

Winter report

**DIGITAL**

**ECOSYSTEM DIGEST**

2026

**NEW AI ROLES AND THE DIFFUSION OF AI  
SKILLS IN THE GEORGIAN LABOR MARKET**



# INTRODUCTION

Over the past year, the Georgian labor market has been increasingly affected by artificial intelligence, with the emergence of new AI-related job positions and rising demand for AI skills across multiple occupations.

This report is based on open job posting data collected in January 2025 from LinkedIn, HR.ge, Jobs.ge, **covering all positions that are either purely AI-focused or formally require/prefer any AI skills /knowledge in the job description** (totally 112 job ads). Information on formal education programs was obtained from NAEC and EMIS, while data on training programs were collected from open sources during the same period.

## Framework for Collected Job Ads



A key limitation of the study is that **many potentially relevant job vacancies do not yet explicitly mention AI skills in their descriptions**. This does not imply the absence of demand for AI competencies, but rather reflects incomplete reporting in recruitment texts, which reduces the precision of measurement. Additionally, the dataset reflects vacancies linked to the local Georgian market, including remote positions offered by international companies to Georgia-based candidates. It does not fully capture opportunities available in the global labor market, where many Georgian job seekers may find employment.

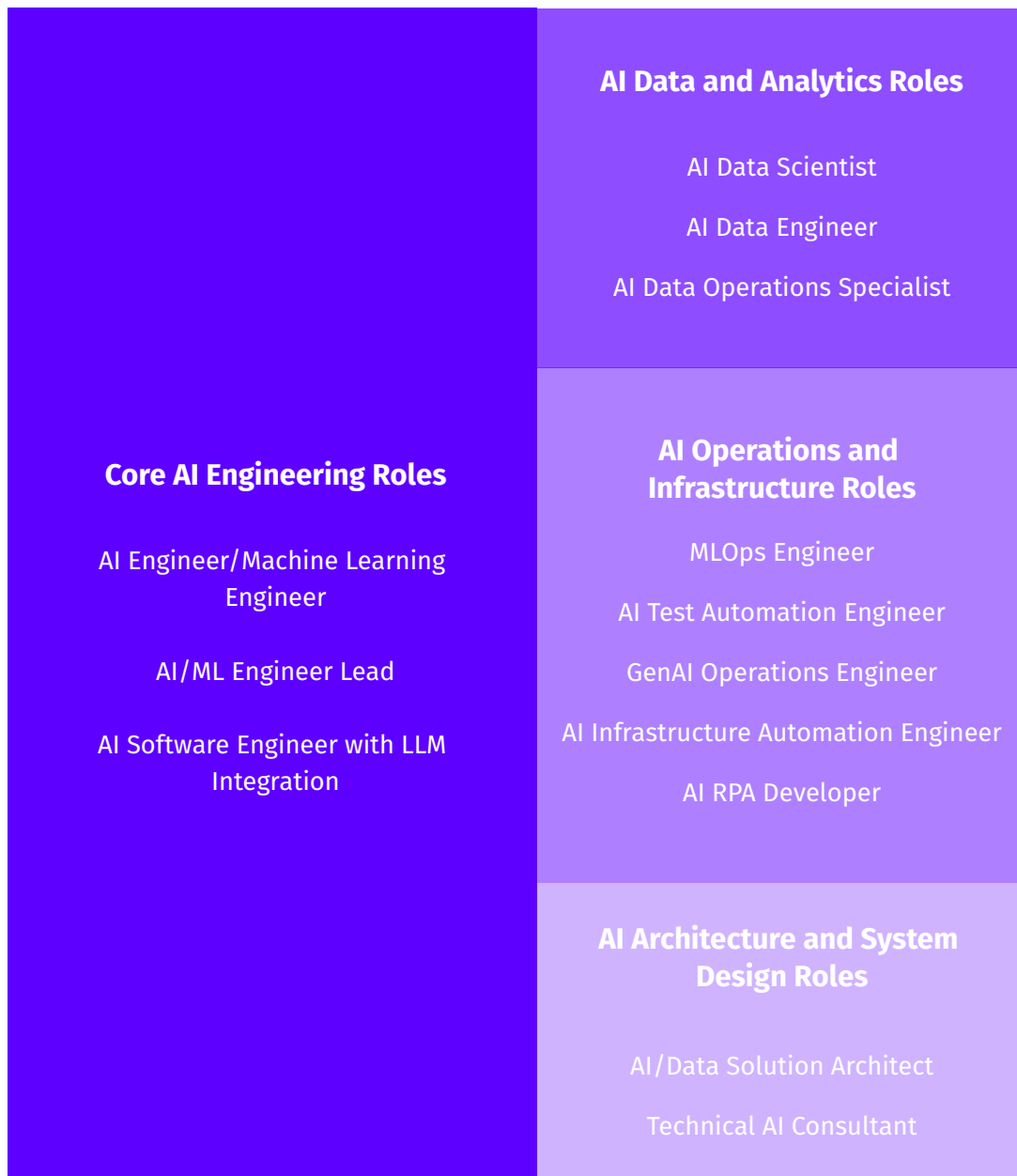
Despite this limitations, the data provides a sufficiently broad basis to identify major patterns and trends. The report focuses on the following questions:

