CodeWeek
Build your digital future

Careers in Digital Guide

A guide to your future career in digital

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Code4Europe

With 2030 approaching and Europe still far from its goal of 20 million ICT professionals, now is the time to unite all digital skills stakeholders—Education, Civil Society, Industry, and Government—to drive innovative digital upskilling for young people.

Code4Europe is coordinator of the EU Code Week in 2024-2026, an EU initiative that promotes digital literacy and coding skills among young Europeans and aims to create a scalable, sustainable initiative to embrace digital technologies and pursue rewarding careers. By reimagining and expanding **EU Code Week**, we will:

- Transform digital education across Europe.
- Significantly increase youth interest in digital careers.
- Unite the digital skills ecosystem to close the skills gap at its source.

Our goal is to reach **25 million young people in two years (2024–2026)** while preserving Code Week's grassroots spirit and core values. Backed by **a 45-member consortium led by Junior Achievement Europe**, Code4Europe will elevate to new heights and sustain EU Code Week, fostering collaboration between education and digital skills communities.

Introduction

This guide is designed for students aged 13–18-year-olds in Upper Secondary Education or College to give an overview of the top careers in digital and how to get there!

Browse our top 20 jobs, enjoy the digital skills quizzes, review what certifications you'd like to undertake, watch our role model videos and heed our advice which includes doing your own research and staying curious about our new digital world and taking action to develop your "Career Constellations" for the new AI inspired future deep tech world!

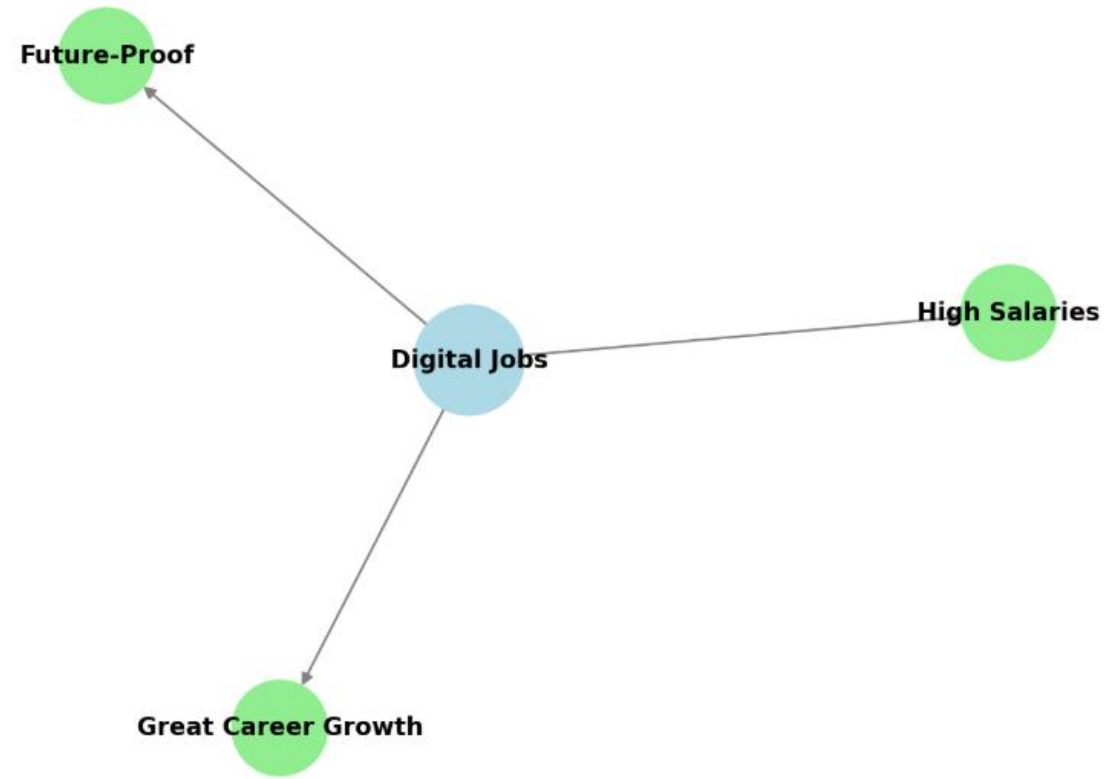
The digital era has revolutionised the way we work, communicate, and solve problems, creating a wealth of opportunities in careers that did not exist a few decades ago.

