**Career Growth in the Tech Sector**

Job seekers should focus not only on what kind of work suits them now, but what jobs will offer a career path to future jobs. JCL Talent experts put their heads together to examine market trends in tech careers. The goal was to identify hot tech sector jobs that have the potential to grow into even hotter careers with lucrative growth potential.

According to Shavonn Rudd, a manager at JCL Talent in Los Angeles, many of the most promising tech sector professions require knowing and staying up to date with the latest digital inovations. However, not all jobs require job seekers to be tech whizzes. Some jobs require knowing only the software or hardware relevant to the duties of the job.

Labor statistics show the following tech sector jobs as as having some of the greatest long term growth potential, including salaries and opportunities for advancement within a variety of fields. This is just a sampling of tech jobs that should experience growth. Digital trends, including the expansion of information technology (IT) and mobile networks, will spur job growth in many tech professions.

**Applications developer**

Applications developer is a rapidly growing profession across all industries, particularly for those who develop mobile apps. Applications developers design and recommend enhancements to smartphone- and tablet-based software, including developing, coding, testing, and debugging. As more businesses rely on mobile technology to reach customers, the demand for highly skilled applications developers will continue to increase. Applications developers typically hold a bachelor’s degree and have a strong understanding of the different computer languages used in programing. Their job tasks may include working in teams, testing applications, designing prototype applications, and coordinating application plans with clients. The U.S. Bureau of Labor Statistics (BLS) reports hiring for applications developers is projected to increase 16 percent by 2030, much faster than the average rate of growth across all professions.

**Business analyst**

Business analysts bridge the gap between business and IT to make data-driven decisions based on business intelligence. They identify business needs and design and implement business information systems across multiple departments to ensure that data and reporting needs are met. People with experience in financial analysis, data analysis, and project management are strong candidates for jobs. Business analysts must have excellent communication skills and be able to translate technical information to a non-technical audience. No longer considered a general business talent, business analytics is a field of its own, and one to target for building a rewarding career. These jobs are in high demand.

**Customer service manager**

Customer service managers direct a team of customer service specialists and help resolve issues regarding customer complaints and other problems. They evaluate overall team performance and work closely with managers in other departments to ensure customer satisfaction and company integrity. The call center sector is a particularly rapidly growing aspect of the customer service industry. Excellent communication talents are an absolute must. Employment in the customer service sector is expected to increase 8 percent by 2030.

**Data architect**

Data architects translate information into database solutions. Data can be collected automatically, but humans are still needed to translate and analyze data and to make business recommendations using data. As more devices and sensors become interconnected, the volume of collected data will expand and the need for data architects will expand with it. Data architects have strong analytical and creative talents in addition to knowledge of data systems and database methodology. They communicate effectively, plan data resources, and translate business requirements into database solutions. Familiarity with database systems is essential for data architects. Data architect jobs are particularly plentiful in tech hubs like Austin, New York, and Seattle.

**Digital marketing manager**

Digital marketing managers develop, implement and oversee digital marketing campaigns that promote a company and its products or services. They enhance brand awareness within the digital universe and drive website traffic, sales, and leads. Strong digital marketing managers have technical and analytical talents, as well as experience in marketing research and analysis, campaign strategy, and web analytics. The job description of a digital marketing manager can be very broad and often differs from organization to organization and across industries. Often it includes creating strategies to increase online traffic, collecting and evaluating customer feedback, and improving the experience for users of the organization’s website. There is strong demand for digital marketing managers across all industry sectors and geographic regions.

**Digital strategist**

Digital strategists create digital marketing strategies and design campaigns for meeting a company’s goals. Digital strategists need an in-depth understanding of traditional marketing methods and must be knowledgeable about web analytics, search engine optimization, and customer relationship management software. Digital strategists also inform various stakeholders about benchmarks, progress, and the success of digital marketing initiatives. Good communication talents and marketing experience are a must. As more companies reach customers through digital channels, job prospects for digital strategists will continue to grow.

**Intelligence analyst**

As companies have made use of big data mining and reporting, the need for intelligence analysts has grown exponentially. This job involves turning raw data into insights, actions, and solutions that help businesses meet their goals. Successful intelligence analysts have exceptional analytical and problem-solving talents, excellent communication talents, and proficiency with using software to analyze data. Skilled professionals are in high demand, and often earn higher salaries if they have additional qualifications, such as specific industry expertise.

**Member services/enrollment manager**

Member services/enrollment managers are responsible for the quality assurance of the organization. For example, in the healthcare field, these are the people who answer inquiries from providers and members about coverage, claims, benefits and other issues. Excellent communication talents are a must in this field, as well as the ability to maintain confidentiality and demonstrate leadership. Problem-solving skills are essential.

**Systems analyst**

Systems analysts help business and IT teams find technical solutions to business problems. They play a central role in the planning and execution of projects, and they may serve as a liaison between IT and end users. Duties include analyzing hardware and software issues, writing and maintaining systems documentation, and translating user and system requirements into functional technical specifications. Hiring for systems analysts is projected to increase 11 percent by 2030.