

# SORCHA, MARKETING MANAGER >

## What do you do?

I am a Marketing Manager at Green Angel Skincare, an Irish vegan skincare brand.



## What does your typical day at work look like?

I start the day with emails, I follow up by making lists of priorities. I delegate tasks to the team and ensure they understand their deadlines. I usually have three calls a day. These can be to retailers, clients or other managers. My role is wide, I could be out visiting a store, editing pictures, looking at and analysing data, writing press releases, taking photos or coming up with creative concepts.

## What basic digital skills do you use in your job?

I write emails and use Microsoft PowerPoint for meetings and presentations. Google Suite also plays a big part in my job.

## What programmes and software do you use and what for?

The Adobe Suite for graphics, video and picture editing. As social media grows, you need to produce multimedia content and these tools play a crucial role. These are also important for keeping a website looking new and fresh every time a customer comes to visit. I also use a CRM (customer relationship management) tool for email marketing.

## Do you need any specialist digital skills for your role? What are they?

Using tools to measure and understand buying habits and customer trends. Digital merchandising and UX design (website design) are also extremely handy and important skills to have for my job. You also need to have the basics of video and picture editing because it's such a big part of social media and digital branding. You need to know how to write for online - headlines, subject lines and captions.

## Are there any digital skills that you use in your role that you didn't know about or expect before starting?

Digital Merchandising is a big one. Website banners, images of the product and lifestyle shots. How do you want to present this product online, in an email or social media? You need to appeal to people while remaining within brand guidelines and breaking through the noise on the internet.

## How do you keep your digital skills up to date and why is it important to do so?

Conferences, webinars, and keeping an eye on the competition. Do courses and invest in software training. It allows you to react to trends and create original content in a pond that is already overflowing with creative ideas. It helps you understand your data, audience and your customers' spending habits. It guides you on how to tailor your content to really get results.

## What advice would you give young people about digital skills?

Learn as many as you can. The internet is still young and the requirement for digital skills will only grow. It will differentiate your CV from the crowd and help you in every element of your job.

# MARCUS, IT CONSULTANT >

## What do you do?

I'm a IT Consultant working for BT. Firstly, I work with both BT account teams and customers looking at performance, and I make recommendations on how improvements can be made. I focus on helping BT and the customer meet ITIL standards (standards that help to deliver high-quality IT services).

The second part of my role is focused on building business cases for moving large multi-national companies from traditional networking arrangements to more efficient, cost effective and modern connection types.

## What does your typical day at work look like?

My typical day will usually start with catching up on emails and having project meetings relating to current work activities. I use a lot of data in my day to day work, using a range of tools for data mining, cleaning, manipulation and visualisation. I work from home, so keeping good discipline on time management is essential, especially in maintaining a good work/life balance. I try to take regular breaks and if possible, go for a walk at lunchtime.

## What basic digital skills do you use in your job?

Using Microsoft Excel is key to my job. Having an in depth understanding of how to manipulate data is very important. Understanding how to get a message across is also important. This means that being able to write clear emails, presentation material and documentation is key. Ultimately, being able to stand in front of people and present a coherent message using digital tools is what it is all about.

## What programmes and software do you use and what for?

- Qlik – Data extraction/Data mining
- Power Query – Extracting and cleaning data
- Power Pivot/DAX – Data modelling
- Microsoft Excel – Data analysis/Data visualisation
- Power BI – Data visualisation
- Microsoft PowerPoint – Creating presentation material
- Microsoft Teams – Collaboration

## Do you need any specialist digital skills for your role? What are they?

Yes - I have a broad understanding of IT technologies (programming, applications, networks, etc.), and data visualisation – using the tools above to get the most from the data provided during my investigations.

## Are there any digital skills that you use in your role that you didn't know about or expect before starting?

Learning about other providers has been an area that has surprised me – e.g. Amazon Web Services, Microsoft Azure and Google Cloud. The technology in these areas moves extremely quickly so I have to keep up to date all the time.