Digital careers offer diverse opportunities across fields such as software development, cybersecurity, digital marketing, data science, etc. This guide invites participants to discover where their skills, interests, and ambitions fit within the evolving tech landscape.

So get inspired!

One last thing: please record reading this guide as an activity for CodeWeek at https://codeweek.eu/add so that we can capture the impact and continue to inspire young people with great digital careers! Thank you.

Why Digital Jobs are the future!



- **Future-Proof –** Digital roles are in high demand and the tech industry is growing fast with the growth in digital technologies
    - **Transferable skills** – Skills like problem solving, analytical thinking, creativity, curiosity and interest in technology can be used across a variety of career paths

- **High salaries –** You can expect a higher-than-average salary for working in tech or digital fields. Here's an overview of average annual salaries for various digital positions in Europe:

Digital Role	Average Annual Salary (EUR)
AI/Machine Learning Engineer	€70,000–€100,000
Blockchain Developer	€60,000–€90,000
Cybersecurity Analyst	€55,000–€85,000
Cloud Computing Specialist	€65,000–€95,000
Data Scientist	€60,000–€90,000
Full-Stack Developer	€50,000–€80,000
UX/UI Designer	€45,000–€75,000
IT Support Specialist	€35,000–€55,000
Digital Marketing Professional	€40,000–€70,000

Note: These figures are approximate averages and can vary based on location, experience, and company size.

- **Great career growth**

- **Flexibility** – There is a variety of roles that you can work in. These roles are often required worldwide allowing you to travel or work from home
- **Diverse** - Digital jobs are for everyone - no matter who you are you will find inspiring role models like you and workplaces where you will belong in digital. There are **jobs for all strengths** - the creative, the "people person", the leader, the analytical thinker etc.
- **Impact** – The jobs of the future will involve building and using the technology of the future and allow you to be part of crafting what is to come…

Role models

"I love my career, and I feel really fortunate to work in a field I'm passionate about.

Currently, I'm helping to design the intelligence behind the Avanade Intelligent Garden showing at this year's Chelsea Flower Show.

We're taking a series of sensors across soil, water, trees, etcetera, and using that data to drive insights into how we can better tend to our gardens so trees will be able to talk to us!!

The key skills for my role include empathy, clear communication, active listening and expertise in user experience design. "

"On a daily basis, I'm involved in planning AI projects, coding, guiding an amazing team, and coming up with new solutions.

The best part is watching our AI systems come to life and make real impact in the industry.

Now in my field, having skills such as deep learning knowledge and AI solutions, architecture design is crucial. I've gained this through continuous learning and hands on projects, turning complex challenges into effective solutions."

Vasileios Linardos - Head of AI at ARCHEIOTHIKI SA

" I personally got into technology after wanting to play with robots as a young girl.

That's one of the first memories I I can remember of playing with some technology that I found really fun and that spiked some interest in me.

I work in my current role with line marking robots that mark lines on sports fields.

Katrine Moller -Robot Software Engineer at Tiny Mobile Robots

"I love my job because it allows me to drive digital transformation, make a real impact on businesses and communities we operate with.

While this is my dream job, if I had to choose another, it would always be something that combines technology and social impact.

A typical day involves strategic planning, meeting with clients, and collaborating and coaching my teams.

The best part of my day is seeing the positive outcome of our work and the difference we make for our clients."

Paula Panarra - General Manager at Avanade UK & Ireland

The top 20 jobs in digital

Here are the top 20 digital jobs for the future, featuring **a list of comparison factors**. Please check Annex for details on the methodology and sources used.

The ranking is **yours** – it is **you** that will decide what to prioritise - whether work-life balance, salary or growth potential for example.

