

What is account management?

Account Managers are responsible for the management of clients and the teams that work with them. Nurturing clients and gaining repeat business from them is central to the role. Personality and drive are critical to success in all areas of the job. Winning and developing clients, giving pitches and presentations, and keeping teams at their most productive all require a strong and diplomatic personality. Because relevant and specific expertise is also a key element, in-depth knowledge and ideally a relevant bachelor's or master's degree is required.

What is accounting?

A Company Accountant accurately assesses the cash flow, assets and liabilities of a company for bosses and investors. Specialty accounting titles include Forensic Accountant, Project Accountant and Investment Accountant. Successful career development in accountancy depends heavily on education as well as experience. An associate's, bachelor's or master's degree will be required. Becoming a Certified Public Accountant (CPA), should be regarded as a fundamental asset in your education and qualifications for a career in accounting.

What is administration?

Administration professionals organize the way a company functions. Because administration jobs have many titles and requirements, opportunities to develop a career path are many. Tech skills, attention to detail, and flexibility are major factors in an administrative career. Gaining a bachelor's degree in office administration is important for career development, as are specialized degrees for specific areas. For example, qualifications in legal office admin or medical fields will help create opportunities and enable robust career development.

What is allied health?

Allied Health Professionals include medical technologists, occupational therapists, radiographers and many more careers dedicated to health and related services that identify and prevent health issues. Hundreds of specific job roles with their own specialties exist in this broad field, but a caring and dedicated personality is key to thriving in any discipline within the allied health professional field. In such a broad field, certifications, degrees and other qualification factors depend heavily on the discipline chosen. However, allied health professionals currently make up 60% of the healthcare system, so it's a great career choice.

What is architecture?

Architects classically design new buildings and help restore or repurpose old buildings. However, many levels of the discipline exist, including interior, residential and industrial architects. Preparing and presenting design proposals, and dealing with contractors or clients are important elements of the job. Apart from a keen eye for detail and great drawing skills, architects today need to be able to work with 3-D technology to create effective models. Qualifications include Bachelor of Architecture (B.Arch), or, if related bachelor's degrees have been obtained, a Master of Architecture (M.Arch.)

What is auditing?

Auditors specialize in reviewing and advising companies in regard to the legality and legitimacy of their financial accounts. They may give advice on potential cost savings and risk mitigation and prepare taxes and reports. A natural affinity with numbers, a strong eye for detail, and the ability to understand business needs are key to success in an auditing career. A bachelor's or master's degree is required, with the emphasis on a masters degree in accounting. A CPA (Certified Public Accountant) certification is also a requirement here.

What is banking & loans?

Banking & Loans professionals ensure that client monies are deposited, credit is created and loans are approved. The loan officer, for example, will assess and authorize loan applications, or recommend real estate, credit or commercial loans on a daily basis. Strong analytical skills, broad financial knowledge, and keen communication skills are all needed for a successful career in the banking and loans field. Specialization in mortgages or consumer loans, for example, can be aimed at, while a related specialist degree, along with degrees in finance, economics, or business will be required.

What is brand management?

Brand Managers are responsible for ensuring consistency across ads and campaigns, as well as creating strategies based on customer and trend research. The ability to guide and steward the brand across projects is critical, as is the ability to communicate effectively and ensure brand cohesion across team disciplines. Robust analytical and research skills are also key to a successful career. Qualifications combine relevant experience with a bachelor's degree in a relevant area. Some companies ask for an MBA or postgraduate qualification, but strong experience can win out.

What is brand marketing?

Brand Marketing professionals are experts in making or keeping a brand successful. A brand specialist, for example, is creatively involved in projects that help create campaigns and events, content for digital and social platforms, strategy achievement and much more. Analyzing results to measure project success, A/B testing and other key methods that help inform future marketing strategies and grow the brand are essential in the digital age. Qualifications often require a bachelor's degree with a major in marketing and advertising, or other related field, and strong creative and computer skills.

What is broadcasting?

Broadcasting professionals bring news, sports, entertainment and more to the public via television, radio, and the internet. All mediums offer careers on both sides of the camera or microphone. Reporters, correspondents, newscasters and anchors go live, hit deadlines, and draw information from many sources daily. Producers, directors, writers, analysts, editors and technicians work behind the scenes to make it happen, using well-honed skillsets. Relevant qualifications include bachelor's degrees in journalism, mass communications and more.

What is business analysis?

Business Analysts define businesses needs and recommend solutions, which are usually acted on. Building strategies requires analysis and the ability to project forward. Understanding key business objectives and expectations before defining the scope of key projects is critical. With scope defined, it must be communicated clearly to those whose team workflows will be built around it. Considering the technical implications of a solution is also critical. Qualifications are therefore decided by the hiring business. A master's degree in business administration, for example, and experience in the industry being aimed at could be required.

What is business development?

Business Development Managers are intimately involved in all activities, creative and strategic, that are used to grow and develop a business. Identifying new leads and opportunities, including potential clients, and arranging sales experts to take over, are all daily duties. Strict hierarchies exist within business development and it encompasses all departments. Qualifications needed to move into or move up in this career include deep knowledge of the relevant industry, the needs and state of the company, current and potential opportunities, and much more. A bachelor's degree in business, marketing or related field is expected.

What is business intelligence & analytics?

Business Intelligence and Analytics experts are often thought of interchangeably for one reason: data. The combination of technologies and data to create robust business strategies is a proven formula. From data mining, reporting, analytical processing, process mining, to performance management and more, experts within the disciplines can be defined by differing goals: BI seeks to inform better decision-making, while BA is essentially about meeting strategic objectives. Because of this, they exist hand-in-hand. Qualifications for either career are broad, but would ideally include either an MS in business intelligence or in business analytics.

What is business project management?

