

THE KENYA SALARY REPORT

2020



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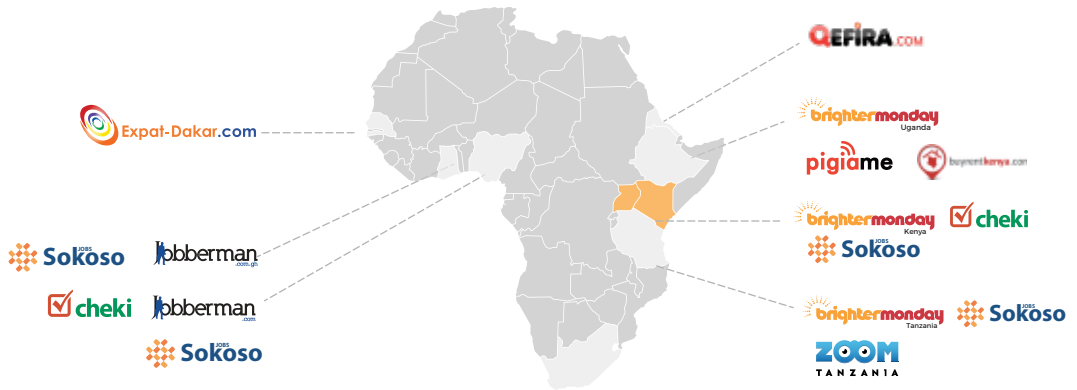
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AboutUs

We are East Africa's No. 1 Career Platform.

Founded in 2006, BrighterMonday started as a recruitment and job search platform but has grown into an all-encompassing career platform offering online career advice, personalised HR solutions for both individuals and institutions as well as training services for jobseekers.

We have been nominated for several awards and bagged some notable ones including; The 3rd Digital Tech Excellence Awards: Best Online Jobs Portal, BAKE awards 2018 and 2019 for the Best Corporate Blog Category and the Digital Media Awards 2018 and 2019 for the Best Blog Category.



Our vision is simple: to be Kenya's most user-centric and transparent career platform; where we connect the right candidates with the right opportunities. We consider ourselves PACE setters and thus our core values: **Performance, Accountability, Continuous Learning, Excellence.**


We don't only offer job information services, we are here to build careers.

BrighterMonday Kenya forms part of the investment portfolio of Ringier One Africa Media, one of Africa's largest digital publishers, allowing global brands to reach targeted audiences nationally, regionally, continentally and by each vertical in which they operate.

Our Numbers

BrighterMonday is the #1 Jobs portal in Kenya with a long track record of happy handshakes.


34,000+
Registered
Employers


740,000+
Jobseeker
Profiles


80+
Applications
per Job


8,800,000+
Job
Applications

Our Services

 Profile Development
and Boosting

 Online Job Listing
and Candidate Recruiting

 Executive
Recruitment

 Learning and
Development Offerings

 Testing & Candidate
Profiling Capabilities

Forward-Looking Statement

From The BrighterMonday Kenya Team

The job market is evolving rapidly. We are seeing changing demographics of job seekers, IT skills are becoming essential and a huge demand for tech-related and analytical thinking skills keeps growing while technology remains a key disruptor.

Statement from BrighterMonday CEO, Emmanuel Mutuma

The job market in Kenya is unstable due to multiple cases of downsizing, redundancy, and most recently, the Covid-19 pandemic proving that the digital revolution would lead to improved service delivery. I believe that the transition of millennials & generation Y into the labour market needs to be expedited so that the existing baby boomers could give an opportunity for the next generation.

The key factors & trends that are influencing the nature of job functions and skills in Kenya's job market include curriculum in tertiary institutions, tech penetration & development and government legislation.

The industries that will be the biggest drivers in the Kenyan job market include: Agriculture, Technology, Industrialization and Healthcare. In addition, tech-related functions that involve cyber security, data analysis, business process automation as well as digital marketing are imperative for the job market to grow in Kenya.

Statement from BrighterMonday Head of Sales, Victor Achar

The job market is transforming towards fully embracing technology; technical adeptness, leadership and experience will be key factors in roles. Job hunting is also becoming more difficult as talent and competency competition is high due to the large number of highly skilled jobseekers.

