

ALERT

The future growth information does not take account of the impact of COVID-19. If you are affected by COVID-19 there is a range of [support available](#).

# Multimedia Specialists and Web Developers

ANZSCO ID 2612 (AUSTRALIAN AND NEW ZEALAND STANDARD CLASSIFICATION OF OCCUPATIONS IDENTIFICATION NUMBER)

## Overview

Multimedia Specialists and Web Developers create computer animation, audio, video and graphic image files for multimedia presentations, games, motion pictures, CD-ROMs, information kiosks and the web, and plan, produce and maintain websites and web applications using web programming, scripting, authoring, content management and file transfer software.

You usually need a bachelor or postgraduate degree in a relevant information technology field to work as a Multimedia Specialist or Web Developer. Some workers have Vocational Education and Training (VET) qualifications. There are also a wide range of vendor and industry certifications available that may substitute for formal qualifications.

## Tasks

- analysing, designing and developing Internet sites applying a mixture of artistry and creativity with software programming and scripting languages and interfacing with operating environments
- designing and developing digital animations, imaging, presentations, games, audio and video clips, and Internet applications using multimedia software, tools and utilities, interactive graphics and programming languages
- communicating with network specialists regarding web-related issues, such as security and hosting web sites, to control and enforce Internet and web server security, space allocation, user access, business continuity, web site backup and disaster recovery planning
- designing, developing and integrating computer code with other specialised inputs, such as image files, audio files and scripting languages, to produce, maintain and support web sites
- assisting in analysing, specifying and developing Internet strategies, web-based methodologies and development plans

