



# REPORT 2019



# INTRODUCTION

The 2019 edition of the annual Jobberman Ghana Best 100 Companies to Work For features Nestlé in the top spot as the number one best company to work for, while Tullow Oil is the most 'desired', and MTN is the most 'respected' brand.

A total of 1,546 valid responses were used in the final analysis with data from two surveys - external and internal. The external survey targeted the general public while the internal survey focused on employees working at numerous companies in Ghana. Majority of the respondents were aged between 25-35 and 18-24, live in Accra and hold a Bachelor's degree.

A key theme in this edition is 'employee satisfaction and happiness levels'. We discovered that Ghanaians are not entirely happy with their current work situations, with most willing to switch jobs, however, they are willing to provide positive recommendations of their current employers. This could be due to the fact that most Ghanaians rate 'Strong, Relatable Company Values' highly as a sought after trait and most companies in Ghana are only beginning to adopt strong company values. Another key insight is that the gender pay gap still exists and this is affecting the satisfaction levels amongst women in the workplace, who feel less valued and more likely to switch jobs.

This report not only features the nation's most prestigious companies from various industries, as voted by Ghanaians but also serves as a staple benchmark for all prospective employees to assess the key characteristics that make companies top of mind for current and future employees. In addition, the report also provides comprehensive invaluable market insights which can be used to inspire changes towards a better workplace for both employers and employees.



# METHODOLOGY

We conducted two surveys in the form of an external survey targeted at the general public (External Respondents) while the internal survey focused on employees working at different companies in Ghana (Internal Respondents). The research was conducted online and the survey was shared out via email to our audience of seekers and employers.

We asked our respondents the following:

- Rank the intrinsic traits they desire in a company i.e. these are traits that every company must-have. Then we asked them to nominate 3 companies that they feel possess these traits the most.
- Rank extrinsic traits that they desire in a company i.e. these are traits that are not essential but are nice to have. Then we asked them to nominate 3 companies that they feel possess these traits the most.
- Nominate 3 companies they admire and respect the most.
- Nominate 3 companies they desire to work for.
- To ensure feedback was not based solely on public perception, we also asked the internal respondents to rate their companies based on the intrinsic and extrinsic traits we provided, as well as asked a bunch of questions that gauged their satisfaction levels with their current employer.

We combined all these using a unique formula to generate an unbiased ranked list of companies who have the most sought after intrinsic and extrinsic traits, who are the most admired and respected, and who are most desired places to work for. This list is the Best 100 Companies to Work for in Ghana.

We decided to share 3 lists, based on the research:

**Best 100 Companies To Work For:** This is the definitive list and is made up of companies that respondents think to possess their most desired intrinsic and extrinsic traits. They also admire, respect and desire to work for these companies the most.

**Best 100 Respected & Admired Companies:** These are companies that respondents have the utmost admiration and respect for. Respondents uphold these companies in very high regard.

**Best 100 Desired Companies:** These are companies that respondents would really like to work for.

It is interesting to see some names rank for 'admiration and respect', and not for 'desire to work for' and vice versa. We also provided industry rankings based on the 'Best 100 Companies to Work For' ranking.



