



JOBS BULLETIN

VOLUME 1

JAN-JULY **2021**

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OVERVIEW

The BrighterMonday Kenya Jobs Bulletin documents online job market activity based on data gathered from BrighterMonday's database, and showcases supply and demand trends in the form of job listings and job applications.

This bulletin contains job market insights from the first half of the year in the form of:

- Industry trends and job function trends between January 2021 and July 2021
- Annual trends between July 2020 and July 2021.

We analysed **9,474** job listings and **625,014** job applications and **18,675** job listings between January 2021 - July 2021 and **1,353,041** job applications from July 2020 - July 2021 to form this analysis. In this report, job listings represent supply while job applications represent demand.

As 2022 fast approaches, it will be interesting to see what supply and demand trends it has in store for us and; how they will shape the job market.

QUICK FINDINGS



The NGO, NPO & Charity is the most sought-after industry in terms of supply between January 2021 - July 2021, which could be attributed to the renowned prevalence of international and local NGO & Civil Society organisations in Kenya, while the IT & Technology industry is the most wanted industry in terms of



Research, Teaching & Training is the top job function in high supply while Sales is the top job function in high demand between January 2021 - July 2021.



Notably, the Hospitality & Hotel industry is among the top 5 industries high in demand, but does not appear among the most high in supply, which means the jobseekers in this industry are still in need of work after the disruption caused by the global pandemic.

INDUSTRY TRENDS

This section features insights based on data from this year between January 2021 - July 2021, and explores industries that are high in supply and demand.

TOP 10 INDUSTRIES HIGH IN SUPPLY & DEMAND

	Top 10 Industries In High Supply	% Job Listings
1.	NGO, NPO & Charity	19%
2.	Government	18%
3.	Education	16%
4.	Healthcare	8%
5.	Banking, Finance & Insurance	7%
6.	IT & Telecoms	6%
7.	Manufacturing & Warehousing	4%
8.	Retail, Fashion & FMCG	3%
9.	Enforcement & Security	2%
10.	Advertising, Media & Communications	2%
	TOTAL	85%

	Top 10 Industries In High Demand	% Job Applications
1.	IT & Telecoms	11%
2.	Manufacturing & Warehousing	10%
3.	Banking, Finance & Insurance	10%
4.	Retail, Fashion & FMCG	9%
5.	Hospitality & Hotel	7%
6.	Healthcare	6%
7.	Advertising, Media & Communications	6%
8.	Agriculture, Fishing & Forestry	6%
9.	Education	5%
10.	NGO, NPO & Charity	5%
	TOTAL	75%

JOB FUNCTION TRENDS

This section features insights relating to the top 10 job functions that are high in supply and demand based on data from this year between January 2021 - July 2021.

TOP 10 JOB FUNCTIONS HIGH IN SUPPLY & DEMAND

	Top 10 Job Functions In High Supply	% Job Listings
1.	Research, Teaching & Training	12%
2.	Engineering & Technology	10%
3.	Sales	9%
4.	Accounting, Auditing & Finance	9%
5.	Product & Project Management	9%
6.	Medical & Pharmaceutical	8%
7.	Marketing & Communications	5%
8.	Admin & Office	5%
9.	Management & Business Development	4%
10.	Software & Data	3%
TOTAL		74%

	Top 10 Job Functions In High Demand	% Job Applications
1.	Sales	22%
2.	Accounting, Auditing & Finance	18%
3.	Admin & Office	13%
4.	Customer Service & Support	9%
5.	Marketing & Communications	6%
6.	Supply Chain & Procurement	5%
7.	Engineering & Technology	5%
8.	Management & Business Development	3%
9.	Software & Data	3%
10.	Driver & Transport Services	2%
TOTAL		86%

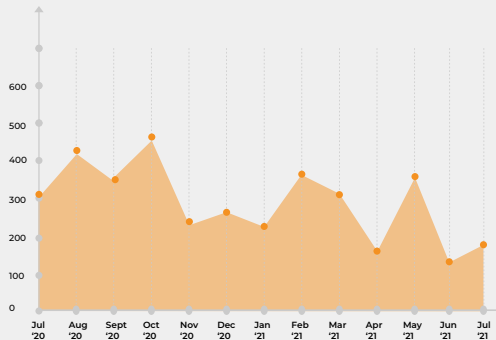
ANNUAL TRENDS

This section explores job trends for the top 6 industries and job functions based on job listings published on the BrighterMonday website over the previous year from July 2020 - July 2021.

