



**Graduate School
of Management**
St. Petersburg University



CAREER GUIDE

“Master in Smart City Management” program

CAREER CENTER GSOM SPbU



Career Guide

Navigator of the main positions in companies that graduates of the N program can apply for immediately after graduation

Approach

1. The employment statistics of graduates of the Master in Smart City Management program 2019-2023 are analyzed (the data is updated and supplemented annually)
2. A list of the most frequently encountered positions has been created
3. Using recruitment sites:
 - a profile of positions in terms of competencies has been compiled;
 - an approximate list of the main tasks has been defined;
 - the salary fork for beginners and experienced specialists has been determined;
 - possible horizontal and vertical career transitions are formulated
 - in order of importance, an approximate list of Hard and Soft Skills for beginners and experienced professionals is defined (some skills are optional)

Job title



Possible horizontal and vertical career transitions



XX-XXX thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position

GSOM SPbU graduate in the described position

Hard skills

"Hard" skills and specific knowledge necessary for a specialist in the described position

Soft skills

"Soft" skills necessary for a specialist (e.g., negotiation skills, efficient communication, teamwork organization, etc.)

Professions described in the Career Guide:

- Urbanist
- Smart City Infrastructure Developer
- Infrastructural Development Project Manager
- Territorial Development Specialist
- Urban and Regional Development Consultant
- Urban Policy Officer
- Urban Analyst

Urbanist



- Development in Consulting: Project Manager
- Development in the civil service: promotion to the rank of a specialist
- Urban Development Manager



60-200 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Analysis of social, environmental and economic conditions of the project
- Technical and time coordination, cost control of project planning and implementation
- Drawing up land use and development plans
- Planning of traffic routes
- Assistance in resolving conflicts between different stakeholders: residents, officials, builders

Hard skills

budget planning skills

knowledge of the principles of urban design

ability to conduct and analyze sociological surveys

project management

skills in working with statistical software and databases, knowledge of visualization programs

Soft skills

leadership, negotiating skills

creative problem solving

analytical thinking

presentation skills (yourself and your solutions)

the ability to build effective communication and organize teamwork

Smart City Infrastructure Developer



→ Infrastructural
Development Project
Manager



80-300 thousand rubles
salary fork in Russia at the
initial position – positions
with 5+ years of
experience

Job Description

- Introduction of information technologies and Internet of Things (IoT) objects in the urban environment
- Improvement of the system of management and interaction between the state and society
- Improving the quality and efficiency of city services
- Participation in the development of city development programs in the context of digitalization and implementation of the smart city concept
- Preparation of analytical materials for the management of urban development under the conditions of digitalization and implementation of the concept of a smart city and evaluation of its effectiveness

Hard skills

project
management

knowledge of machine
learning, internet of things

ability to work with tools for data processing and
analysis

knowledge of the principles of urban design

Soft skills

analytical, structural
thinking

creative problem
solving

ability to prioritize goals and
areas of work, make decisions

detail-oriented
mindset

Infrastructural Development Project Manager



→ Project Manager
→ Smart City
Infrastructure
Developer



60-250 thousand rubles
salary fork in Russia at the
initial position – positions
with 5+ years of
experience

Job Description

- Communicating with the client, formulating and prioritizing requirements, maintaining communication with the client until the project is delivered
- Planning all phases of the project and coordinating the teams involved in implementing the project
- Control the timing and quality of tasks, prompt resolution of emerging issues on the processes and interactions of the team
- Elaboration of concepts for the development of territories

Hard skills

project
management

knowledge of the principles of
urban design

ability to work with statistical software and
databases

knowledge of territorial marketing and branding

knowledge of the fundamentals of urban planning

Soft skills

leadership, negotiating
skills

detail-oriented
mindset

analytical
thinking

ability to prioritize goals and
areas of work, make decisions

the ability to build effective communication
and organize teamwork

Territorial Development Specialist



→ Urban and Regional
Development
Consultant



60-250 thousand rubles
salary fork in Russia at the
initial position – positions
with 5+ years of
experience

Job Description

- Elaboration and implementation of projects aimed at the overall development of the territory
- Gathering and comprehensive analysis of information on ongoing investment construction projects and integrated development areas
- Forecasting project deadlines
- Building relations with current and potential clients and partners
- Providing reliable information about available space

Hard skills

project
management

knowledge of the principles
of urban design

knowledge of the
fundamentals of urban
planning

knowledge of territorial
marketing and branding

ability to work with software products: MS Office,
Q GIS

knowledge of the principles of strategic planning
for the development of territories and settlements

Soft skills

data-driven problem
solving

communication
skills

analytical
thinking

detail-oriented
mindset

presentation skills (yourself and your
solutions)

[back to the content →](#)

Urban and Regional Development Consultant



→ Consultant, Business Analyst
→ Territorial Development Specialist



70-300 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Communicating with the client, formulating and prioritizing requirements, maintaining communication with the client until the project is delivered
- Compile and analyze data on demographic, economic, legal, political, cultural, sociological, physical and other factors affecting urban or regional development
- Prepare and recommend land development concepts and plans for zoning, subdivisions, transportation, public utilities, community facilities, parks, agricultural and other land uses
- Formulate long-range objectives and policies relative to future land use and the protection of the environment
- Present solutions to clients and other stakeholders

Hard skills

project management

knowledge of the principles of urban design

knowledge of the fundamentals of urban planning

knowledge of territorial marketing and branding

ability to conduct and analyze sociological surveys

Soft skills

leadership, negotiating skills

detail-oriented mindset

analytical thinking

ability to prioritize goals and areas of work, make decisions

the ability to build effective communication and organize teamwork

Urban Policy Officer



→ Development in the civil service: promotion to the rank of a specialist



60-150 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Development of territorial planning documents
- Preparation of regulations on territorial planning and materials to justify the draft master plan
- Performing an analysis of the current use of the area and a comprehensive assessment of the planning area
- Conducting urban planning calculations
- Control over the progress of design work and work of subcontractors

Hard skills

project management

experience with databases

knowledge of the principles of strategic planning for the development of territories and settlements

ability to work with software products: MS Office, Q GIS

strong knowledge of legislation, regulations and normative and technical documentation in the preparation of documents of territorial planning and urban planning zoning

Soft skills

analytical, structural thinking

high level of responsibility

proactivity, initiative

excellent communication and interpersonal skills

Urban Analyst



→ Urban Development
Consultant
→ Urbanist



100-250 thousand rubles
salary fork in Russia at the
initial position – positions
with 5+ years of
experience

Job Description

- Analyze the state of the urban environment, considering social, economic, cultural, environmental, and other factors
- Identify problems, needs and opportunities for the development of the city, identify both pain points of the city and its strengths and uniqueness
- Perform an economic assessment of the territory's development, identify promising economic niches
- Communicate with all participants in urban public relations, find experts, identify opinions of citizens, authorities, professional and business communities, and analyze the results
- Participate in the formation of a comfortable and safe urban environment, formulate hypotheses, and propose options for urban development

Hard skills

analytical
writing skills

ability to work with large
amounts of information

construction of forecasts of socio-economic
development, retrospective analysis of data

ability to work with statistical software and
databases

knowledge of the fundamentals of urban planning

Soft skills

ability to build communication
with the client and the team

observational
skills

analytical
thinking

the ability to think spatially
and draw conclusions

ability to prioritize goals and areas of work,
make decisions