

CAREER PATHS · VIRTUAL ASSISTANTS

Common types of virtual assistant

Find the path that fits you.

Five VA specialisations to explore.

Thinking about becoming a virtual assistant? The role is broader than many people expect. Knowing the main specialisations helps you find the path that fits your interests and strengths. Here are five common types to explore.

FIVE VA SPECIALISATIONS

What each one does, and who it suits.

1

General Administrative VA

Handles scheduling, inbox management, research and client communication.

Perfect for: organised multitaskers with strong English and time management skills.

2

Social Media VA

Manages content calendars, posts and engagement for clients' social pages.

Perfect for: creatives who enjoy content, trends and tools like Canva or Meta Suite.

3

Customer Service VA

Responds to enquiries and manages support tickets or live chats.

Perfect for: patient communicators who enjoy helping people and solving problems.

4

Executive or Specialised VA

Works closely with business owners on higher-level tasks: reports, project coordination or CRM management.

Perfect for: experienced professionals who thrive on structure, analytics and discretion.

5

E-Commerce or Operations VA

Handles product listings, orders, inventory and logistics.

Perfect for: detail-oriented people who enjoy systems and online business workflows.



PRO TIP

You do not have to choose forever. Many VAs start in general admin and grow into a specialisation as they discover the work they enjoy most.

INSIDE THE COMMUNITY

Find your path, and build for it.

The BPO Career Activator Community helps you work out which VA path fits you and build the skills to land it.



Work out your path

Match your strengths to the VA type that fits.



Build the skills

Guidance and resources to get role-ready.



A community on the same path

More than 1,000 members, ready to help.

"I started as a general admin VA, then realised I loved the social media side. Knowing the specialisations early helped me steer my training the right way."

COMMUNITY MEMBER · BPO CAREER ACTIVATOR COMMUNITY

TAKE THE NEXT STEP

Explore your VA path.

Join the BPO Career Activator Community to find the specialisation that fits you and build the skills to land it.

JOIN THE COMMUNITY →

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