Industry Data Analysis

**Job Title:** Marketing Platform Systems Manager

**How does it rank in terms of demand from employers?**

The specific job title is not listed within the data, though could possibly be closely compared to ‘IT Manager’, which is around the middle of the list.

**IT specific skillset required for the job:**

* Proficient knowledge of the back-end programming language and the framework that is used by the company
* Understanding of front-end web technologies like HTML, CSS, and JavaScript

**General skillset required for the job:**

* Management
* Leadership
* Teamwork
* Creating workflows and processes

**How do the IT-specific skills rank in terms of demand from employers?**

They rank quite high in demand from employers.

**How do the general skills rank in terms of demand from employers?**

The skills vary throughout the data, some are at the lower end of the scale while some are higher.

**What are the three highest ranked IT-specific skills which are not in your required skill set?**

SQL, Java, Microsoft Windows

**What are the three highest ranked general skills which are not in your required skill set?**

I would say that the majority of the top required skills would be in the general skills for this level of position. The ones not required; I would say troubleshooting, research and quality-assurance and control.

**From the Burning Glass Data, has your opinion of your ideal job changed? Why or why not?**

My opinion has changed, though I found it difficult to find my ‘ideal job’ for A1, and this was the only advertisement I could find that combined Marketing and IT. My goal for my career upon completion of this degree is to aim at obtaining a senior/executive management position within a ‘tech’ company, where my current (business) knowledge and experience will be crucial and having a depth of IT understanding would be important but secondary in nature.