# MASTERING DIGITAL SKILLS FOR THE MEDTECH JOB MARKET

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RECRUITMENT

# INTRODUCTION

In 2025, digital transformation will have a transformative impact on every industry. Companies in the medtech landscape are embracing innovative technologies, from cloud computing systems to artificial intelligence and automation faster than ever.

As a result, business leaders are prioritising hiring candidates with the digital skills necessary to take advantage of cutting-edge solutions.

Today's employers need professionals who can navigate complex software, interpret data-driven insights and adapt quickly to new technology trends. For candidates, acquiring and refining the right digital skills doesn't just open the door to more job opportunities.

Building your digital skill set ensures you can thrive in various medtech roles, achieve your career goals faster, and earn higher wages. According to a Gallup and Amazon Web Services (AWS) report, 98% of workers who have invested in digital skill training have reported at least one positive outcome in their careers - from greater job security to improved satisfaction.

This guide will introduce you to the growing importance of digital skills in the medtech job market, help you identify the competencies you need to develop, and show you how to design a roadmap for skill building that prepares you for a successful career future.

The job market in the medtech industry is complicated. However, candidates have more opportunities than ever before, thanks to continued skill shortages, the introduction of new roles, and the flexibility of the modern workplace.

On the other hand, competition among candidates is high, and employers are showing more caution when making hiring decisions. Candidates without the right digital skills will find it hard to stand out in this landscape. However, investing in the right skill sets could improve your chances of getting the right role and help you earn your desired salary.

Gallup's study, mentioned above, found that workers with intermediate or advanced digital skills earn 40% - 65% higher wages than the competition and benefit from greater job security.

Why? Because the medtech industry is becoming increasingly digital, employers are working harder than ever to fill the gaps in their team's skills.

# The Digital Transformation of the Medtech Industry

For some time, companies in the medtech space have invested heavily in digital transformation initiatives. By 2030, experts predict companies will spend more than $3.29 trillion on new technologies and systems to enable ongoing growth.

Of course, "digital maturity" levels vary across industries. While companies in the technology landscape are leading the way with advanced digital frameworks, other sectors, such as the healthcare space, are still struggling to move beyond legacy systems.

Though maturity levels vary, companies across sectors invest in skilled professionals to help them reach their digital transformation goals. Organisations that embrace digital transformation benefit from higher levels of efficiency, increased employee satisfaction, and more substantial revenue growth, making digital skillsets a priority for every business.

Companies aren't just investing in digital transformation to help them stay one step ahead of the competition. Across the medtech space, business leaders view digital transformation initiatives as crucial to minimising costs and improving performance.

Businesses are overhauling legacy systems and outdated infrastructure to improve agility and help them innovate faster. They use cutting-edge solutions like cloud-based software and edge computing systems to reduce operational costs and adapt to new trends like hybrid working.

Plus, organisations are increasingly relying on innovative technology to improve compliance and security standards. Demand for professionals familiar with cybersecurity frameworks, data analysis tools, and cloud systems is increasing across every sector.

According to a report commissioned by AWS, around <u>61% of businesses</u> struggle to grow because they can't find candidates with the right digital skills. The Gallup and AWS study above shares similar insights, showing that only 3% of companies don't consider hiring professionals with digital skills challenging.

While virtually all companies today are investing in digitally skilled professionals, the specific needs of each organisation vary from one sector to the next. For instance, the rise of telemedicine, wearable technology, and AI diagnostics has made digital literacy a fundamental requirement for medical professionals.

Meanwhile, adopting blockchain technology, advanced analytics, and automated trading platforms are reshaping job descriptions in finance. Notably, though, some digital skills are valuable across all industries. Proficiency in office productivity suites, project management tools, and digital communication platforms benefits all medtech employees, particularly as remote working practices evolve.

Companies are also searching for team members who feel confident leveraging advanced new systems, such as generative AI tools and autonomous systems. Hiring managers are prioritising candidates who can help them overcome skill gaps and take advantage of new tools. Additionally, there's a growing focus on finding candidates who demonstrate technical proficiency and an adaptive digital mindset.

As <u>Harvard Business Review</u> highlights, the right mindset gives candidates a unique ability to adapt to changing workflows and learn to use new technologies as they emerge.

