

FAIRFAX COUNTY, VIRGINIA

Industry Profile: Digital Media

The digital media industry includes digital devices, internet-based tools, platforms, applications, marketing communications tools and services that enhance the collection and sharing of information between individuals and businesses. This profile provides information on the regional resources to support digital media firms and selected companies that operate here.

DIGITAL MEDIA TALENT SNAPSHOT



209K

DIGITAL MEDIA-RELATED JOBS IN WASHINGTON, D.C., MSA

TALENT STRENGTHS: SYSTEM SOFTWARE/INTEGRATION, APP AND WEBSITE DEVELOPMENT, USER EXPERIENCE, CONTENT



\$108K

MEDIAN WAGE WASHINGTON, D.C., MSA



#3

DIGITAL MEDIA-RELATED OCCUPATION CONCENTRATION BY PLACE OF RESIDENCE - MSA



64%

HIGHER CONCENTRATION IN DIGITAL MEDIA OCCUPATIONS THAN THE U.S. AVERAGE

SOURCE: JOBSEQ

DIGITAL MEDIA TALENT - WASHINGTON, D.C., REGION (SELECTED OCCUPATIONS)

	Number of Workers	National Rank
CREATIVE AND CONTENT DEVELOPMENT		
Public Relations Specialists	24,640	2
Market Research Analysts and Marketing Specialists	24,220	4
Graphics Designers	4,890	5
Technical Writers	3,240	1
INFORMATION TECHNOLOGY		
Software Developers and Testers	75,910	4
Computer and Information Systems Managers	19,130	5
Web Developers and Digital Interface Designers	6,450	4

SOURCE: 2020 OCCUPATIONAL EMPLOYMENT STATISTICS, BUREAU OF LABOR STATISTICS

COMMUNITY ASSETS/STRENGTHS

- 60+ regional colleges/universities and community colleges (all majors)
- 32.5K+ degrees and certificates awarded annually in digital media-related disciplines
- Strong telecommunications network: Highest concentration of data center capacity in the world
- Direct flights to major digital media hubs in the U.S. (NYC, Los Angeles, Chicago)

SOURCES: JOBSEQ, MWAA, CUSHMAN & WAKEFIELD

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FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

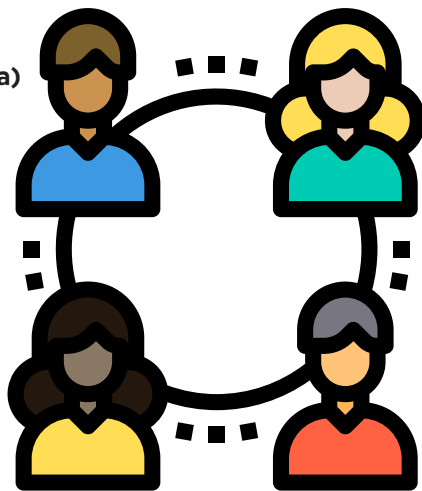
DIGITAL MEDIA COMPANIES IN FAIRFAX COUNTY (BY SUBMARKET)



SOURCES: JOBSEQ, FCEDA, PITCHBOOK

BUSINESS ORGANIZATIONS/NETWORKING

- AMA DC
- DC FemTech
- DC Inno
- DCA Live
- Digital Media Association (DiMa)
- GeneralAssemb.ly
- MAVA
- Meetup
- Northern Virginia Chamber of Commerce
- Northern Virginia Technology Council
- NoVA.JS
- SeedSpot
- Smart City Works
- Social Media Club DC
- Women in Technology



DIGITAL MEDIA - TALENT RESOURCES

EDUCATION

- American University
- Bowie State University*
- DeVry University
- Fairfax County Public Schools*
 - Fairfax Academy*
 - West Potomac Academy*
- Gallaudet University
- GeneralAssemb.ly
- George Mason University*
- George Mason University
 - Virginia Serious Games Institute
- Georgetown University
- George Washington University
- Howard University
- Marymount
- Northern Virginia Community College*
- Prince George's Community College*
- University of District of Columbia*
- University of Maryland - College Park

*Diverse student populations

RECRUITMENT

- Northern Virginia Career Works
- Virginia Employment Commission
- WorkinNorthernVirginia
- Executive and Talent Recruitment Firms (Private Sector)
- Temporary Help Services

SOURCES: JOBSEQ, INDIVIDUAL C&U WEBSITES



NEED HELP FINDING TALENT?

FCEDA'S TALENT INITIATIVE CAN HELP

WORKINNORTHERNVIRGINIA.COM

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