- What types of pure AI job positions are currently available in the Georgian labor market and which organizations are hiring for them?
- What formal higher education programs in AI are available in Georgia and how student enrollment in these programs is evolving?
- What new non-technical AI-related roles have emerged and what background and competencies do these positions require?
- Which AI skills are most frequently demanded across different occupational groups?
- What short-term training programs exist to build practical AI skills among employees?
- To what extent the content of training programs corresponds to the AI skills demanded by employers in job advertisements?

# PURE TECHNICAL AI ROLES

Pure AI-related technical Jobs are Emerging in Georgia, Mostly Seeking for AI/ML Engineers.

Typical Job positions on local Market[



**Additional to AI engineering roles, data and applied AI positions are also beginning to appear.**

# PURE TECHNICAL AI ROLES

## AI Engineers from Georgia Have Multiple Pathways to Employment.

AI engineer



Mainly International companies with local presence in Georgia (for example EPAM)

Fully global remote market where Georgian specialists can work as digital worker

International companies recruiting Georgian-based candidates remotely without physical offices in Georgia.

Technical AI roles in Georgia are oriented toward service delivery and product implementation for global clients rather than local AI research.

# PURE TECHNICAL AI ROLES

## AI-related Jobs Increasingly Come with Remote Options.

**4/5** of AI technical open job positions in Georgia are remote or hybrid

*while most companies still maintain a strong local presence.*



International tech companies operating in Georgia are the main drivers of demand for AI engineers and all AI technical positions.

### Examples of Hiring Companies for AI-related positions



Global Software Engineering & Product Development Services company with most open roles, seeking senior AI, data and cloud engineering leaders to build and scale enterprise AI solutions, offering hybrid work from its offices in Tbilisi, Kutaisi and Batumi or fully remote options.



