Information & Communication Technologies and Digital Media

A PRIORITY SECTOR in San Diego County

San Diego **Workforce** Partnership

Technology is a part of nearly every part of our lives, making occupations in this sector vary from computer programming to IT support to cybersecurity to video game design. A career in this sector calls people to use their creativity to code the latest cutting-edge computer program, launch the newest top trending app or design the next iconic logo.
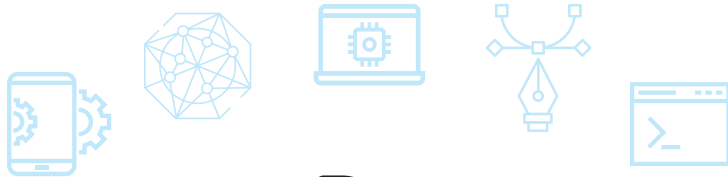
38,317
People employed

2%
Proportion of San Diego County jobs within sector

1,976
Number of businesses

How do I start my career?

Do some research
- Use Career Coach at **workforce.org/careercoach** to explore which occupations align with your interests, see a behind-the-scenes peek at what a career looks like and discover local companies.
- Look up the **CompTIA Career Roadmap** to explore job paths in IT.

Expand your network
- Use social media tools like LinkedIn to network with professionals. Request an informational interview to ask them about their career path, education and job responsibilities.
- Explore the rich variety of local tech-focused groups on **Meetup.com** and attend their events.

Get hands-on experience
- This may be the easiest sector for finding free, accessible learning resources to experiment with new skills. And employers in this sector are most likely to consider this valuable experience on a resume.
  - → Learn to code through sites like Codeacademy, Udemy, Codewars, or Coursera.
  - → Create your own website using tools like Wix, Weebly, or WordPress.
  - → Take advantage of online tutorials to improve your Microsoft Excel skills.

Get training
- It is very possible to build a career in this sector through stacking certifications and work experience.
  - → CompTIA offers training for a wide variety of common industry certificates.
  - → Your local community colleges and adult education providers have many offerings.
- Visit CareerEd.org or search:

  🔍 San Diego County Adult Education

Subsectors
- Computer system design & programming
- Data services
- Graphic & web design
- Hardware & computer facilities support
- Software publishing

Learn more at **workforce.org/mynextmove**

What can I do?
sample occupations

🎓🎓🎓🎓🎓 Doctoral degree 🎓🎓🎓🎓 Master's or professional degree 🎓🎓🎓 Bachelor's degree 🎓🎓 Associate degree or certificate 🎓 High school diploma or less

Educational levels are typical for each occupation, but various employers may have slightly higher or lower minimum requirements.

FOUND PRIMARILY IN THIS SECTOR

Occupation	Employed 2018[1]	Median hourly pay	Typical entry-level education
★ Software Developers, Applications and Systems	7,366	$52	🎓🎓🎓
★ Information Security Analysts	187	$47	🎓🎓🎓
Computer Systems Analysts	2,227	$45	🎓🎓🎓
Computer Network Support Specialists	413	$34	🎓🎓🎓
Market Research Analysts and Marketing Specialists	662	$30	🎓🎓🎓
Multimedia Artists and Animators	184	$25	🎓🎓🎓
Web Developers	1,074	$23	🎓🎓🎓
Graphic Designers	848	$21	🎓🎓🎓

[1] Number employed this industry group

★ Priority occupations are predicted to have high growth and a high number of annual job openings in San Diego County over the next five years

COMMON IN THIS AND OTHER SECTORS

Occupation	Employed 2018[1]	Median hourly pay	Typical entry-level education
Computer Hardware Engineers	439	$59	🎓🎓🎓
Computer Network Architects	429	$57	🎓🎓🎓
★ Database Administrators	223	$45	🎓🎓🎓
★ Operations Research Analysts	125	$42	🎓🎓🎓
★ Management Analysts	694	$37	🎓🎓🎓
Sales Representatives	2,001	$27	🎓
Computer Operators	112	$24	🎓
Customer Service Representatives	817	$18	🎓

! While people in these occupations typically have a bachelor's degree, this workforce is shifting. You can enter most of these occupations with the appropriate certification, and may not necessarily need a degree.

Where can I work?
sample employers

Employer	Description	Employees
Mitchell International Inc. ESTABLISHED: 1946	Develops software used by the automotive industry to manage collision and medical claims, parts and labor estimates, and glass replacement quotes	1,001–5,000 employees
DXC Technology ESTABLISHED: 2017	IT services and solutions company that specializes in cloud, analytics, mobility and security for businesses	201–500
SEIDCON ESTABLISHED: 1983	Provides IT enterprise services and solutions to the Department of Defense and other federal government agencies	1–500
Einstein Industries ESTABLISHED: 1995	Provides business marketing solutions for doctors, dentists and lawyers that include website development, video production, and search engine optimization	51–200
Digital content creators	Countless companies need digital content creators to write for, design and build websites, create logos, visuals, and videos and be the creative voice in marketing.	1–500

f 🐦 **sdcareercenters** in **sdworkforce** **#mynextmove**

Rev. 2019.01