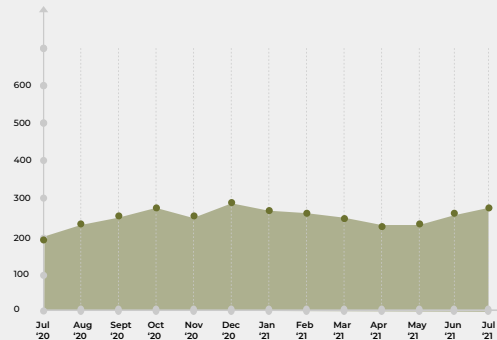
TOP 6 INDUSTRIES HIGH IN SUPPLY - ANNUAL INSIGHTS

The supply for vacancies in the **Government** sector remains high as the overall top industry that employers posting vacancies operate in, followed by **NGO, NPO & Charity** and **Education** over the previous year. Overall, May 2021 saw an increase in job listings across most of the top 6 industries.

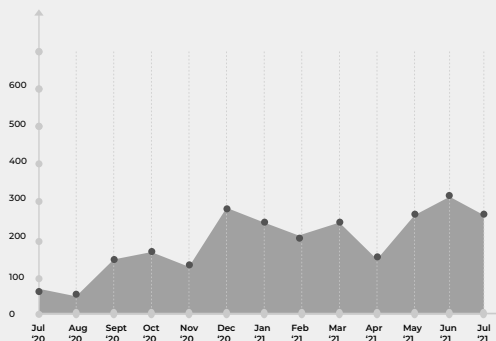
GOVERNMENT



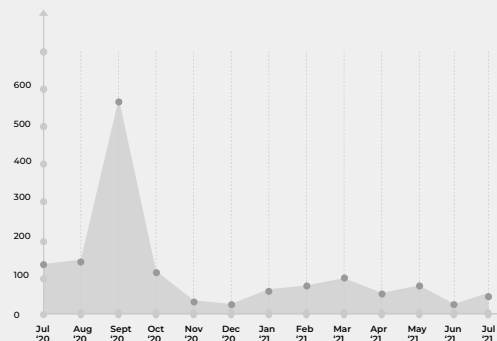
NGO, NPO & CHARITY



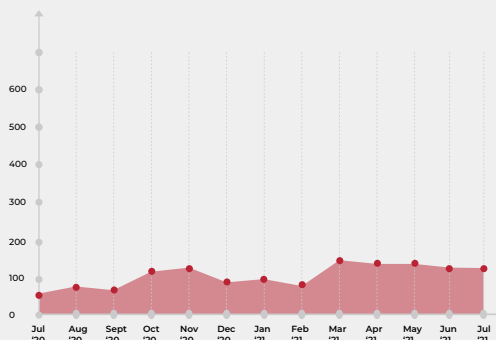
EDUCATION



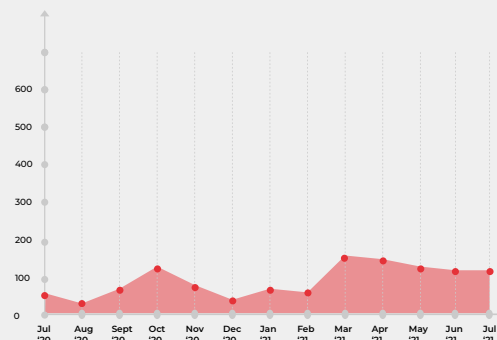
IT AND TELECOMS



HEALTHCARE



BANKING, FINANCE AND INSURANCE

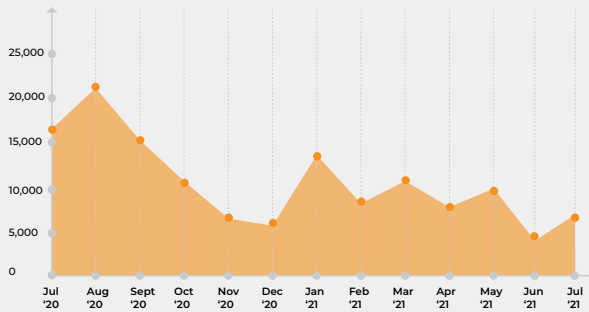


Y-Axis = Job Listings

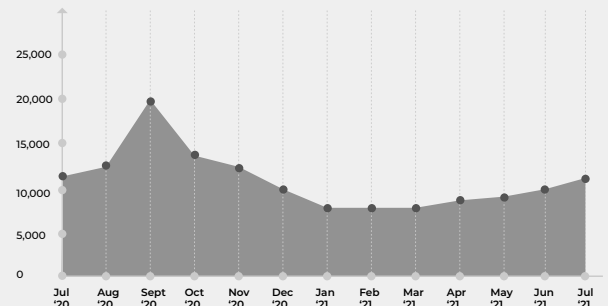
TOP 6 INDUSTRIES IN HIGH DEMAND - ANNUAL INSIGHTS

IT & Telecoms, Manufacturing & Warehousing and **Banking, Auditing & Finance** are the top 3 most sought-after industries in terms of demand over the last year. Overall, the month of January 2021 saw an increase in job applications across most of the top 6 industries, meaning more jobseekers were looking for jobs at the beginning of the year.