# Developing Your Digital Skills Framework

While the key digital skills you need to develop this year (and in the years ahead) will vary depending on your medtech role, goals, and priorities, the path to success starts with building a clear framework for continuous development and improvement.

Here are the key areas you should focus on to future-proof your career.

Start by developing a strong foundation for digital proficiency and building transferrable skills that are critical across numerous industries and medtech roles. Some of the key foundational skills employers are focusing on today include:

**Cloud Computing Proficiency**: Cloud computing has become the backbone of many modern businesses, allowing companies to create scalable ecosystems for agile growth. Gartner says that by 2028, cloud computing will be crucial for all companies, making cloud computing proficiency a must for all employees. The more you know about cloud systems and how they work, the more you'll stand out in the job market.

**Data Literacy**: Data literacy is the ability to interpret and draw actionable insights from data. This skill is becoming increasingly crucial in the medtech space as businesses strive to make more data-driven decisions. Knowing how to review and use data to make informed decisions will help you solve problems and innovate faster in your role.

**Programming Fundamentals**: Even for non-technical medtech roles, a basic understanding of programming languages like Python or SQL can greatly enhance problem-solving capabilities. Automation, data analysis, and process optimisation often require programming skills. If you can learn more about the basic programming languages used in your company, you can increase your value as an employee.

**Digital Security Awareness**: Cybersecurity threats are evolving across the medtech landscape, and companies need their employees to know how to recognise and respond to risks. Learning as much as you can about emerging phishing and malware threats and how to maintain compliance with industry regulations will give you a crucial edge in the job market.

**System Integration Knowledge**: Integrating various systems is critical for streamlining workflows and reducing inefficiencies. Professionals must be adept at using middleware and APIs to connect platforms, ensuring seamless data exchanges. This skill is especially vital for industries transitioning from legacy systems to modern digital ecosystems.

# Advanced Digital Capabilities: Elevating Your Value

Once you've developed strong digital skill foundations, the next step is to build more advanced skills to improve your value as a medtech employee. Again, the skills you'll need to prioritise here will vary depending on your role, but key areas to focus on include:

## AI and Automation Skills

Artificial intelligence and automation are reshaping every industry, particularly as more advanced tools and algorithms continue to evolve. Knowing how to use the latest generative AI tools, conversational apps, and machine learning systems will ensure you can work seamlessly alongside the latest tools in your role. Confidence with automation options will also boost your efficiency, helping you to minimise repetitive tasks.

## Digital Project Management

Project management skills have always been valuable for various medtech employees. However, in the hybrid and remote work age, it's becoming increasingly important for professionals to know how to lead and execute projects in a digital-first environment. Mastering tools like Asana, Trello, or Jira and discovering how to use agile methodologies will help you guide teams more effectively and make the most of your schedule.

## Data Analytics and Visualisation

Beyond basic data literacy skills, advanced skills in the analysis and visualisation of data can be extremely useful for medtech staff members. These skills ensure you can quickly uncover patterns in data, predict trends, and even communicate your findings clearly to other stakeholders. Consider experimenting with platforms like Python and Tableau to enhance your skill set.

## Expertise with Digital Collaboration Tools

Virtually every business today uses some form of digital collaboration platform, from Microsoft Teams and Zoom to Slack. Knowing how to use these tools and leverage them effectively for synchronous and asynchronous collaboration will boost productivity levels and contribute to effective teamwork in the medtech space.

## Platform-Specific Expertise

In every industry, companies rely on specific platforms for various tasks.

Organisations use customer relationship management platforms like Salesforce to enhance customer relationships and Enterprise Resource Planning (ERP) tools like SAP to improve resource allocation. Finding out which platforms your company uses and making sure you can leverage them effectively can give you an edge in the job market.

## Digital Business Skills: Bridging Technology and Strategy

While technical and advanced capabilities are vital, the ability to align digital proficiency with organisational objectives is what truly sets medtech professionals apart. Digital business skills focus on leveraging technology for strategic advantage, driving innovation, and enhancing customer experience.

## Digital Transformation Understanding

Understanding the principles of digital transformation is incredibly useful for medtech professionals. Knowing your company's digital transformation goals and the impact initiatives might have on organisational culture and processes will help you adapt faster to new processes and strategies.

## Virtual Team Management

Managing teams in the hybrid and remote work age depends on a specific blend of communication, leadership, and technical skills. If you plan on pursuing leadership positions, you'll need to ensure you're confident using various digital tools for collaboration, navigating time zones, and keeping colleagues motivated and engaged.