I have also been surprised just how important it is being able to tell a story from data. Data visualisation has been very important over the last few years. All business decisions are becoming data driven. Being able to turn data into information and provide insights is a key skill.

## How do you keep your digital skills up to date and why is it important to do so?

I watch a lot of YouTube videos and subscribe to channels about data manipulation and visualisation. I take time to practise. I set aside some time each week to practise or try a new technique. I find the best way to learn is to try it in a safe environment (i.e. outside your current project work). Being able to get things wrong and then work out how to do it right is very important.

Reading Internet forums is usually very helpful. Don't be afraid to ask for help. There is always someone out there who has had the same problem to solve or is more experienced than you are.

The field of IT is very fast moving. In my experience when dealing with customers you will always find people that will know more than you. But having heard of a new technology or new approach and understanding a broad area is enough to allow you to have meaningful conversations. Keeping up to date will make you stand out from the crowd as many people find this difficult.

## What advice would you give young people about digital skills?

Don't be afraid to try new things and give yourself space to get things wrong. Its often the best way to learn. Ask for help – people are generally helpful and will point you in the right direction.

Take advantage of the free stuff. There are tons of free resources available when trying to learn new IT skills.

Keep up to date! Make it part of your routine to do this. Even if sometimes what you learn does not feel immediately relevant, I often find it will stick at the back of my mind and come back to me just when I need it.



# ZAYNAB, TEACHER >



## What do you do?

I'm a secondary school teacher. I teach History to students aged 11-18.

## What does your typical day at work look like?

I arrive at school and prepare the resources needed for the day. I teach 3-5 classes throughout the day, mark my students' work and homework and plan lessons for the following days or weeks. Depending on the day, I may have break, lunch or detention duty, as well as running the extra-curricular debate club.

## What basic digital skills do you use in your job?

I have to send emails to other teachers and members of staff, as well as parents/carers. I also use digital tools to present and teach my lessons and record data about my students, like their marks for a homework project.

## What programmes and software do you use and what for?

I use Microsoft PowerPoint to create presentations for my lessons, they usually include instructions for the different tasks or interesting quotes or images for my students to discuss. I also use Microsoft Outlook to send emails and Microsoft Word to create worksheets and other resources for my students. My school also has specialist school software, called SIMS, that we use to take registers and enter data, like homework and coursework marks or achievement points for each student.

## Do you need any specialist digital skills for your role? What are they?

I need to know how to use SIMS to ensure that data is recorded effectively. However, this was something that I was trained in when I started at my school. It was easy to learn as I had basic digital skills and soft skills, like understanding data that helped me.

## Are there any digital skills that you use in your role that you didn't know about or expect before starting?

I didn't expect to have to use Microsoft Office so frequently and think of new and inventive ways to present information to my students using digital tools. It has been interesting to develop my skills in PowerPoint to ensure that my lessons are engaging and easy for my students to understand.

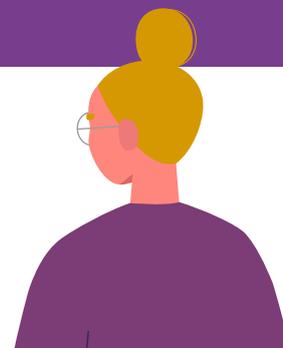
## How do you keep your digital skills up to date and why is it important to do so?

My school provides me with free training if I need to learn any specific digital skills. I also watch YouTube tutorials and look for advice on trusted websites for the best ways or shortcuts to use certain programmes.

## What advice would you give young people about digital skills?

Take time investing in your soft skills - creativity, problem solving, etc., as this will really help you when you want to develop digital skills. Also explore the internet to find out what digital skills and tools you find interesting or that may help you with a hobby or interest you have. There's also lots of free online resources and video tutorials you can access if you want to develop your digital skills, so take advantage of them!

# DEBBIE, PEOPLE PARTNER >



## What do you do?

I am a People Partner, working with stores for Tesco.