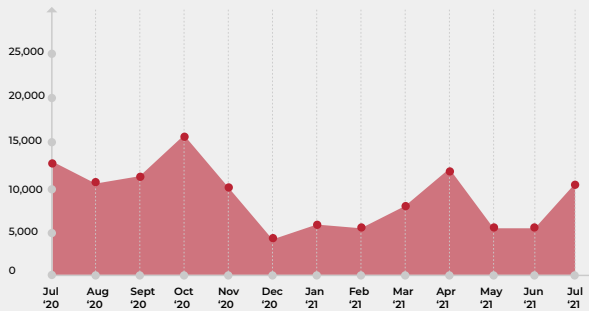
IT AND TELECOMS



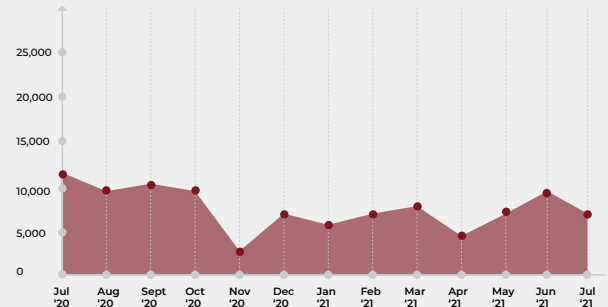
MANUFACTURING AND WAREHOUSING



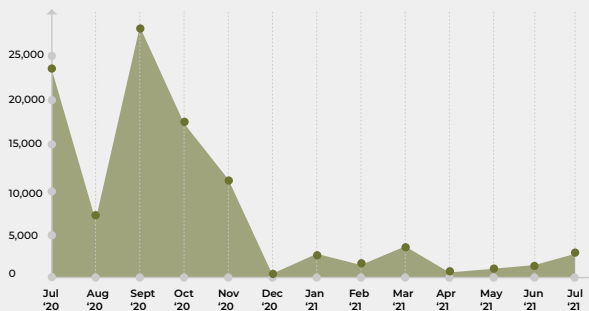
BANKING, FINANCE & INSURANCE



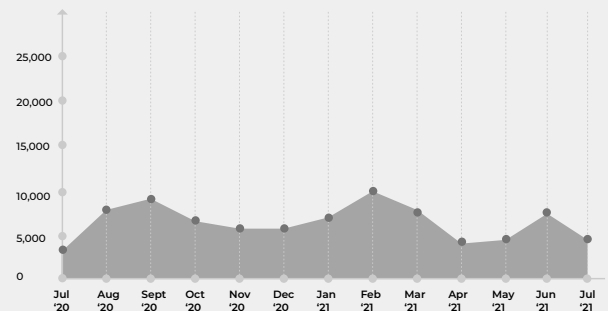
RETAIL FASHION & FMCG



RECRUITMENT



HOSPITALITY & HOTEL

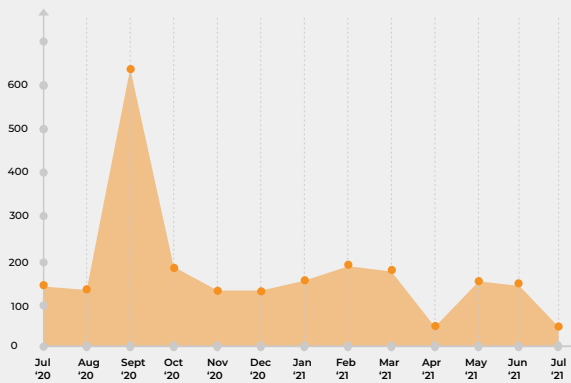


Y-Axis = Job Applications

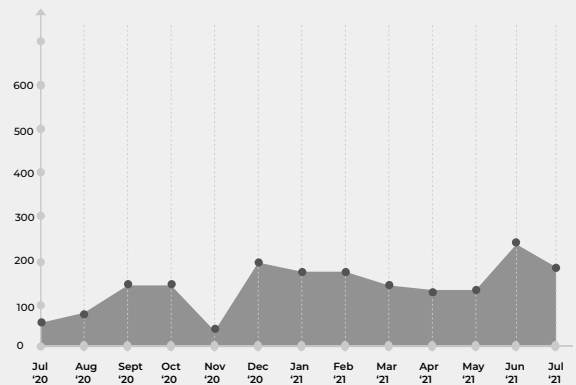
TOP 6 JOB FUNCTIONS HIGH IN SUPPLY - ANNUAL INSIGHTS

Engineering & Technology recorded the highest number of vacancies that employers wanted to fill, in addition to **Research, Teaching & Training** and **Sales**.