### All Multimedia Specialists and Web Developers



**\$1,596**  
Weekly Pay



**Strong**  
Future Growth



**10,000 workers**  
Employment Size



**Very high skill**  
Skill level rating



**80% Full-Time**  
Full-Time Share



**42 hours**  
Average full-time



**33 years**  
Average age



**17% female**  
Gender Share

## More about Multimedia Specialists and Web Developers

Multimedia Specialists and Web Developers

- Game and Multimedia Developers
- Web Developers

## You may also like

ICT Support Technicians

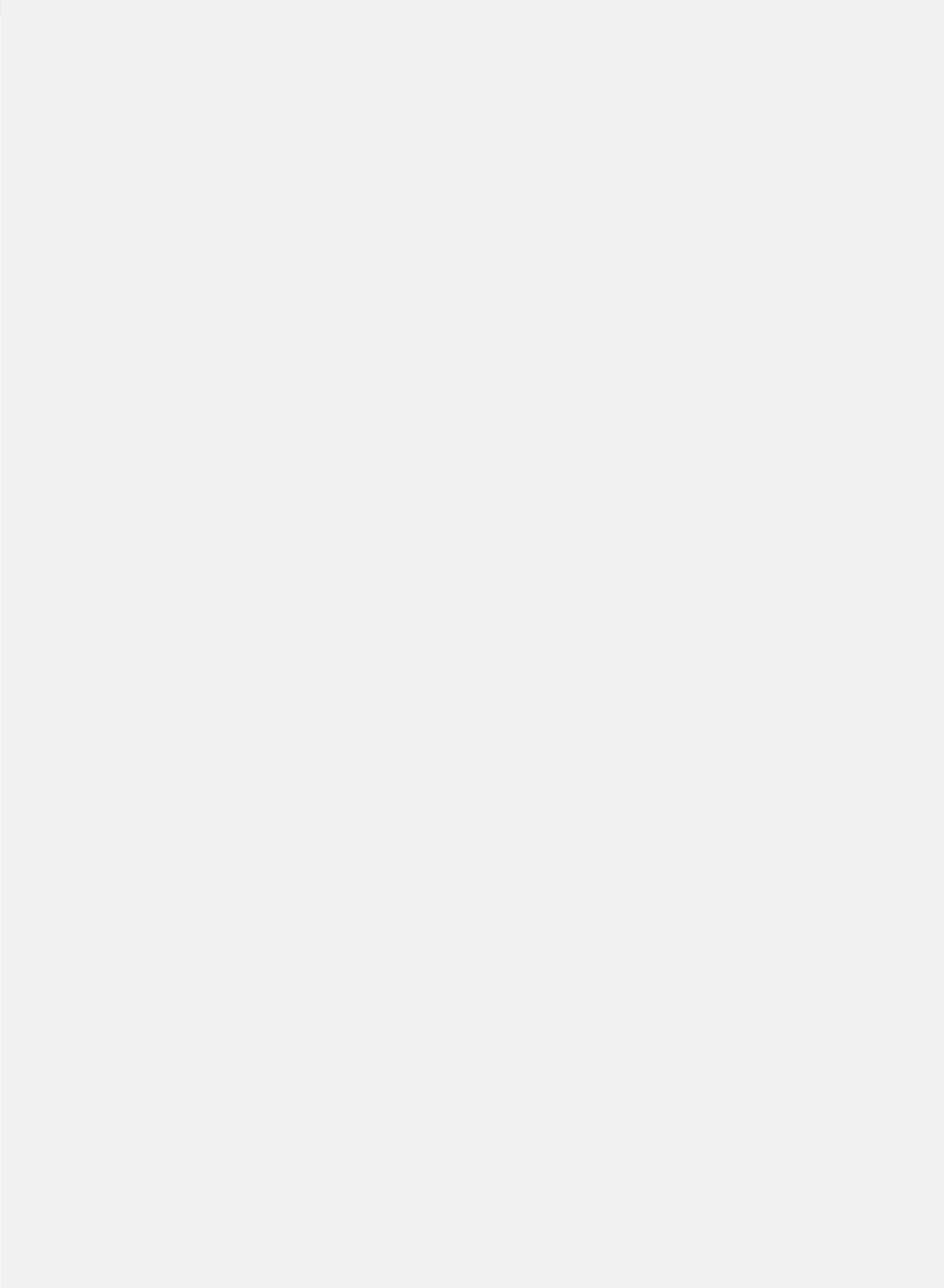
ICT Support and Test Engineers

Computer Network Professionals

Database & Systems Administrators & ICT Security

Graphic and Web Designers, and Illustrators

ICT Trainers



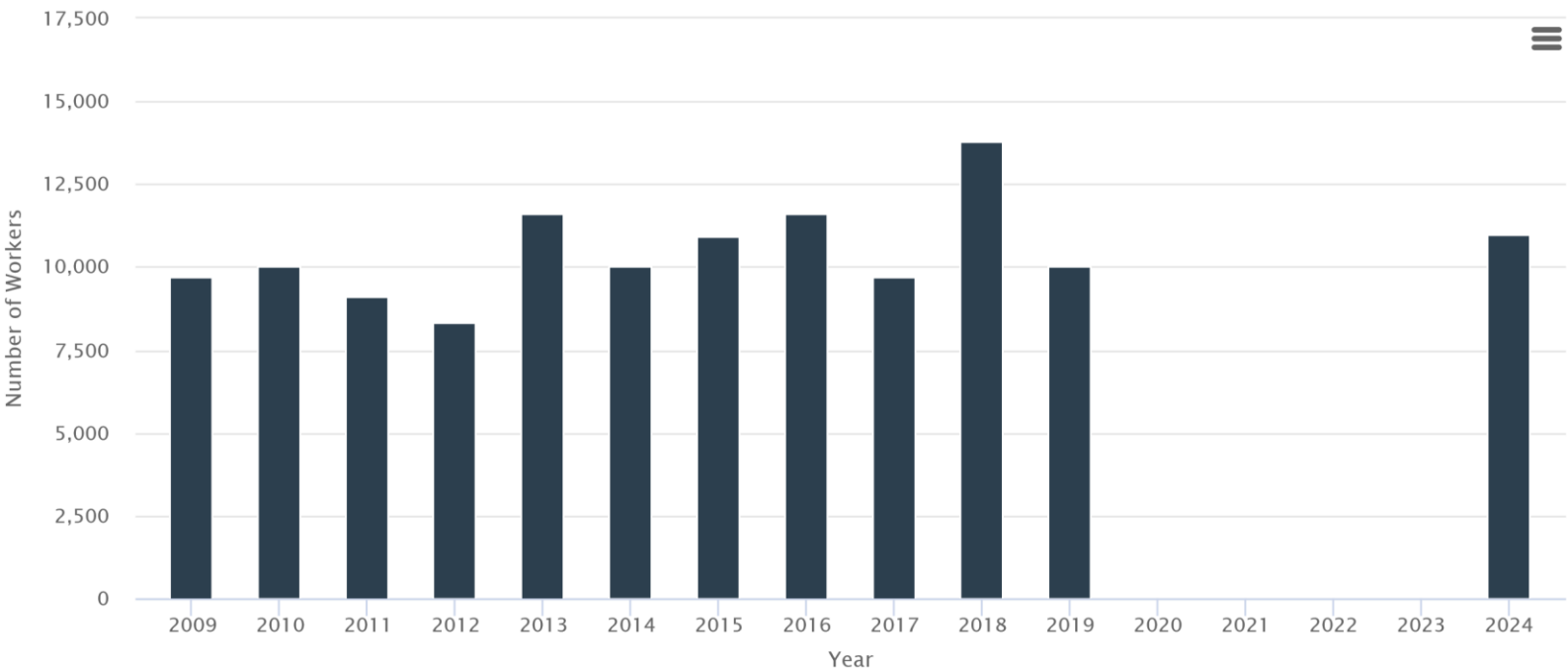
# Prospects

The number of people working as Multimedia Specialists and Web Developers (in their main job) stayed about the same over 5 years:  
from **10,000 in 2014** to **10,000 in 2019**.