Profession	Market Demand	Salary Potential	Growth Potential	Work-Life Balance	Impact and Influence
AI/Machine Learning Engineers	10	10	10	7	9
Blockchain	8	9	8	7	8
Cloud Computing Specialist	9	9	9	7	8
Content Creator	7	7	8	6	7
Cybersecurity	9	9	9	5	9
Data Analyst	9	8	8	7	7
Data Engineering	9	9	9	7	8
Data Scientist	10	10	9	7	9
DevOps Engineer	9	9	9	6	8
Digital Business Analysis	8	8	8	7	7
Digital Marketing	8	8	8	7	7
Full-Stack Development	9	9	9	6	8

IoT	8	8	9	7	8
IT Support Specialist	7	6	6	5	6
Low-Code Development	7	7	8	7	6
Mobile Development	9	8	8	6	8
Robotics Engineering	8	9	9	6	8
Software Eng/Developer	10	9	9	6	8
UX/UI Designer	9	8	8	7	8
Web Designer	8	7	7	7	7

Explanation of Ratings:

- **Market Demand:** This reflects the current need for professionals with these skills in the job market.
- **Salary Potential:** This indicates the earning potential for these roles, considering factors like experience and location and company.
- **Growth Potential:** This assesses the future prospects and opportunities for advancement within the field.
- **Impact and Influence:** This evaluates the potential to make a significant contribution and have a broad effect through the work.
- **Work-Life Balance:** This is a more subjective measure, but it generally reflects the typical work hours, stress levels, and flexibility associated with the profession.

A special note on Work-Life Balance: *Work-life balance can be a challenge in many tech roles, especially those with high demand and rapid growth. Roles like Cybersecurity, IT Support, DevOps and Full-Stack Development often involve on-call work, tight deadlines, and the need to stay updated with the latest technologies. This can lead to long hours and less flexibility compared to other professions. However, the increasing emphasis on employee well-being and remote work options has led to some improvement in work-life balance for many tech professionals.*

Description of the top 20 professions

Includes descriptions, qualifications, and educational pathways.

AI/ML (Artificial Intelligence/Machine Learning) Engineers

- **Description:** Develop and implement algorithms that allow computers to learn from data, make decisions, and perform tasks that typically require human intelligence.

- **Qualifications:** Strong programming skills (Python, R), knowledge of machine learning algorithms, deep learning frameworks (TensorFlow, PyTorch), data modeling, and statistical analysis.
- **Educational Pathway:** Bachelors or Masters in Computer Science, Data Science, or a related field with a focus on AI/ML. Online courses, boot camps, and certifications are also valuable.

Blockchain

- **Description:** Develop and implement blockchain technologies for various applications, including cryptocurrencies, supply chain management, and secure data storage.
- **Qualifications:** Understanding of cryptography, distributed systems, data structures, smart contracts, and blockchain platforms (Ethereum, Hyperledger). Programming skills in languages like C++, Java, or Solidity.
- **Educational Pathway:** Bachelor's or master's in computer science, Information Systems, or a related field. Specialized courses and certifications in blockchain development are becoming increasingly common.

Cloud Computing Specialist

- **Description:** Design, implement, and manage cloud-based infrastructure and services for organizations.
- **Qualifications:** Knowledge of cloud platforms (AWS, Azure, GCP), virtualisation, networking, security, and cloud-native technologies (containers, Kubernetes). Relevant certifications (AWS Certified Solutions Architect, Azure Administrator) are highly valued.
- **Educational Pathway:** Bachelor's in Computer Science, Information Technology, or a related field. Cloud-specific certifications and hands-on experience are crucial.

Content Creator

- **Description:** Create engaging content (text, images, videos) for various online platforms to attract and retain an audience.
- **Qualifications:** Strong writing, editing, and visual communication skills. Knowledge of SEO, social media marketing, and content management systems (CMS). Creativity and adaptability are key.
- **Educational Pathway:** While a degree in Marketing, Journalism, or Communications can be helpful, many content creators are self-taught. Building a strong portfolio is essential.

Cybersecurity

- **Description:** Protect computer systems and networks from unauthorised access, cyberattacks, and data breaches. You will assist customers by listening to their requirements and issues, troubleshooting and helping design security solutions. You will also deliver workshops and trainings.
- **Qualifications:** Knowledge of network security, cryptography, ethical hacking, security auditing, and incident response. Relevant certifications (CISSP, CompTIA Security+) are highly valued.

- **Educational Pathway:** Bachelor's or Master's in Cybersecurity, Computer Science, or a related field like Software Engineering. Certifications and hands-on experience are essential.

Data Analyst

- **Description:** Collect, process, and analyse data to extract insights and support business decision-making.
- **Qualifications:** Proficiency in data analysis tools (SQL, Excel, R, Python), data visualisation, and statistical analysis. Strong communication and problem-solving skills.
- **Educational Pathway:** Bachelor's in Statistics, Mathematics, Economics, Computer Science, or a related field. Online courses and certifications in data analysis are also valuable.