Business Project Managers guide projects from inception to completion, while adhering to strict deadlines and guaranteeing project delivery. Making deadlines and strategic goals come neatly together is a key requirement. Questions of project software, quality, scope, and budget are top of mind, too. Strong leadership, timely problem-solving and snap decision-making are also critical daily duties. Qualifications include a bachelor's degree in business, a master's degree in project management and/or a PMP (Project Management Professional®) certification.

What is chemical engineering?

Chemical Engineers apply the principles of biology, physics, chemistry and math to problems involving products, manufacturing and production. Increasing numbers of companies require the synthesis and processing of chemicals and materials that the discipline brings. Chemical, energy and oil industries depend on chemical engineers, but pharmaceutical, electronic device fabrication, environmental engineering and biotechnology, to name a few, are also providing increased options. A thorough grasp of engineering and scientific principles is needed and qualifications include bachelor's, master's or doctoral degrees.

What is civil engineering?

Civil Engineers design, construct and maintain infrastructure projects and systems. These include buildings, airports, tunnels, roads, bridges, dams and water supply and sewage treatment systems. Responsibilities include the analysis of maps/survey reports and the results of foundation tests; assessment of construction costs, hazards and regulations; use of design software for planning and design of systems and structures; overseeing surveying operations and managing repair and maintenance. Qualifications include a bachelor's degree in civil engineering, civil engineering technology and/or a specialist area.

What is communications?

Communications experts are critical to any company, process, product, or brand. Departments a communications expert might work with include sales, marketing, legal & HR. The sharing of information and its effect on the company is key. Public Relations duties might include press relations, executive messaging, crisis management, marketing, brand management and more. The internal and external well-being of the company and all its components is the central concern of communications. Qualifications include a bachelor's degree in a related area and/or experience in professional marketing communications.

What is compliance?

Compliance professionals ensure companies are following current laws, regulations, ethical practices and standards. This includes federal and state laws and internal policies designed for the health, well-being, rights and comfort of employees. From this point of view, compliance is more than a way to avoid fines or lawsuits. Compliance ensures that a company runs smoothly in an environment where productivity can thrive. Qualifications for compliance professionals include relevant industry knowledge and bachelor's degrees in relevant areas such as engineering, law, or economics.

What is construction?

Over 10 million Construction professionals are employed in the US. There are essentially three types of construction: industrial, infrastructure, and buildings. Not surprisingly, the construction industry is made up of many disciplines, departments and hierarchies: design experts, financial advisors, legal, procurement and cross-departmental, highly skilled teams that help maintain this powerhouse industry. Qualifications and certifications are based on disciplines and include: CSCS card (labor); CPCS card (machinery); SMSTS certificate (managerial); and a bachelor's degree in relevant disciplines.

What is content management?

Content Managers plan and oversee the creation of content by dedicated teams. Content management can be traced back as far as 3400 BC, which tells us that as soon as content was created, people understood the need to manage it. In our digital age, it is a core issue for business and involves guiding and overseeing research, writing, design, editing, SEO optimization, social media adaptation, mobile use, repurposing, updating and much more. Many disciplines and often tight deadlines must be managed effectively. Qualifications include CMS certification, bachelor's degree in computer science or related field, and creativity.

What is corporate finance?

Corporate Finance professionals manage a companies finances in all areas. Key areas include capital structure, funding, increased value to shareholders, financial resources, and every aspect of the analysis, forecasting, capital budgeting, working capital management, and all other areas that will inform stability, growth and future profits. Job titles include Chief Financial Officer (CFO), Financial Planning & Analysis (FP&A) Analyst, Controller, Treasury Analyst, Cost Analyst and many more. Qualifications are broad, but each discipline requires at least a bachelor's or master's degree in related fields.

What is data science & machine learning?

Data Scientists and Machine Learning Developers are often grouped together because machine learning is a dominant subset of data science. Data scientists work with big data, data analysis, data visualization, computer programming, machine learning — and much more. Machine learning developers use the statistical models and algorithms computer systems use to perform tasks, using patterns and inference rather than specific instructions. Many complex subsets exist within subsets and expert disciplines are involved at every level. Qualifications include relevant master's degrees or PhDs, bachelor's degrees in computer science and more.

What is database administration?

Database Administrators ensure the maximum uptime and efficiency of company databases. Responsibilities include database monitoring and troubleshooting, security, and planning ahead for potential changes and growth. Because technical abilities are needed for optimal DBA performance, deep understanding of the database operating system and engine, as well as the database itself, will usually be required — potentially with training provided to qualified and/or experienced DBAs. Qualifications include a related certificate (DBA, BI), associate's degree plus experience, or a bachelor's or master's degree.

What is design?

Design experts are increasingly important in strategies for branding and products because design is much more than a *cherry-on-top* afterthought today. Creating a consistent brand for a company and its products is a proven way to drive customer engagement, loyalty, and business growth. Many design disciplines exist, including product design, graphic design, engineering design, website design and more, so the design process needs to be managed like any key business process. Qualifications include strong IT and art skills, strong computer skills, and related degrees in design disciplines, such as graphic design.

What is devops & site reliability?

DevOps and Site Reliability professionals share one goal: optimizing the release cycle. Many businesses merge the responsibilities of these expert areas because of this. Development and Operations were once separate teams, too. Once merged, DevOps became increasingly important. Today, it could be said that the main goal of DevOps is to maximize software development and operations efficiency, while Site Reliability Engineers focus on creating increasingly scaleable, reliable software systems. Qualifications include related experience, certifications, and/or relevant degrees.

What is digital marketing?

Digital Marketing professionals create and deliver content to raise brand awareness and sell products and services. This includes Content Marketing, Social Media Marketing, Mobile Marketing, Email Marketing, Marketing Automation, SEO and more. In content marketing, blogs, articles, social media and more are often offered free. SEO specialists work with content teams to gain high-rankings in searches. In other areas, cost-per-click advertising and email marketing are used to target clients. Qualifications are increasingly skill-based, so relevant courses and experience, along with certifications can help here.

