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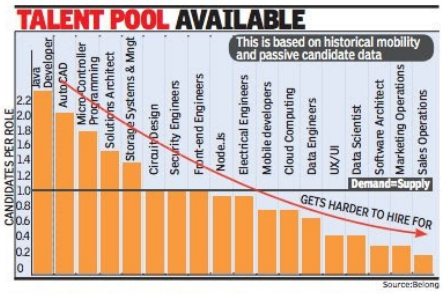
Demand exceeds supply for jobs in digital marketing, AI

Compensations Are Higher Where Skills Are In Short Supply

▶Continued from page 1

Job positions in AI (artificial intelligence), machine learning, robotics, digital marketing, and social media are other positions where demand exceeds supply. Lakshmikanth attributes the gap to the nascency of these roles. "Some of these roles started emerging less than two years ago," he says.

Most colleges have not added these newer courses into their curriculum, so the gap is filled currently only by certification courses by independent platforms. "Many colleges teach only Java as a programming language, so you would find many folks in that area. As for the rest of the skills, they have to pick up on their own and not many will do that. The supply problem starts there," says HackerRank's Karunanidhi. However, he adds that a few colleges like NSIT (Netaji Subhas Institute of Technology), and IIIT- Hyderabad have started including AI and machine learning in their courses.



The compensations, too, tend to be higher where skills are in short supply. "All these jobs fetch a premium of 25-35% over what a regular software developer earns," says Ronesh Puri, MD of search firm Executive Access.

Vinod Sreedharan, an HR consultant, says the salary would be almost 1.5 times that of a regular engineer. "For each year of experience, the compensation for these roles would see an increase of Rs 2.5 lakh to Rs 2.75 lakh," he says.

The shortage is persuading companies to hire freshers with 40% of the actual required skill and then train them along with the job. "Many companies invest in training freshers," says Sreedharan. Existing employees are made to go through compulsory bootcamps and are expected to pass the courses.

In many cases, engineers who undergo training are expected to get a project within six months. "If they don't, it usually leads to termination of the job," says Head Hunters' Lakshmikanth.

Vijay Sharma, co-founder of Belong, says a lot of MNCs enter India to set up global in-house centres, and they usually have a target for hiring. "But often they have no idea about the supply of talent and many such targets are not fulfilled," he says, explaining why he created the talent supply index. He also says that for hiring the newer kinds of talent that is in short supply, companies have to actively sell themselves to good candidates.

THIS RECENT NEWS IN TIMES OF INDIA TOI WITH YOU ABOUT CAREER OPPORTUNITIES IN DIGITAL MARKETING.

THE ARTICLE STATES THAT JOB POSITIONS FOR EMERGING SKILLS SUCH AS DATA SCIENCE, DIGITAL MARKETING ARTIFICIAL INTELLIGENCE, SOCIAL MEDIA ARE THE MOST DIFFICULT TO FILL FOR COMPANIES.

MOST COLLEGES HAVE NOT ADDED THESE NEWER COURSES TO THEIR CURRICULUM. THIS GAP IS CURRENTLY BEING FILLED BY CERTIFICATION COURSES SUCH AS CDMM FROM DIGITAL VIDYA. NO WONDER, THESE JOB POSITIONS FETCH 25-30 PREMIUM IN SALARIES.

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ANALYZE VISITOR BEHAVIOUR OVERVIEW

LANDING PAGES REPORT: REDUCE YOUR BOUNCE RATE MAKE MORE SALES

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BHUWNESH SHRIVASTAVA

Mentor and Faculty

"Bhuwnesh shrivastava is leading digital marketing team in nbdigitech.com having experience of 5+ year in Digital eco-system .He is also an avid learner and an alumunus of IIMB and Certified proffessional from various international organisations HFI,IDF,Google. He is also pursuing PGDDA (Data Science) from IIITB/Upgrad"

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