Data Engineering

- **Description:** Build and maintain the infrastructure for collecting, storing, and processing large datasets.
- **Qualifications:** Strong programming skills (Python, Java, Scala), knowledge of databases (SQL, NoSQL), data warehousing, ETL processes, and big data technologies (Hadoop, Spark).
- **Educational Pathway:** Bachelor's or Master's in Computer Science, Data Science, or a related field with a focus on data engineering.

Data Scientist

- **Description:** Use advanced statistical and machine learning techniques to analyse complex data, build predictive models, and solve business problems.
- **Qualifications:** Strong programming skills (Python, R), knowledge of statistical modeling, machine learning algorithms, data mining, and big data technologies.
- **Educational Pathway:** Master's or Ph.D. in Data Science, Statistics, Computer Science, or a related field.

DevOps Engineer

- **Description:** Bridge the gap between software development and IT operations, automating the software release process and ensuring smooth deployment and operation of applications.
- **Qualifications:** Knowledge of Linux/Unix systems, scripting (Python, Bash), configuration management tools (Ansible, Chef, Puppet), CI/CD pipelines, and cloud platforms.
- **Educational Pathway:** Bachelor's in Computer Science, Information Technology, or a related field. Hands-on experience and relevant certifications are highly valued.

Digital Business Analysis

- **Description:** Analyse business processes, identify areas for improvement, and recommend digital solutions to enhance efficiency and effectiveness.
- **Qualifications:** Strong analytical and problem-solving skills, knowledge of business process modeling, requirements elicitation, and digital technologies.
- **Educational Pathway:** Bachelor's in Business Administration, Information Systems, or a related field. Certifications in business analysis are also valuable.

Digital Marketing

- **Description:** Develop and implement online marketing strategies to promote products or services and reach target audiences.
- **Qualifications:** Knowledge of SEO, social media marketing, email marketing, content marketing, and digital advertising. Strong analytical and communication skills.
- **Educational Pathway:** Bachelor's in Marketing, Communications, or a related field. Online courses and certifications in digital marketing are also valuable.

Full-Stack Development

- **Description:** Develop both the front-end (user interface) and back-end (server-side logic) of web applications.
- **Qualifications:** Proficiency in front-end technologies (HTML, CSS, JavaScript), back-end languages (Python, Java, Node.js), databases, and web frameworks.
- **Educational Pathway:** Bachelor's in Computer Science or a related field. Boot camps and online courses are also popular pathways.

IoT (Internet of Things)

- **Description:** How many of you wear a smartwatch or a fitness tracker? How do you think you can see your OWN data (heart rate, blood pressure, distance run, gps location, ...) on your mobile phone, on your pc, even on your tv? How about lights on your home that you can control with your mobile? Do you know that certain traffic lights adjust to the traffic? This is IOT. Now imagine yourself, entering a world of everyday objects and TRANSFORM them with sensors, Wi-Fi, cellular comms and microcontrollers, to their "smarter versions". Nice, eh? Design, develop, and implement Internet of Things (IoT) solutions that connect physical devices to the internet.
- **Qualifications:** Knowledge of embedded systems, sensor networks, communication protocols, cloud platforms, and data analytics.
- **Educational Pathway:** Bachelor's or Master's in Computer Engineering, Electrical Engineering, or a related field.

IT Support Specialist

- **Description:** These are the go-to experts for all your tech troubles, making your digital life smoother. They provide technical support to end-users, troubleshoot hardware and software issues, and maintain computer systems. They also ensure online security. A typical day might involve checking emails or internal messaging systems, helping people with tech issues, setting up gadgets/tech and learning new tech skills. T
- **Qualifications:** Knowledge of computer hardware, software, networking, and operating systems. Strong problem-solving and communication skills. Experience in Internships a benefit.
- **Educational Pathway:** Associate's degree in Information Technology or a related field like Computer Science, Software or Electronic engineering. Certifications like CompTIA A+ are often required.
- *"IT Support is like having tech superheroes on standby. They solve computer issues, set up new devices, and ensure online security."* Camila Francisco, Technical specialist at Microsoft

Low-Code Development

- **Description:** Develop applications using visual interfaces and pre-built components, minimizing the need for traditional coding.
- **Qualifications:** Familiarity with low-code platforms (e.g., Mendix, OutSystems, Salesforce Lightning), basic programming concepts, and understanding of business processes.
- **Educational Pathway:** While a computer science background can be helpful, many low-code developers come from business or other non-technical backgrounds. Platform-specific training and certifications are essential.