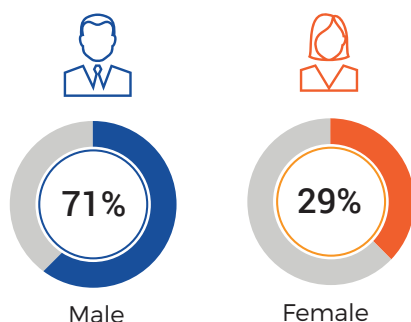


# KEY PARAMETERS OF RESPONDENTS

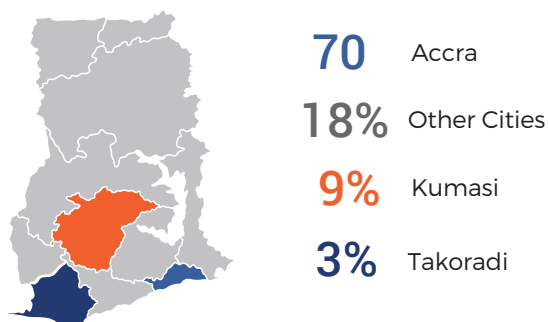


# KEY PARAMETERS OF RESPONDENTS

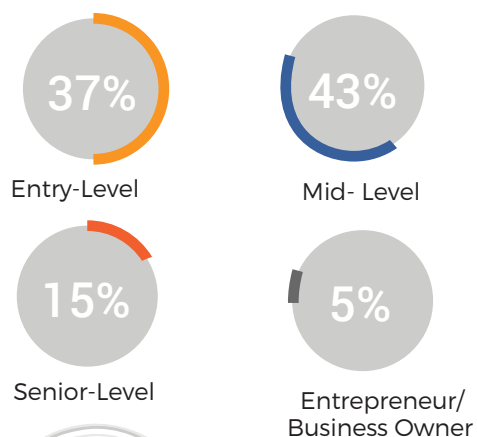
## GENDER



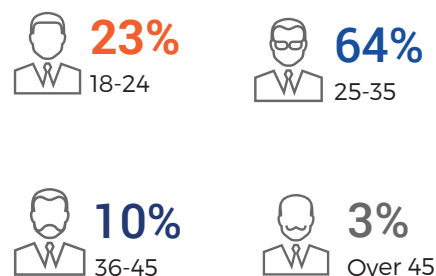
## LOCATION



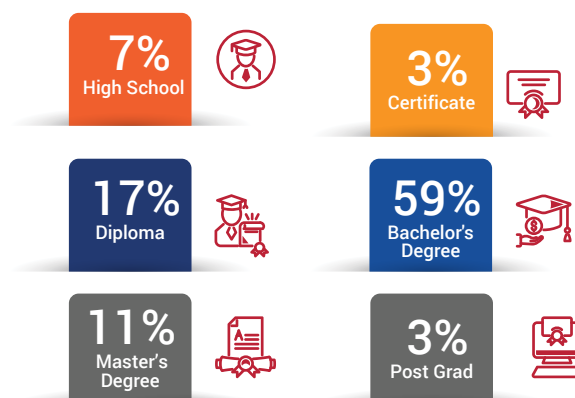
## JOB LEVEL



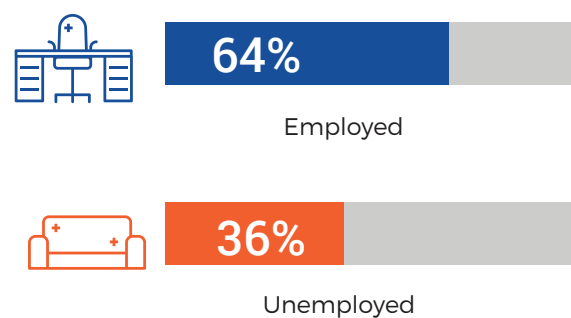
## AGE GROUP



## HIGHEST LEVEL OF EDUCATION



## EMPLOYMENT STATUS





# KEY PARAMETERS OF RESPONDENTS

## WORK EXPERIENCE

**42%**  
Under 2 Years



**27%**  
2-4 Years



**14%**  
5-7 Years



**17%**  
Above 7 Years



## SALARY BRACKETS

**39%**  
Under  
GH¢ 1000

**23%**  
Between  
GH¢ 1,001  
GH¢ 1,500

**24%**  
Between  
GH¢ 1,501  
GH¢ 3,000

**9%**  
Between  
GH¢ 3,001  
GH¢ 5,000

**5%**  
Over  
GH¢ 5,000

## TOP 5 JOB ROLES OF RESPONDENTS



Accounting, Auditing & Finance



Administrative & Office



Customer Service & Support



Sales



Research, Teaching & Training

## TOP 5 INDUSTRIES THAT RESPONDENTS WORK IN

Banking, Finance & Insurance



Education & Training



Government



Healthcare



Manufacturing





# THE BEST 100 COMPANIES TO WORK FOR IN 2019



# THE BEST 100 COMPANIES TO WORK FOR IN 2019



#1 NESTLE



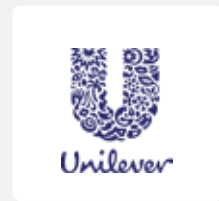
#2 MTN



#3 TULLOW GHANA LIMITED



#4 VODAFONE



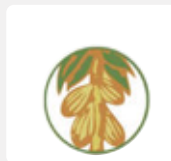
#5 UNILEVER



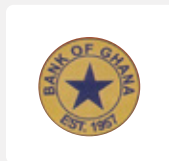
#6 ECO BANK



#7 NEWMONT GOLD CORP



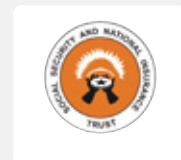
#8 COCOA BOARD



#9 BANK OF GHANA



#10 VOLTA RIVER AUTHORITY



#11 SSNIT



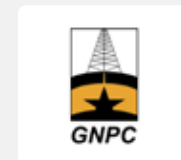
#12 KPMG



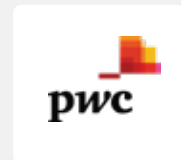
#13 ANGLOGOLD ASHANTI



#14 GHANA PORT AND HARBOUR AUTHORITY



#15 GNPC



#16 PWC



#17 GCB BANK



#18 GHANA REVENUE AUTHORITY



#19 GOLD FIELD GHANA LIMITED



#20 BARCLAYS BANK



#21 GUINNESS GHANA



#22 UN



#23 DESPITE GROUP OF COMPANIES



#24 STANDARD CHARTERED BANK



#25 KASAPREKO





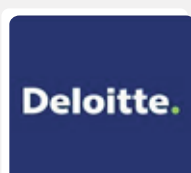
# THE BEST 100 COMPANIES TO WORK FOR IN 2019