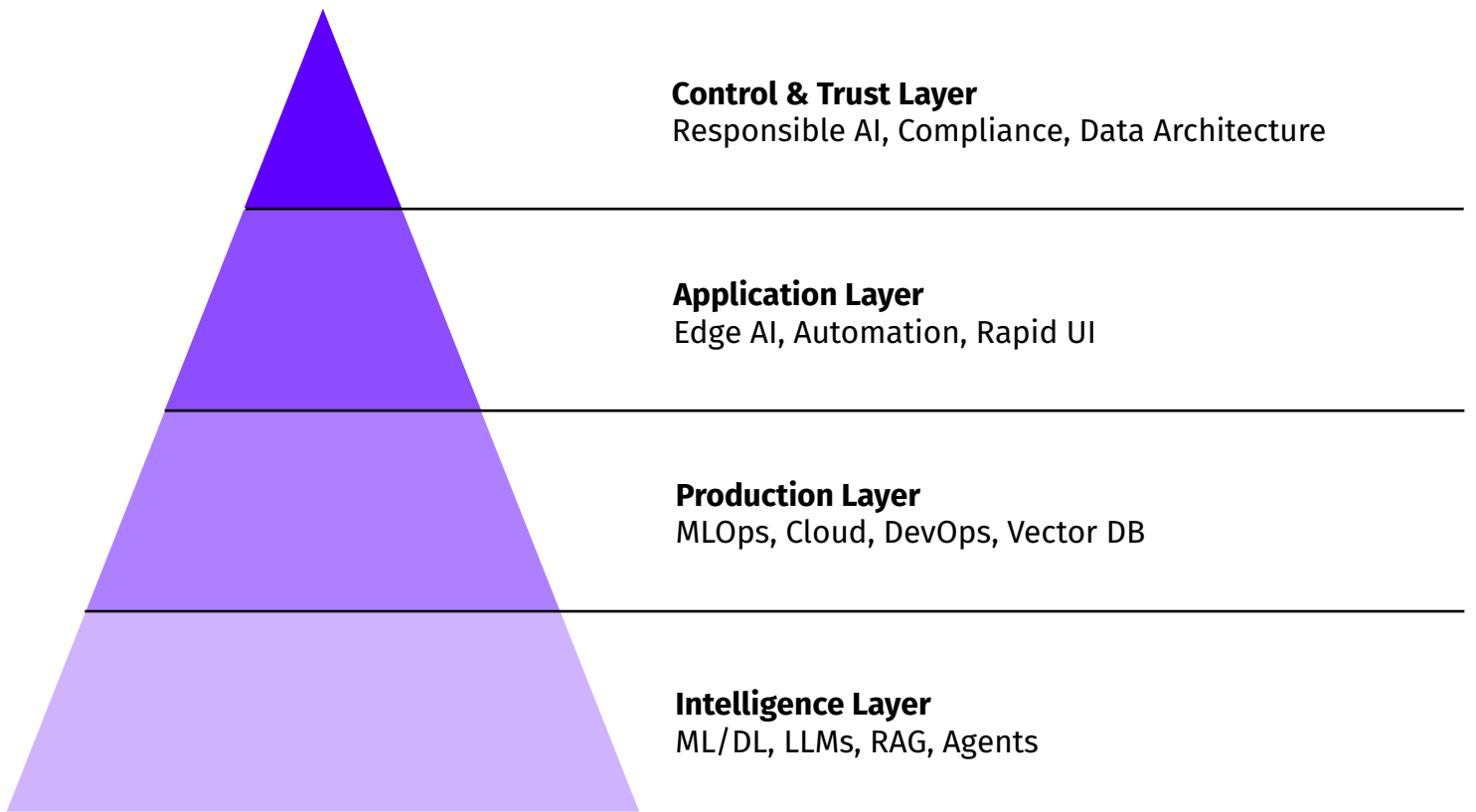
Global AI company (acquired Georgia-based startup Pulsar AI in 2021) and is hiring for jobs like software engineers, data operations specialists and QA testers focused on building and improving AI-driven products.



EdTech AI startup mainly hiring creative professionals focused on marketing content, visual design and AI-enhanced digital communication in remote roles.