Mobile Development

- **Description:** Develop mobile applications for various platforms (iOS, Android).
- **Qualifications:** Proficiency in programming languages like Swift (iOS) or Java/Kotlin (Android), knowledge of mobile UI/UX design principles, and familiarity with mobile development tools and frameworks.
- **Educational Pathway:** Bachelor's in Computer Science or a related field. Boot camps and online courses are also popular pathways.

Robotics Engineering

- **Description:** Design, build, and program robots for various applications in industries like manufacturing, healthcare, and exploration.
- **Qualifications:** Knowledge of mechanical engineering, electrical engineering, computer science, programming, and control systems.

- **Educational Pathway:** Bachelor's or Master's in Robotics Engineering, Mechanical Engineering, Electrical Engineering, or a related field.

Software Engineer/Developer

- **Description:** A person who writes code a language computers understand. Design, develop, test, and maintain software applications for various platforms and purposes.
- **Qualifications:** Strong programming skills in one or more languages (Java, Python, C++, JavaScript), knowledge of data structures, algorithms, software design principles, and software development methodologies. Fun fact: Software developers can often be referred to as software engineers or programmers and they can work on the development of websites, videogames, mobile apps, computer programmes and so much more!
- **Educational Pathway:** Bachelor's in Computer Science, software engineering, maths, data science or data analytics or a related field – some institutions offer degrees in game design and development. Boot camps in programming and software development. You might have hobbies in open source projects or game engines. and online courses can also provide a pathway into the field.

UX/UI Designer (User Experience Design/User Interface design)

- **Description:** UX design stands for "user experience design," while UI stands for "user interface design. They both relate to how products are created (think: websites, apps, and software) Design user interfaces and user experiences for websites and applications, focusing on usability, accessibility, and visual appeal. Every day can look different but can include sketching ideas, interviewing people and collecting feedback.
- **Qualifications:** Knowledge of user-centered design principles, interaction design, information architecture, and visual design. Proficiency in design tools like Figma or Adobe XD. Coding is not a must but helpful.
- **Educational Pathway:** Bachelor's in Design, Human-Computer Interaction, or a related field. Many come from art and design backgrounds but others from business, social sciences and psychology. Boot camps and online courses are also popular pathways – check out product design and UX courses.

Web Designer

- **Description:** Design and create the visual layout and user interface of websites.
- **Qualifications:** Proficiency in HTML, CSS, JavaScript, and graphic design tools. Understanding of web design principles, user experience, and SEO.
- **Educational Pathway:** Associate's or Bachelor's degree in Web Design, Graphic Design, or a related field. Online courses and boot camps are also valuable.

Suggested Courses in Digital

Why Pursue Certifications?

- **Career Readiness**: Stand out with recognised expertise in technology.
- **Industry Recognition**: Globally respected Microsoft certifications open doors.
- **Skill Development**: Build critical skills in AI, cloud computing, security, and more.

Microsoft Courses for career starters

With 91% of hiring managers using certifications as a criterion when evaluating candidates, it's clear that employers value certifications. Prove your technical know-how and stand out from the crowd with a Microsoft Certification. Eligible students can take certification exams at a discounted academic price.

There are several fundamental Microsoft Exams you could take advantage of!

1) **AI-900: Microsoft Azure AI Fundamentals.**
   Learning Path: Microsoft Certified: Azure AI Fundamentals - Certifications | Microsoft Learn
2) **AZ-900: Microsoft Azure Fundamentals**
   Learning Path: Microsoft Certified: Azure Fundamentals - Certifications | Microsoft Learn
3) **PL-900: Microsoft Power Platforms Fundamentals**
   Learning Path: PL-900: Microsoft Power Platform Fundamentals - Training | Microsoft Learn
4) **SC-900: Microsoft Security & Compliance**

Learning Path: Microsoft Certified: Security, Compliance, and Identity Fundamentals - Certifications | Microsoft Learn

Read about more certifications at Student Certifications - Student Hub | Microsoft Learn

