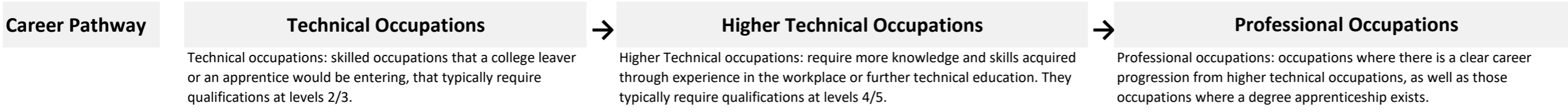


Occupational Map: Digital

This is one of 15 occupational maps that group together occupations that require similar knowledge skills and behaviours. Career pathways and occupational clusters have been used to provide further grouping of occupations, with the pathways indicating options for likely career progression. Every apprenticeship standard has been captured, as well as other skilled occupations where there is a substantial requirement for technical knowledge and practical skills. This map is split into 3 pathways: Digital Support and Services; Digital Production, Design and Development; and Digital Business Services. The pathways have been split further into several occupational clusters, particularly at the higher technical occupations and professional occupations levels.

Occupations in green: Standard approved for delivery
Occupations in amber: Standard published
Occupations in red: Standard in development
Occupations in black: Standard awaiting development
The number shown in brackets () is the level of the apprenticeship (if known)



[Click here for more information on the occupations listed in this map](#)

Digital Support and Services	Technical Occupations	Higher Technical Occupations	Professional Occupations
	Cluster: IT Support and Services Technician <i>Help internal and external customers to install and use IT technology along with trouble-shooting their problems. Skills are developed across IT security and data management.</i> Digital Device Repair Technician (3) Digital Support Technician (3): - Digital Applications Technician - Digital Service Technician Infrastructure Technician (3) IT Solutions Technician (3): - Hardware Solutions - Software Solutions Network Cable Installer (3) Radio Network Technician (3)	Cluster: Cyber Security Technician <i>Detect security breaches and respond using alerts from automated tools to determine breach status and resolution working with the incident response team. Extended skills allow hazards, risks and controls to be managed.</i> Cyber Security Technologist (4) - Technologist - Risk Analyst	Cluster: Cyber Security Professional <i>Provide and implement cyber security technology enabled solutions for internal and external customers.</i> Cyber Security Technical Professional (degree) (6)
		Cluster: Hardware, Networks and Infrastructure Technician <i>Design, install, maintain and support communication networks. Knowledge extends to network configuration, cloud, network administration and monitoring tools. Provides advice and guidance to internal and external customers.</i> Digital Network & Infrastructure Engineer (4)	
		Cluster: IT Systems Technician <i>Co-ordinate systems development tasks including the design, integration and formal testing, oversees transition into production.</i> Computer Systems Analyst	

Digital Production, Design and Development	Technical Occupations	Higher Technical Occupations	Professional Occupations
	Cluster: Software Development Technician <i>Build simple software components (web, mobile, desktop applications) as a part of larger software development project. Interpret simple design requirements and testing to ensure components meet their intended functionality.</i> Digital Front End Developer (3) Digital Test Technician (3) Software Development Technician (3)	Cluster: Software Development Advanced Technician <i>Build and test simple, high quality codes across various layers (front end, logic and database) and interpret design documents and specifications.</i> DevOps Engineer (4) Digital Product Analyst (4)/Digital Business Analyst (4) Digital User Experience (4) Games Designer Gaming Audio Engineer IT Product Manager Software Developer (4) Video Games Quality Assurance Technician (4)	Cluster: Software Development Professional <i>Software engineering covering modelling, simulation, human factors, systems engineering and influences upon product architecture throughout the whole product lifecycle.</i> Digital User Experience (UX) Professional (6) Computer Science/Software Engineer (7) Creative Digital Design Professional (6)

Digital Business Services	Technical Occupations	Higher Technical Occupations	Professional Occupations
	Cluster: Data Analyst Technician <i>Source, format and present data securely in a relevant way for analysis using basic methods.</i> Data Technician (3)	Cluster: Data Analyst Advanced Technician <i>Collect, organise and analyse data to provide business insights using extensive knowledge of data solutions, database systems and analytical tools.</i> Data Analyst (4) Data Architect	Cluster: Business Information Professional <i>Provide and implement data technology enabled solutions to support internal and external customers.</i> Data Scientist (degree) (6)
	Cluster: Digital Solutions Technician <i>Creating, editing, posting and updating content including e-commerce content, product information, and descriptions.</i> Digital Content Administrator (2)	Cluster: Digital Solutions Advanced Technician <i>Facilitate and instigate direct communication online between the end user or customer and the organisation, implementing communication strategies to support business objectives.</i> Digital Community Manager (4) Digital Content Manager	Cluster: Digital Solutions Professional <i>Provide and implement technology enabled solutions to internal and external customers.</i> Artificial Intelligence (AI) Data Specialist (degree) (7) Digital & Technology Solutions Professional (degree) (6): - Business Analyst - Cyber Security Specialist - Data Analyst - IT Consultant - Network Engineer - Software Engineer Digital & Technology Solution Specialist (7): - Cyber Security Technology Specialist - Data Analytics Specialist - Digital Business & Enterprise System Architecture Specialist - IT Business Analyst Specialist - IT Operations Management Specialist - IT Project Management Specialist - IT Strategy Specialist - IT/Digital Futures Management Specialist - Network Engineering Specialist - Software Engineering Specialist - Systems Test & Assurance Specialist

