

## DIGITAL TECHNOLOGY :

### USE AND JOBS

#### PERSONAL BRANDING

Personal Branding is a process that is used to promote a personal brand. People can highlight their strengths, assets, skills, what make them different, etc., to increase their visibility in the marketplace, like what companies do for their own brand.

This is a way to develop a communication approach by using all available tools, like newspaper articles, radio programs, associations; social networks are currently the most popular tools used to gain a reputation. The aim of personal branding is to improve one's image and spread it as much as possible in various ways (through their style, behavior, etc.), in order to boost one's career and open up new opportunities.

To sum up, personal branding is : highlighting their strengths and achievements to build one's image, gain a reputation and increase awareness, by using their professional blog, social networks and all communication tools that make people known by others, regardless of one's current professional situation!

#### SOCIAL MEDIA MARKETING

Social media marketing is the process of using social media in order to provide an incentive for consumers to buy the products and services provided by a company.

This is an approach that uses the techniques of marketing through the Internet, including social and digital networks (Facebook, MySpace), networking websites (LinkedIn, Viadeo), blogs, microblogging (Twitter, Tumblr), online communities, location-based services ...

In general, using these websites help companies significantly increase their visibility, and this new means of communication is cheaper and more influential ; in fact, when a company tries to promote a product on the Internet, Internet users can recommend it to the others via the websites.

To sum up: social media marketing is a commercial technique used to promote their products and services on the Internet, using social media like Facebook, LinkedIn, Twitter, etc

# DIGITAL TECHNOLOGY JOBS

This tool is made for young people and youth facilitators and its aim is to enhance their capacities in the field of digital technology job and to inform them about the new jobs related to computing in order to contribute to smart growth through the modernisation of the working methods and innovation in Europe

## WEBMASTER

Also called site administrators, webmasters manage all or part of areas of site design, its technical implementation, and they update content. They support the analysis of traffic by using audience measurement tools.



## SOCIAL MEDIA MANAGER

They work on all social medias in order to develop the presence of a company. Depending on the trends, social media managers suggest new tools to their employers to draw people's attention.



## WEBMARKETER

Webmarketers are responsible for the establishment of a strategy of communication via Internet ; they analyze the market trends by learning about the expectations and needs of the consumers. Also called e-marketers, their objective is to increase the visibility of the products and services provided by a company for their commercialization and to increase productivity. They also control the visits of the websites and all social media in a regular basis, to examine the Internet users' behavior.

## WEB EDITORIAL MANAGER

Web editorial managers are responsible for the content of a Website : style, tone, organization of headings, etc...



## DIGITAL MANAGER

They work for the promotion and branding of the products and services of the company they work for. It is a step of marketing strategy, and one of the tasks made by digital managers is to contribute to the creation of creative and innovative solutions.

## COMMUNITY MANAGER

Leaders and moderators of Web communities, they unite Internet users via platforms around common interests (brands, products, values...), to encourage exchanges within the community, monitor the client's reputation on the Web and enforce ethical rules.



### **ONLINE MARKETING MANAGER**

Also called e-marketing managers, they manage sales of the products and services of a company or an institution on websites.

### **AFFILIATE MANAGER**

They are responsible for the daily management of one or several affiliate programs. Affiliate program on the Internet is a marketing technique, a partnership between a site editor and a commercial site in order to publish sales online or to gain a large number of quote requests. They might work with webdesigners for making visual supports, or to follow up (performance monitoring, evaluation...)



### **WEB PROJECT MANAGER**

They manage the entire Internet site project, whether for a site creation or a Web communication campaign. Web project managers define a specification in order to determine the various steps of a project : budget, strategy of the company, communication policy, brand identity and delivery times. They work closely with webdesigners and the others.

### **DIGITAL STORYTELLER**

They tell their own « stories » and publish them on social medias. Digital storytellers use digital tools to present an idea, like Youtube, Vimeo, podcasts and other broadcast systems.



### **CONTENT CURATOR**

Curators' role is to collect contents and then gather and sort all relevant information about a given topic on the Web. Then, they publish them for the Internet users

### **WEBDESIGNER**

Webdesigners are responsible for the design and creation of web interfaces. Creative and innovative, they create graphics, animations and other websites pages, to capture the attention of visitors.



### **SEARCH MARKETING CONSULTANT**

Search marketing consultants' role is to promote presence of a website on search engines, in order to increase its visibility..

### **TRAFFIC MANAGER**

Traffic managers are responsible for the traffic management on a website, and optimize it in order to increase its visibility on the Internet (social networks, sponsored links, partnerships...).