What is editorial?

Editorial teams guide writers, review and edit work, assign topics to be researched and written, and often define policy. Editorial teams often include hierarchical titles such as Editorial Director, Editor-in-Chief, Deputy Editor, Associate Editor and Photo Editor. An editorial board will often guide a specific publication brand design and “tone of voice” to create a product aimed at a particular demographic. Qualifications include proven written (and verbal) communication skills, efficiency with publishing tools, experience, and a bachelor’s degree in journalism or other related field.

What is education administration?

Education Administrators, like teachers, play an important role in the development of minds and future lives. Often overshadowed by teachers, leadership and organization in schools is guided by administration professionals in this demanding field. Providing oversight, management and support, education administrators include the top managers of the education system. Job titles include Preschool Director, School-District Administrator, Vice-Principal and School Principal. The ranks of education administration are filled with professionals with teaching experience, who go on to complete related master’s and doctoral degree programs.

What is electrical engineering?

Electrical Engineers are highly skilled professionals who manipulate electricity, with results that most of us take for granted. Physics, electronics and electromagnetism are central elements of expertise needed in this career. From house lights to heating to computers, the work of electrical engineers is at play. The design, building and maintenance of electrical control systems, machinery and more are daily duties, with skills spilling over into disciplines such as civil and mechanical engineering. Qualifications include a bachelor's in electrical engineering, ideally accredited by ABET, FE exam and PE exam.

What is engineering?

Engineers are professionals who apply science to the creation of practical business solutions. If you've ever used your smart phone in a cab after catching a flight, on your way to a quickly warmed up meal, you've benefited from four feats of engineering. Engineers solve problems by designing solutions. Rational thinking, expertise, and imagination go hand-in-hand in this field. The many disciplines are often brought down to four where fundamental qualifications are concerned: Civil, Chemical, Mechanical and Electrical. Qualifications include PE license and related master's or doctoral degrees.

What is engineering management?

Engineering Managers combine the rational thinking and imagination of the expert engineer with the complex challenges of government and/or business. Problem-solving abilities on a grand scale and an in-depth understanding of business are necessary for success in the field. So an engineering manager must be a scientist, a creative, a technically proficient specialist, and a natural organizer and leader. Overseeing and guiding all elements of operational performance is a daily task. Qualifications include a minimum of an engineering or related degree and a degree in business.

What is environmental engineering?

Environmental engineers create and design solutions for environmental problems. Safe drinking water, good air quality, disposal of hazardous substances, treatment of waste and more are brought about by professionals in the environmental engineering field. Because of the broad scope and nature of issues, many disciplines and areas of expertise exist, including chemistry, mathematics, ecology, geology and many more. Computer analysis and modeling are used for effective evaluation and design of systems. Qualifications include a 4-year bachelor's degree and master's degree in environmental engineering and state license.

What is environmental health?

Environmental health professionals study both natural and manmade resources that impact our planet, whether in positive or negative ways. Disciplines within the field vary, with some specialists focused on actively collecting soil, water, air and other items for analysis; while the primary concern of others is focused on government legislation and policies that impact environmental regulation and protection. Titles include Environmental Health & Safety Specialist, Corporate Health & Safety Director, Health & Safety Engineer and more. Qualifications include related bachelor's and master's degrees and PhDs.

What is finance?

Financial experts such as Financial Analysts, Controllers, Accountants, Credit Analysts and more manage all aspects of business finance. Financial professionals analyze profit and loss reports and financial statements, manage accounting operations, prepare and maintain financial records, analyze potential financial risks for strategy creation, and study businesses computer systems to ensure all financial data is properly processed, accounted for, and secure. Many more disciplines exist within this highly complex and important field. Qualifications include related bachelor's, master's, and certifications.

What is general management?

General Managers are often top executives within small businesses. In large businesses, a general manager would lead a company department, with responsibility over keeping strategies, goals, productivity, quality and delivery at the highest possible levels. Company revenues, costs, and all aspects of the smooth running of a company, or department within a large company, come under the purview of general managers. Qualifications needed to reach general management include related working and managerial experience, and a bachelor's degree in business administration or related areas.

What is government & military work?

Professionals engaged in government and military work manage the operations of government and the military in order to keep a nation, state, or locality, safe, strong, healthy and prosperous. Roles include Military Intelligence Officer, Political Analyst, Foreign Policy Analyst, Counter Intelligence Agent, Human Intelligence Collector, and many more. Intelligence agencies include the Defense Intelligence Agency, Central Intelligence Agency, and Office of Intelligence and Counterintelligence. Qualifications include investigative experience, secondary languages, completion of relevant training programs, relevant degrees and more.

What is hardware development?

Hardware Developers research, design, develop and test computer components and systems: circuit boards, networks, routers, processors, memory devices and much more. Creating schematics of new computer equipment, testing completed models, modifying as needed and overseeing the manufacturing processes are all elements of a day's work for a hardware developer. They are also responsible for guaranteeing that all computer components will work flawlessly with the latest software. Qualifications include a properly accredited bachelor's degree in computer engineering or closely related field.

What is healthcare?

Healthcare professionals work in all areas of health and are united by the goal of helping people stay healthy or return to health. Physicians, surgeons, therapists, nurses, pharmacists and many more are included within the category, creating a multi-layered health-based ecosystem. To choose a career within the healthcare ecosystem requires, in most cases, combined qualities of dedication, empathy, people skills, expertise and ability to cope under pressure. Qualifications include a related master's or doctoral degree.

What is healthcare management?

Healthcare Management professionals control, coordinate, deploy, and monitor resources such as medical centers, hospices, out-patient clinics, healthcare workers, capital spending, healthcare policies and medical technologies in a drive to deliver better healthcare to the population. Specialists and generalists exist in almost all areas. The smooth running of departments, hiring qualified and responsible employees and attaining key outcomes are daily goals. Qualifications include robust organizational, leadership and people skills, plus relevant degrees and certifications.