#26 COCA COLA



#27 STANBIC BANK



#28 DELOITTE



#29 FAN MILK



#30 GHACEM



#31 PDS



#32 GHANA WATER COMPANY



#33 AIRTEL TIGO



#34 GOIL



#35 FIDELITY BANK



#36 GHANA GAS



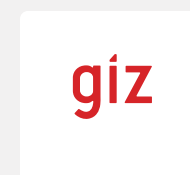
#37 ENTERPRISE GROUP



#38 TEMA OIL REFINERY



#39 TOTAL



#40 GIZ



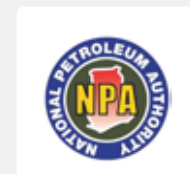
#41 GRIDCO



#42 MODEC



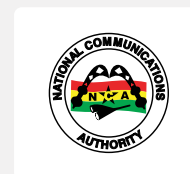
#43 GHANA STANDARDS AUTHORITY



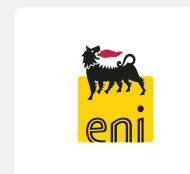
#44 NATIONAL PETROLEUM AUTHORITY



#45 ACCESS BANK



#46 PETROLEUM COMMISSION GHANA



#47 ENI ENERGY



#48 PROMASIDOR



#49 ZENITH BANK



#50 GHANA AIRPORT AUTHORITY



# THE BEST 100 COMPANIES TO WORK FOR IN 2019



#51 USAID



#52 CAL BANK



#53 MAERSK



#54 WORLD VISION



#55 TOYOTA



#56 GHANA ARMED FORCES



#57 UNICEF



#58 GHANA HEALTH SERVICE



#59 CITI FM



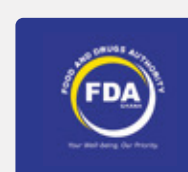
#60 OLAM



#61 GENERAL ELECTRIC (GE)



#62 GHANA EDUCATION SERVICE



#63 FOOD AND DRUGS AUTHORITY



#64 GOOGLE



#65 MULTIMEDIA GHANA



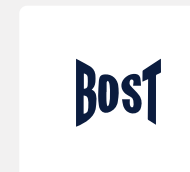
#66 ERNEST CHEMIST



#67 MULTICHOICE



#68 NATIONAL HEALTH INSURANCE AUTHORITY



#69 BOST



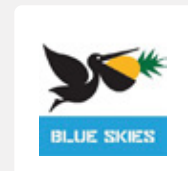
#70 VIVO ENERGY



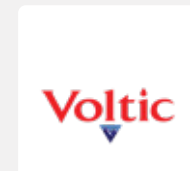
#71 TOBINCO



#72 TV3 GHANA



#73 BLUE SKIES



#74 VOLTIC



#75 AKER ENERGY



# THE BEST 100 COMPANIES TO WORK FOR IN 2019



#76 BRITISH HIGH COMMISSION



#77 DHL



#78 MELCOM



#79 EIB



#80 EY



#81 GHANA CIVIL AVIATION AUTHORITY



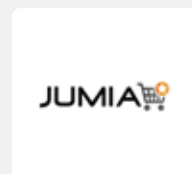
#82 MARRIOTT HOTEL



#83 UNDP



#84 DATA BANK GHANA



#85 JUMIA



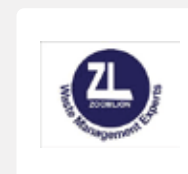
#86 CARGILL GHANA LIMITED



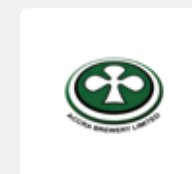
#87 COCOA MARKETING COMPANY



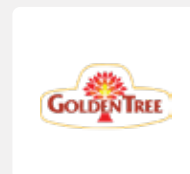
#88 GOLDEN TULIP



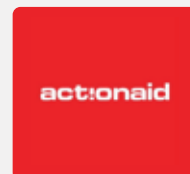
#89 ZOOMLION



#90 ACCRA BREWERIES LIMITED



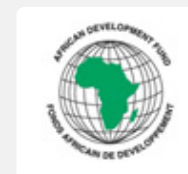
#91 COCOA PROCESSING COMPANY



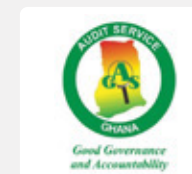
#92 ACTION AID GHANA



#93 HALLIBURTON



#94 AFRICAN DEVELOPMENT BANK



#95 GHANA AUDIT SERVICE



#96 GT Bank



#97 SIC



#98 WILMAR AFRICA LIMITED



#99 CONSAR CONSTRUCTION



#100 KOSMOS ENERGY





# THE BEST 100: TOP COMPANIES BY INDUSTRY

## AUDITING & FINANCE

- #1 KPMG
- #2 PWC
- #3 DELOITTE
- #4 EY

## FMCG

- #1 NESTLE
- #2 UNILEVER
- #3 GUINNESS GHANA
- #4 KASAPREKO
- #5 COCA COLA
- #6 FAN MILK
- #7 PROMASIDOR
- #8 BLUE SKIES
- #9 VOLTIC
- #10 CARGILL GHANA LIMITED

## MINING

- #1 NEWMONT GOLD CORP
- #2 ANGLOGOLD ASHANTI
- #3 GOLD FIELD GHANA LIMITED

## OIL & GAS

- #1 TULLOW GHANA LIMITED
- #2 GNPC
- #3 GOIL
- #4 GHANA GAS
- #5 TEMA OIL REFINERY
- #6 TOTAL
- #7 MODEC
- #8 NATIONAL PETROLEUM AUTHORITY
- #9 PETROLEUM COMMISSION GHANA
- #10 ENI ENERGY

## BANKING

- #1 ECO BANK
- #2 BANK OF GHANA
- #3 CCB BANK
- #4 BARCLAYS BANK
- #5 STANDARD CHARTERED BANK
- #6 STANBIC BANK
- #7 FIDELITY BANK
- #8 ACCESS BANK
- #9 ZENITH BANK
- #10 CAL BANK

## MEDIA

- #1 DESPITE GROUP OF COMPANIES
- #2 CITI FM
- #3 MULTIMEDIA GHANA
- #4 MULTICHOICE
- #5 TV3 GHANA
- #6 EIB

## NGO

- #1 UNITED NATIONS
- #2 USAID
- #3 WORLD VISION
- #4 UNICEF
- #5 UNDP
- #6 ACTION AID GHANA

## TELECOMMUNICATIONS

- #1 MTN
- #2 VODAFONE
- #3 AIRTELIGO



# GROUP LEVEL INSIGHTS

## | WHAT MAKES A GOOD COMPANY



# GROUP LEVEL INSIGHTS

## WHAT MAKES A GOOD COMPANY



### EXTRINSIC TRAITS

Extrinsic Traits refer to factors that employees desire and yearn for in an ideal workplace. Their existence allows employees to be more engaged and happy, which in turn is great for their productivity.

