

THE CAREER BROCHURE

Generative AI Jobs Pathway

A complete, practical map from “interested in AI” to “hired in AI.” Five target careers, a role-to-module plan, a 10-week pathway, the full syllabus, hands-on activities, exam details, a sample certificate, and the GSDC job-support package — in one brochure.

WHAT'S INSIDE

01 · SALARY GUIDE

Indicative 2026 pay bands for five in-demand AI roles.

02 · CAREER ROADMAP

Entry → mid → senior, plus the governance track.

03 · ROLE-TO-MODULE MAP

Exactly which modules power each of the 5 careers.

04 · 10-WEEK PATHWAY

A week-by-week plan from zero to exam-ready.

05 · SYLLABUS + LBDS

All 9 modules and the hands-on activities.

06 · EXAM & CERTIFICATE

Format, sample certificate, and job-support package.

5

AI CAREERS

9

MODULES

10

WEEK PATHWAY

12

HANDS-ON LABS

A companion to the GSDC article on generative-AI careers. Salary figures throughout are indicative ranges aggregated from public 2025–26 sources and vary by region, employer, and experience. You'll follow **Priya**, a project coordinator pivoting into AI, as a worked example of the pathway.

THE OPPORTUNITY

Why generative-AI skills are the hire of 2026

Generative AI moved from novelty to infrastructure in under two years. Employers are no longer asking “should we use AI?” — they’re asking “who on our team can use it well, and safely?” That question is what this pathway answers for you.

1.3M+

NEW AI-ENABLED ROLES
GLOBALLY

+56%

WAGE PREMIUM FOR AI SKILLS

80%

ENTERPRISES WITH 50+ GENAI
USE CASES

DEMAND

Roles outpacing supply

Prompt engineering, applied GenAI development, product, governance, and consulting roles have appeared faster than the talent to fill them — many titles barely existed eighteen months ago.

PREMIUM

AI skills pay more

Public labour-market analyses report a substantial wage premium for workers who can apply AI — a gap that widened sharply in a single year.

REGULATION

Governance is now mandatory

With the EU AI Act in force and a wave of regional rules following, every organisation deploying AI needs people who understand responsible, compliant use.

PROOF

Certifications shorten hiring

When demand outruns supply, employers lean on credentials to screen quickly. A recognised certification is proof you can do the work — not just talk about it.

Figures are drawn from public 2025–26 reporting (e.g., World Economic Forum & LinkedIn, PwC, enterprise governance benchmarks). They describe market direction, not a guarantee of any individual outcome.

01 · CAREER MAP

Five careers this pathway opens

You don't need all five — you need to know which one fits you. Each pairs differently with the syllabus (see the role-to-module map later). Here's the landscape, from most accessible to most specialised.

MOST ACCESSIBLE ENTRY POINT

1 · AI Prompt Engineer

Designs, tests and maintains the prompts and instructions that make AI systems reliable. Strong fit for writers, analysts and domain experts — language and judgement matter more than heavy coding.

BUILDER TRACK

2 · Generative AI Engineer / Developer

Builds applications on top of models — retrieval pipelines, workflows, and agents. The most technical track; rewards those comfortable with code and systems thinking.

STRATEGY TRACK

3 · AI Product Manager

Owns the “what and why” of AI features — turning capability into products that solve real problems, balancing value, cost, risk and user trust.

TRUST TRACK · HIGHEST-GROWTH

4 · AI Governance & Ethics Specialist

Ensures AI is deployed responsibly, transparently and within the law. Sits at the intersection of policy, risk and technical understanding — and commands a premium.