What is an HR business partner?

HR Business Partners are Human Resources professionals who work with senior leadership, with the goal of developing HR strategies that work in unison with the goals of the business. While HR itself is a dedicated department with set agendas, the HR business partner will spend most of her time with the C-suite. For a company to set organizational strategies with an HR professional contributing at each stage is increasingly seen as an optimized form of leadership. Qualifications include a bachelor's degree in human resources management and HR experience.

What is HR compensation & benefits?

Within Human Resources, compensation and benefits experts conduct administrative tasks concerning all aspects of employee compensation and company benefits. They are involved in devising (at managerial level), and executing (at lower levels), salary, bonus and incentive schemes, including life assurance, medical insurance, bonuses and more. These HR professionals are often seen by employees as the people who make sure everybody knows their options and get whatever monies they should. Qualifications include robust financial skills and at least at bachelor's degree in HR, finance, or other related field.

What is an HR generalist?

A key player in the HR world, the Human Resources Generalist is responsible for daily operational HR tasks. Programs, policies and procedures are all administered by the generalist. In real terms this includes helping with recruitment, planning of space, employee welfare and safety, counseling and more. Tasks involving policy development and subsequent documentation and distribution, including employee handbooks, timely notifications and even performance management come under the purview of HR generalists. Qualifications usually include a degree related to human resources.

What is HR management?

HR Managers oversee the performance and productivity of HR staff members, so the responsibilities of this position are extremely demanding. HR management encompasses all oversight of employees' experience, including admin, salaries, safety, tools, training, coaching, supporting, advising, hiring, firing, talent management, company culture and legal. In many cases, the recruitment process is also a central element of responsibility in HR management. Qualifications include a bachelor's degree in human resources management and HR experience.

What is human resources?

Human Resources professionals are responsible for managing the organization and administration of all aspects of employee resources. From salaries and benefits, to safety and hiring, HR professionals administer knowledge, options, support and advice to all employees, while taking direction and reporting back to senior management, which increasingly includes the HR business partners who work with senior management, helping formulate operational and other strategies. Qualifications ideally include a degree in HR or a related degree.

What is in-house counsel?

In-House Counsel attorneys are hired by companies who require legal work and advice that is dedicated to their key needs and requirements. An in-house counsel attorney is free to focus entirely on the diverse legal needs of the hiring company. Areas such as regulatory, employment, policy, commerce and more can be covered with the hiring company's particular goals and issues as the focal point. In a large corporation, in-house counselors may play a managerial role over work out-sourced to independent attorneys. Qualifications include a recognized law degree and admission to a recognized bar.

What is industrial engineering?

Industrial Engineers work to improve methods of production across industries by evaluating and analyzing current methods of production, highlighting waste and providing methods to improve efficiency. All manufacturing and production processes, as well as all company resources and limitations, are taken into account by the industrial engineer. Responsibilities include innovation, design and reconfiguring. Qualifications include an understanding of many engineering disciplines, specialized certifications, a 4-year bachelor's degree, and ideally a master's degree in a related field.

What is insurance?

Insurance Sales agents explain to clients and potential clients various forms of insurance coverage, with a view to selling the best policy or policies that fit specific needs. Discovering new potential clients while serving and developing existing clients is a key responsibility. Many administrative responsibilities follow from that, including policy renewals, creating and maintaining records, entering records into company systems, and more. Expertise in all forms of insurance offered by a company is mandatory, as are robust communication skills. Other qualifications include associate's or bachelor's degree and passing a licensing exam.

What is interior design?

Interior Designers use multidisciplinary technical and creative solutions to create an aesthetically pleasing interior for their clients. Practicality of living in or visiting an interior space is also key. Enhancement of experience within an interior space is, therefore, the central goal of interior design. Listening skills are important, as all documented development plans, drawings and diagrams will be based on the client's expression of desires and needs. Qualifications include anything from a BTEC National Diploma in Art and Design, to a BA in interior architecture, spatial design or design.

What is investment?

Investment experts put money to work on behalf of their clients in order to increase returns on the invested amount. Investment Bankers, Consumer Investment Consultants, Investment Analysts, Venture Capitalists, Real Estate Investment Associates, Investment Sales Associates, and many more belong to the professional world of investments, with a view to growth and gain for the people or entities involved in the initial investment. For example, investment returns in business are often put back into the business to stimulate growth. Qualifications to become an investment specialist include a related master's degree and related experience.

What is IT consulting?

IT Consultants apply their specialized experience, knowledge, insight, and training to the problems of clients in every industry and locality. They may work independently or as employees of consultancy businesses. Purchasing and strategy decisions are issues an IT consultant may be asked to advise a company on. Some consultants work as short-term CIOs, offering expertise at critical times for a business. Increasingly, IT consultants work with service providers like systems integrators. Qualifications include a bachelor's degree in IT or related field, such as computer science, with a minimum of 1 year's experience.

What is IT security?

IT Security Specialists are experts in data security, guarding against in-house errors, outside hackers, or bad practices that can harm a company. Areas such as data integrity, confidentiality, and permissions are key. IT security has been increasingly important since the advent of innovations like the Cloud and the Internet of Things (IoT), which create security vulnerabilities along with their amazing business-enhancing solutions. Today, an IT security breach can have a dramatic and potentially devastating effect on a business. Qualifications include a bachelor's degree in a related field, ideally with professional experience.

What is a law firm?

Attorney's within a law firm apply their legal expertise to serve their client's legal needs and provide the best outcomes. These may be defense attorney's, litigation experts, family law specialists, tax law professionals and more. A law firm of one may be a specialist in one area, or an expert who can handle a variety of specialties. Small law firms can be represented by anything from two or three, to ten attorneys, while large law firms are known as "full service." Attorney qualifications include (pre-law) bachelor's degree, (law school), LSAT/J.D, specialist certifications and Bar Exam.