Respondents were asked to rank 10 extrinsic traits according to importance, namely: Flexible Hours, Strong Relatable Company Values and Goals, Open and Effective Management, Health Programs, Transparent Performance Management, Mentoring & Coaching, Experimental Environment, Family Support, Diversity Hiring and Training. Out of the 10 listed traits, **Strong Relatable Company Values and Goals** was the topmost ranked trait, followed by **Open and Effective Management**, **Flexible Hours**, **Transparent Performance Management** and **Mentoring & Coaching**.

# 5

Overall Top 5 Most Ranked Extrinsic Traits That Matter The Most In A Company.



#### Strong Relatable Company Values and Goals

Values and goals are imperative in aligning and motivating employees to achieve both organisational and personal goals. They are essential to the company's identity and purpose.

## 1st



#### Open Effective Management

This ensures that the organisation runs smoothly; hence management needs to be clear, consistent and thorough in their approach.

## 2nd



#### Flexible Hours

This factor enables work-life balance that fosters a better quality of life for employees as well as mental and physical wellness, which reduces unplanned and unwanted absenteeism.

## 3rd



#### Transparent Performance Management

This is a key factor in creating a dynamic workplace, thus company strategies should ensure that transparency is at the core when conducting performance management.

## 4th



#### Mentoring & Coaching

Mentoring & Coaching is an essential factor for career and personal development of employees. It can boost their motivation and productivity levels knowing that their employer is invested in their growth.

## 5th





# GROUP LEVEL INSIGHTS

## WHAT MAKES A GOOD COMPANY

### INTRINSIC TRAITS

Intrinsic Traits refer to innate qualities that a workplace should have, they are basic in nature; their existence creates a higher employee retention and satisfaction.

Respondents were asked to rank intrinsic traits according to importance. **Competitive Pay Package** was the top most ranked intrinsic trait, followed by **Financially Stable Company**, **Job Security**, **Career Growth** and **Welfare Benefits**.



# 5

Overall Top 5 Most Ranked Intrinsic Traits That Matter The Most In A Company.



Competitive  
Pay Package

A salary that is equal to or higher than the industry standard is a vital determining factor for employee motivation and overall morale.

## 1st



Financially  
Stable  
Company

A company's financial state and well-being are imperative as employees have financial responsibilities to attend to.

## 2nd



Job Security

Employees need to know their job's security status because they have responsibilities, hence the higher the job security level, the better.

## 3rd



Career  
Growth

Employees continuously set goals for where they envision their career going; hence a company that allows for this is ideal.

## 4th



Welfare  
Benefits

Factors such as social security and health insurance among other help in simplifying employees' lives, they affect their peace of mind and overall well-being.

## 5th



# GROUP LEVEL INSIGHTS

## WHAT MAKES A GOOD COMPANY

### WILDCARD TRAITS

Wildcard Traits are traits not listed in the survey but are desired by respondents. Factors that respondents desire in an ideal company.



# 5

Overall Top 5 Wildcard Traits That Matter The Most In A Company.



Organisational Structure

This helps provide a foundation for the organisation as it defines how activities, such as task allocation and coordination, are performed to achieve organisational goals.

## 35%

Of the respondents voted Organisational Structure



Conducive Work Environment

A work environment that allows employees to excel, grow and learn is important for the company's growth.

## 22%

Of the respondents voted Conducive Work Environment



Culture

Culture refers to shared beliefs, values, ideologies and traditions of an organisation. A well-defined culture plays a crucial role in keeping employees motivated and productive.

## 18%

Of the respondents voted Culture



Team Work

Two heads are better than one; a workplace that is collaboration-friendly is crucial for productivity and learning.

## 15%

Of the respondents voted Team Work



Motivation

A company whose environment drives employees to work and accomplish their goals is vital as it drives employee engagement and productivity.

## 10%

Of the respondents voted Motivation



# GROUP LEVEL INSIGHTS

## WHAT MAKES A GOOD COMPANY



### JOB SATISFACTION

Overall Job Satisfaction Levels Of Respondents.

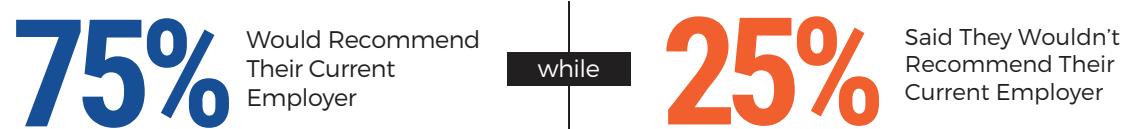
#### FLIGHT RISK QUOTA



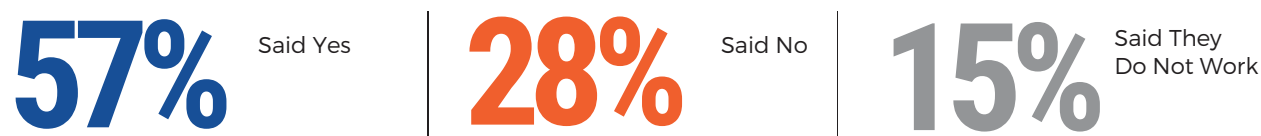
#### HAPPINESS QUOTA



#### ADVOCACY QUOTA



#### DO THEY FEEL VALUED FOR THE WORK THEY DO?





# AGE | DEMOGRAPHIC INSIGHTS

Majority of the respondents are men within the 25-35 age bracket. The younger age demographics (18-24 and 25-35) answered questions with quite similar answers; despite their high flight risk, the majority of them said they would recommend their employer.