The key factors & trends influencing the nature of salaries in Kenya's job market include: Competition from demand (between employers seeking to hire the best of the best). Experience and technical expertise will be key deciding factors along with academic qualifications, while industry and sector economic performances will govern salary distribution. That said, jobs involving data analysts, tech and mathematics-based roles, architects, engineering and product design are the most sought-after roles.

In addition, senior managers remain necessary in industries across the board to lead companies through periods of transformation and there is some demand for regulatory and government relations experts as companies embrace new technologies. Furthermore, specialist jobs in the field of medicine and some technical jobs with a specific demand for certain nationality/ethnicity attributes are the most challenging roles to fill.

What is This Report?

The **BrighterMonday Kenya Salary Report** contains salary insights in Kenya for the year 2019. The information is extracted from BrighterMonday's database.

Methodology

To generate this report, we picked the top ten job functions with the most job listings. Out of the top ten job functions, we identified the top six industries with the most applications for each job function.

We then looked at the identified top six industries with the most applications versus how well they pay.

We finally compiled the results to produce insights of pay ranking for major job functions in major industries.



Salary Insights Per Job Function

You will find salary information for the following job functions:



Project & Product Management



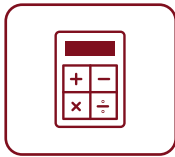
Research, Teaching & Training



Management & Business Development



IT & Software



Accounting, Auditing & Finance



Administrative & Office



Engineering



Medical & Pharmaceutical



Marketing & Communications



Supply Chain & Procurement



Project & Product Management

Product management is a strategic responsibility aimed at driving the development of products while project management focuses on the initial planning and overseeing the execution of development plans.

Expert Insights

While there are a lot of job listings in this space, and a decent amount of profiles that fit this job function (about **3.10%** of our database), the application volumes are low (with an average of **15** qualified applicants per vacancy) despite being one of the most viewed job function categories (about 180K pageviews in the last year). Despite the prominence of artificial intelligence and data; this shows that there are not enough available professionals in the Project & Product Management space to execute data-driven projects.







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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.	 NGO	2 ND
2.	 Technology	1 ST
3.	 Internet & Telecommunications	3 RD
4.	 Agriculture, Fishing & Forestry	4 TH
5.	 Construction	6 TH
6.	 Manufacturing	5 TH



Research, Teaching & Training

Research entails a detailed study of a subject that involves gathering information and for the advancement of knowledge, while Teaching and Training as a role is to facilitate the acquisition of knowledge, or development of skills.

Expert Insights

Even though Research, Teaching & Training has one of the most job listings on our website; it makes up **3.04%** of applicant profiles on our database, with an engagement of over **240K** views. Furthermore, it is a low demand function with an average of **15** qualified applicants per vacancy.

This means that there are not enough available professionals in the Research, Teaching and Training space, which could be due to a lack of sufficient skills and training.







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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		Education & Training	1 ST
2.		Banking, Finance & Insurance	3 RD
3.		Art & Design	5 TH
4.		Agriculture, Fishing & Forestry	2 ND
5.		NGO	4 TH
6.		Travel, Tourism & Leisure	6 TH



Management & Business Development

Management involves administration of an organisation. It could be in different sectors while Business Development focuses on going after strategic opportunities such as establishing and nurturing partnerships and commercial relationships, or identifying new markets.

Expert Insights

Management & Business Development makes up **3.58%** of applicant profiles on our database. It is also quite a low demand function with an average of **62** qualified applicants per vacancy.

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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.



Banking, Finance & Insurance

2ND

2.



Manufacturing

1ST

3.



Retail, Fashion & FMCG

3RD

4.



Recruitment

4TH

5.



Education & Training

6TH

6.



Hospitality & Hotel

5TH



IT & Software

IT entails the use of computers to store, retrieve, transmit, and manipulate data or information. According to Techopedia, Software is a set of instructions or programs instructing a computer to do specific tasks.