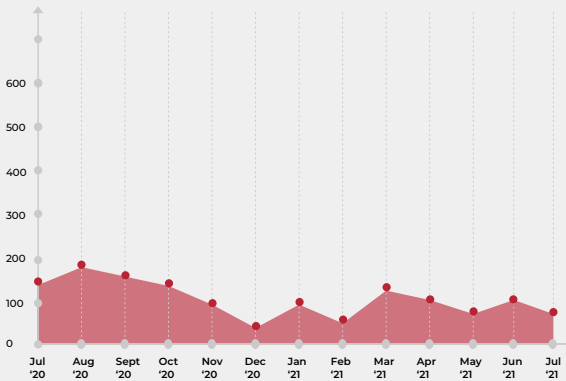
ENGINEERING AND TECHNOLOGY



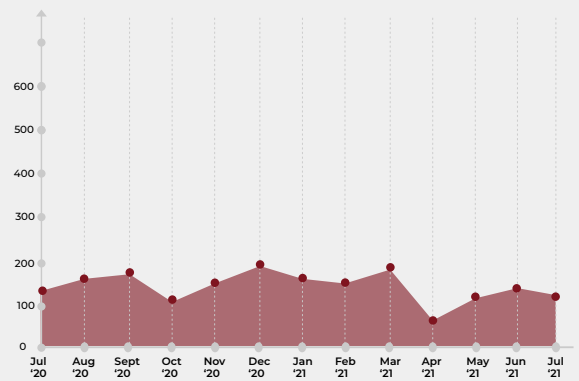
RESEARCH, TEACHING & TRAINING



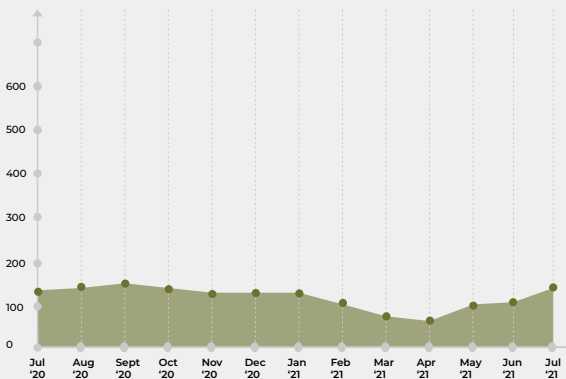
SALES



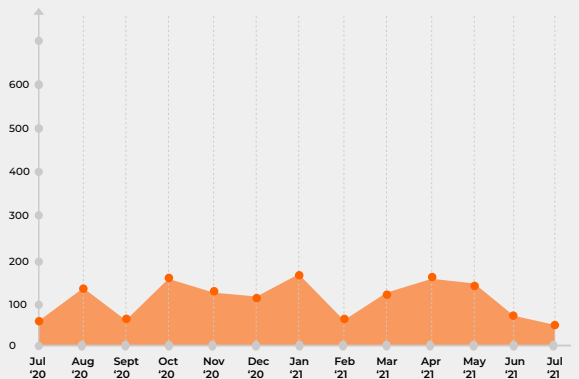
PRODUCT & PROJECT MANAGEMENT



ACCOUNTING, AUDITING & FINANCE



MEDICAL & PHARMACEUTICAL

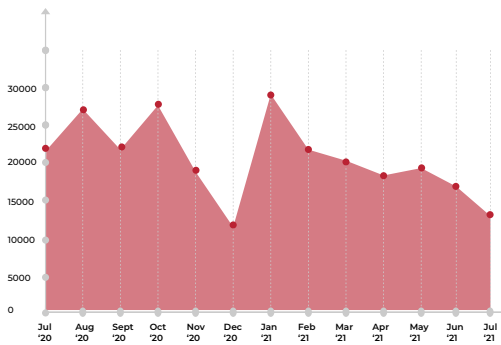


Y-Axis = Job Listings

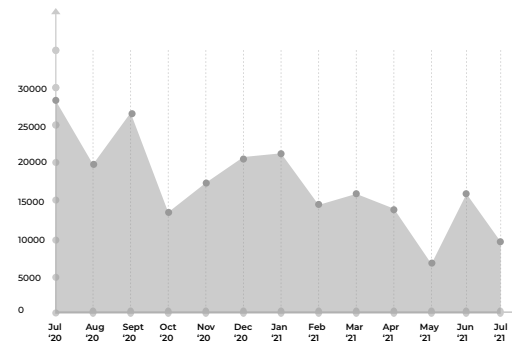
TOP 6 JOB FUNCTIONS IN HIGH DEMAND - ANNUAL INSIGHTS

Over the last year, **Sales** recorded the highest number of job applications, followed by **Accounting, Auditing & Finance** and **Admin & Office**.