ADVISORY TRACK

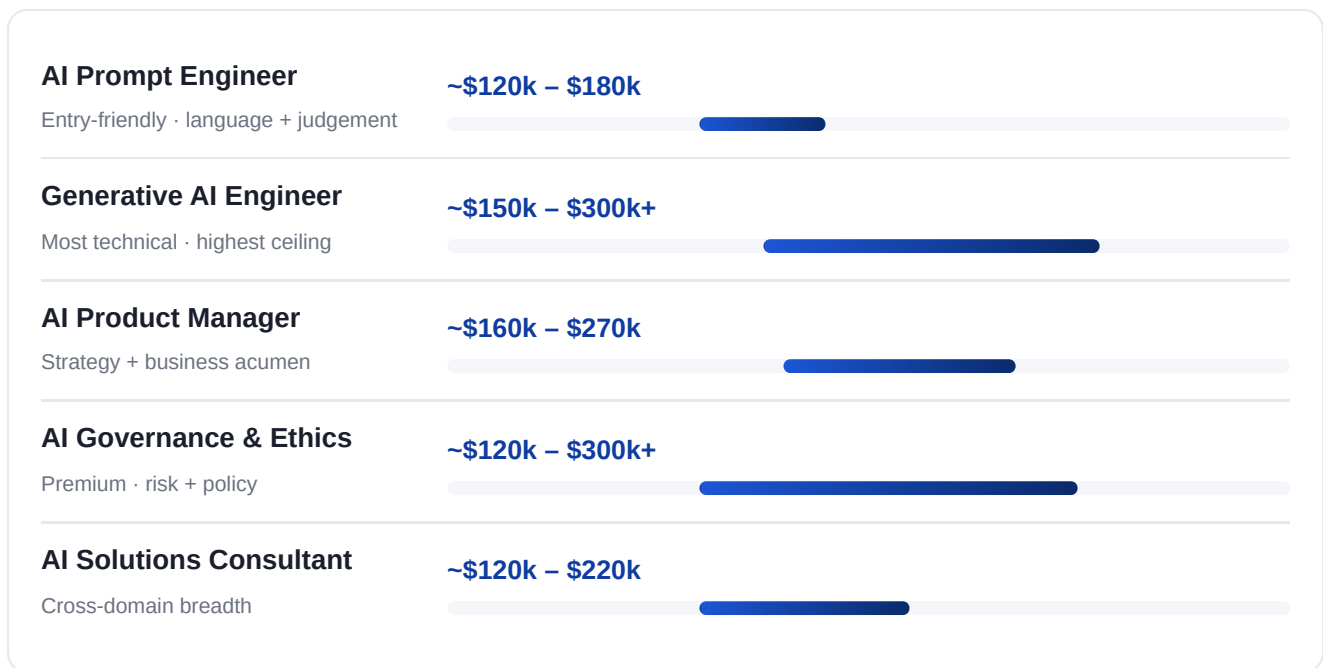
5 · AI Solutions Consultant

Helps organisations adopt GenAI safely and effectively — use cases, deployment strategy and change management. Rewards cross-domain breadth.

01 · SALARY GUIDE

What these roles pay in 2026

Indicative annual ranges, US market, for context. Bars are scaled to a common \$0–\$400k axis so you can compare shapes at a glance. Treat these as direction, not promises — pay varies widely by region, employer and experience.



Median total pay for prompt engineers sits around \$126k in public surveys; senior generative-AI engineers and governance leads reach well beyond these bands at the top end. Regions outside the US differ substantially — confirm local benchmarks for your market.

50% OFF

Salaries like these are earned with proof — get the credential

The GSDC Generative AI Certification is the natural next step from this salary guide: it validates the exact skills these roles pay for. Enrol now with a 50% saving applied at checkout.

[Explore the certification →](#)

Recognised in 90+ countries

Indicative ranges aggregated from public 2025–26 data (Coursera, Glassdoor/ZipRecruiter, LinkedIn, industry blogs). Not financial advice or a guarantee of earnings.

02 · CAREER ROADMAP

From first AI task to senior practitioner

Most people don't leap straight into a senior AI role — they climb. Here's the typical progression, and how the certification slots in at the foundation so the later rungs are reachable.

Stage 1 · Foundation

AI-fluent contributor

You use AI confidently in your current job — drafting, analysing, automating small tasks. This is where certification builds proof and vocabulary. **Priya starts here.**

Signal: you can show before/after examples of work improved with AI.

Stage 2 · Specialist

Named AI role

You step into a focused role — prompt engineer, junior GenAI developer, or an AI-leaning seat on a product or governance team.

Signal: a portfolio of real prompts, a small build, or a governance checklist.

Stage 3 · Senior

Owns outcomes

You lead implementations, mentor others, and make trade-off decisions on cost, quality and risk. Compensation rises with deployment impact.

Signal: shipped AI features or governance frameworks others rely on.

Stage 4 · Leadership

Strategy & governance

You shape AI strategy, architecture or policy across teams — the roles that cluster at the top of the pay bands because the cost of mistakes is high.

Signal: accountable for AI strategy, spend or compliance at scale.

02 · SPOTLIGHT

AI governance: the fastest-growing track

As regulation arrives, organisations are scrambling for people who can deploy AI responsibly. These roles live at the intersection of policy, technical understanding and risk — hard to fill, and well paid because of it.

ROLE

AI Governance Specialist

Builds and runs the framework: model inventories, risk assessments, approval workflows and documentation.

ROLE

AI Ethics / Responsible-AI Lead

Owns fairness, transparency and explainability — and the policies that keep deployments trustworthy.

ROLE

AI Compliance Officer

Maps deployments to regulations such as the EU AI Act and emerging regional rules; manages audits.