Expert Insights

IT & Software makes up a significant portion of applicant profiles on our database (about **5.37%**), and is the third most engaged function with over **400K** views. It also has quite a low application volume (an average of **66** qualified applicants per vacancy).

As tech-related functions that involve Cyber Security, Data Analysis and Business Process Automation are needed for the job market to grow in Kenya, this means that there are not enough qualified IT & Software professionals to fill the roles that are becoming available, yet the 'WEF Future of Jobs Report' says IT is one of the top 10 emerging roles globally.

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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.



Technology

1ST

2.



Internet & Telecommunications

2ND

3.



Banking, Finance & Insurance

3RD

4.



Agriculture, Fishing & Forestry

6TH

5.



Manufacturing

5TH

6.



Recruitment

4TH



Accounting, Auditing & Finance

AccountingEdu.org says Accounting involves tracking, reporting, and analyzing financial transactions. It covers everything from preparing individual tax returns to preparing financial statements, and is considered a fundamental discipline within the field of accounting, while auditing entails an independent examination of accounting and financial records and financial statements to determine if they conform to the law and to generally accepted accounting principles.

Investopedia stipulates: "Finance is a broad term that describes the activities associated with banking, leverage or debt, credit, capital markets, money, and investments."

Expert Insights

Accounting, Auditing & Finance makes up **12.43%** of applicant profiles on our database, and is the most engaged function with over **1.2 Million** views. In addition, it is a very high demand function with an average of **160** qualified applicants per vacancy.

This contradicts with the 'WEF Future of Jobs Report' statement that this is one of the top 10 declining roles globally, most likely due to the fact that Kenya is experiencing a boom in new businesses, which need Accounting roles to function.

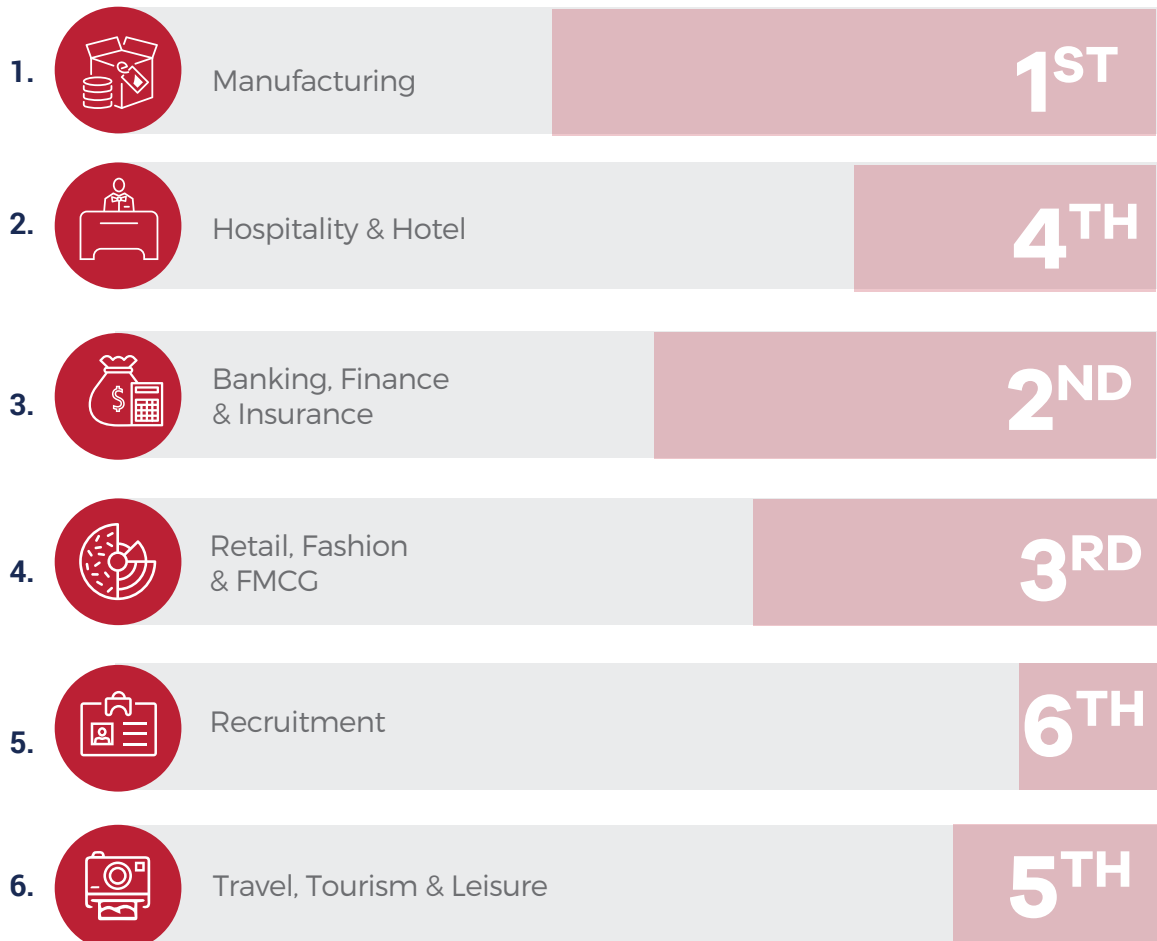
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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING





Administrative & Office

This function involves managing duties, responsibilities, or rules. Administrators are responsible for administrative tasks and coordination of information in support of employees within the company regarding office-related matters.

Expert Insights

Administrative & Office makes up **8.4%** of applicant profiles on our database, and is the second most engaged function with over **560K** views. It is also quite a high demand function with an average of **155** qualified applicants per vacancy. This contradicts with the 'WEF Future of Jobs Report' statement that this is one of the top 10 declining roles globally, most likely due to the fact that Kenya is experiencing a boom in new businesses, which need Admin and support roles to function.

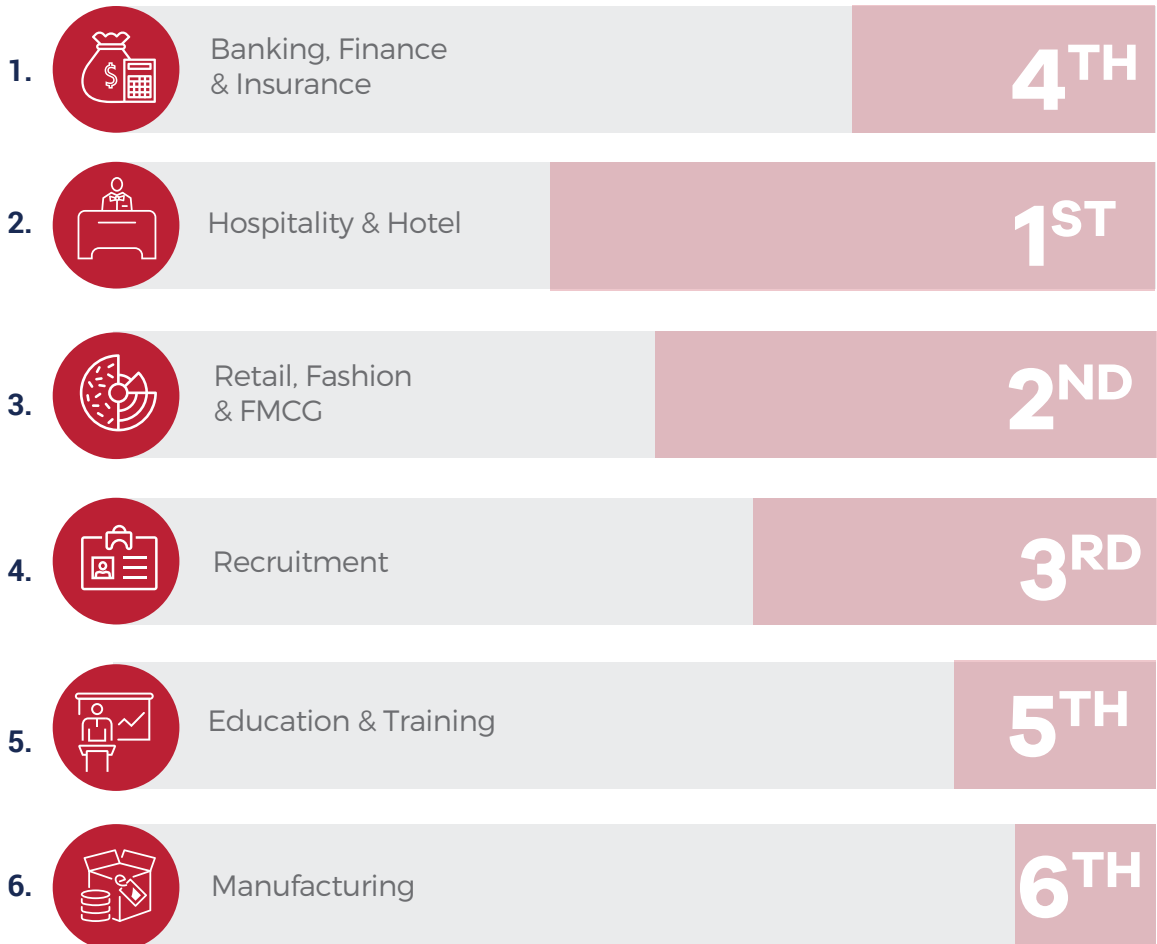
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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING





Engineering

ECSA describes Engineering as the practice of science, engineering science and technology concerned with the solution of problems of economic importance and those essential to the progress of society.







ECSA further adds that solutions are reliant on basic scientific, mathematical and engineering knowledge.

Expert Insights

Engineering makes up a decent portion of applicant profiles on our database (about **3.20%**), and is the most engaged function with over **390K** views. It also has quite a low application volume (an average of **37** qualified applicants per vacancy).

As industrialization is one of the biggest drivers in the Kenyan job market, this means that there are not enough qualified engineers to fill the roles that are becoming available.

Top 6 Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK		PAY RANKING
1.	 Manufacturing	1 ST
2.	 Construction	2 ND
3.	 Recruitment	4 TH
4.	 Internet & Telecommunications	3 RD
5.	 Logistics & Transportation	5 TH
6.	 Hospitality & Hotel	6 TH



Medical & Pharmaceutical

Medical relates to science or the practice of medicine. Medical professionals use their scientific expertise and highly specialised knowledge to protect, promote and restore good health. Pharmaceutical relates to medicinal drugs, or their preparation, use, or sale. Trained pharmaceutical professionals discover, develop, test and manufacture new medications.

Expert Insights

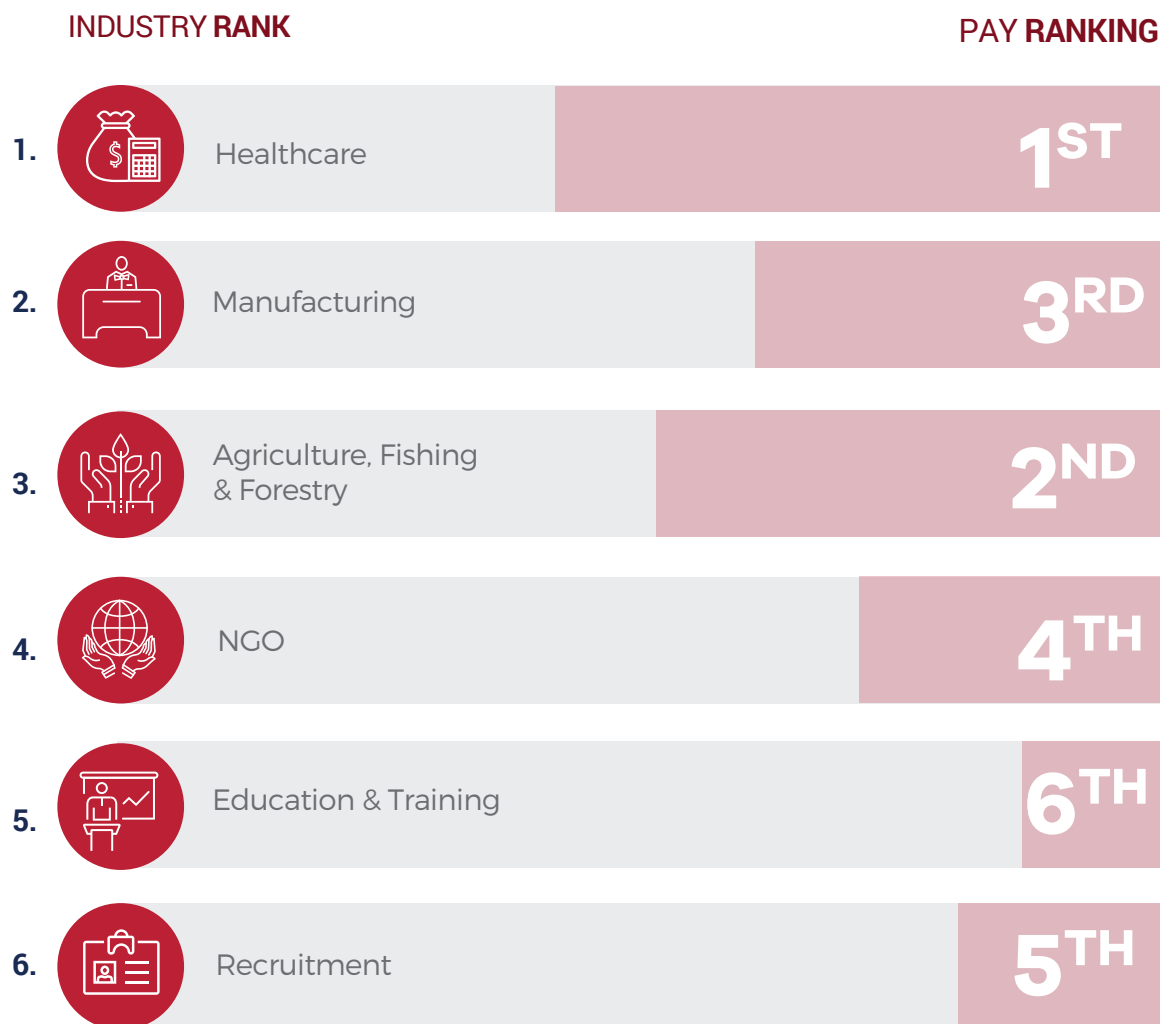