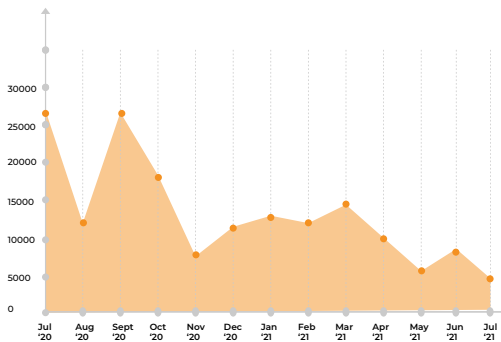
SALES



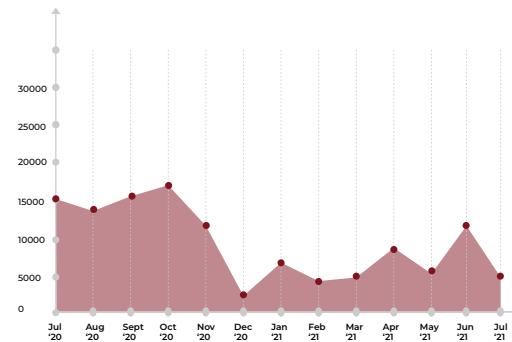
ACCOUNTING, AUDITING & FINANCE



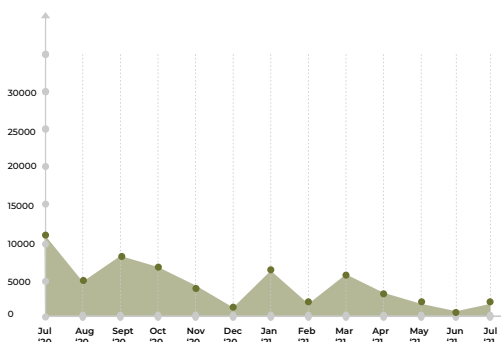
ADMIN & OFFICE



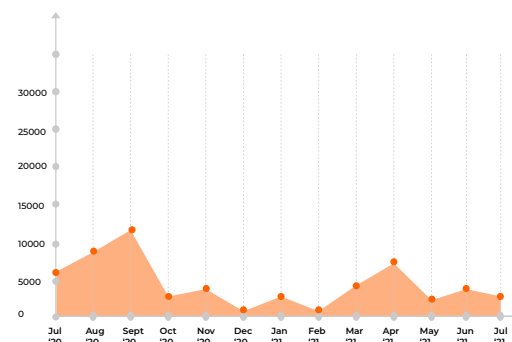
CUSTOMER SERVICE & SUPPORT



MARKETING & COMMUNICATION



SUPPLY CHAIN & PROCUREMENT

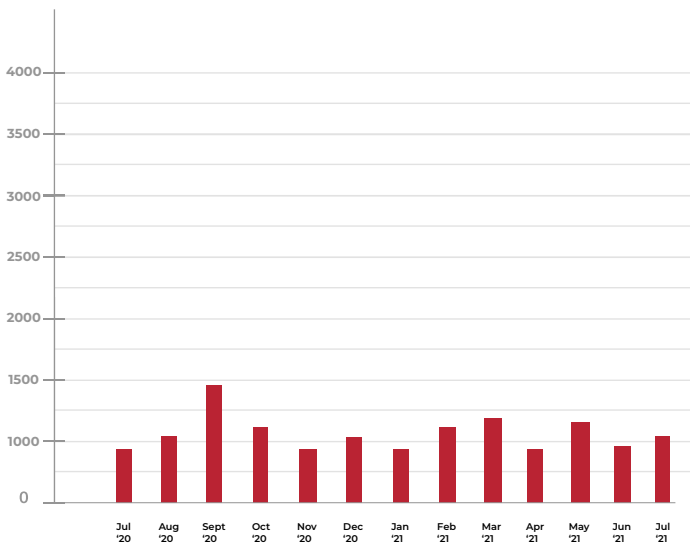


Y-Axis = Job Applications