# PURE TECHNICAL AI ROLES

## Technical AI Jobs Requiring Deep and Diverse AI Skills.

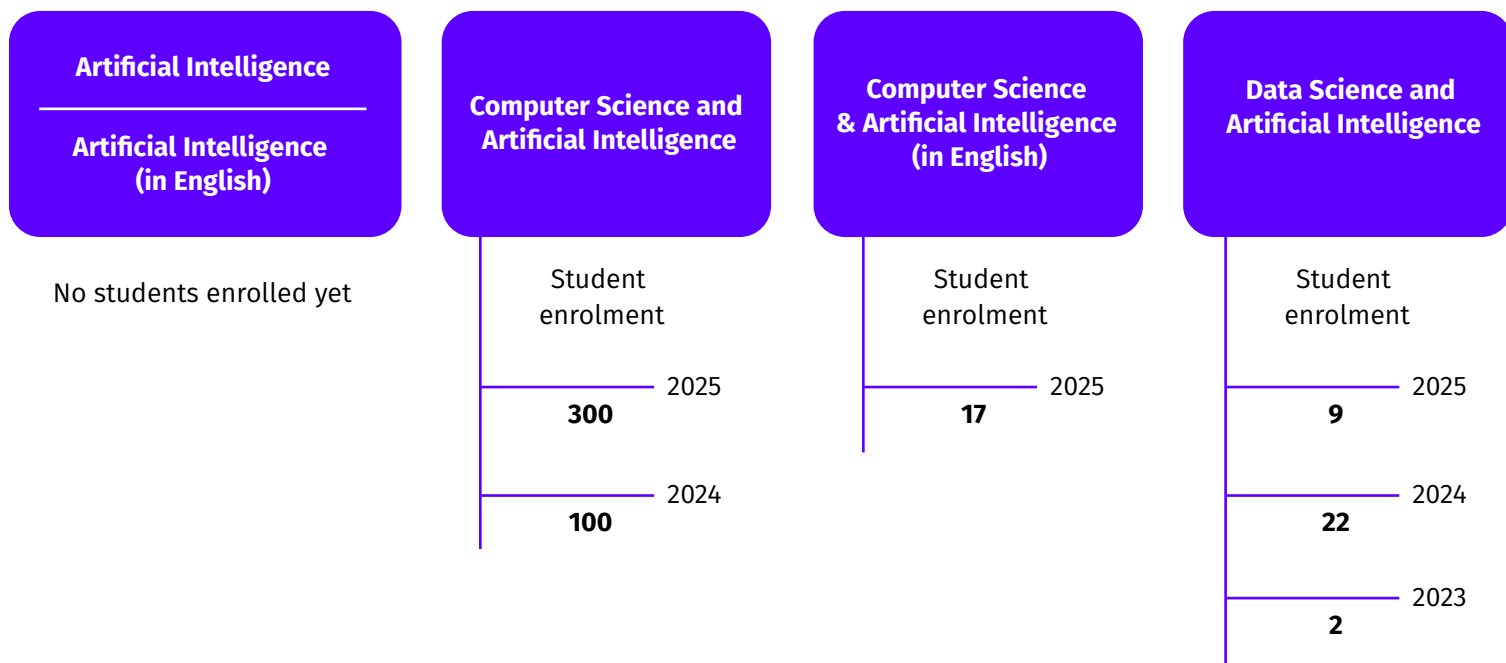


These roles demand advanced, hands-on expertise across modeling, deployment, cloud infrastructure and governance. Candidates are expected to combine deep technical skills with production readiness and/or regulatory awareness.

# FORMAL EDUCATION IN AI TECHNOLOGY

## AI Programs Already Enrolling Students in Georgia, Responding to Growing Demand.

### Accredited Pure Artificial Intelligence (IT-Focused) Degree Programs in Georgia: Student Enrolment by Year[







Four higher education institutions in Georgia already offer **pure AI (IT-focused) degree programs**, with **student enrolment recorded in three of them**. Several additional AI programs are currently **undergoing accreditation**. At the same time, universities are introducing **AI-integrated programs** that combine artificial intelligence with other fields, such as **AI and Business** (e.g. Grigol Robakidze University' BA program – Artificial Intelligence and Programming in Business) and **AI-driven Public Governance** (e.g. BTU's PhD program – Digital Governance and Artificial Intelligence in the Public Sector).

