

## **WEEK 2**

### CAREER JOURNEY – WEB ANALYST

First of all, every career is different and unique. There are some key steps you can take though that will help you get to where you want to be.

Remember, your career is a journey, and you have to tackle it step by step. You won't be a Manager tomorrow - but the way there is fun and worthwhile! Here you'll find a few ideas to get you started.

#### **Find Out More!**

- **Podcasts.** Podcasts are a great way to learn about new developments, stay up to date with the latest Web Analytic trends, and hear from influential leaders in the field.
- **Blogs.** Blogs are great sources of information and points of view on key Web Analytics topics - you can even get involved in the discussion over Social Media.
- **Professional websites.** Professional websites showcase exemplary work within the Web Analytics field and publish articles on best practice for the industry.

#### **Build a Network**

- **Professional networking sites.** Follow influencers and interest groups to help you research the industry, and connect with your past and present colleagues to build your network via pages like LinkedIn. You can also try to reach out to other Web Analytics professionals directly to find out about their career.
- **Career Fairs or Networking Events.** Most cities, schools and colleges host careers fairs, and there are many websites that can help you find events in your area. These are great opportunities to meet employers or recruiters, build up your network and learn more about the industry.
- **Mentors.** Mentors can provide great, hands on advice and support to help guide you through choices in your career. You can for example find a mentor in your personal network, school, sports, or through mentorship programmes.

#### **Build your skills**

- **Online Training.** Use online courses, just like this one, to teach yourself the skills required in your industry. There's lots to learn, and lots of places to support you in doing so.
- **Try Out Tools.** As you learn more about a topic, you will come across the programmes and platforms that Web Analytics professionals use to do their jobs. Try these tools out so you are comfortable with the industry standards.
- **Start a Project.** As you gain more practical and theoretical knowledge, you may want to start a project. This is a great way to showcase your skills and gain experience in Web Analytics - even without a client!

#### **Get Experience**

- **Work Experience.** Search for work experience placements, internships or traineeships to gain experience. This will be invaluable in helping you develop skills and secure a permanent job in Web Analytics.

- **Apprenticeships.** Allowing you to learn on the job, apprenticeships grant you a nationally recognised qualification or even a degree whilst allowing you to gain practical experience.
- **University.** You can choose to study courses in Digital Marketing or Analytics at university to get a strong theoretical understanding of the field.

## What Should I Do?

Good Question! Everybody has their own career path and journey. It's up to you to choose which elements suit you best. Check out the example career paths below for inspiration.

### Claire - Web Analyst

Claire completed the Web Analytics course around the time she was finishing school. She had always loved numbers and was fascinated by the stories that can be told by using data effectively. She started a blog in which she compiled examples of storytelling through data, and soon had a large number of followers. She decided to apply for an apprenticeship, because she knew she wanted to start earning money straight away. She was accepted and excelled in the role, because she used online training to teach herself how to use industry tools and impressed her employer with her level of engagement.

After accepting a permanent job within the Marketing department of a large retail company, Claire became a Web Analytics "generalist", working closely with marketing to provide insights that drive their decisions and really tell a story about the way their customers engage with the brand.

### Sven - Data Insights Manager

Sven had been working in hospitality for a couple of years, and was looking for the next challenge. He had always loved number puzzles, and had been fascinated by finding out more about real life events by looking at data - once, he had even tracked his tips over time and tried to draw conclusions about the best ways to maximise them. That's why one of his colleagues introduced him to the Web Analytics course. Sven was fascinated, and subscribed to professional websites, took online training and learned more about the discipline.

He didn't miss an opportunity to attend networking events in his area, and soon had a network of Digital Marketing and Analytics professionals. They helped him to get a paid internship at a marketing agency. His internship was extended twice, and when a position became available, he was offered a permanent job. Sven has had the opportunity to specialise within the field, using all of his training and experience to become a Data Insights Manager, supporting the Marketing and Management teams.

### Clarissa - Digital Marketing Manager

Clarissa became interested in marketing through a business course at college. She soon realised that the most effective marketing is based on real insights, and started to familiarise herself with Web Analytics as well. After watching a number of talks and reading some books on the profession, she decided to enrol on a marketing course at university.

On her summer break, Clarissa completed an internship with a small start-up where she carried out a variety of roles in the marketing space.

She realised that what she loves about Digital Marketing really is the insights that she can get in to her customers. Today, she is a Digital Marketing manager with a specialism in Web Analytics and Customer Insights - and she is known for making a real impact!