Information Architecture: which skills, roles, and careers?

François Violette — 29/01/2021
JobTeaser

The founders of JobTeaser met at a well-known consulting firm. Before long, they both realized they had stumbled into this first graduate jobs somewhat by accident, just so that it would good on their CVs... without knowing what their everyday lives would be like!

They decided to create JobTeaser with one simple goal firmly in mind: helping the new generation work out where they want to go, unlock their talent and fulfill their potential.

2009

www.jobteaser.com is launched to help companies promote their roles, mission, and values to the public. JobTeaser helps with shooting videos, creating content and hosting it.

2013

JobTeaser becomes the Career Center platform for French schools and universities, enabling students to access Job Ads, engage with their Career Counselors and staff.

2018

JobTeaser commits to digital vocational guidance: the Innovation team is created to gain an edge in both field expertise and develop means to assess one’s abilities and deep motivations.
THE JOBTEASER ECOSYSTEM

70,000+ employers use JobTeaser as their recruitment solution

4 million students and graduates

700+ Career Centers across Europe integrated into our partner schools and universities
Psychometric tests, backed by science
What’s Information Architecture?

"Information architecture is the practice of deciding how to arrange the **parts** of something to be understandable.

[...] A good IA **helps** people to **understand** their surroundings and **find** what they’re looking for – in the real world as well as online.

**Practicing** information architecture involves facilitating the people and organizations we work with to consider their **structures** and **language** thoughtfully.

We like to say that if you’re making things for others, you’re practicing information architecture.”

Information Architecture Institute
A design process for content professionals

- Research and map out a content structure based on the subject area you work within, define key things in this domain, and how they are related.

- Create examples of things in that domain, and content that’s related.

- Setup up your tools to support publishing based on the structure you’ve mapped out.

- Design interface templates to bring content to every device you want to support.

- Measure how well your content is performing, and explore new ways to remix and share it. Make plans for the content you’ll create next.

(Slightly adapted from) Designing Connected Content – Mike Atherton/Carrie Hane
Map out the subject area: terminology

- How we relate to “jobs” is ambiguous: Job Role, Job Ad, Job Title?
- A Job Role is not a Job Ad title
  "JavaScript Ninja"... “Internship | Sound under water”...”Site reliability Engineer”
- A Job Role may be hard to define, but is typically characterized by:
  a preferred title, synonyms, a description
  a unique set of skills (required, optional)
  education, sometimes
  testimonials
  and so on...
Map out the subject area: key concepts

Company

Job Ad

Job Role

Skill

Industry

Values

School/Uni

isInIndustry

hasMainValues

studiesAt

followsCompany

believesIn

mastersSkill

postsJobAd

relatesToRole

appliesTo

hasEssentialSkill

hasPreviousRole

hasNextRole

hasOptionalSkill
Technical writers prepare clear, concise and professional communication from product developers to users of the products such as online help, user manuals, white papers [...]

Preferred Title
Technical Writer

Synonyms
Technical Communicator, Copy Writer, Documentation Specialist

Category
Digital - Multimedia – Audiovisual

Base Salary
2100

Video
https://www.youtube.com/watch?v=biocrCx5T_k

Thumbnail Image
Where does Information Architecture fit?

IA in the ESCO Skills/competences taxonomy:

Knowledge
- information and communication technologies (icts)
- Database and network design and administration

Information Architecture
Why skills are so important?

- Skills are what companies are looking for in candidates.
- A skill is found in multiple Job Roles thus creating opportunities.
- Skills for the same Job Role themselves change and there is no “dream job”.
- There are different stages of mastery for skills, fostering perpetual learning and small victories.
- Assessing hard and soft skills mastery reduces bias.

https://www.opiiec.fr/metiers/83072
What’s a(n Information Architect’s) career?

01 Technical Writer internship
- Active listening
- Oral expression
- Written expression
- Identify user needs
- Apply tools for content development
- Provide technical documentation

02 Technical Writer
- Define technical requirements
- Design process
- Provide guidelines for content development

03 Doc Manager
- Self-management
- Teaching and mediation

04 Information Architect
- Systemic Analysis
- Define technical requirements
- Manage content metadata
- Design database scheme

05 Product Manager
- Negotiation
- Vision and Ideation
- Create semantic trees
- Manage business knowledge
- Plan product management

What's the active listening, oral expression, written expression, identify user needs, apply tools for content development, provide technical documentation, define technical requirements, design process, provide guidelines for content development, self-management, teaching and mediation, systemic analysis, define technical requirements, manage content metadata, design database scheme, negotiation, vision and ideation, create semantic trees, manage business knowledge, plan product management?
Foundational tools and methodologies
Design templates, wireframes, prototypes

Job Card swipe (Vasco)

Category
Preferred Title
Short description
Design templates, wireframes, prototypes

Browse relevant content (Vasco)

Category
Preferred Title
Short description
Base salary
Related soft skills
Video
Inspirational figures

Job Role ➔ Skill
Design templates, wireframes, prototypes

Job Role page (website wireframe)

Preferred Title
Short description
Design templates, wireframes, prototypes

Student profile view (website wireframe)
The guidance vision — “Universal Journey”
An information model for the Journey
IA: a multi-faceted discipline

Information Architects master selected sets of skills which are contextual to their environment. They usually deal with at least a couple from three pillars: content, user experience, and data.

We all are IAs

Because you’re here today – tech writers, knowledge managers, designers – then chances are you practice Information Architecture, even if you don’t know it.

Career pathways

As IAs switch between micro and macro perspectives, there’s no such thing as a linear journey or dream job. You will specialize and generalize, based on your interests and opportunities, to create compound work experience, and purpose.
THANKS FOR LISTENING

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