## Digital Customer Experience

Today's customers expect more from every company they work with. They want to communicate with teams across multiple channels and expect interactions to be convenient and data driven. Building skills using CRM platforms, chatbots, and analytical tools to enhance interactions will make you a valuable addition to your medtech team.

## Digital Process Optimisation

Exploring innovative ways to use technology to improve workflows and enhance business outcomes is critical in the medtech space. Learn how to analyse processes for potential roadblocks and inefficiencies and use technology to overcome gaps.

## Technology Budget Awareness

While not every employee needs an in-depth understanding of their company's technology budget, professionals in leadership positions should be confident with the financial aspects of technology adoption. Ensure you can conduct cost-benefit assessments, evaluate each solution's ROI (Return on Investment), and manage budgets strategically.

# Digital Career Development: Steps for Success

Future-proofing your medtech career with digital skills isn't just about identifying the essential skills you need to focus on. You also need a comprehensive strategy for building those skills, using them to enhance your professional brand and continue unlocking new opportunities. Here's the step-by-step guide you can use to develop your digital career.

## ☑ Step 1    Tactical Planning

First, build a comprehensive plan for your ongoing approach to digital skill development. This process should start with an extensive "skill gap analysis". Create a list of your current skills and compare them to the skills employers in the medtech space seek. Pay attention to emerging technology trends and evolving requirements listed in job descriptions.

**Transform** your digital skillset with a strategic plan—start with a gap analysis, phase your learning, and measure your success

Next, establish a timeline for skill development. Break your goals into manageable phases, focusing on the skills that will benefit you and your employer most. For instance, you might devote three months to learning the basics of cloud computing, then commit an extra few months to focusing on specific cloud platforms and tools.

Make sure you have a strategy for monitoring your progress and measuring success. Tools like Trello or dedicated career management apps can help you organise tasks and monitor your outcomes over time.

## Step 2    Exploring Learning Opportunities

Once you've identified the digital skills you need to thrive in your medtech role, the next step is figuring out how you will approach your education. According to the Gallup study mentioned at the beginning of this guide, only around 27% of workers with digital skills said they developed them in a traditional school setting. Most employees today explore diverse learning opportunities, from online courses to mentorship programs.

Consider options such as:

### Online learning platforms

Online learning platforms like Udemy and Coursera offer instant access to high-quality courses from reputable organisations. These platforms make it easy to boost your skills with self-paced learning strategies and even earn valuable certifications that can add to your CV and earning potential.

### Digital mentorship programs

Mentors can be incredibly valuable for employees investing in skill development. Digital mentorship programs connect learners with industry experts who can provide guidance, feedback, and career advice. Ask your employer if they have a mentorship initiative or look for mentors on sites like LinkedIn.

### Hands-on learning opportunities

Practical learning opportunities give you an excellent way to put your new skills to the test. Consider volunteering for projects that require digital skills, completing internships, or attending in-person workshops and labs. Some technology vendors like AWS and Microsoft offer access to practice environments where you can experiment with new tools, software, and applications.

Take a versatile approach to learning, exploring a wide range of educational options to determine which methods significantly impact your skills and career.

## ☑ Step 3     Building your Digital Portfolio

Once you start developing critical digital skills, you must highlight them to potential employers. In other words, make your digital skillset an essential part of your professional brand. Draw attention to the credentials and certificates you've earned on your CV and social platforms like LinkedIn.

## Elevate your career by actively promoting your digital skills, creating a **standout portfolio**, and staying **engaged** within professional communities

Consider building a digital portfolio to share with potential medtech employers. For instance, you might create a personal website to document and share insights from successful projects. You could join online communities where you share your skills and collaborate with other professionals. For instance, if you're developing new programming skills, you might benefit from having a portfolio on code repositories like GitHub.

Focus on regularly drawing attention to your achievements, whether you're updating your list of skills and credentials on LinkedIn or writing blog posts and articles discussing your achievements and highlighting the latest trends in the industry. A strong portfolio and online presence will significantly boost your chances of unlocking new career opportunities.