# HYBRID AI ROLES

## AI Jobs in Georgia Already Go Beyond Deeply Technical Roles, Including Hybrid Positions with Limited IT Background.

### Typical hybrid roles found on local market

	What should do?	What background needed?
 <b>AI content Manager</b>	Creation of short digital content using AI tools for marketing and social media channels.	Background in content creation with basic skills in AI generation tools and media editing
 <b>AI Implementation Lead</b>	Implement AI solutions for that automate inefficient tasks, simplify business processes and equip employees with practical AI tools.	Practical Knowledge in different AI tools and no-code automation in business.
 <b>AI Direction Director</b>	Set the organization's AI direction and coordinate major AI initiatives across business units.	Practical experience in AI/IT strategy, digital transformation and data platforms.
 <b>AI Brand Visibility Specialist</b>	Improvement of brand visibility in AI-driven search and digital media platforms.	Background in PR or digital marketing with understanding of SEO and online

# AI SKILLS IN BROAD JOB MARKET

**AI Skills Are Increasingly Appearing  
in Job Positions Outside of Purely AI-focused Roles.**

## Popular AI skills for different job positions

**AI Content Creation**

**Workflow automation using no-code**

**AI-supported analytics interpretation and reporting**

**AI tools for daily work**

**AI-assisted SEO and AEO optimization**

For broad, non-technical roles, AI is used mainly as a practical support tool, with a strong focus on content creation to improve speed and efficiency without requiring deep technical expertise.

# AI SKILLS IN BROAD JOB MARKET

AI Skills Are Most Visible in IT,  
Data and Marketing Job Ads.

IT and Software

Data  
and Analytics

Marketing  
and Content

Communications  
(SEO and PR)

