

Digital and ICT in Coventry & Warwickshire

**National
Careers
Service**

Helping you take
the next step

In the UK, like many other countries, we live in an increasingly online world. Digital skills are in high demand and relevant across many sectors - good news for those with the right skills, as these will open doors to work in automotive, aerospace, rail and the large number of headquarter operations in the local area.

90% of all jobs

will require some element of digital skills within 20 years.¹



1.2 million

new technical and digitally skilled people predicted to be needed by 2022²

More young people needed to study IT-related GCSEs



Over **130,000 tech jobs** are available each year in the UK³



Future trends

This sector is about technology but it's about creativity too for many of the jobs. We can expect to see a growing demand for people to work in these areas:

AI (artificial intelligence) | **cyber security** | big data management | **gaming** | VFX (visual effects) | **satellite technology** | digital marketing | **computer programming** | UX (user experience) | **AR (augmented reality) & VR (virtual reality)** | cyber security | **3D animation** | driverless vehicles

Just 17% of people working in the tech sector and only one in 10 students taking A level computer science are female⁴ even though women make up almost half of the workforce. More women in tech are desperately needed.

95% of UK games companies are small to medium businesses⁵ with the majority employing fewer than five people – rather than relying on traditional recruitment methods, building up experience and making useful contacts could go a long way.

Skills and qualities

Some employers report that they struggle to find candidates with the right people or personal skills. Employers in these sectors are particularly looking for:

ICT
Creativity
Communication
Problem solving
Maths
English
Design
Customer awareness
Analytical skills
Presentation skills
Team working
Flexibility
Business knowledge
Innovation

What could you earn?



These are the average salaries you might expect to earn in the digital and ICT sectors.*

IT technician £24,000[#]

Graphic designer £25,950

TV, video and audio engineers £32,650

Web designer £30,300

Telecommunications engineer £32,700

Computer games designer £41,250[#]

Software developer £41,350

IT systems architect £44,350

Ethical hacker £56,650[#]

*Annual Survey of Hours and Earnings 2017 median salary rounded to nearest £50

[#] ITJobsWatch

¹ Science Committee 2016 ² UKCES ³ National College for Digital Skills ⁴ The Tech Partnership ⁵ CWLEP



The local picture

Gaming, digital and ICT are all important to the local economy with Coventry & Warwickshire home to some 2,500 digital businesses (mainly hardware, software, digital content and gaming). Employers are keen to recruit people with the right skills.

The towns of Leamington Spa, Warwick and Southam – often referred to as ‘Silicon Spa’ – are home to over 40 gaming studios and app developers employing around 2,500 people.⁶

People with ICT skills will be able to take advantage of new jobs on offer as the new Friargate commercial district in Coventry is developed, potentially creating 15,000 jobs in business, finance, IT, leisure and retail.

HS2 will be coming through our region and there are opportunities for those with digital skills including digital design, digital planning, data analytics and digital construction techniques.



In demand:

software developers | **IT systems architects** | digital marketing specialists | **data analysts** | 3D designers | **business intelligence specialists** | management consultants | **cyber security professionals** | artificial intelligence experts | **games developers** | VFX specialists | **app developers** | ethical hacker | **coding**



Large and valued companies in the area include:



BT | **Playground Games** | Codemasters | **Python Digital** | Exient | **SEGA Hardlight** | Full Fat | **Ubisoft Leamington** | Freestyle Games | **Black Pepper Software** | **Rant and Rave** | Hitex | **IBM** | PCMS | **IRESS** | Kantar Millward Brown | **TCS** | Tata Technologies | **Imagination** | Staak | **Freestyle Interactive** | DCA | **Pixel Toys** | EPIC Games | **Denfield** | JLR



Finding out more

www.creativeskillset.org

www.creative-choices.co.uk

www.bubble-jobs.co.uk

www.thetechpartnership.com/tech-future-careers

www.techfuturegirls.com

www.ada.ac.uk

<http://careers.hs2.org.uk>

**Based on Grade Point Average
#U-Explore

Routes in



There are many routes into a digital or tech role but some skills are more in demand than others so it's worth doing some research especially if considering a degree.

The government has introduced a range of new qualifications to help address skills shortages and these include digital and cyber security apprenticeships, degree apprenticeships and technical T-level qualifications due to be phased in from 2019.

There are plenty of places to study or train in the area: The Serious Games Institute at Coventry University offers a range of courses around games design and development and Warwick University is ranked 2nd in the UK for computer science**. Both Warwick and Coventry universities offer degree courses in cyber security, helping to train the experts of the future.

Types of apprenticeships include:



social media and creative content, digital marketing, cyberspace communications specialist, software tester, cyber intrusion analyst, data analyst, infrastructure technician, video games quality assurance.

⁶ CWLEP: 'Games Industry in Coventry & Warwickshire – A Blueprint for Growth'