## Step 4 — Investing in Digital Networking

Networking has always been vital to career growth, but in 2025, digital tools and platforms have revolutionised how professionals connect and collaborate. Engaging with the right communities, events, and mentors can unlock invaluable opportunities.
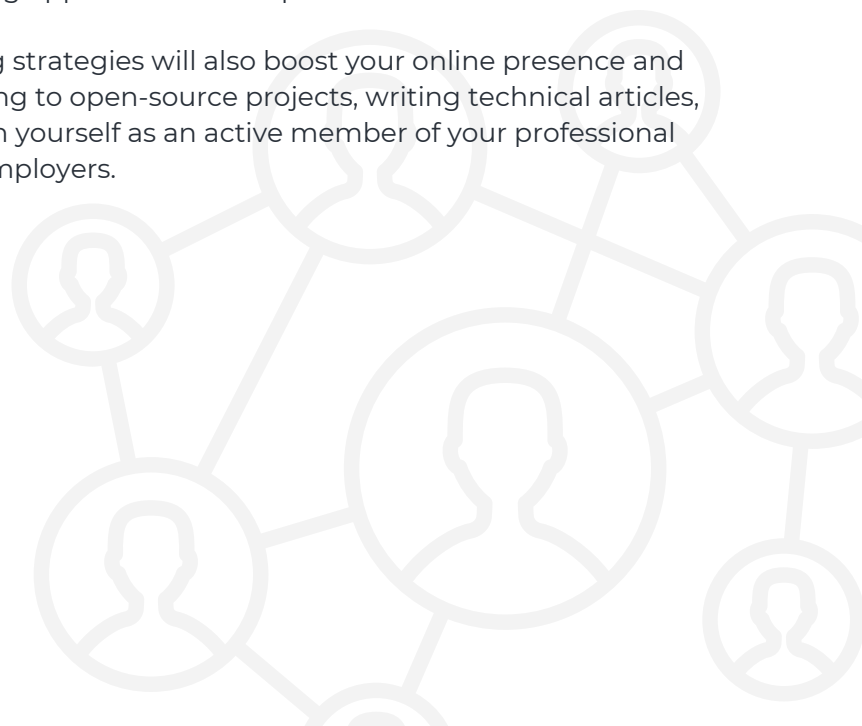
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Start with your LinkedIn presence. LinkedIn remains the ultimate go-to platform for professional networking in the medtech industry. Regularly update your profile, share relevant content, and engage with posts to build visibility.

**Expand your network and your impact by leveraging digital tools, engaging in communities, and sharing your expertise online**

Once you've mastered LinkedIn, look for other ways to expand your network, such as joining community forums and websites relevant to your industry. Participating in virtual conferences, webinars, and even hackathons can be another excellent way to connect with industry professionals while providing more learning opportunities to explore.

Committing to regular knowledge-sharing strategies will also boost your online presence and expand your network. Consider contributing to open-source projects, writing technical articles, or creating educational content to position yourself as an active member of your professional community and attract the attention of employers.

## Step 5 — Committing to Continuous Improvement

Finally, you must commit to lifelong learning and development to truly future-proof your medtech career with digital skills. Digital transformation won't slow down in the years ahead, and the skills that companies prioritise when hiring and promoting employees will continue to evolve.

**Commit to lifelong learning and nurture your digital mindset to truly future-proof your medtech career**

With that in mind, develop a plan for long-term growth and improvement. Nurture your digital mindset and constantly look for new ways to boost your value to your employer. Stay up to date with the latest industry patterns and trends, as well as the types of technologies that are introducing the best opportunities to companies in your industry.

Follow thought leaders and innovators on social media and other channels in the medtech landscape and pay attention to the skills they recommend building. Attend industry events, webinars, and conferences to learn about new opportunities in artificial intelligence, automation and cloud computing.

Additionally, invest in regularly conducting self-assessments, searching for potential gaps in your skills that could hold you back as you progress in your career. Consider speaking to recruitment professionals in the medtech space for behind-the-scenes insights into what skills employers in your industry are focusing on.

# Preparing for the Future with Digital Skills

Digital skills are increasingly crucial to career success in the medtech space. As companies embrace new technologies faster than ever, mastering critical digital skills ensures you can survive and thrive in the new work age.

The need for digital skills will only continue to grow as advancements in AI, automation, and digital platforms evolve. While technological shifts promise exciting opportunities to medtech candidates, such as the opportunity to apply for new roles, they'll also bring challenges. Skills that might have been considered vital yesterday may become obsolete tomorrow.