Younger respondents are also the most entrepreneurial group, which could be inspired by the search for diversification of multiple income streams.



# AGE DEMOGRAPHIC INSIGHTS

## EXTRINSIC & INTRINSIC TRAITS BY AGE GROUP



All age groups ranked **Strong Relatable Company Values and Goals** as the most important extrinsic trait. In addition, younger respondents aged 18-24 and 25-35 also want **Mentoring & Coaching**, while 36-45 and Over 45 are drawn to **Health Programs**.

All age groups are drawn to similar intrinsic traits; however, 18-24 and Over 45 ranked **Financially Stable Company** as the most important intrinsic trait, while 25-35 and 36-45 age brackets ranked **Competitive Pay Package**.

## WILDCARD TRAITS BY AGE GROUP

The top 3 most important wildcard traits that different age groups desire in an ideal workplace.

### 18-24

- Conducive work Environment
- Reputable Company
- Staff Support

### 25-35

- Staff Support
- Working Environment
- Reputable Company

### 36-45

- Corporate Culture,
- Staff Support
- Talent

### Over 45

- Performance Incentive
- Pension
- Staff Support



The younger age groups (18-24 and 25-35) value Mentoring & Coaching for learning and self-development, in order to be better and do better. According to Forbes, if you want more from young employees, mentor them, don't manage them. A study by American experience management company Qualtrics found that the majority of young workers said they would be willing to take a pay cut to work at a company that offers good mentorship opportunities.



# AGE DEMOGRAPHIC INSIGHTS

## HAPPINESS QUOTA & FLIGHT RISK BY AGE GROUP

Respondents aged between 25-35 are the happiest age group at work, followed by 18-24; however, both age groups pose a high flight risk. The oldest age group is the least happy but not willing to leave their current employer.



Are Happy

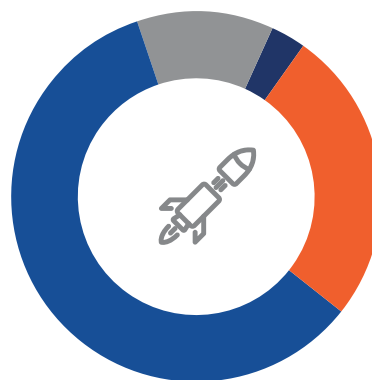
**30%**  
**58%**  
**8%**  
**3%**

18-24

25-35

36-45

Over 45



Are Willing To Leave Their  
Current Employer

**21%**  
**68%**  
**9%**  
**2%**

The youngest age group (18-24) has not worked long enough hence they are more enthusiastic about Career Growth. Their flight risk could be because they're still young, therefore they have a lot to explore in the job market compared to their older counterparts to whom salaries are a key motivator. They could also be concerned with other issues such as management mishaps in the workplace. According to international publisher Chief Information Officer (CIO), most people don't quit their jobs; they quit their managers; and that when employers lose their top talent, the first place to look is at management.





# AGE DEMOGRAPHIC INSIGHTS



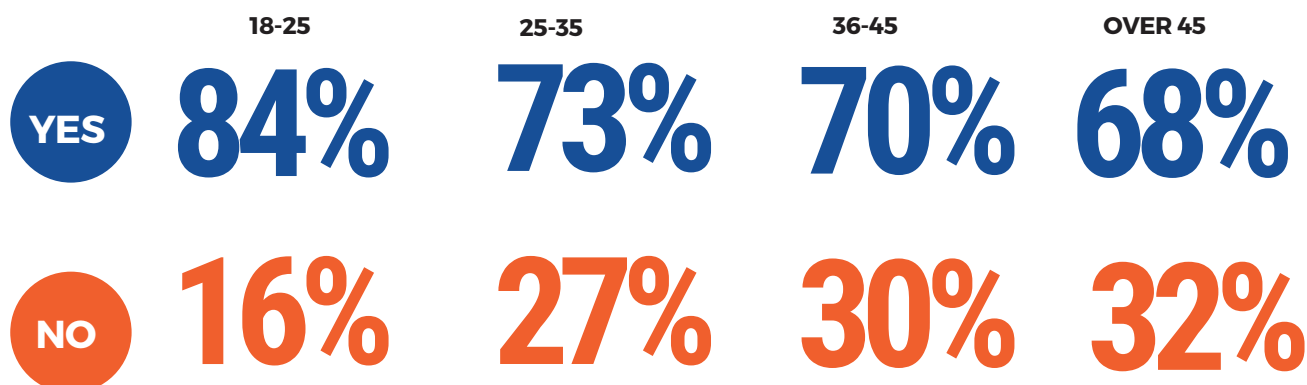
## ENTREPRENEURS/BUSINESS OWNERS BY AGE GROUP

Most Entrepreneurs/Business Owners are within the 25-35 age bracket followed by 18-24 age group.



