

Go from jobseeker to ‘your hired’ with SME4DD

Technology isn’t just changing how we work, it’s reshaping the European job market. While having basic digital skills is now a prerequisite for many jobs, it’s the demand for advanced digital skills that are driving the labour market.

According to the [EU Digital Skills and Jobs Platform](#), by 2035, nearly 15% of all jobs in the EU will be in the high-tech sectors. However, currently, only 28% of people possess above basic digital skills, meaning that Europe is facing a significant digital skills gap.

This is good news for jobseekers, as demand for workers who can understand, operate and innovate using advanced technologies is at an all-time high.

How can a tech-savvy jobseeker land one of these coveted jobs? To find out, we asked the [SME4DD](#) team of experts.

Here’s what they had to say.

A challenging – and competitive – job market

First, let’s set the record straight. Just because the job market is lucrative doesn’t mean it isn’t competitive. In fact, our experts all note how today’s jobseekers face a challenging – and competitive – job market.

“Not only are there often many people applying for the same role, new tools and skills are always emerging that require candidates to keep learning,” notes [DKF](#)’s Andrea Pálosi-Mészáros.

Another challenge that jobseekers face is a general lack of transparency, which starts with the hiring process and timeline and continues to role expectations and salary range. “Long hiring processes and sometimes unclear requirements can make the job search feel slow and frustrating,” adds Pálosi-Mészáros.

Tips and tricks for landing a tech-job

But jobseekers shouldn’t lose faith – there are plenty of things one can do to stand out from the crowd and increase one’s chance of being hired. For instance, when it comes to landing a tech-job, who you know can be just as important as what you know. “Participating in industry conferences, events and webinars – such as those organised by SME4DD – is a good way to engage with key leaders and build your network,” says [EIT Digital](#)’s Siddhesh Krishnan.

Pálosi-Mészáros agrees. “Networking is very important, so be sure to take advantage of meetups, online communities and tech events as a means of connecting with people in the industry,” she explains.

Pálosi-Mészáros also suggests building a strong online presence by, for example, updating your LinkedIn profile with your latest projects and in a way that highlights your relevant skills. “Don’t forget to tailor your CV and cover letter for each role, putting the spotlight on those skills that match the job description,” she adds.

A blend of soft skills and tech skills

While a strong CV and robust network are all important, they must be backed by the right skill set. In today’s European job market, that means having both the right soft skills and tech skills.

As to the former, Pálosi-Mészáros recommends working on one’s problem solving and communication skills. “Being flexible, working well in teams and being able to handle remote or hybrid work will all make you more attractive to a potential employer,” she says.

“We always stress and educate our students in such key skills as analytical and creative thinking, agility, motivation, empathy, curiosity and life-long learning,” adds [Hyper Island’s](#) Cecilia Lindberg.

“Regardless of the title held in a company, all employees should be equipped with leadership skills and the ability to spot and implement opportunities for improvement,” says Krishnan.

Digital skills give jobseekers an important competitive edge

Of course, soft skills alone are not enough. Landing your digital dream job will also require that you have the right tech skills. “While it is now a given that employers expect all jobseekers to be comfortable using computers, having skills in such advanced areas as artificial intelligence, cloud computing, blockchain, cybersecurity, and data analysis can give one an important competitive edge,” explains Pálosi-Mészáros.

Here EIT Digital’s Asja Kamenica recommends that jobseekers take advantage of the training offered by SME4DD. “The project, which is funded under the [Digital Europe Programme](#), is designed to provide jobseekers with the essential digital skills and knowledge they need to succeed in today’s job market,” she says.

The project provides practical training in AI, Blockchain, and Cybersecurity, with the courses complimented by webinars and workshops. “With many of these learning opportunities being free-of-charge, and with spots reserved specifically for jobseekers, this

is a one-of-a-kind opportunity to gain the digital skills you need to go from jobseeker to hired,” concludes Kamenica.

Ready to get the digital skills you need to land a tech job? [Click here](#) to learn how SME4DD can help.