**72% of workers** who regularly use advanced digital skills say they're more **satisfied** at work.

Investing in your digital skill set can significantly improve your chances of standing out in the job market and unlock endless new career opportunities. You can improve your earning potential and give yourself more opportunities to negotiate stronger remuneration and benefits packages as you apply for new roles.

Beyond that, developing digital skills could be the key to a more satisfying and engaging career. According to the Gallup study mentioned throughout this guide, 72% of workers who regularly use advanced digital skills say they're more satisfied at work.

Plus, workers with advanced digital skills also report higher levels of perceived job security. If you're worried that advancements in AI and automation could make you obsolete in the years ahead, building your digital skill set could help you maintain your value as an employee.

# FINAL THOUGHTS

Develop your Digital Skill Strategy

As technology evolves, the medtech job market will shift. Employers will increasingly prioritise hiring employees with crucial soft skills like resilience and adaptability, as well as the digital skills necessary to navigate new technology and processes.

The key to success in this market is not just investing in skill development but developing a "digital mindset" that ensures you commit to continuous learning, experimentation, and improvement.

Although creating this mindset can be tricky, it's well worth the effort. As Harvard Business Review notes, professionals with a digital mindset are generally more successful in their jobs, more likely to get promoted, and more satisfied at work.

Investing in your digital skillset now and continuing to build new skills in the years ahead will ensure you're in the perfect position to thrive throughout your medtech career.

The 2025 job market is a digital frontier, and those who embrace change, seek out opportunities and commit to lifelong learning will shape a brighter, more innovative future.

# About Advance Recruitment

Advance Recruitment is a specialist medtech recruitment agency with a focus on filling commercial positions such as management, sales, marketing and clinical training.

Founded in 1997, we are the longest established recruitment agency in our sector.

Based in Manchester, our in depth knowledge of the medtech sector allows us to help our clients attract the brightest talent and enables our candidates to build exciting and fulfilling careers.

We work with everyone from large, blue-chip multinational companies to SMEs and start up organisations.

## Memberships

The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

## Next Steps

Connect with us on LinkedIn:

- Follow our company page
- Karen McCurdy - Director
- Liv Riley-Joyce - Senior Recruitment Partner
- Jasmin Williams - Talent Partner
- Clare Brennan - Resourcer

Follow us on:

Facebook     X     Instagram

If you are looking for a new role in the medtech sector, please give us a call now to see how we can help

Call: 0161 969 9700

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# TESTIMONIALS

## Joshua Clegg, Product Specialist - Medartis

Dave and Advance are by far the best recruiters I have ever worked with. I discovered Advance when they reached out to me about some roles that they were recruiting for. From the start they have demonstrated a superior level of professionalism but have also made the working relationship a pleasure to be a part of.

Dave and Karen both have exceptional knowledge of the roles that they are recruiting for but also are extremely personable.

I cannot recommend working with Dave and Advance enough, and my expectations from recruiters are now set to a very high standard after dealing with them. I cannot thank them enough for their assistance through the interview process and their genuine investment in their roles.

## Lauren Turner, Clinical Educator - AMBU

Advance Recruitment stood out to me as they specialise in medtech companies and healthcare practices. Karen was incredibly helpful in listening to what my current situation was and helping to find me a solution to that.

With a very quick interview turnaround, I managed to secure a fantastic new role within a week of leaving my job. I've got a new role with a better territory, training and support and a higher income.

Advance Recruitment are lovely to work with, they answered any of my questions very quickly, listened to any concerns I have, and helped with interview preparation.

I have already recommended 2 of my friends to Advance Recruitment and will be happy to recommend again in the future! :)

## Jordan Rocks, Clinical Advisor - Arthrex

I discovered Advance Recruitment while transitioning from a clinical to a commercial setting. As a mid-career changer, it was crucial to work with field experts, and I received excellent support from day one. The team quickly found me a suitable position for interview.

Liv went above and beyond—efficient, friendly, and highly experienced, she offered invaluable advice that set me up for success, from improving my CV to enhancing my presentation skills. Her support throughout the daunting interview process was fantastic, and her industry insights were an incredible asset.

For graduates, career changers, or seasoned professionals, the expertise of Liv and Advance Recruitment is invaluable for finding new career opportunities. I highly recommend them to anyone aiming to improve their career trajectory. 10/10!