Measure Up: Watch this short video for more information about MeasureUp practice exams:

- Get the most out from MeasureUp!
- You can practice as many times as you want, and MeasureUp will retain your practice history. Click here to visit MeasureUp: account.measureup.com

Other Microsoft courses

- Generative AI Learning Pathways: Career Essentials in Generative AI by Microsoft and LinkedIn These great videos are a must to watch if you are interested in a career in this area. Language availability: Available in 7 languages

Free Online Courses from CISCO Networking Academy

NetAcad's introductory classes are the perfect means to combine theoretical knowledge from the courses with practical, hands-on projects to reinforce learning through application. These classes are meant for anyone above the age of 13**,** and all last under 10 hours, so they are perfect for those who are completely new to the topic or need a refresher. Find below a brief explanation of each class and click on the links to enroll as a student! As an educator, you can share the links below to your own students to let them independently work through the course materials.

- Introduction to IoT: Offers foundational knowledge about the Internet of Things, preparing students for the interconnected world of technology. (*>> click here!*)
- Intro to Cybersecurity: Teaches cybersecurity basics to protect the students' personal digital life and gain insights into the biggest security challenges companies, governments, and educational institutions face today. (*>> click here!*)
- Intro to Data Science: Teaches data science, data analytics, and data engineering to understand how machine learning is shaping the future of business, healthcare, education, and more. (*>> click here!*)
- Introduction to Modern AI: Helps students learn key AI concepts and get hands-on practice with AI-enabled apps. (*>> click here!*)
- Digital Awareness: Equips students with fundamental knowledge and practical digital skills that can be applied at home, school or work. (*>> click here!*)
- Computer Hardware Basics: Explores the fundamentals of computers and mobile devices, the components that comprise them, how they work, and basic troubleshooting tools and techniques. **(*>> click here!*)**

Click here for a full orientation course on all the available Cisco Networking Academy courses and how you can make the most of these materials!

Other recomended courses

- How to Launch Your Tech Career | Michael Page
  - This is a guide for careers in digital, that suggests specific type of courses to follow
- Skills to Succeed Academy Courses | Skills to Succeed Academy

Courses to advance specific skills

- Google Digital Garage
- Coursera – Digital Skills: Digital Marketing by Accenture (Free with Audit)
- Harvard CS50: Introduction to Computer Science (Web Development)
- The Odin Project (Full-Stack Web Development)
- fast.ai – Practical Deep Learning for Coders (Data analytics and AI)
- AWS Cloud Practitioner Essentials (Cybersecurity & Cloud Computing)

Take a Digital Career Quiz!

Here is our guide to the best career quizzes to help you on your way!

Short Tech skills quiz

Discover your dream digital job role with this quick and free quiz! Has questions based on daily life to set you on the correct career path and information about every career.

https://www.techskills.org/careers/quiz/

Tech Career Quiz – which job is right for me?

Nice, simple, and quick and asks some great questions then recommends digital jobs based on your answers.

https://careerfoundry.com/en/blog/career-change/tech-career-quiz/

BCS Chartered Institute for IT Quiz

Nice quiz that leads to top Tech Jobs and suggests courses to take to be more qualified for the specific role:

In Demand Tech Jobs | BCS

Test your digital skills with Europass!

A great assessment tool that uses questions to check your skills' level.

Europass https://europa.eu/europass/digitalskills/screen/home

UCAS Find your ideal career

Leads to any job not only in digital.

Careers Quiz | UCAS

Useful Resources

Career Guide from Microsoft Dreamspace

Embark on an adventure with Microsoft Ireland's Dream Space, exploring careers in the technology sector and gaining insights into opportunities in Science, Technology, Engineering, Art/Design, and Mathematics (STEAM).

Check out the resources link (tbc) and YouTube ttps://m.youtube.com/watch?v=YU3CrwOqdew&list=PLk8CXm24CyQFMJLKyMnWn70OeW7FC3vyd&index=1&pp=iAQB for exclusive videos with Microsoft Ireland's Dream Space Champions, a programme that connects Microsoft professionals directly with students. Learn about their responsibilities, daily routines, and the steps to pursue each role.

Join us in unlocking exciting STEAM career paths at Microsoft, which are also relevant to many major tech companies worldwide.

