

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.

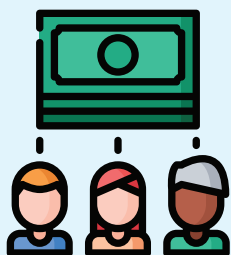
DIGITAL MEDIA TALENT SNAPSHOT



133K

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

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



\$116K

MEDIAN WAGE WASHINGTON, D.C., MSA



#4

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



40%

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

SOURCE: JOBSEQ/2021 U.S. BUREAU OF LABOR STATISTICS

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

CREATIVE AND CONTENT DEVELOPMENT

Public Relations Specialists	23,010
Public Relations Managers	8,310
Marketing Managers	6,780
Editors	5,840
Graphics Designers	5,020
Technical Writers	3,310
Advertising and Promotions Managers	310

INFORMATION TECHNOLOGY

Software Developers	63,360
Computer and Information Systems Managers	17,620
Web Developers	3,300
Web and Digital Interface Designers	2,510

SOURCE: 2021 OCCUPATIONAL EMPLOYMENT STATISTICS, BUREAU OF LABOR STATISTICS
ADDITIONAL OCCUPATION/WAGE INFORMATION AVAILABLE UPON REQUEST.

COMMUNITY ASSETS/STRENGTHS

- 60+ regional colleges/universities and community colleges (all majors)
- 35K+ 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

continued >



DIGITAL MEDIA COMPANIES IN FAIRFAX COUNTY (BY SUBMARKET)



BUSINESS ORGANIZATIONS/NETWORKING

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



NEED HELP FINDING TALENT?
FCEDA'S TALENT INITIATIVE CAN HELP:
WORKINNORTHERNVIRGINIA.COM



DIGITAL MEDIA - TALENT RESOURCES

EDUCATION

- American University
- Bowie State University*
- DeVry University
- Fairfax County Public Schools*
 - Fairfax Academy*
 - West Potomac Academy*
- Gallaudet University
- GeneralAssembly
- George Mason University*
- George Mason University
 - Virginia Serious Games Institute
- Georgetown University
- George Washington University
- Howard University*
- Marymount University
- 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

CONTACT: SPENCER WOOD

National Business Investment Manager
 Digital Media and Mobility Services
swood@fceda.org • 703-790-0600



December 2022