**Caution:** The Australian jobs market is changing in response to the COVID-19 pandemic. These estimates do not take account of the impact of COVID-19. They may not reflect the current jobs market and should be used and interpreted with extreme caution.

- **Size:** This is a medium sized occupation.
- **Location:** Multimedia Specialists and Web Developers work in many parts of Australia. Victoria has a large share of workers.
- **Industries:** Most work in Professional, Scientific and Technical Services; Information Media and Telecommunications; and Education and Training.
- **Earnings:** Full-time workers on an adult wage earn around \$1,596 per week (similar to the average of \$1,460). Earnings tend to be lower when starting out and higher as experience grows.
- **Full-time:** Many work full-time (80%, higher than the average of 66%).
- **Hours:** Full-time workers spend around 42 hours per week at work (compared to the average of 44 hours).
- **Age:** The average age is 33 years (compared to the average of 40 years).
- **Gender:** 17% of workers are female (compared to the average of 48%).

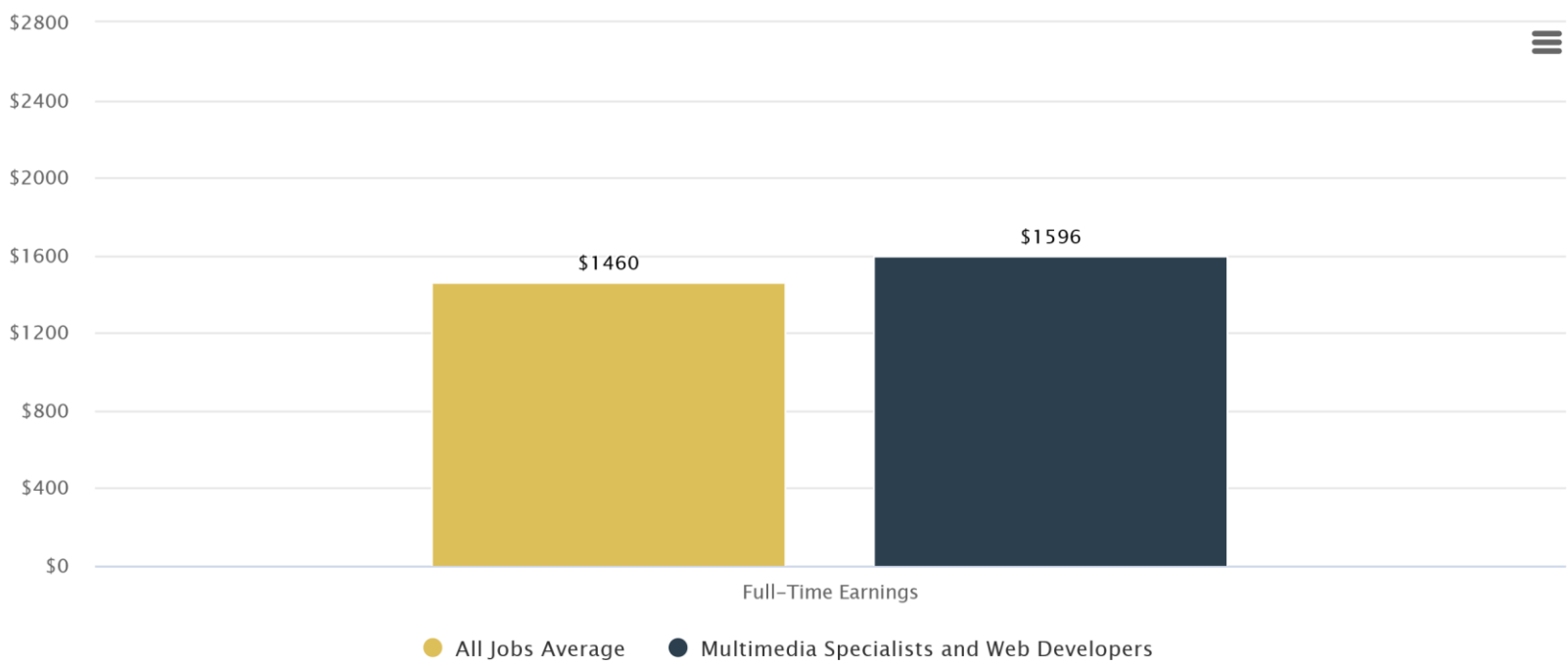
## Employment Outlook



SHOW DATA TABLE ▼

Caution: The 2019 employment projections do not take account of any impact caused by the COVID-19 pandemic and are therefore no longer reflective of current labour market conditions. As such, they should be used, and interpreted, with extreme caution. Source: ABS Labour Force Survey, National Skills Commission trend data to May 2019 and projections to 2024.

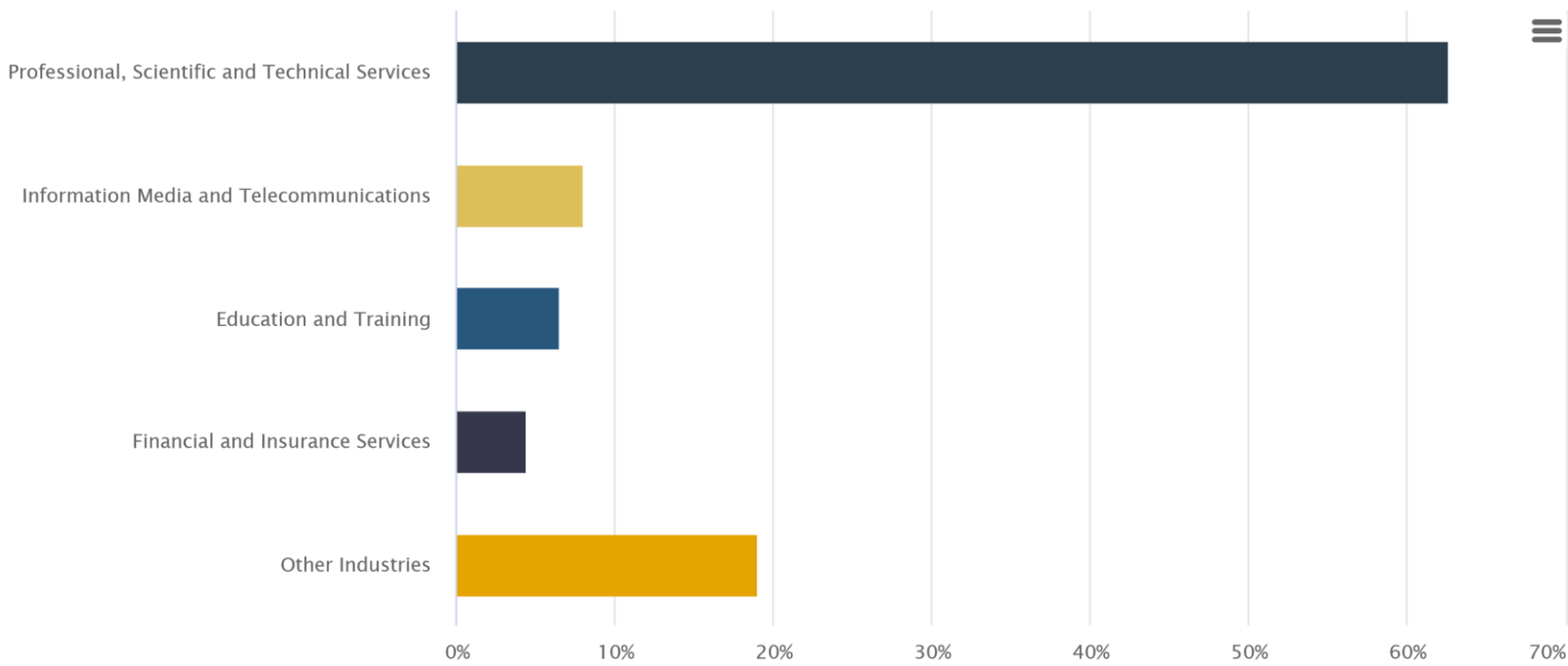
## Weekly Earnings



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Source: Based on ABS Survey of Employee Earnings and Hours (cat. no. 6306.0), May 2018, Customised Report. Median weekly total cash earnings for full-time non-managerial employees paid at the adult rate. Earnings are before tax and include amounts salary sacrificed. Earnings can vary greatly depending on the skills and experience of the worker and the demands of the role. These figures should be used as a guide only, not to determine a wage rate.