Medical & Pharmaceutical makes up **1.29%** of applicant profiles on our database, with an engagement of over **130K** views. Additionally, it is a low demand function with an average of **9** qualified applicants per vacancy.

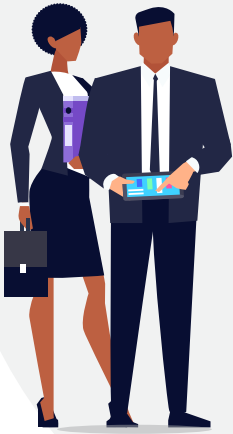
This shows that there are not enough available professionals in the Medical & Pharmaceutical space as medical specialists are one of the hardest roles to fill, yet healthcare is expected to be one of the industries that will be the biggest drivers in the Kenyan job market.

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Industries With The Most Applications Vs How Well They Pay





Marketing & Communications

Marketing involves researching, promoting, selling, and distributing products or services. Communications encompasses a number of forms such as broadcast, digital, oral, written or visual communication.

Expert Insights

Marketing & Communications makes up **3.52%** of applicant profiles on our database, with an engagement of over **200K** views. Furthermore, it is a high demand function with an average of **81** qualified applicants per vacancy.

The growing demand could be due to the fact that new businesses are booming in Kenya, and they need Marketing & Communications professionals to amplify their brands. Marketing is indeed living up to projected trends as the 'WEF Future of Jobs Report' lists it as one of the top 10 emerging roles globally.