Pathway	Occupation	Description
Development and Digital Business Services	Community Coordinator/Associate Community Manager (4)	Community Managers work across public-facing channels, informing and engaging communities of Contractors. They are involved in social channels, web writing and forums. Community Managers are expected to be flexible and able to lend a hand in any area of content output especially that designed to engage other stakeholders e.g. Investors and Clients.
Digital Support and	Computer Systems Analyst	Study an organizations current computer systems and procedures and design information systems solutions to help the organisation operate more efficiently and effectively.
Digital Production Design and Development	Creative Digital Design Professional (6)	A Creative Digital Design Professional will create digital design solutions in areas including: websites, online banners, motion graphic pieces and mobile applications. They will produce digitally enabled design solutions for internal or external clients.
Digital Support and Services	Cyber Intrusion Analyst (4)	The primary role of a Cyber Intrusion Analyst is to detect breaches in network security for escalation to incident response or other determined function. An Intrusion Analyst will typically use a range of automated tools to monitor networks in real time, will understand and interpret the alerts that are automatically generated by those tools, including integrating and correlating information from a variety of sources and in different forms and where necessary seek additional information to inform the Analyst's judgement on whether or not the alert represents a security breach.
Digital Support and Services	Cyber Security Technical Professional (degree) (6)	A cyber security technical professional operates in business or technology / engineering functions across a range of sectors of the economy including critical national infrastructure (such as energy, transport, water, finance), public and private, large and small. They will normally operate with a considerable degree of autonomy and will lead teams which research, analyse, model, assess and manage cyber security risks; design, develop, justify, manage and operate secure solutions; and detect and respond to incidents. They work in accordance with applicable laws, regulations, standards and ethics.
Digital Support and Services	Cyber Security Technologist (4)	The primary role of a Cyber Security Technologist is to apply an understanding of cyber threats, hazards, risks, controls, measures and mitigations to protect organisations systems and people.
Development and Digital Business Services	Data Analyst (4)	The primary role of a Data Analyst is to collect, organise and study data to provide business insight. Data analysts are typically involved with managing, cleansing, abstracting and aggregating data, and conducting a range of analytical studies on that data. They work across a variety of projects, providing technical data solutions to a range of stakeholders/customers issues. They document and report the results of data analysis activities making recommendations to improve business performance.
Development and Digital Business Services	Data Analysts/Administrator (3)	Data Administrators use specialised software to store and organise data, including layering and joining databases. They produce and report information and present data using Excel Pivot Tables and V-look ups, and ensure accuracy and consistency of large data sets, including back up and recovery.
Development and Digital Business Services	Data Architect	A data architect is a practitioner of data architecture, and information technology discipline concerned with designing, creating, deploying and managing an organisations data architecture. Data architects define how the data will be stored, consumed, integrated and managed by different data entities and IT systems, as well as any applications using or processing that data in some way.
Development and Digital Business Services	Data Scientist Degree (6)	Data Scientists find information in diverse datasets to address complex problems and improve organisational processes.
Digital Support and Services	Digital Applications Technician (3)	A Digital Applications Technician is a specialist operator of digital technologies helping organisations to maximise the use of technologies and adapt to changes in technology to meet organisation objectives. They are employed by organisations, large and small, in all sectors, and within public, private and voluntary organisations. They work in a wide variety of roles maximising the effective use of digital office technologies, productivity software, digital communications, including collaborative technologies, and digital information systems to
Digital Business Services	Digital Community Manager (4)	Community Managers work across public-facing channels, informing and engaging communities of Contractors. They are involved in social channels, web writing and forums. Community Managers are expected to be flexible and able to lend a hand in any area of content output especially that designed to engage other stakeholders e.g. Investors and Clients.
Development and Digital Business Services	Digital & Technology Solutions professional (degree) (6)	Provides technology enabled solutions to internal and/or external customers, in a range of areas including software, business and systems analysis, cyber security, data analysis and network infrastructure.
Development and Digital Business Services	Digital & Technology Solution Specialist (7)	Maintains digital and technology strategies through technology leadership; investigating, identifying and implementing technological strategic solutions.
Digital Support and Services	Digital Support Technicians (3)	A Digital Support Technician maximises the effective use of digital office technologies. The standard contains options for a Digital Application Technician and Digital Service Technician. Digital Application Technicians devise technology-based productivity solutions, and implement these in the organisation and will act a digital champions helping and supporting internal staff. Digital Service Technicians support external customers to help them access and receive digital services and will provide remote support.
Digital Production Design and Development	Digital User Experience (4)	User experience design is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product. User experience design encompasses traditional human-computer interaction design, and extends it by addressing all aspects of a product or service as perceived by users
Digital Production Design and Development	Digital User Experience (UX) Professional (6)	The broad purpose of the occupation is to investigate, analyse and design the experience that people have with digital products and services, both current and emerging, in order to find ways that these interactions can be improved and optimised.
Digital Production Design and Development	Games Designer	Game designers have duties like designing characters, levels, puzzles, art and animation. They may also write code, using various computer programming languages.
Digital Production Design and Development	Infrastructure Technician (3)	An Infrastructure Technician provides support to internal and external customers, helping them to be productive when using technology to do their own jobs, by using tools to problem solve and trouble shoot non routine problems. The Infrastructure Technician sets people up on systems and provides support when they need it, rectifying issues to maintain the organisations productivity.