## ADVOCACY QUOTA BY AGE GROUP

Majority of the respondents in all age groups said they would recommend their current employer.  
Would they recommend their current employer?



The younger age groups (18-24 and 25-35) are more entrepreneurial; could this be a result of the popular 'side hustle' mindset that allows them to diversify their income streams, or is it a case of being underpaid hence exploring more opportunities through entrepreneurship? According to the Centre For Entrepreneurs, young people are more entrepreneurial than ever, starting twice as many businesses as the generation before them.



# GENDER | DEMOGRAPHIC INSIGHTS

Even though both men and women are drawn to similar extrinsic and intrinsic traits; men pose a slightly higher flight risk than women, despite being valued for their work and earning more than their female counterparts.

Despite their high flight risk; the majority of the men said they would recommend their employer.

The number of male entrepreneurs is slightly higher than that of their female counterparts.



# GENDER DEMOGRAPHIC INSIGHTS



## EXTRINSIC & INTRINSIC TRAITS BY GENDER

Both men and women ranked **Strong Company Values and Goals** as the most important extrinsic trait. In addition, men also rate **Health Programs** while women are drawn to **Mentoring & Coaching**.

As far as intrinsic traits are concerned; men ranked **Competitive Pay Package, Financially Stable Company** and **Job Security** as the top 3 most important intrinsic qualities while women ranked **Financially Stable Company, Competitive Pay Package** and **Career Growth** respectively.

## WILDCARD TRAITS BY GENDER

These are the top 3 most important wildcard traits that men and women desire in an ideal workplace.



### MEN

- Staff Support
- Organisational Structure
- Motivation



### WOMEN

- Conducive Work Environment
- Motivation
- Talent

## DO THEY FEEL VALUED FOR THE WORK THEY DO?

Out of both men and women, more men feel valued for their work than women.



# 14%

Women Feel Valued

while

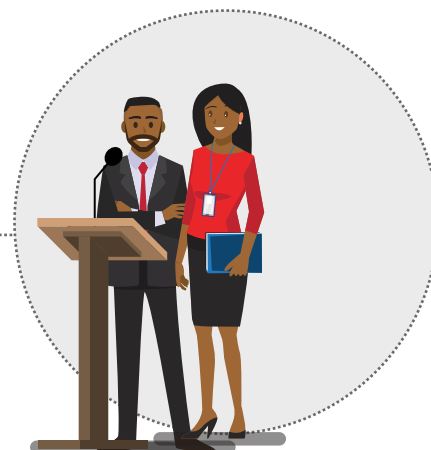


# 42%

Men Feel Valued



# GENDER DEMOGRAPHIC INSIGHTS



## FLIGHT RISK BY GENDER

Men pose a higher flight risk than women. Are they willing to leave because their employer does not cater to their extrinsic and intrinsic traits?

### MEN



**55%**

Are Willing To Leave Their Current Employer

**9%**

Are Not Willing To Leave Their Current Employer

**36%**

Are Not Sure They Will Leave

### WOMEN



**47%**

Are Willing To Leave Their Current Employer

**13%**

Are Not Willing To Leave Their Current Employer

**40%**

Are Not Sure They Will Leave

Even though both men and women value the same extrinsic and intrinsic traits in the workplace, why are men more willing to leave yet they feel valued for their work? It could be that the workplace is not conducive for them as their employers do not meet their desired traits, or they simply leave for greener pastures, for example; higher salaries





# GENDER DEMOGRAPHIC INSIGHTS

## ADVOCACY BY GENDER

Despite their high flight risk, the majority of men and women said they would recommend their current employer.



**76%**

Would Recommend  
Their Employer

while

**24%**

Said No

Most of the men and women who said would recommend their employer are aged between 25-35.



**75%**

Would Recommend  
Their Employer

while

**25%**

Said No

## JOB LEVEL BY GENDER

Men occupy more Mid-Level and Senior-Level positions, while most of the Entry-Level respondents are women. Out of all the women, the majority of them occupy Mid-Level positions. The number of male entrepreneurs is slightly higher than that of female respondents

MEN



WOMEN



ENTRY-LEVEL

**35%**

**40%**



MID-LEVEL

**44%**

**43%**



SENIOR-LEVEL

**13%**

**10%**



ENTREPRENEURS/  
BUSINESS-OWNERS

**8%**

**7%**



# LOCATION | DEMOGRAPHIC INSIGHTS

Accra is the commercial hub of Ghana and majority of the respondents are Mid-Level and Entry-Level employees.

As for the happiness quota; neutrality is a common trend from respondents across all featured cities, which is quite unclear as majority of the respondents' happiness level is neutral, despite this, they still feel valued for the work they do.



# LOCATION DEMOGRAPHIC INSIGHTS



## EXTRINSIC & INTRINSIC TRAITS BY LOCATION

Respondents in all featured cities ranked **Strong Relatable Company Values and Goals** as the most important extrinsic trait.

Accra respondents ranked **Competitive Pay Package** as the most important intrinsic trait, while those in Kumasi, Takoradi and Other unidentified cities in Ghana said a **Financially Stable Company**.

## WILDCARD TRAITS BY LOCATION

The top 3 most important wildcard traits that respondents in the featured locations desire in an ideal workplace.