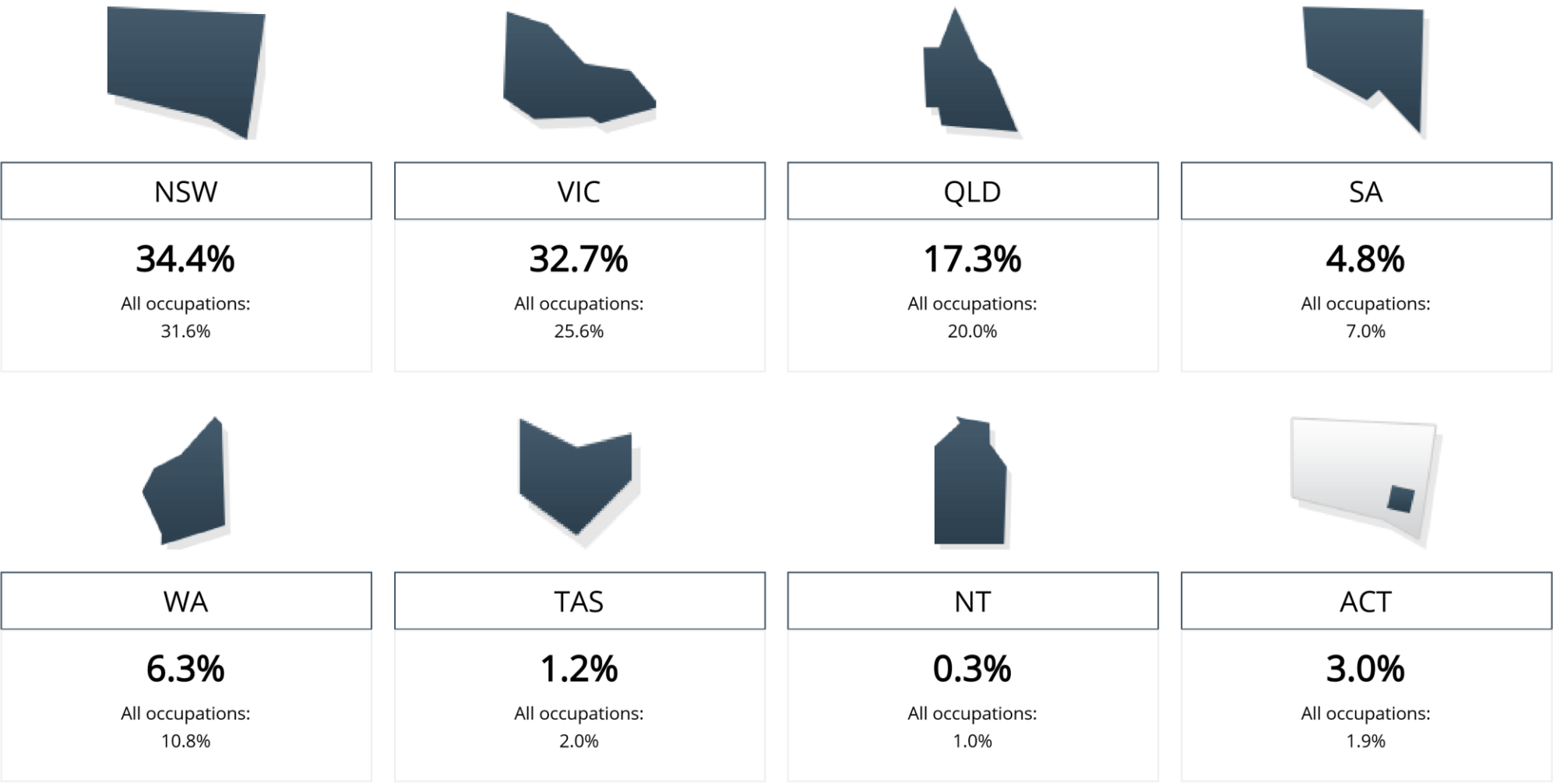
## Main Industries



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Source: Based on ABS Census 2016, Customised Report. Industries are based on the Australian and New Zealand Standard Industrial Classification (ANZSIC 06).

