

DIGITAL FASHION COMPETENCES: MARKET PRACTICES AND NEEDS

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RATIONALE & OVERALL GOAL

- ✓ Companies need better prepared staff to work & innovate in the field
- ✓ Updated curricula are needed in the academia, at the vocational level, & within on-the-job trainings
- ✓ Under-researched topic

Assess market practices and needs when it comes to **digital Fashion-related skills and competences**

METHODOLOGY

Digital fashion jobs on LinkedIn
in EU + Switzerland

Two scrapings:

09.01.2017 – 19.01.2017

06.02.2017 – 16.02.2017

Thanks to Shkurta Gashi for data collection.

Search done in English

Keywords: Digital Fashion, Digital Media, Digital Marketing, eCommerce, Social Media, eFashion

Industries: Apparel & Fashion, Internet, Luxury Goods & Jewelry, Marketing & Advertising, Retail, Textiles

Quantitative content analysis of job titles and job descriptions using Word Smith Tools 6.0

RESULTS: # & COUNTRIES

1'427 open positions

71 positions available at the first collection were still open at the second one

No positions in

Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Latvia, Lithuania, Luxembourg, Malta, Romania, Slovakia, Slovenia

Countries	Frequencies
Austria	4
Belgium	24
Denmark	10
Finland	1
France	34
Germany	144
Greece	7
Hungary	1
Ireland	19
Italy	18
Netherlands	96
Poland	2
Portugal	11
Spain	15
Sweden	40
Switzerland	25
United Kingdom	976

RESULTS. JOB TITLES (I)

- 1 Digital Marketing (Manager/Executive): #297**
- 2 Social Media (Manager/Coordinator): #263**
- 3 Digital Designer: #106**

RESULTS. JOB TITLES (II)

Keywords combinations	#
Digital marketing	297
Social media	263
Digital designer	106
Graphic designer	102
E-Commerce manager	82
Media manager	71
Project manager	58
Account Manager	55
Fashion Brand	50
Customer care	48
Account executive	48
Customer service	47
PR Manager	42
Luxury Fashion	40
Digital Analyst	40
Email Marketing	39
Online Marketing	35
Brand Marketing	33
Sales manager	32
Product manager	31



RESULTS: JOB DESCRIPTIONS (I)

- 1 Social Media: #4'866**
- 2 Digital Marketing: #2'324**
- 3 e-Commerce: #1'867**

RESULTS. JOB DESCR. (II)

Keywords combinations	#
Social media	4'866
Digital marketing	2'324
e-Commerce	1'867
Communication skills	1'438
Customer service/care	759
Customer/user experience	631
Marketing campaigns	597
Web analytics/Google anal.	532
Email marketing	509
Project management	430
Online fashion	381
Team player	360
Digital content (creation)	313
Digital media	274
Luxury fashion	249
Analytical skills	245
Marketing channels	214
Paid search	213
Multi channel	210

ON-GOING SURVEY

Input from digital fashion leaders: digital fashion professionals and HR



www.digitalfashion.ch

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