ROLE

AI Risk Manager

Identifies, measures and mitigates the operational, legal and reputational risks of AI systems.

WHY THE PREMIUM

Governance is often the bottleneck: in many enterprises a GenAI project takes months to clear review. People who can make that process fast *and* safe directly unlock value — which is exactly why these roles command premium pay and why Module 8 is a centrepiece of the syllabus.

UK reporting places AI ethics and governance leads roughly in the £95k–£225k range; US governance roles span entry to executive tiers well into six figures. The common thread: demand is rising faster than the supply of qualified people.

03 · HIRING TRENDS

What employers actually screen for

Job titles vary wildly, but hiring signals are consistent. Here's what moves a CV from the pile to the interview — and how the pathway is built to produce each signal.

EMPLOYERS LOOK FOR...	WHAT IT MEANS	WHERE THE PATHWAY DELIVERS IT
Applied skill, not theory	Evidence you've done the work	12 hands-on labs + capstone
A verifiable credential	Fast, trusted screening signal	Recognised GSDC certification
Responsible-AI awareness	You won't create compliance risk	Module 8: governance & ethics
Tool fluency	Productive from day one	Module 4: multi-tool practice
Communication	Can explain AI to non-experts	Capstone write-up & portfolio

TREND

Skills over degrees

Demonstrable AI skill increasingly outweighs formal background — good news for career-changers like Priya.

TREND

Hybrid roles everywhere

“AI-enabled” versions of existing jobs (marketing, ops, HR, legal) are growing fastest — you may not need a brand-new title.

LIMITED TIME

Give recruiters the signal they screen for

For a limited time, enrolment in the GSDC Generative AI Certification is open with a special offer. Turn “I'm learning AI” into a credential a hiring manager can verify in seconds.

[Enrol while it lasts →](#)

Offer ends soon

04 · ROLE-TO-MODULE MAP

Which modules power each career

Every role draws on the same 9-module syllabus, but emphasises different parts. Use this to focus your effort. (Module numbers refer to the syllabus on the following pages.)

1 · AI Prompt Engineer

~\$120k–\$180k

Language, structure and testing of model instructions. The lowest-code entry point.

Core: [M1 Foundations](#) [M2 LLMs](#) [M3 Prompting](#) Support: [M4 Tools](#) [M7 Evaluation](#)

2 · Generative AI Engineer

~\$150k–\$300k+

Builds applications: retrieval, workflows and agents on top of models.

Core: [M3 Prompting](#) [M5 RAG & Build](#) [M6 Automation](#) Support: [M2 LLMs](#) [M7 Evaluation](#) [M9 Capstone](#)

HOW TO READ THIS

Core modules are where most of your study time goes for that role. **Support** modules round you out and show up in interviews. Everyone completes all nine for the certification — the map just tells you where to lean in.

04 · ROLE-TO-MODULE MAP

Roles 3–5

3 · AI Product Manager

~\$160k–\$270k

Decides what to build and why; balances value, cost, risk and trust.

Core: [M1 Foundations](#) [M4 Tools](#) [M8 Governance](#) [M9 Capstone](#) Support: [M2 LLMs](#) [M7 Evaluation](#)

4 · AI Governance & Ethics Specialist

~\$120k–\$300k+

Keeps AI responsible, transparent and compliant. Highest-growth track.

Core: [M8 Governance](#) [M7 Evaluation](#) [M1 Foundations](#) Support: [M2 LLMs](#) [M3 Prompting](#)

5 · AI Solutions Consultant

~\$120k–\$220k

Advises organisations on adopting GenAI safely and effectively.

Core: [M4 Tools](#) [M5 RAG & Build](#) [M8 Governance](#) [M9 Capstone](#) Support: [M1 Foundations](#)

05 · THE 10-WEEK PATHWAY

Zero to exam-ready in ten weeks

Priya gave this 4–6 hours a week alongside her job. Each week pairs a module with a hands-on lab and a portfolio artifact. Adjust the pace to your life — the sequence is what matters.

Week 1

Foundations & the landscape

Module 1. Understand what GenAI is, where it creates value, and which of the five roles fits you.

Artifact: a one-page “my target role” plan.

Week 2

How models work

Module 2. Tokens, context, limits and why models err — the vocabulary interviewers expect.

Artifact: notes explaining hallucination to a non-expert.

Week 3

Prompt engineering

Module 3. Instruction–context–example, role prompting and chaining.

Artifact: a reusable prompt library (10+ entries).

Week 4

Tools & multimodal

Module 4. Hands-on across leading assistants and image tools; choosing the right one.