Development and Digital Business Services	IS Business Analyst (4)	IS (Information Systems) Business Analysis is an advisory role that provides a critical layer of challenge and scrutiny for organisations who wish to deliver IS change successfully. IS Business Analysis enables organisations to “do the thing right.” The role embodies early and regular investigation and analysis that ensures the right IS solution is chosen to meet the required business need.
Development and Digital Business Services	IT Product Manager	Oversees development of new digital products.
Digital Support and Services	IT Solution Technician (3)	IT Solutions Technicians develop, implement and maintain complete IT solutions, including their hardware infrastructure (such as servers and networks) and software (such as operating systems, middleware and applications).
Digital Support and Services	IT Support	Monitor and maintain the computer systems and networks of an organisation. They may install and configure computer systems, diagnose hardware and software faults and solve technical and applications problems, either over the phone or in person.
Digital Support and Services	Network Cable Installer (3)	The role of the network cable installer is to install, terminate, test and certify network cable infrastructure components in accordance with National and International industry standards.
Digital Support and Services	Network Engineer (4)	The primary role of a network engineer is to design, install, maintain and support communication networks within an organisation or between organisations. Network engineers need to maintain high levels of operation of communication networks in order to provide maximum performance and availability for their users, such as staff, clients, customers and suppliers. They will understand network configuration, cloud, network administration and monitoring tools, and be able to give technical advice and guidance.
Digital Support and Services	Radio Network Technician (3)	A Radio Network Technician will be responsible for managing radio network equipment to achieve the required service, coverage and availability. They ensure that digital data and voice networks operate at an optimal level.
Digital Production Design and Development	Software Developer (4)	The primary role of a software developer is to build and test simple, high-quality code across front end, logic and database layers. A developer will typically be working as part of a larger team, in which they will have responsibility for some of the straightforward elements of the overall project. The developer will need to be able to interpret design documentation and specifications.
Digital Production Design and Development	Software Development Technician (3)	A Software Development Technician typically works as part of a software development team, to build simple software components (whether web, mobile or desktop applications) to be used by other members of the team as part of larger software development projects.
Digital Production Design and Development	Software Tester (4)	The primary role of a Software Tester is to ensure that software operates as intended. Testers typically design and prepare test plans and conduct software testing as appropriate to ensure that software is fit for purpose. They document and report the results of testing activities. They have a good understanding of the software lifecycle and software development practices.
Development and Digital Business Services	Systems Engineer	A computer systems engineer is someone who combines their knowledge of computer science, engineering, and mathematical analysis to develop, test and evaluate software, circuits, personal computers and more.
Digital Support and Services	Unified Communications Technician (3)	communications systems under supervision. They use a range of remote and physical tools and equipment. They install basic communication hardware and software. They also deal with routine service requests from internal and external sources including fault rectification across a range of technologies, applying security principals in line with legal and organisational requirements.
Digital Support and Services	Unified Communications Trouble Shooter (4)	The primary responsibility of a Unified Communications Trouble Shooter is to provide customers (internal or external) with a specialist technical service to set them up on unified communications systems and to resolve problems when they arise.
Digital Production Design and Development	Video Games Quality Assurance Technician (4)	development, responsible for ensuring that games are thoroughly and strategically tested for software defects (known as bugs), playability and usability issues in order to improve products before they are released. QA Technicians test games by playing through software systematically, creating and following test plans, identifying and reproducing bugs and other issues, investigating and reporting on these, documenting results clearly and verifying fixes before games go live.
Development and Digital Business Services	Web Content Manager	Responsible for overseeing the content that appears on a website. They often manage a team of content producers and assign projects and tasks to employees.
Digital Production Design and Development	Web Development/Web Design	Web designer/developers design, layout and code a website. They are concerned with the technical and graphical aspects of a website – how the site works and looks.