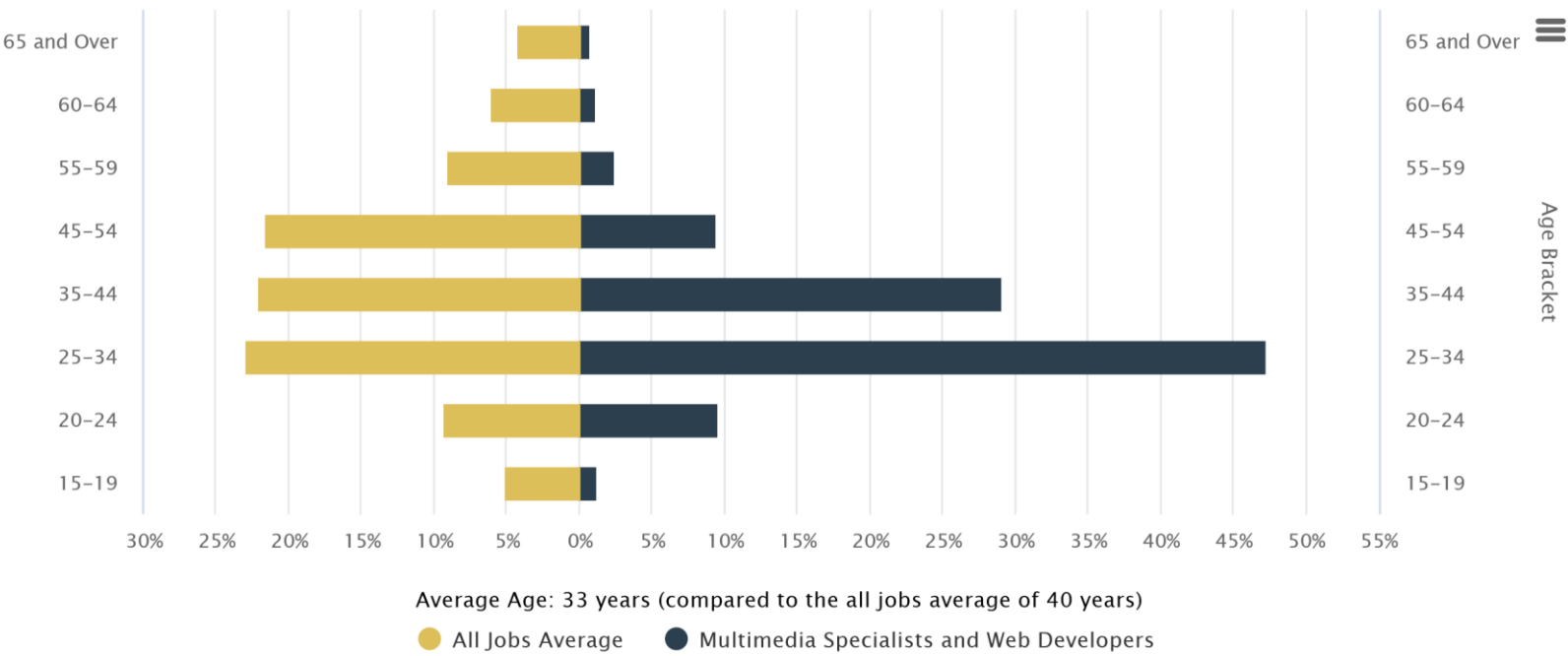
States and Territories



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Source: Based on ABS Census 2016, Customised Report. Share of workers across Australian States and Territories, in this job compared to the all jobs average.