### ACCRA



Reputable Company



Staff Support



Conducive Work Environment

### TAKORADI



Staff Support



Reputable Company



Organisational Structure

### KUMASI



Customer Relationship



Talent



Conducive Work Environment

### OTHER CITIES



Reputable Company



Technology & Innovation



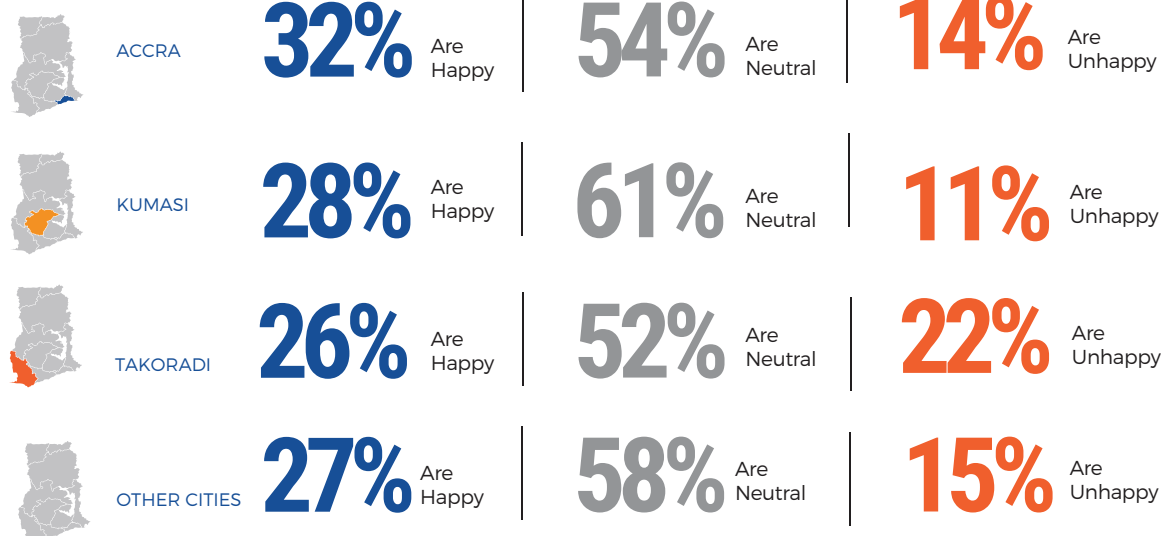
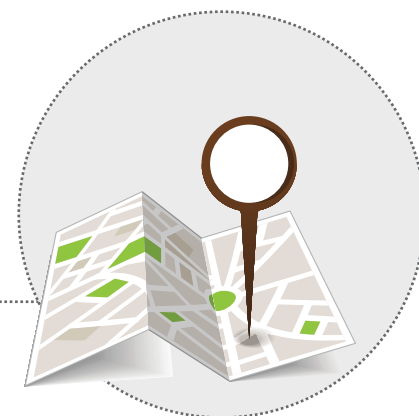
Talent



# LOCATION DEMOGRAPHIC INSIGHTS

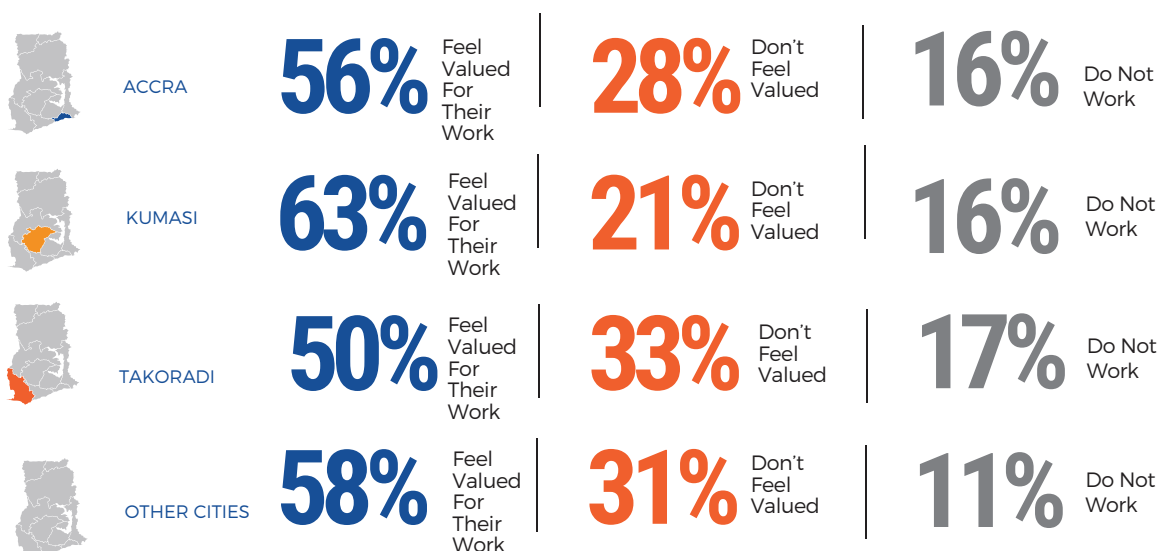
## HAPPINESS QUOTA BY LOCATION

Respondents in Nairobi are the happiest at work. Majority of respondents in Kisumu and Mombasa are neutral.



## DO THEY FEEL VALUED FOR THE WORK THEY DO?

Majority of the respondents across all featured cities feel valued for the work they do.





# LOCATION DEMOGRAPHIC INSIGHTS

## FLIGHT RISK BY LOCATION

Most of the respondents across all featured cities pose a high flight risk.