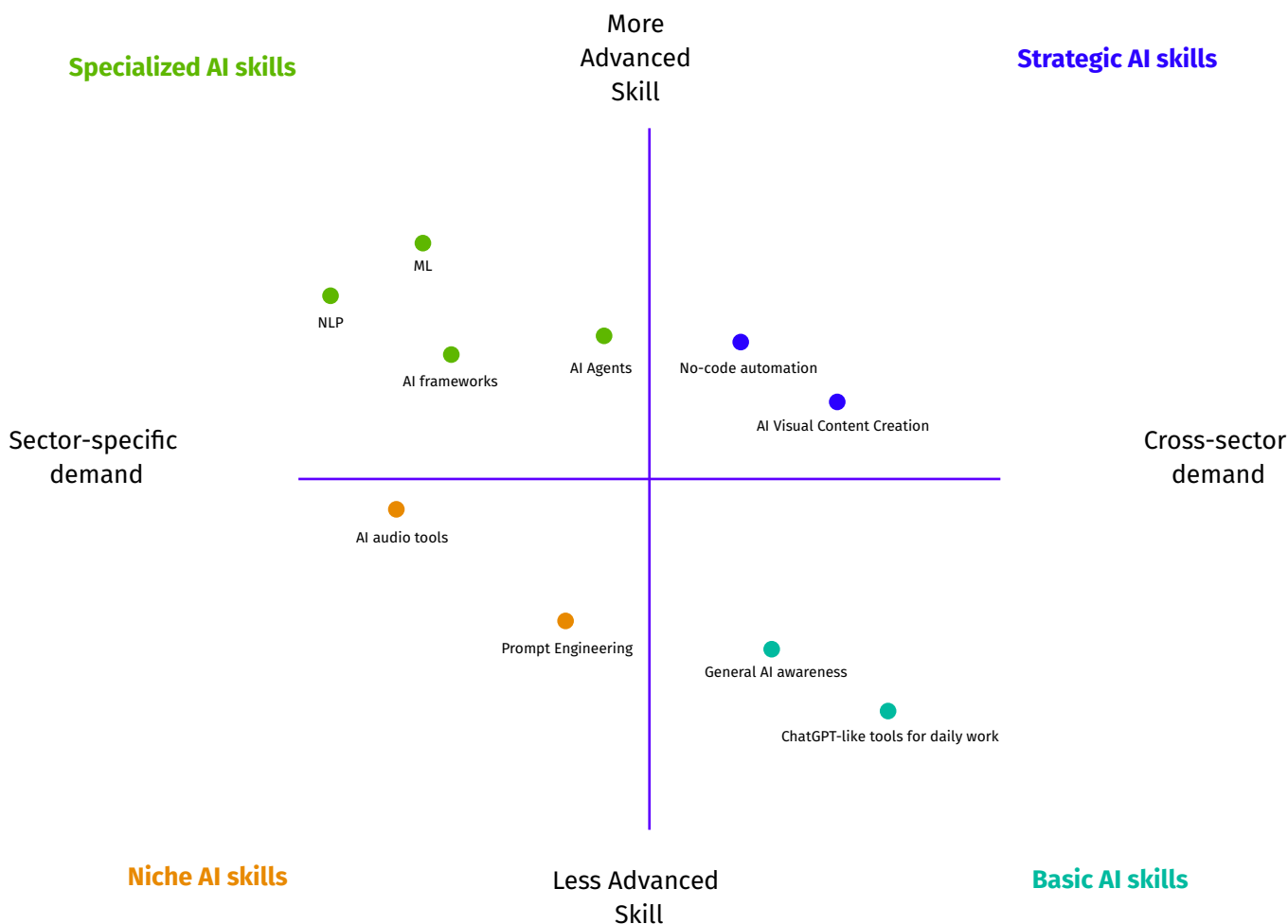
Business  
and Operations

In **IT**, AI roles require broad technical knowledge across development, integration, and infrastructure. **Data roles** focus on analytics and modeling, while **marketing and other business roles** mainly apply AI tools for content, optimization and efficiency.

# AI SKILLS IN BROAD JOB MARKET

AI skill demand in Georgia is polarized between highly specialized technical expertise and broadly applicable practical AI skills, with fewer roles in between.

## Mapping AI Skills for Local Jobs



We grouped AI skills using two criteria: how many different sectors require them and the level of technical expertise involved. From that groups, The results demand in absolute numbers, is highest for both basic, widely applicable skills and highly specialized advanced skills.

