rational and logical thinking
- Strong communication skills

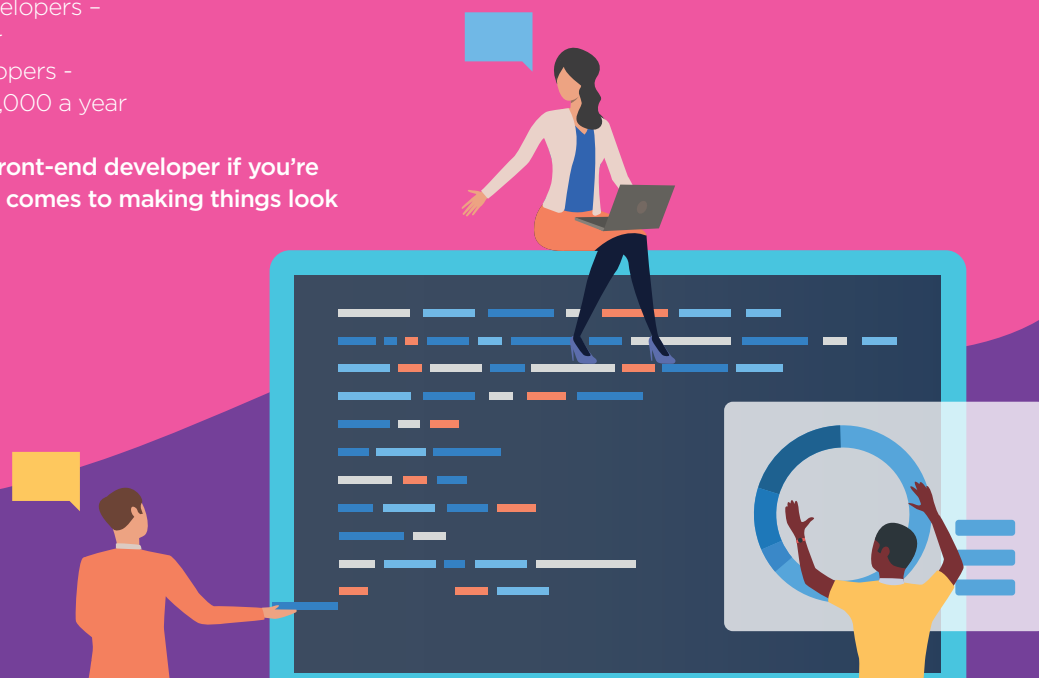
How much could you earn?

Junior back-end developers - between £19,000-£25,000 a year

Mid-level back- end developers - around £30,000 a year

Senior back-end developers - between £35,000-£60,000 a year

So...you'd be a great back end developer if you enjoy solving problems, are a logical thinker, or like learning new languages.



COULD A SOFTWARE ENGINEERING ROLE BE FOR YOU?

Software engineering role: System engineer

Are you a whizz at completing a Rubik's cube? Can you finish a sudoku in under 60 seconds? Do your friends say you're the most patient in the group? Then you might have the type of technical mind needed to become a brilliant system engineer. Playing a crucial role in any business, a system engineer tests computer systems and solves any issues. The job involves thinking outside the box to find out what the problem is in the first place, and then applying your quick-thinking to figure out how to solve it.

Some skills that come in handy:

- Attention to detail
- Excellent problem solver
- Patience and persistence
- Strong communication skills

How much could you earn?

Junior system engineers
around £18,000 a year
Mid-level system engineers -
between £25,000-£45,000 a year
Senior system engineers -
between £50,000-£70,000 a year

So...you'd be a great software engineer if you're great at think differently and have a passion for solving problems.

Software engineering role: Test engineer

If you enjoy picking things apart, spotting errors in things, and finding ways to challenge things, a job as a test engineer might be a good fit for you. A test engineer tests web, online services and mobile apps in order to find and remove problems or defects. In this role you might be responsible for ensuring Amazon's website doesn't crash on Black Friday, or the latest video game is functioning properly before launching it to the public.

Some skills that come in handy:

- An inquisitive nature
- Attention to detail
- Logical and methodical thinking
- Strong communication skills

How much could you earn?

Junior test engineer -
around £25,000 a year
Mid-level test engineer -
around £32,000 a year
Senior engineer -
between £45,000 to £55,000 a year

So...you'd be a great test engineer if you're inquisitive, a fantastic problem solver and don't give up on something easily.

Some subject areas that link well to a career in marketing:

Maths
Science
Psychology
ICT
Computing
History
Geography
Business
English
Languages





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If you're interested in learning more
about a career in digital or technology,
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