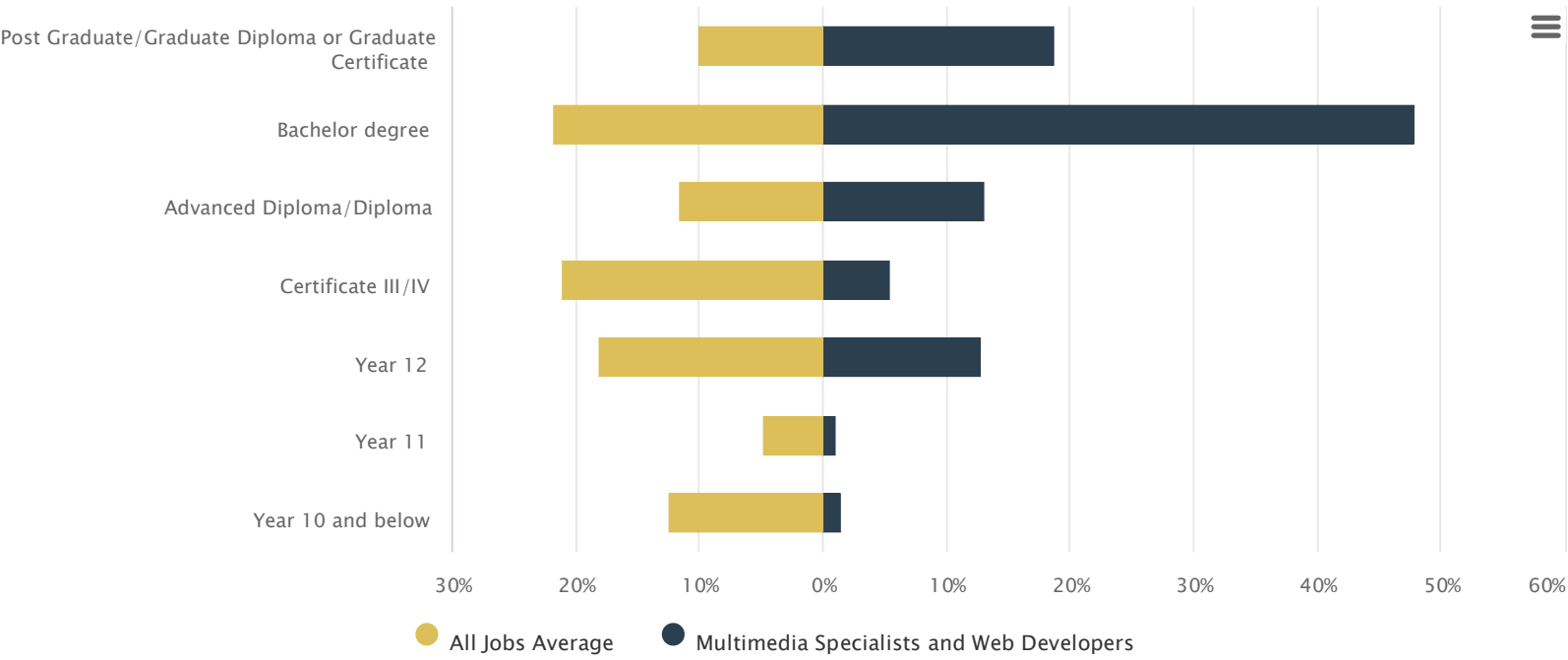
Age Profile



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Source: Based on ABS Census 2016, Customised Report. Age profile of workers in this job compared to the all jobs average.

# Education Level



SHOW DATA TABLE 





Source: ABS Census 2016, Customised Report. Highest quali cation completed by workers in this job (in any eld of study). Quali cations needed by new workers might be di erent from the quali cations of workers already in the job.




# Pathways

You usually need a bachelor or postgraduate degree in a relevant information technology field to work as a Multimedia Specialist or Web Developer. Some workers have Vocational Education and Training (VET) qualifications. There are also a wide range of vendor and industry certifications available that may substitute for formal qualifications.

Before starting a course, check it will provide you with the skills and qualifications you need. Visit

- [Course Seeker](#)  to search and compare higher education courses.
- [ComparED](#)  to compare undergraduate and postgraduate student experiences and outcomes.
- [My Skills](#)  to compare Vocational Education and Training (VET) courses, providers and student outcomes.
- [AAPathways website](#)  to explore Printing & Graphic Arts and Information and Communications Technology VET training pathways.

## Useful links and resources

- [The Australian Computer Society](#) 





# Skills & Knowledge

Employers look for Multimedia Specialists and Web Developers who can communicate clearly, work well in a team and have strong interpersonal skills.

## Filter Skills & Knowledge

### Knowledge

These are important topics, subjects or knowledge areas.

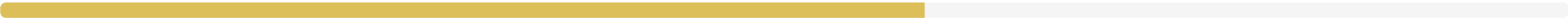
<div><div>Computers and electronics</div><div><div></div></div><div>81% Skill level</div><div>Circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.</div></div>
<div><div>English language</div><div><div></div></div><div>64% Skill level</div><div>English language including the meaning and spelling of words, rules of composition, and grammar.</div></div>
<div><div>Education and training</div><div><div></div></div><div>58% Skill level</div><div>Curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.</div></div>
<div><div>Mathematics</div><div><div></div></div><div>57% Skill level</div><div>Arithmetic, algebra, geometry, calculus, or statistics.</div></div>
<div><div>Clerical</div><div><div></div></div><div>56% Skill level</div><div>Word processing, managing files and records, stenography and transcription, designing forms, and other office work.</div></div>



# Skills

Skills can be improved through training or experience.

## Programming



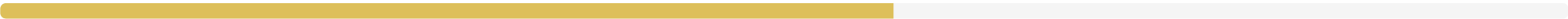
59% Skill level  
Writing computer programs.

