

# Labour Market Information

## Digital and IT Sector

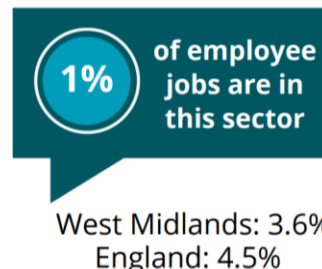


### Sector Overview

Industry
Digital Technology and IT Services
Local Focus
Walsall, Black Country and Birmingham
Key Areas
IT support, cybersecurity, software development, data analysis, digital marketing, web services
Current Outlook
Rapid growth driven by digital transformation across all sectors. Strong demand for both technical and creative roles, especially in SMEs, education, healthcare and e-commerce. Cybersecurity is a fast-growing area, but courses can be over-subscribed.



### Employee jobs in information & communications<sup>1</sup>



### Key Job Roles and Entry Points

Entry-Level	Mid-Level / Skilled Roles	Advanced / Managerial
IT Support Technician	Junior Software Developer	Cybersecurity Analyst
Digital Marketing Assistant	Data Analyst	Software Engineer
Web Content Assistant	Network Administrator	Cloud Solutions Architect
Apprentice (IT/Digital)	SEO/PPC Executive	AI/ML Specialist
Junior Tester / QA Assistant	Digital Designer	IT Project Manager

## Qualifications and Training

Role Type	Typical Qualification / Courses
Entry Level	Level 2-3 in IT, Digital Skills Bootcamps, Apprenticeships, Google Certifications
Skilled Roles	NVQ Level 3-4 in IT/Networking, BTEC in Computing, Web Design Certificates, CompTIA A+/Network+
Management	Degree or equivalent in Computer Science, Cybersecurity, Data Science, AWS/Azure Certification

## Local Providers in Walsall

- Walsall College
- Online providers: The Skills Network, Coursera, Google Grow

## Local Employers in Walsall

Employer	Roles Available	Contact
Althaus Digital	Digital & IT Apprenticeships	<a href="mailto:atran@althausdigital.co.uk">atran@althausdigital.co.uk</a> <a href="http://althausdigital.co.uk">althausdigital.co.uk</a>
Deep Alert	AI Development	<a href="mailto:daniel@deepalert.ai">daniel@deepalert.ai</a> <a href="http://www.deepalert.ai">www.deepalert.ai</a>

## Pathways



## Salary and Progression Information

Role	Typical Pay in Walsall
IT Support Technician	£21,000 – £25,000
Junior Developer / Data Analyst	£24,000 – £28,000
Digital Marketing Executive	£25,000 – £30,000
Cybersecurity Analyst	£35,000 – £45,000
Software Engineer / Project Manager	£40,000 – £60,000+

High remote working potential. Technical specialisms, certifications, and experience significantly boost earnings.

## Current Opportunities and Growth Areas

- High demand for IT support technicians, particularly in education and SMEs
- Significant growth in cybersecurity, cloud computing and data analysis
- Rise in digital marketing roles across all industries
- Strong opportunities in apprenticeships and flexible online qualifications
- Employers value practical projects and digital portfolios as much as formal credentials

## Tips for Progression

- Start with a free digital skills course (e.g., Google, Microsoft, FutureLearn)
- Build a portfolio (websites, data dashboards, marketing content)
- Gain certifications (e.g., CompTIA, AWS, Google Digital Garage)
- Use apprenticeships or bootcamps to gain real experience and earn
- Stay updated – follow trends in AI, automation, and tech ethics
- Attend tech meetups or webinars to grow your network

## Useful Links and Contacts

- [Tech Nation](#) – UK Digital Sector Insights
- [National Careers Service](#)
- [Institute of Coding](#)
- Walsall College Digital Courses: [www.walsallcollege.ac.uk](http://www.walsallcollege.ac.uk)
- [FutureLearn](#), [Google Digital Garage](#)

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