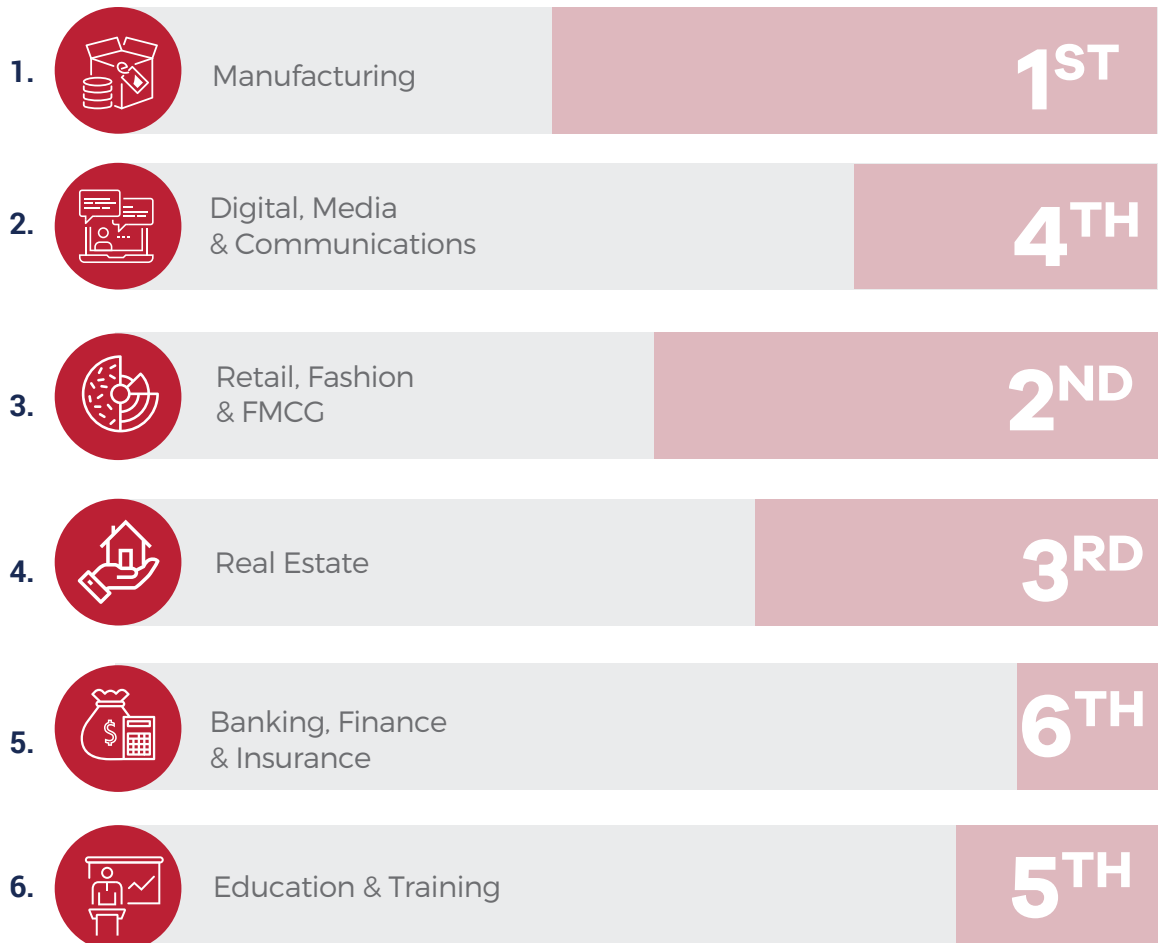
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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING





Supply Chain & Procurement







The Chartered Institute of Procurement and Supply (CIPS) says Procurement and supply management involves buying the goods and services that enable an organisation to operate in a profitable and ethical manner.

Expert Insights

Supply Chain & Procurement makes up **5.01%** of applicant profiles on our database, and is one of the most engaged functions with over **390K** views. Additionally, it is a very high demand function with an average of **110** qualified applicants per vacancy.

This shows that there are more available professionals in the Supply Chain & Procurement space.

Top 6 Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK		PAY RANKING
1.	 Manufacturing	1 ST
2.	 Retail, Fashion & FMCG	3 RD
3.	 Logistics & Transportation	2 ND
4.	 Real Estate	4 TH
5.	 Hospitality & Hotel	5 TH
6.	 Agriculture, Fishing & Forestry	6 TH

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