European Centre for Women in Technology (ECWT)

- Looking for role models and a Community for girls and women in the European semiconductor industry?
- Check out and join the Role Model Database of 100+ women in microelectronics developed in the framework of the
- ECoVEM - European Centre of Vocational Excellence in Microelectronics ERASMUS+ Knowledge Alliances Project (2020-2024):
- https://ecovem.ecwt.eu/role-models/

Digital Careers

This is a digital career guide, although from Youth Employment UK it has many different career paths relevant globally and information about every path.
Digital Careers - Youth Employment UK

Future of Jobs reports

https://www.weforum.org/stories/2025/01/future-of-jobs-report-2025-the-fastest-growing-and-declining-jobs/
https://www.oecd.org/en/topics/policy-issues/future-of-work.html
https://digital-skills-jobs.europa.eu/en/opportunities/careers
https://nationalcareers.service.gov.uk/job-categories/computing-technology-and-digital
https://www.bls.gov/

Salary Data

Glassdoor: Provides salary insights for various professions based on user-reported data.
https://www.glassdoor.com

Demand and Job Market Trends

Bureau of Labor Statistics (BLS): Provides data on job growth, demand, and future outlook for various professions in the U.S.
https://www.bls.gov
https://www.bls.gov/ooh/
LinkedIn digital representation of the global economy
https://economicgraph.linkedin.com/

Indeed Job Trends: Analyzes job postings and demand for specific roles.
https://www.indeed.com

Growth Potential

World Economic Forum (WEF): Publishes reports on future job trends and skills in demand (e.g., "The Future of Jobs Report").
Website: https://www.weforum.org

Gartner: Provides insights into technology trends and their impact on careers.
Website: https://www.gartner.com

McKinsey & Company: Offers reports on digital transformation and its impact on jobs.
Website: https://www.mckinsey.com

Work-Life Balance

Glassdoor Reviews: Includes employee reviews about work-life balance for specific roles and companies.
Website: https://www.glassdoor.com

Comparably: Provides insights into company culture and work-life balance.
Website: https://www.comparably.com

Skill Accessibility

Coursera: Offers data on the popularity and difficulty of learning specific skills.
Website: https://www.coursera.org

Udemy: Provides insights into the most in-demand courses and skills.
Website: https://www.udemy.com

Stack Overflow Developer Survey: Highlights the skills and tools developers are learning.
Website: https://insights.stackoverflow.com/survey

Words of advice

Do independent research

1. Do your own research. Always!
2. Pick high quality and independent sources – not an easy task!
3. Never rely on any source articles with the type of title “A 10-minute guide to choosing your career”
4. Always second guess what you read. Even this toolkit!
5. Always remember to investigate the source of the advice and the advisors themselves. Does the advice come from people who have actually been there and done that? Talk to friends and family on your job quest for their views.

The six degrees of separation

This is the idea that we, all people (on earth), are six or fewer social connections away from each other. As such, a friend of a friend can introduce you to the role of a job you are considering and have a direct chat of “a day in the life of a data scientist in Amazon”. Try to exploit this opportunity through your network – you will be surprised by the results.

The good news

As new scientists / engineers you will enter new roles, in new departments, and new specialties and there will not be an “old guard” to tell you what to do and how to do it.

The bad news

As new scientists / engineers you will enter new roles, in new departments, and new specialties and there will not be an “old guard” to tell you what to do and how to do it.

(yes, you read both right)

Disclaimer

Information on careers in digital is constantly changing - the information in this document is from a variety of sources in March 2025.

Fun fact: The information here was fresh as a daisy at publication time, but in the time, you read a paragraph, the digital world likely shifted a bit. (Or a byte)! By tomorrow, 4% of this document will be "vintage".

Be committed to mastering the art of rapid learning and keeping pace with this dynamic industry. After all, in digital sciences, adaptability is not just a skill – it is the secret sauce!

Let us embrace the thrill of learning at the speed of now. Remember

Your journey is a continuous one.

Enjoy it.

Annex

Citations and methodology of this report

These results were aggregated by AI through NotebookLM. This report was created from various sources, training manuals, internal documents and from a wide range of companies (exchange listed, private, small, large) and authored by experienced professors, HR, Talent Acquisition professionals in with experience in the fields of Digital Science and Engineering.

All data presented here are validated by the authors with fact verification. The "Rank by your factor" table is an original idea.

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CodeWeek
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