## Operations analysis



59% Skill level  
Understanding needs and product requirements to create a design.

## Reading comprehension



57% Skill level  
Reading work related information.

## Critical thinking



55% Skill level  
Thinking about the pros and cons of di erent ways to solve a problem.

## Active learning



54% Skill level  
Being able to use what you have learnt to solve problems now and again in the future.



Workers use these physical and mental abilities.

Use general rules to find answers or solve problems logically.

\_\_\_\_\_

See details that are up-close (within a few feet).

\_\_\_\_\_

Listen to and understand what people say.

\_\_\_\_\_

Communicate by speaking.

\_\_\_\_\_

Order or arrange things in a pattern or sequence (e.g., numbers, letters, words, pictures, mathematical operations).



# Activities

These are kinds of activities workers regularly do in this job.

Keeping your knowledge up-to-date

82% Skill level

Keeping up-to-date with technology and new ideas.

Thinking creatively

79% Skill level

Using your own ideas for developing, designing, or creating something new.

Working with computers

75% Skill level

Using computers to program, write software, set up functions, enter data, or process information.

Collecting and organising information

70% Skill level

Compiling, coding, categorizing, calculating, tabulating, auditing, or checking information or data.

Planning and prioritising work

70% Skill level

Deciding on goals and putting together a detailed plan to get the work done.





# Work Environment

Learn about the daily activities, and physical and social demands faced by workers. Explore the values and work styles that workers rate as most important.

## Filter Work Environment

### Demands

The physical and social demands workers face most often are shown below.

<div><div>Indoors, heat controlled</div><div><div></div></div></div> <div><div>97% Important</div><div>Work indoors with access to heating or cooling.</div></div>
<div><div>Electronic mail</div><div><div></div></div></div> <div><div>96% Important Use electronic mail.</div></div>
<div><div>Spend time sitting</div><div><div></div></div></div> <div><div>96% Important</div><div>Spend time sitting at work.</div></div>
<div><div>Telephone</div><div><div></div></div></div> <div><div>88% Important Talk on the telephone.</div></div>
<div><div>Being exact or accurate</div><div><div></div></div></div> <div><div>87% Important</div><div>Be very exact or highly accurate.</div></div>

# Values

Work values are important to a person’s feeling of satisfaction. All six values are shown below.

<div><div>Independence</div><div><div></div></div><div>81% Important</div><div>Work alone and make decisions. Workers are able to try out their own ideas, make decisions on their own, and work with little or no supervision.</div></div>
<div><div>Working conditions</div><div><div></div></div><div>76% Important</div><div>Job security and good working conditions. There is usually a steady flow of interesting work, and the pay and conditions are generally good.</div></div>
<div><div>Achievement</div><div><div></div></div><div>71% Important</div><div>Results oriented. Workers are able to use their strongest abilities, giving them a feeling of accomplishment.</div></div>
<div><div>Recognition</div><div><div></div></div><div>71% Important</div><div>Advancement and the potential to lead. Workers are recognised for the work that they do, they may give directions and instructions to others, and they are looked up to in their company and their community.</div></div>
<div><div>Support</div><div><div></div></div><div>62% Important</div><div>Supportive management that stands behind employees. Workers are treated fairly by their company, they are supported by management, and have supervisors who train them well.</div></div>
<div><div>Relationships</div><div><div></div></div><div>57% Important</div><div>Serve and work with others. Workers usually get along well with each other, do things to help other people, and are rarely pressured to do things that go against their sense of right and wrong.</div></div>

# Interests

Interests are the style or type of work we prefer to do. All interest areas are shown below.

<div><div>Administrative</div><div><div></div></div><div>76% Important</div><div>Following set procedures and routines. Working with numbers and details more than with ideas, usually following rules.</div></div>
<div><div>Analytical</div><div><div></div></div><div>71% Important</div><div>Ideas and thinking. Searching for facts and figuring out problems in your head.</div></div>
<div><div>Practical</div><div><div></div></div><div>62% Important</div><div>Practical, hands-on work. Often with plants and animals, or materials like wood, tools, and machinery.</div></div>
<div><div>Creative</div><div><div></div></div><div>57% Important</div><div>Working with forms, designs and patterns. Often need self-expression and can be done without following rules.</div></div>
<div><div>Enterprising</div><div><div></div></div><div>48% Important</div><div>Starting up and carrying out projects. Leading people and making many decisions. Sometimes require risk taking and often deal with business.</div></div>
<div><div>Helping</div><div><div></div></div><div>14% Important</div><div>Working with people. Helping or providing service to others.</div></div>