What is life sciences?

Life Scientists are dedicated to the scientific study of all living organisms, including plants, animals, human beings and even microorganisms. Companies that depend on life scientists include those involved in pharmaceuticals, life systems technologies, biotechnology, biomedical technologies, nutraceuticals and many more. Specialties within the field include animal science, agrotechnology, biocontrol, biology, biomedical engineering, cell biology and more. Careers within the field include research, healthcare and education. Qualifications include a related bachelor's degree, with a master's recommended for research positions.

What is a location manager?

Because many businesses operate from multiple locations, and need to control all areas of production, safety and other elements, Location Managers ensure that those facilities operate smoothly. Daily inspections are a key responsibility for a location (or facilities) manager, while dealing with emergencies is a business reality. A location manager must also guarantee that the facility not only runs smoothly today, but is in condition to continue doing so. Qualifications include in-depth knowledge of every aspect of the business, related certifications and a related bachelor's degree.

What is marketing?

Marketing professionals are hired by companies to sell products and services, win customers and create loyalty. Marketing directors, marketing managers, PR professionals, designers and copywriters are all part of the marketing drive. This includes the creation of free content across blogs, social media, email and more. Paid ads are targeted through placement and, in the case of digital marketing, search engine optimization (SEO). Qualifications combine experience with a bachelor's degree in a relevant area. Some companies ask for an MBA or postgraduate qualification, but strong experience and talent can win out.

What is marketing analysis?

Marketing Analysts play a critical role in marketing teams. They bring together sales data, usually categorized into new and historic, compared by season or demographic, or used in strategic combinations to ascertain what customers want, when they want it, how much they are willing to pay, and more. Time and money can be saved through good marketing analysis, bad habits corrected, and new methods and strategies devised and executed. Qualifications include a bachelor's degree in statistics, math or computer science, and ideally an MBA or master's in marketing research or related topic.

What is marketing research?

Marketing Researchers gather and process data using tools such as surveys or studies to evaluate market conditions and create business strategies and goals across short-term and long-term needs. Marketing Researchers help drive marketing strategies and goals across marketing departments, including PR. When marketing a new product, for example, the results of marketing research, combined with market analysis, will be factored in to the strategies and goals of a specific campaign. Qualifications for market researchers include a bachelor's degree in market research or related MBA or master's.

What is mechanical engineering?

Mechanical Engineers turn ideas into realities across many industries, including automotive, defense, biotechnology, energy, construction and many more. Engineering principles and techniques turn ideas into designs and then products. In recent years, the creativity and skills of mechanical engineers have been aided by increasingly sophisticated computer-aided engineering (CAE), which many feel has broadened the scope of possibilities within the field. Qualifications include a bachelor's degree in mechanical engineering, ideally a related master's and licensing.

What is media?

Media professionals bring news, entertainment, sports, in-depth journalism and more to the public through mass-communication technology. From producers to presenters, production managers, writers, editors, news analysts and more, media includes broadcasting, advertising, print media and digital communications. A career in any aspect of the mass media depends heavily on personal skills, talents and interests, with qualifications including experience (summer jobs, internships), top notch communication skills, technical and creative skills, and a degree in a relevant discipline.

What is media production?

Media Production professionals help to create and deliver finished media products to the public. Expert roles include multimedia specialist, media planner, broadcasting program researcher, film/TV/video producer, social media manager and more. As a growth industry, careers in media production are constantly evolving, in terms of both technology and popular public trends and preferences. Qualifications depend on personal skills, experience and interests, but include strong creative and communication skills, along with a degree in a relevant discipline in most or all media production areas.

What is medical sales?

Medical Sales professionals bring all the latest medical options and innovations to health professionals. Whether selling services, medical devices, medical equipment, or pharmaceutical products, high levels of expertise are required. Sometimes sales are necessarily consultative (expensive medical equipment), rather than simply transactional. Areas of professional expertise are generally split into two groups: inside and outside sales, with the former using the phone as a primary selling device, and the latter going into the field. Qualifications are dependent on the type of role and specialty chosen, but a degree in a relevant field should be achieved.

What is medicine?

Medical professionals are dedicated to the diagnosis, prevention and treatment of illness or disease. The medical doctor or primary care physician is usually top of mind where medicine is concerned. Of course, many healthcare specialties within healthcare science exist, including surgeon, clinical cytogeneticist, clinical engineer, palliative care physician, and many more who play critical roles. Qualifications for a career in medicine depend heavily on the particular discipline chosen and include bachelor's, master's and doctoral degrees. Relevant certifications are important; and state licenses are mandatory for practice.

What is nursing?

Nurses are among the most trusted professionals in the U.S., and the job comes with high demands and high expectations. Within the healthcare industry, nurses cover many specialties and roles in medical offices, schools, clinics, nursing homes and hospitals. Specialties can include diabetes care, geriatrics, labor and delivery, nephrology, neuroscience, pediatrics, forensic nursing and many more. Qualifications depend on specialty, but include great communication skills, an empathetic personality and dedicated training, state licensing, RN or LPN programs, and at least an associate or bachelor's degree.

What is office?

Office professionals ensure that any office in any business runs smoothly and efficiently. Office managers, personal assistants, admin assistants, receptionists, general office clerks and many more are included in this key business role. However, HR specialization demands a separate category. In most cases, professional qualifications include a high school diploma, proven computer skills, great communication and organizational skills and more. Reaching managerial level is dependent upon experience, with qualifications tending to be hands-on experience and tangible results over a period of years.

What is operations?

