

DIGITAL

ENGLISH DEPARTMENT

DIGITAL PLANNING MANAGER

Digital planning managers plan, buy, promote, and track digital media for a company. In this day and age, nearly everyone is an avid user of at least one social media platform. Digital planning managers often work with a variety of clients such as agencies, site publishers, and international departments.

SKILLS

- Excellent communication skills
- Tech-savvy
- Understands online media planning
- Successfully analyzes web metrics
- Strategizes to boost marketing campaign effectiveness
- Demonstrate strong collaboration and group work skills

SALARY

The average salary is approximately **\$50,000** a year. According to the U.S. Bureau of Labor Statistics, the demand for digital planning managers is steadily increasing.

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WEB ANALYST

A web analyst develops, modifies, and maintains complex computer systems and websites. They improve the functionality of a website, while maintaining a sleek design to fit their employer's brand. A web analyst must stay current on the latest software developments in order to provide their users with a functional, easy-to-use web interface that can manage traffic, maintain speed, and provide the best experience for visitors to the site. Back-end web developers are in charge of the coding that enables a website to exist. They are responsible for the technical framework behind sites. Front-end web developers are responsible for the layout, formatting, graphics, applications, and other features of a website. They also provide the content that will be posted, how it will be arranged, and when it will be published.

SKILLS

- Multidisciplinary background or training
- Experience within the field
- Knowledge of principles of computer systems and development
- Ability to analyze web models and other data
- Communication skills

SALARY

The median annual wage in 2015 was **\$64,970**. The Bureau of Labor Statistics predicts a 27% increase as technology advances faster.

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MULTIMEDIA EDITOR/SPECIALIST

A multimedia editor/specialist is someone who creates, manages, and edits various multimedia outlets such as websites, social media, and apps. Their main goal is to create and enhance the digital presence and outreach. It requires working across the board on multiple media resources, ranging from print and video to websites and blogs. One main focus of this editor is the content and production. An individual in this line of work must be aware of technological advances and fads and be able to apply them. They have to ensure content is well written, relevant, and grammatically correct. They also must ensure that all facets and material are consistent with the brand and appearance. These editors work closely with many other positions in the company to ensure success. Often, they must facilitate group work and lead team projects.

SKILLS

- Time management
- Organizational
- Analytical
- Problem-solving
- Significant experience with technology
- Multitasking
- Video production and editing
- Interpersonal communication skills

SALARY

The average salary for a multimedia editor is **\$56,010.**

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WEB DESIGNER

A web designer works closely with clients to develop, create, and maintain a website through HTML and CSS coding. Additionally, the work to make these sites user friendly and attractive to the client's audience.

SKILLS

- Excellent written and oral communication skills
- Creative
- Familiarity with software like Photoshop, Illustrator, Flash, and Java
- Strong background in graphic design
- Customer service skills

SALARY

A web designer makes between **\$37,000-\$100,000** based on experience.

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DIGITAL PUBLIC RELATIONS

In the current market, it is important for companies to communicate effectively with other consumers. Digital Public Relation careers involve creating strategies that utilize social media and email, and have a goal of furthering the company's reach with both consumers and reporters. This means that PR careers are essentially twofold; they need to think about how to make their company appear more favorably to consumers, and also how they themselves will represent the company when talking to reporters. Both of these goals also work together to create one holistic view that symbolizes what the company stands for. Tasks may involve writing press releases, coordinating with others to develop marketing strategies, and researching.

SKILLS

- Write well in different styles
- Familiarity with new technology
- A knack for creativity
- Understanding of their industry

SALARY

The average salary of a public relations specialist is **\$55,000**.

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SOCIAL MEDIA SPECIALIST

Social media specialists are in charge of managing and monitoring a brand's social media channels, including Twitter, Facebook, LinkedIn, Instagram, Vine, Pinterest, Snapchat, and more. This is an increasingly desirable position, considering 65% of all Americans use social media platforms, and 74% of all adults who access the Internet have social media's emerging trends and platforms, and be able to adapt and use their knowledge strategically. Some common daily tasks of social media specialists include:

- Using social listening tools (Google Analytics) to understand audience demographics, likes, dislikes, and online behaviors
- Brainstorming online campaigns that will promote the company image, contribute to marketing goals, and inspire goodwill in the brand's various publics
- Developing and scheduling social media content on appropriate platforms
- Using metric programs (Hootsuite) to analyze the successes and failures of their campaigns and content
- Reaching out to users, whether they are responding to a negative review or making a meaningful connection with an online influencer

SKILLS

- Writing, communicating, and editing
- Research
- Analytics
- Creativity
- Being able to collaborate with other departments

SALARY

A social media specialist may earn up to an average of **\$41,000** a year.