Artifact: a tool-comparison write-up.

Week 5

Building: RAG & grounding

Module 5. Ground answers in your own sources; the core of real applications.

Artifact: a grounded mini-assistant demo.

50% OFF TODAY

Follow this exact pathway — at half price today

Every week here maps to a module inside the GSDC certification, taught hands-on in the AI Studio. Enrol today and claim a flat 50% saving on your seat.

Claim 50% off →

Applied at enrolment

05 · THE 10-WEEK PATHWAY

Weeks 6–10

Week 6**Automation & agents**

Module 6. Turn prompts into repeatable workflows; understand agents and tool use.

Artifact: a two-step workflow that saves real time.

Week 7**Evaluating AI output**

Module 7. Judge quality, catch errors, and measure whether a prompt actually works.

Artifact: an evaluation rubric you applied to real output.

Week 8**Governance & responsible AI**

Module 8. Ethics, privacy, IP and the regulatory landscape; build a use policy.

Artifact: a one-page responsible-AI checklist.

Week 9**Capstone**

Module 9. Solve a real problem end-to-end and document it like a practitioner.

Artifact: a portfolio-ready capstone project.

Week 10**Review, exam & job prep**

Consolidate, sit the certification exam, and activate the job-support package.

Artifact: certification + a polished AI profile.

06 · COMPLETE SYLLABUS

The full 9-module map

Each module pairs concepts with Learn-by-Doing practice. Together they cover everything the five careers draw on — and everything the exam assesses.

Module 1 Foundations of Generative AI

- What GenAI is and how it differs from traditional software
- Key terms: models, tokens, training, inference
- Where AI creates value across industries and roles

Module 2 How Large Language Models Work

- From data to predictions; context windows and cut-offs
- Why models hallucinate, and reading output critically
- Strengths and limits that shape real-world use

Module 3 Prompt Engineering

- Instruction–context–example and role prompting
- Step-by-step reasoning, formatting control, chaining
- Building and maintaining a reusable prompt library

06 · COMPLETE SYLLABUS

Modules 4–6

Module 4 Tool Landscape & Multimodal

- Hands-on with leading assistants and image tools
- Choosing the right tool; comparing outputs
- Working with files, context and multimodal inputs

Module 5 Building with AI: RAG & Grounding

- Grounding answers in your own sources (retrieval)
- Connecting documents and data to a model
- The core pattern behind real AI applications

Module 6 Automation & Agents

- From prompts to repeatable workflows
- An intuition for agents and tool use
- Designing automation that saves time each week

48 HOURS ONLY

This is the syllabus you'll master — enrol within 48 hours

These nine modules are the exact path to a job-ready credential. Act within the next 48 hours to lock in the current enrolment offer before the window closes.

[Secure my seat →](#)

Window closes in 48h

06 · COMPLETE SYLLABUS

Modules 7–9

Module 7 Evaluating & Testing AI Output

- Judging accuracy, relevance, bias and tone
- Fact-checking workflows and when to trust an answer
- Simple ways to measure if a prompt is working

Module 8 Responsible AI, Governance & Compliance

- Ethics, privacy, data handling and IP basics
- Regulatory landscape (incl. the EU AI Act) and governance roles
- Building frameworks for safe, transparent deployment

Module 9 Capstone & Implementation

- A real-world project tying the modules together
- Documenting prompts, tools and decisions like a pro
- Building a portfolio piece and preparing for the exam

THE THREAD THROUGH ALL NINE

Concepts are always paired with practice. By Module 9 you're not recalling definitions — you're shipping a documented project you can show an employer.

06 · LEARN BY DOING

12 hands-on activities

These build the portfolio that gets interviews. Each maps to a module and produces an artifact you can show. They double as your evidence of applied skill.

- 1 Target-role plan**
Map your background to one of the five careers with a gap list. (M1)
- 2 Explain a model**
Write a plain-English explainer of how an LLM works. (M2)
- 3 Prompt library**
Build 10+ reusable, tested prompt templates. (M3)
- 4 Tool face-off**
Run one task across tools and document the differences. (M4)
- 5 Grounded assistant**
Make a model answer using only your uploaded source. (M5)
- 6 Mini-workflow**
Chain two prompts into a time-saving automation. (M6)
- 7 Evaluation rubric**
Score real AI output against a quality rubric. (M7)
- 8 Responsible-AI checklist**
Draft a one-page policy for safe AI use at work. (M8)
- 9 Capstone build**
Solve a real task end-to-end and document it. (M9)
- 10 Portfolio page**
Package your artifacts into a shareable showcase. (M9)
- 11 Mock interview**
Answer common AI-role questions using your work. (M9)
- 12 30-day plan**
Map how you'll apply AI in your first month on the job. (M9)

RISK-FREE · 50% OFF

Build a portfolio that gets interviews — risk-free

GSDC turns these activities into guided, expert-reviewed challenges, backed by a 7-day money-back guarantee. Enrol with nothing to lose and 50% off.