Operations professionals cover all aspects of what happens to keep a business running smoothly and profitably. From experts in manufacturing, product development, service operations, supply chain management and other professional roles involved in meeting goals, achieving delivery and other key outcomes for a company, operations experts are at the helm. Business plans will often feature an operations section, to clarify for leadership the professionals and processes required. With new products and technological innovations, new openings in operations (with various skillsets and qualifications), appear regularly.

What is operations management?

Operations Managers oversee operational processes to improve productivity and meet goals. From monitoring and assessing all elements of the workforce, to recommending and overseeing the implementation of changes deemed necessary, the operations manager is responsible for the smooth running of the company. This includes overseeing supply chain management, vendor selection, and more. The operations manager also acts as a go-between for upper management and the workforce. Qualifications include communication and organizational skills, a degree in business administration or management and hands-on experience.

What is organizational development & training?

Organizational Development & Training professionals help increase productivity and efficiency within their organizations. One of the key elements in achieving this is identifying ways to improve communication, to encourage increased interaction and to foster team unity. Training is used to help with product and services enhancement, often using methods designed to boost motivation and morale, while OD specifically encourages robust market research and competitive analysis. Qualifications for training and development managers include bachelor's and often master's degrees in related fields.

What is other sciences?

Professionals in sciences other than the life sciences and the physical sciences include experts in areas such as the social sciences and formal sciences. Key specialties include mathematics, statistics, systems theory, theoretical computer science, linguistics, sociology, archaeology, anthropology and more. Jobs within the categories include Social Worker, Community Development Officer (Social Sciences), or Statistician, Computational Scientist (Formal Sciences). Qualifications within this category include related bachelor's, master's and possibly doctoral degrees, along with training and/or experience.

What is pharmaceutical sales?

A Pharmaceutical Representative is a combination of sales representative and pharmacologist. The latter discipline is of great importance, due to the need for a pharmaceutical rep to be capable of properly explaining (potentially newly developed), products to physicians and other healthcare professionals. The rep must also have a complete understanding of the requirements of the healthcare professional being sold to, as well as all competing products. Qualifications include great people and communication skills, as well as at least a four-year bachelor's degree from an accredited college.

What is pharmacy?

Pharmacists dispense prescription medications to patients. The professional pharmacist must not only do this, but be capable of offering expert advice in the proper and safe use of any product passed over the counter, including explaining possible side effects. In many cases, duties include giving immunizations such as flu shots, and conducting health screenings. Completing complex insurance forms and keeping strict records is all part of daily life for a pharmacist. Qualifications include people skills, a Doctor of Pharmacy (Pharm.D) degree and a postgraduate professional degree.

What is physical sciences?

Professionals with expertise in the physical sciences may be adept in any area of astronomy, physics, chemistry and the earth sciences (including geology, hydrology and atmospheric sciences). Environmental Engineers, Lab Technicians, and Forensic Scientists will have expert knowledge in Geoscience, Physics, and Chemistry, respectively. Some experts may have combined specialties. Many career paths are, of course, open to professionals in the fields covered by the term Physical Sciences. Qualifications include bachelor's, master's and possibly doctoral degrees in related fields.

What is plant & facilities management?

Plant and Facilities Managers strategize, organize, and effectively run operations within a company-owned plant or facility. Regardless of the industry, plant and facilities managers are responsible for optimal production, uptime and efficiency. Output, quality control, and on-time shipping all fall under the mandate of a plant or facilities manager, with cost reduction, task assignment, data collation and assessment, equipment and tools inspections and more being daily duties. Qualifications include leadership skills and a at least a bachelor's in industrial engineering or business administration.

What is PR?

Public Relations professionals create and control publicity for businesses and individuals. A client's image may need to be created, publicized, and protected by PR experts. From the job of coming up with "publicity stunts" for a client, to daily targeting of journalists and/or publications to garner interest, to writing press releases, or going into "damage control" after bad publicity, all aspects of image are in the hands of these experts. Some PR professionals act as trainers for clients, coaching them how to handle the press and more. Qualifications include robust communication skills and a bachelor's degree in journalism, PR or related field.

What is process management?

Process Managers optimize the processes, or activities, of a company across departments for maximized efficiency. The process manager maps all activities within individual departments, monitors the flow of activities, and draws conclusions about teams, technologies or anything else that works well or acts as a blocker to progress. Process improvement is the ultimate goal of the process manager, combining a big picture overview with in-depth analysis of all aspects of processes. Qualifications for a process manager, or process owner, include strong IT skills with relevant qualifications and experience.

What is procurement?

Procurement Specialists acquire goods and/or services to fulfill specific business goals and strategies. This can mean anything from obtaining raw materials needed to produce physical products, to evaluating suppliers, interviewing vendors, and more. Constant monitoring of what a company needs, may need, and is currently involved in purchasing, is part of a procurement specialists daily tasks. A procurement manager, on the other hand, oversees the whole procurement process and directs all specialists working below her. Qualifications include strong organizational skills and a business-related bachelor's degree.

What is program management?

Program Managers set business strategies and oversee multiple projects that work to fulfill business goals. While project managers will oversee their teams' efforts to complete their projects successfully and in the given time-frame, they must report to the program manager, who ensures that all project goals are working in unison with the wider business strategy. Streamlining processes and resources is also critical in making all parts come together smoothly. Qualifications include analytical thinking abilities and a bachelor's degree in business, or expertise in a specific area.

What is quality assurance?

Quality Assurance professionals use a variety of techniques and skills to assure the quality of products and/or service delivery for a company. These include flow charting, cost-benefit analysis, control charts, statistical sampling, cost of quality (COQ) and more. All management processes are driven by the goal of streamlining and enhancing productivity while maintaining quality. As opposed to quality control, the quality assurance specialist is involved during the process, rather than checking it later. Qualifications for a quality assurance analyst include a bachelor's degree in a related field.

What is quality management?