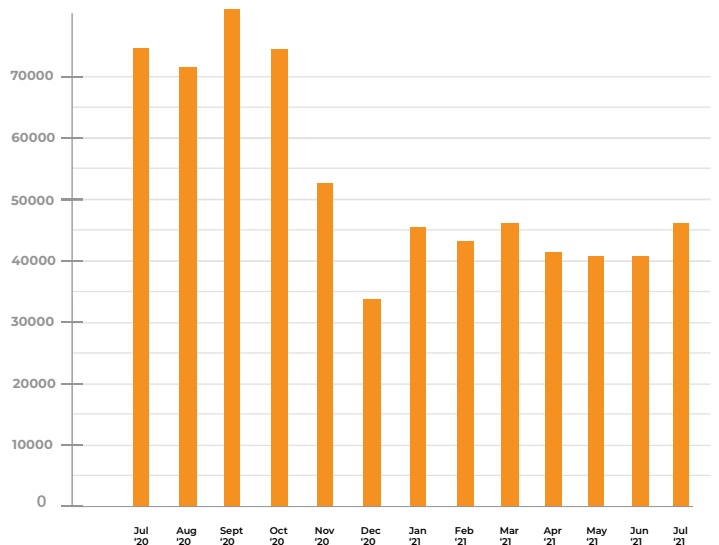
OVERALL SUPPLY VS DEMAND FOR TOP INDUSTRIES

Interestingly, September and October recorded the highest number of job listings respectively while the majority of jobseekers applied for jobs between mid-year to November. Meaning, either employers should rethink when to advertise for jobs or jobseekers should look at applying for jobs at the same time as employers.

