

Interactive Media Job Profiles

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These Job Profiles within the Interactive Media sector have been developed by industry experts to help industry newcomers understand the different job roles and the skills required in order to succeed.

Designer - Interactive Media

The role of the Designer is to create the 'look and feel' of an interactive media product.

Developer - Interactive Media

The role of the Developer is to create an interactive media product.

Producer - Interactive Media

This is a senior, client-facing role that requires combinations of expertise in business, management, content, design and technical disciplines.

Production Assistant - Interactive Media

The role of the Production Assistant is to contribute to the production of an interactive media product by helping other members of the team.

Studio Manager - Interactive Media

It is the Studio Manager's job to ensure the studio has adequate resources to carry out its work and, conversely, that the work it takes on is realistic and manageable within the available resources.

Project Manager - Interactive Media

The role of Project Manager is to plan, schedule and co-ordinate interactive media development projects, ensuring they run smoothly, on time and within budget.

Account Manager - Interactive Media

The role of the Account Manager is to develop, maintain and improve relationships with existing clients, ensuring their needs are met, and obtaining repeat business from them.

New Business Developer - Interactive Media

The New Business Developer's job is only to identify prospective clients and then hand over leads to someone else, such as an Account Manager or Producer, for conversion; in other positions the New Business Developer may additionally be responsible for winning the business, for example by developing proposals and making pitches.

Content Strategist - Interactive Media

The role of the Content Strategist is to scope and plan interactive media product's content and determine its overall style,

Information Architect - Interactive Media

Information Architects interpret high-level requirements in order to design the overall user experience of an interactive media product.

Web Editor - Interactive Media

Web Editors plan and oversee the on-going management of a web site and the publication of content to it.

Web Writer - Interactive Media

Web Writers create text content for web sites, usually as part of the site development, though they may also be involved with on-going publishing after launch. This is primarily a journalistic role, although writing for the web can be slightly different to writing for other media.

SEO Specialist - Interactive Media

The role of the SEO (Search Engine Optimisation) Specialist is to optimise a web site or pages to make them as visible as possible to Internet search engines, in order to maximise traffic to them.

Programmer - Interactive Media

The role of Programmer in interactive media is to produce computer software in order to give a product its functionality.

Usability Specialist - Interactive Media

The role of the Usability Specialist is to ensure an interactive media product meets the needs of its intended audiences.



SOURCE: Skillset <http://www.skillset.org/interactive/careers/profiles>