Quality Managers ensure that all products or service delivery meet exacting characteristics, particularly during increased productivity drives or streamlining. The goal is to maintain or improve client satisfaction and drive sales and growth. Improving productivity at the cost of quality could destroy a business in the long term, so quality management is vital. Discovering methods of continuous improvement is one way quality managers help improve productivity while maintaining quality levels. Qualifications include management experience and at least a bachelor's degree in a related field.

What is quantitative analysis?

As a whole, Quantitative Analysts, or "quants" as they're usually referred to, spend a lot of their professional time creating mathematical models to offer insights into highly complex financial systems connected to financial markets. Data is gathered on trends and behaviors within those markets. Quants are employed across industries, including wealth management, investment and commercial banks, insurance companies, accountancy businesses, hedge funds and more. Investment strategies and decision-making of all kinds is informed by their work. Qualifications include related experience and a bachelor's degree in a related field.

What is real estate?

Real Estate professionals, including sales agents, brokers, consultants and more help clients buy and sell properties at the best price. Duties include contract negotiation, showing properties, and discovering selling opportunities. Many in the industry are self-employed, which has pros and cons, but does allow personal commitment and expertise development to dictate career advancement. It is a growth market, with a strong demand for professionals across disciplines. Qualifications include passing a state licensing exam, relevant certifications and, ideally, a bachelor's degree.

What is recruiting?

Recruitment professionals help companies to find the best fits for open positions, with a view to team success and usually long-term employment. Competition to attract the best talent is a tough daily challenge. The fortunes of businesses and individuals can be impacted forcibly by the skills of a recruiter. All good recruiters are highly competitive and great with people. Discovering, nurturing and winning over talent is key. Because of the nature of the job, recruiters tend to enjoy a great deal of autonomy. Qualifications ideally include a bachelor's degree in human resources, but other degree-level qualifications may suffice.

What is regulatory affairs?

Regulatory affairs (RA) professionals are responsible for ensuring regulatory and legal compliance within a company. Many businesses are heavily regulated, including banking, energy, telecom, pharmaceuticals and more, so regulatory professionals make sure the business is in line with all legal and regulatory requirements. This involves working with federal, state and local agencies and personnel. Global laws and regulations also apply in some areas, particularly new drugs and healthcare products. Qualifications include a four-year degree in a relevant field, experience in the field and advanced certification.

What is risk management?

Risk managers are professionals who identify, assess, and report all potential operational and financial risks. These potential risks are then measured against the potential gains of that strategy. Assessing and calculating risk can involve much statistical work and other complex calculations, which probably covers most of the hours spent in risk management. Risk is not limited to one area, but tends to cover any and all potential risks to the company. Qualifications include a bachelor's degree in accounting or business management, as well as a degree in management in the chosen specialty.

What is health & safety?

Health & Safety Engineers are dedicated to keeping workers safe in the workplace. They inspect businesses to ensure relevant health and safety practices have been implemented and are being enforced. Manufacturing and production environments are key areas where health and safety inspectors work, due to dangerous conditions such as heavy machinery and vehicles moving heavy cargo. However, health and safety policies exist in all modern workplaces. Qualifications include a bachelor's degree in occupational health and safety or possibly a master's degree in a related subject.

What is sales?

Sales professionals are experts in an area that is possibly more personality-based than other professions, with people skills being key to success. As a career, sales is infamous as one many claim to fall into, then can't bring themselves to leave. The earning potential of a career in sales is based mainly in performance. For many, this means an exciting career filled with risk, daily challenges, and great potential. Flexibility of time comes with many types of sales positions, too. Qualifications include a gregarious, people-friendly personality, time management skills, robust networking skills, ideally a bachelor's degree, experience, and licensing in some areas.

What is sales engineering?

Sales Engineers work in many industries, selling technological and scientific products and/or services. The sales engineer understands all parts and functions of a product, as well as the scientific processes behind it. A sales engineer will give presentations, speak with clients and engineers, help assess equipment needs, problem solve, and even, in some cases, arrange to modify products. Advanced products are the key sales area, but the ability to sell is critical, as in all sales jobs. Qualifications include strong interpersonal skills, experience, and bachelor's and master's in relevant fields.

What is sales management?

A Sales Manager is responsible for a sales team. Moving up from the autonomy of sales specialist, responsible for one's own performance, to a managerial position, is a huge leap. Team goals, team performance, team strengths and weaknesses, are the core responsibility of sales management. To perform well, the sales manager must create sales forecasts and analyze performance data, create and implement strategy, and ensure the sales team hit their quotas. Qualifications include strong sales achievement, some managerial experience, ideally a bachelor's degree and familiarity within the specific field.

What is sales operations?

Sales Operations leaders are experts at ensuring sales teams function smoothly by being equipped with all relevant data and technology to stay informed, up-to-date and ahead of the competition. Managing CRM data, improving productivity and helping sales managers build data-based strategies, are daily duties. Implementing suitable sales technologies, including optimized and user-friendly CRM systems, is increasingly critical. Identifying the best sales acceleration tools, for example, is important. Qualifications include a bachelor's degree in sales or business, or in-depth sales expertise.

What is science?

Scientists are the backbone of many industries, with numerous roles and specialties contributing to our economy and quality of life. Pharmaceutical and chemical companies, universities, food and drink manufactures, hospitals, research institutes, government, companies involved in product creation and testing, environmental agencies and many more rely on experts with skills in physical and life sciences, formal and social sciences. All contribute their expertise across the public and private sectors daily. Qualifications include bachelor's and master's degrees in chosen disciplines, PhDs, certifications, and more.

What is social media?

Social Media experts are part of a cultural phenomenon that has powerfully impacted the world of business and created many job specialties. Professionals such as marketing directors, art directors, copywriters, graphic designers, film and video editors, customer service representatives, PR representatives and more today play an important part in social media initiatives and campaigns for businesses. Many campaigns combine free content and paid advertising, and most businesses have dedicated social media pages to promote themselves. Qualifications include all those required for marketing professionals.