SUPPLY - INDUSTRIES



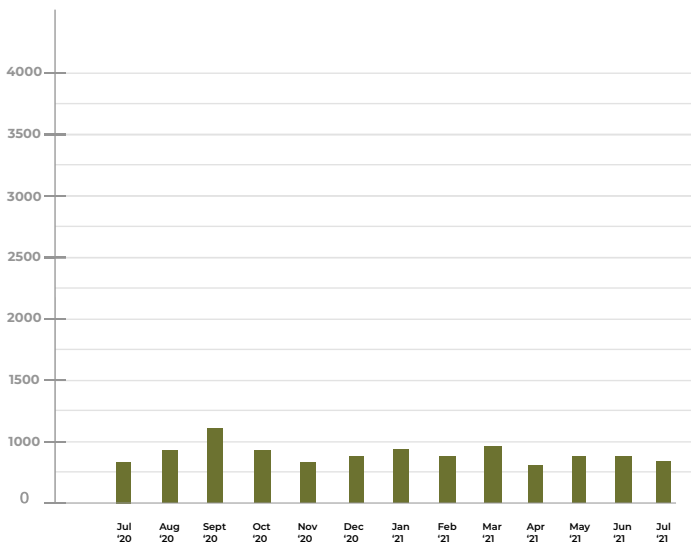
DEMAND - INDUSTRIES



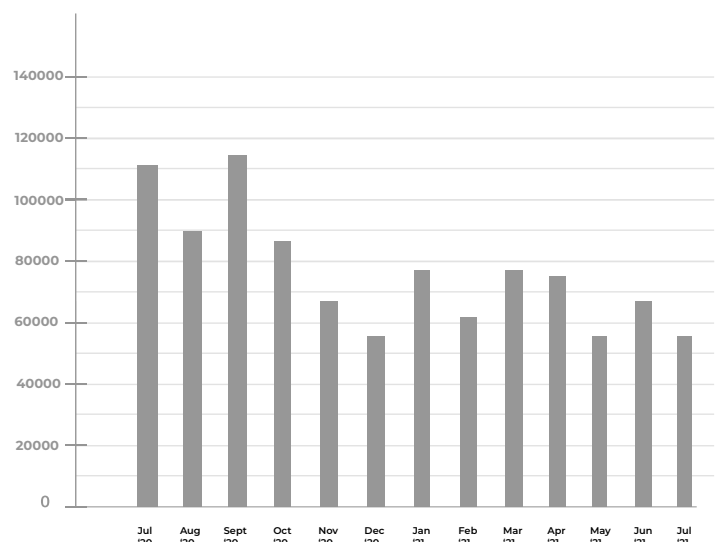
Y-Axis = Job Listings

OVERALL ANNUAL SUPPLY VS DEMAND FOR TOP JOB FUNCTIONS

SUPPLY - JOB FUNCTIONS



DEMAND - JOB FUNCTIONS



Y-Axis = Job Applications

WHO WE ARE

We are Kenya's No. 1 Career Platform. Founded in 2006, BrighterMonday Kenya 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, such as Best Online Jobs Portal for The 3rd Digital Tech Excellence Awards, Best Corporate Blog Category for BAKE Awards 2018 and 2019 as well as the Best Blog Category for the Digital Media Awards in 2021, 2019 and 2018. In 2021, BrighterMonday was among the **top 5 searched items on Google in Kenya** (General Category) in the past 15 years.

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.



44,320+
Registered
Employers



952,690+
Jobseeker
Profiles



100
Applications
per Job



4,606,600+
Job
Applications



WHAT WE DO



Profile
Development
and Boosting



Learning and
Development
Offerings



Testing &
Candidate Profiling
Capabilities



Online Job Listing
and Candidate
Recruiting



Executive
Recruitment

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