[Start risk-free →](#)

7-day money-back guarantee

07 · THE EXAM

What to expect on assessment day

The certification ends in an assessment that checks both understanding and applied skill. Here's the typical structure — confirm current specifics on the certification page before you book.

FORMAT**Online, scenario-based**

Multiple-choice and applied questions delivered online, drawn from across the nine modules.

PREPARATION**Your labs are your prep**

If you complete the 12 activities and the capstone, you'll have practised everything the exam covers.

RETAKES**Supportive policy**

GSDC programs are designed around learner success, including resit options — check the current policy on the page.

GUARANTEE**7-day money-back**

If the program isn't right for you within 7 days, a full refund is available under the published policy.

PRIYA'S EXAM WEEK

By week 10, Priya had a prompt library, a grounded demo, a governance checklist and a capstone. The exam tested exactly those skills — so revision was reviewing her own portfolio, not cramming theory.

Exam structure described here is indicative of GSDC's certification format. Always verify the current format, duration, passing criteria, validity and fees on the official certification page before enrolling.

07 · YOUR CREDENTIAL

A sample of what you'll earn

On passing, you receive a verifiable digital certificate you can add to LinkedIn, your CV and your portfolio. Here's an illustrative example.



Illustrative only — name, ID and layout are examples. A globally recognised GSDC credential gives employers a fast, trustworthy way to verify your skills.

OFFER INSIDE

Earn a credential recognised in 90+ countries

Turn ten weeks of work into something employers and peers can verify. A special enrolment offer is waiting for you on the certification page.

[Get certified →](#)

Globally recognised credential

08 · JOB-SUPPORT PACKAGE

Support that doesn't stop at the exam

The pathway is built to get you hired, not just certified. The GSDC job-support package helps you translate new skills into a role.

PROFILE**CV & LinkedIn optimisation**

Position your new credential and portfolio so recruiters find and shortlist you.

PORTFOLIO**Capstone showcase**

Your capstone and labs become a portfolio that proves applied skill in interviews.

INTERVIEW**Practice & prep**

Common AI-role questions, worked answers, and guidance on talking about your projects.

ACCESS**Lifetime updates**

Revisit materials and refreshed tool coverage as the fast-moving landscape evolves.

LEARN BY DOING

Every lesson pairs with a built-in, AI-powered challenge in the GSDC AI Studio, plus live expert-led sessions — so the skills you list on your CV are skills you've actually used.

Specific support features and availability may vary by program and region — confirm the current job-support inclusions on the certification page.

BRINGING IT TOGETHER

Your pathway, on one page

Six steps, ten weeks, one credential. Here's the whole journey from where you are now to a verifiable, job-ready qualification.

STEP 1

Pick your target role from the five careers.

STEP 2

Follow the role-to-module map to focus study.

STEP 3

Work the 10-week pathway, lab by lab.

STEP 4

Build a portfolio from your activities + capstone.

STEP 5

Sit the exam and earn the credential.

STEP 6

Activate job support and apply with proof.

Priya, ten weeks later

She moved from project coordinator to an AI-enabled role on her product team — armed with a portfolio, a credential and the vocabulary to back it up. The pathway didn't just teach her AI; it gave her something to show.

HALF PRICE

Don't just learn AI — get hired in it

The GSDC certification bundles the syllabus, hands-on labs and the job-support package into one pathway. Enrol now at half price and start building toward the role you want.

[Start the pathway →](#)

Job support included

WHERE TO GO NEXT

The hiring window is open now

Demand is outpacing supply, salaries carry a real premium, and credentials are how employers screen fast. The people who move first are the ones who get the roles. Your pathway is mapped — the only step left is to start it.

DECIDE

Choose the role that fits your strengths.

COMMIT

Block 4–6 hours a week for ten weeks.

PROVE IT

Finish certified, with a portfolio to show.

One last thought

A year ago, most of these job titles barely existed. A year from now, the field will look different again. The durable advantage isn't any single tool — it's being the person who can learn AI, apply it responsibly, and prove it. This pathway makes you that person.

LAST CHANCE · 50% OFF

Your pathway is ready. Take the first step today.

You have the careers, the map, the plan and the proof points. The only thing left is to begin — and right now you can start at 50% off. This is your last prompt in the brochure; make it count.

Enrol & get certified →

Offer applied at checkout

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