What is software development?

Software Developers use their expertise across the entire development process of software programs. A software developer is a technical and creative driver behind the customer's needs. From determining core functionality to designing and developing a complete product for a business, the software developer also considers items such as security, performance and other key needs. After designing a program to their satisfaction, it would usually be handed over to programmers so that code can be written and the product tested. Qualifications include a bachelor's degree, ideally in computer science or a related field.

What is a store manager?

A Store Manager is in charge of planning and directing all operations of the store. Duties include strategy creation with the goal of driving sales, increasing profits, creating marketing initiatives, creating policies and more. Service efficiency and ways to achieve it are also top of mind for the store manager, as is quickly and properly dealing with issues such as customer complaints, staff problems and more. Product stocks and displays also come high on the list of daily responsibilities. Qualifications include retail experience and ideally a bachelor's degree in business or a related field.

What is supply chain & logistics?

Supply Chain and Logistics professionals are tasked with ensuring that all goods and services are delivered to the customer. Large businesses have dedicated logistics and supply chain departments employing industry analysts, project managers, global logistics managers, operations directors and more. From acquisition of a product to delivery, all storage, inventory processing and movement are planned, tracked and confirmed. Careers within this important field are many, with qualifications including entry-level experience and a bachelor's or master's degree in a related area.

What is system & network administration?

System and Network Administrators combine the disciplines of computer systems expertise (the components that make a computer run), and network expertise (the science of making all computers in a network work in harmony). While a systems admin would be concerned with, for example, data setup, recovery, upkeep and security, the network admin would focus on configuring and supporting a businesses LAN and WAN networks. In many cases, the responsibilities of the positions do overlap. Qualifications include bachelor's degrees in computer science or IT and related certifications.

What is system architecture & engineering?

System Architects and Engineers are tasked with systems management and integration duties. The design and development of solutions for applications, administration and network issues is a central duty. Job titles include Computer Systems Architect, .Net Architect, Information Architect, Network Engineer, Reliability Engineer and more. Duties are endless, but include analyzing and predicting systems performance under varying conditions, completing models and simulations, developing software and applications and more. Qualifications include a bachelor's degree in computer science, software engineering or related field.

What is tax?

Tax professionals help companies keep their finances in order, while seeking opportunities to save money, help the company during audits, and more. A career in the tax industry includes all levels of government, corporate tax offices and professional service firms. From business tax services, to mergers and acquisitions, global investment, private wealth, international tax and more, specialization options are many. Tax professionals must be detail-orientated, analytical and business-orientated. Other qualifications include a bachelor's degree in accounting with a specialization in tax, and a CPA certification.

What is teaching?

Teaching professionals use knowledge to educate and play an integral part in the healthy development of young minds. Teaching specialties include the humanities: literature, history, law, religion and art; social sciences: economics, philosophy, political science, psychology and sociology; and myriad disciplines within science, technology, engineering and mathematics. Teaching professionals focus on adults, children, special needs, higher education and more. In-depth knowledge and dedication are requirements. Other qualifications include a bachelor's degree in education, experience, teaching certification and state license.

What is technical product management?

A Technical Product Manager is closely related to the product manager. While the product manager deals with all out-facing strategies and issues, the technical product manager looks inward, utilizing technical acumen to communicate with design and engineering experts on particular aspects of the product, such as capabilities and features. Company size and product complexities can lead to both a product manager and technical product manager working at one company. Qualifications include strong related experience, robust technical understanding and a related bachelor's degree.

What is technical project management?

Possessing all the capabilities of a project manager, including leadership, organizational and communications skills, the Technical Project Manager must also have the technical acumen needed to lead IT projects, understand design and technical issues, and guide projects from conception to delivery. Planning, workflow, budget, execution, time management and stakeholder communication are responsibilities of the technical product manager. Technical proficiencies vary, but comprehension of all issues is a basic. Qualifications include a bachelor's degree in a related field, PMP certification, PMITS and more.

What is technical support?

Technical Support Engineers brings expert tech problem-solving help to others. Careers in technical support include internal (within a large company or institution), business-to-business, or public-facing. Tech support engineers usually works in three lines of expertise: 1. Basic user needs; 2. Complex user needs; 3. High level needs. Because some tech support jobs offer 24-hour support services, hours of work can vary within certain types of company. The ability to deal professionally with people who may be frustrated is essential. Qualifications include problem-solving skills and a BS degree in IT or related field.

What is technology?

Technology experts plan, design, produce, implement, maintain, upgrade and repair all forms of our quickly evolving technologies. These technologies are at the heart of millions of the products and services we rely on every day. From the need for software or hardware engineers, systems architects, devops professionals and more, tech expertise is a critical worldwide need. Apart from a broad range of tech industry jobs, fierce demand exists across industries, including telecommunications, finance, manufacturing, insurance and education. Qualifications include IT related bachelor's and master's degrees, experience, creativity and more.

What is technology management?

Technology Managers must understand not only IT management philosophy and systems development, but have a complete grasp of technological strategies in relation to business strategies. This is a high-level and demanding position. Overseeing the work of teams of tech experts, problem-solving on many levels, and keeping productivity high, is a daily responsibility. The complete technology infrastructure of a company rests in the hands of the technology manager. Qualifications include robust experience and a bachelor's degree in IT, with a major in computer science or related field.

What is UX?

UX professionals create the experiences users have when dealing with a company through any digital means. Increasingly important, customer interactions with a product, service or system, such as a company website, can have a powerful effect on attracting and keeping customers, creating customer loyalty and more. Jobs in UX are many and include user researcher, usability analyst, information architect, interaction designer, UX designer and visual designer. Skills required for UX work include computer coding skills and interface design. Qualifications include demonstrable skills and experience in a related area.