## What does your typical day at work look like?

I start the day with emails, I follow up by making lists of priorities. I usually have several calls a day with Store Managers, Lead Teams and fellow People Partners, as well as other functions I partner with from the people team. My role covers a large geographical area and supports around 1600 colleagues in delivering a great colleague experience. I could be out visiting a store, running a workshop, analysing data, building PDPs (personal development plans) or coaching in any given day.

## What basic digital skills do you use in your job?

I use emails and video conferencing for meetings and training. I also use spreadsheets for data analysis.

## What programmes and software do you use and what for?

I use Microsoft Outlook for emails, PowerPoint for presentations and Teams for holding meetings and training sessions. I also use Excel for sharing and analysing data.

## Do you need any specialist digital skills for your role? What are they?

I do not need any specialist digital skills for my role, just a basic understanding of how to navigate the keyboard and use the above software. Over the last 18 months, the way I conduct my role has changed dramatically and the need to communicate digitally has become a necessity. It has had an efficient effect on my own productivity.

## Are there any digital skills that you use in your role that you didn't know about or expect before starting?

The role has developed and changed over the last 3 years dramatically, although when I started, having digital skills was not key for the role, but now it is. Communication, efficiency and the ability to reach the wider population in the business has meant that having to have a solid grounding in digital skills has become a necessity.

## How do you keep your digital skills up to date and why is it important to do so?

Using in-house training sessions, completing self-learning modules and being curious outside of the business on how technology supports the changing world. Also, making sure I put myself into situations where I use the digital skills I have been learning.

It's become important to have these skills to ensure we remain future fit. Although the world is now opening up for us to meet again in person, a lot of the changes that technology has made possible will remain in place. So, keeping up-to-date and efficiently using technology has become a large part of the role.

## What advice would you give young people about digital skills?

Embrace these skills, they will enable you to be more efficient, communicate effectively and save you time. They will help you reach a wider demographic, have information quickly and stay ahead of the game.

# LIZ, DATA EXECUTIVE >

## What do you do?

I am a Data Executive in the Apprenticeship Team, working part-time at Tesco.

## What does your typical day at work look like?

I start with my emails and action the most important first. I then look at my calendar for any tasks to be completed for the day. I spend a large portion of my day managing data-related projects, for both our Apprenticeship and Kickstart/JobStart programmes. I speak often on Teams chats with colleagues inside the organisation, as well as training providers who deliver our training to our Apprentices and Kickstart/JobStart learners.

## What basic digital skills do you use in your job?

I use Microsoft Outlook (emails), Excel, Word and PowerPoint

## What programmes and software do you use and what for?

I use Microsoft Forms to create online surveys for our learners. I also use online portals to manage our Apprentices' data and status of learning.

## Do you need any specialist digital skills for your role? What are they?

I think that you have to have a problem-solving mindset for my role and that doesn't necessarily mean a specialist digital skill. I have learnt everything 'on the job' – which I think is a wonderful way to learn and it helps me remain curious

## Are there any digital skills that you use in your role that you didn't know about or expect before starting?

In previous roles I had used Survey Monkey, which is a digital software solution used for online surveys. I hadn't expected to use Microsoft Forms in this role; however, the principles of the software were very similar. There will always be new digital platforms and software that you hadn't anticipated to use in the role, but that is all the fun about learning, to keep an open mind and develop your skills and knowledge along the way!

## How do you keep your digital skills up to date and why is it important to do so?

I have more than one role in my life and I am regularly using new software and technology, which I love and it allows me to have a flexible approach to new skills. YouTube is a great resource for consistent learning and there are so many tutorials available!

## What advice would you give young people about digital skills?

The world is moving at such a fast pace and having digital skills that can be transferred into any role is very important. Always add any hobbies that involve digital skills to your CV, it allows for a well-rounded conversation and shows that you are curious and have an aptitude for learning. Be bold and brave and it will always pay off!