# TRAINING IN AI SKILLS

## Several AI Training Programs Are Provided to Build Practical AI Knowledge

### Main Directions of AI Training Programs in Georgia

**AI Foundations and Literacy**

**AI for Marketing and Content Creation**

**Applied AI for Work and Daily Tasks**

**AI Agents and No-code Automation**

**AI Education and Training for Children and Youth**

**Standard AI Training Courses Last Several Weeks and Usually Cost 800–1500 GEL**

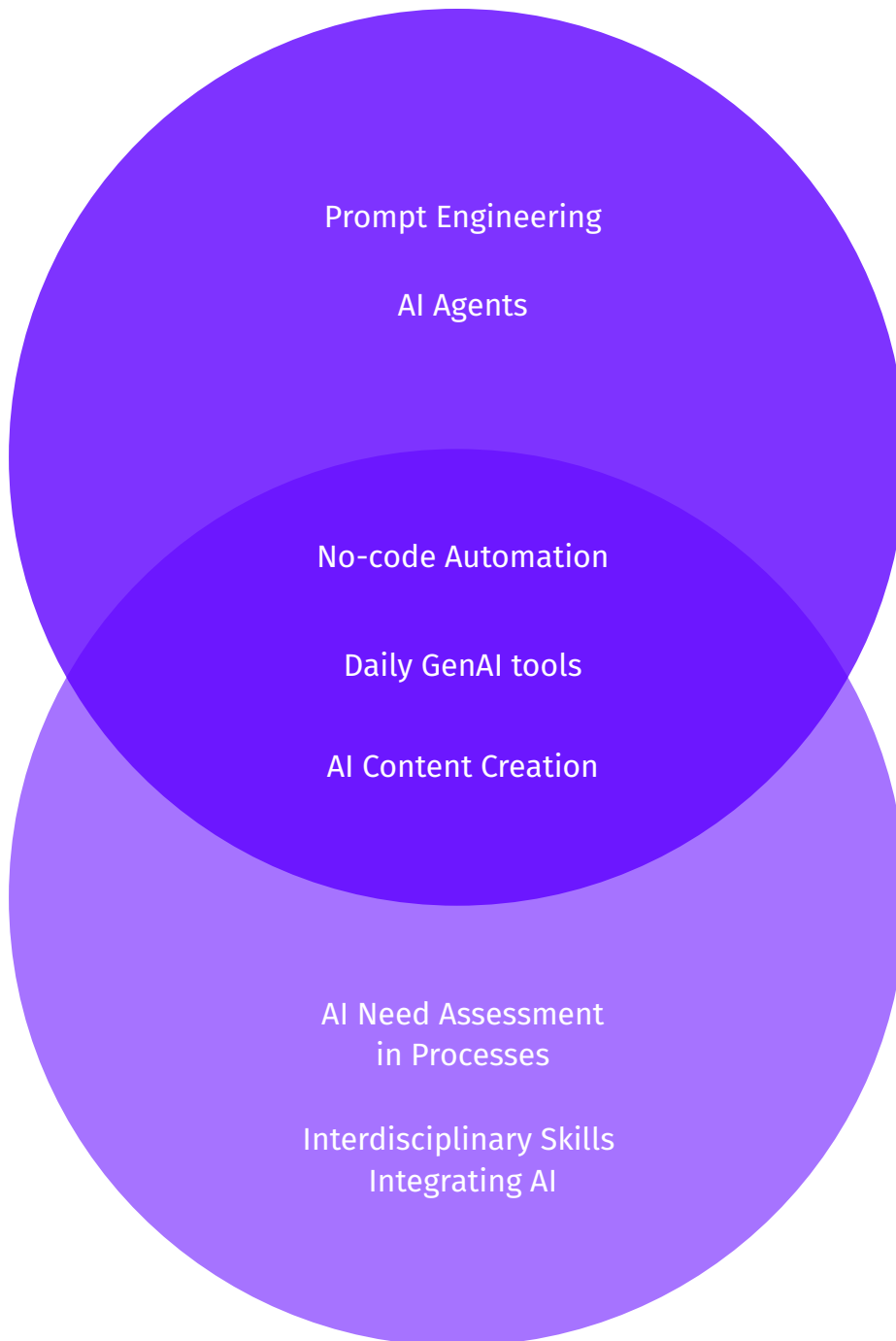
The variety of AI knowledge and training programs in Georgia is rapidly expanding. However, there is currently **no dominant or widely adopted approach** across these initiatives.

Both general and specialized AI courses are available to the public, while some organizations offer **custom, internal training programs** tailored to their specific needs.

# TRAINING IN AI SKILLS

Existing trainings cover the most demanded AI skills, but there is room for more advanced cross-skill courses.

AI skills actively promoted from trainings



AI skills actively required from different employers through job ads

# WHAT IS DIGITAL ECOSYSTEM DIGEST?

Digital Ecosystem Digest is a quarterly electronic research report issued by the BTU Center for Entrepreneurship.

The report reviews current technological and innovative trends in various sectors of the digital economy of Georgia and covers topics such as: AI issues, ICT sector, digital business innovations, e-commerce markets, online platforms, fintech, etc.

The purpose of the report is both to consolidate existing information and to generate new practical knowledge about the digital economy.

Each research report will be co-authored by different researchers. The current edition is authored by BTU affiliate Associate Professor Tsothe Zhghenti, BTU PhD candidate Natia Khukhunaishvili and BTU BA student Mariam Tsintsalashvili.



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