### ACCRA



**52%**

Are Willing To Leave  
Their Current Employer

**11%**

Are Not Willing To Leave  
Their Current Employer

**37%**

Are Not Sure  
They Will Leave

### KUMASI



**45%**

Are Willing To Leave  
Their Current Employer

**10%**

Are Not Willing To Leave  
Their Current Employer

**45%**

Are Not Sure  
They Will Leave

### TAKORADI



**64%**

Are Willing To Leave  
Their Current Employer

**6%**

Are Not Willing To Leave  
Their Current Employer

**30%**

Are Not Sure  
They Will Leave

### OTHER CITIES



**54%**

Are Willing To Leave  
Their Current Employer

**10%**

Are Not Willing To Leave  
Their Current Employer

**36%**

Are Not Sure  
They Will Leave

Accra is undoubtedly the commercial hub for job opportunities but could this be attributed to the fact that respondents in Accra had easier access to the internet? Even though most of the respondents in all the featured cities feel valued for their work, the happiness quota per location is an eye-opener as most respondents are neutral, which makes understanding their true feelings about their workplace unclear. Are their desired and intrinsic traits not met by their employer, what could be the cause? Respondents in Takoradi pose the highest flight risk, it could be that they want to move to the capital city, Accra for better opportunities.



# JOB LEVEL | DEMOGRAPHIC INSIGHTS

Mid-Level respondents are the happiest group in the workplace while Senior-Level are the least happy demographic.

There's slightly a higher number of men in senior-level positions, which puts them in a better position to earn more than women.



# JOB LEVEL DEMOGRAPHIC INSIGHTS



## EXTRINSIC & INTRINSIC TRAITS BY JOB LEVEL

Respondents in all job levels ranked **Strong Relatable Goals and Values**, **Open Effective Management** and **Flexible Hours** as the top 3 most important extrinsic traits.

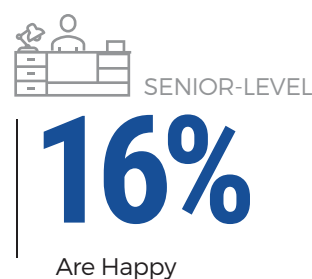
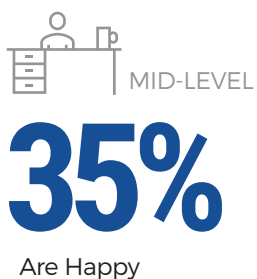
As far as the top 3 most important intrinsic traits are concerned, all Entry-Level, Mid-Level and Senior-Level respondents ranked **Competitive Pay Package** and **Career Growth**, in addition to **Job Security** for Entry-Level employees and **Welfare Benefits** for Mid-Level, and a **Financially Stable Company** for Senior-Level employees.

## WILDCARD TRAITS BY JOB LEVEL

The most important wildcard trait that respondents in different job levels desire in an ideal workplace. Entry-Level and Senior-Level respondents said **Staff Support** is the most important wildcard trait, while Mid-Level respondents said a **Conducive Working Environment**.

## HAPPINESS QUOTA BY JOB LEVEL

Majority of the respondents are either Mid-Level or to a lesser degree Entry-Level. Most Mid-Level employees are happy with their current employer, while Senior-Level employees are the least happy group.



# JOB LEVEL DEMOGRAPHIC INSIGHTS

## FLIGHT RISK BY JOB LEVEL

Majority of the respondents across all job levels pose a high flight risk.



ENTRY-LEVEL

**51%**

Are Willing To Leave  
Their Current Employer

**11%**

Are Not Willing To Leave  
Their Current Employer

**38%**

Are Not Sure They Will  
Leave



MID-LEVEL

**56%**

Are Willing To Leave  
Their Current Employer

**8%**

Are Not Willing To Leave  
Their Current Employer

**36%**

Are Not Sure They Will  
Leave



SENIOR-LEVEL

**52%**

Are Willing To Leave  
Their Current Employer

**12%**

Are Not Willing To Leave  
Their Current Employer

**36%**

Are Not Sure They Will  
Leave

The fact that senior employees are the least happy group could be a result from their dissatisfaction with company processes. Comfort could also be another reason why senior employees are more concerned about financial stability, or perhaps their unhappiness is a result of resistance to change? What are employers doing to ensure employee satisfaction?



# SALARY | DEMOGRAPHIC INSIGHTS

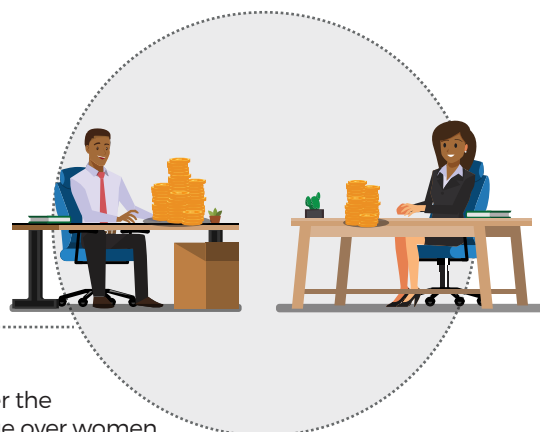
Majority of the respondents earn under GH¢ 1,000, followed by GH¢ 1,501 - 3,000.

The old-age gender pay gap still persists as men earn more than women overall; men occupy a higher monthly salary percentage of Over GH¢ 5,000 salary bracket.



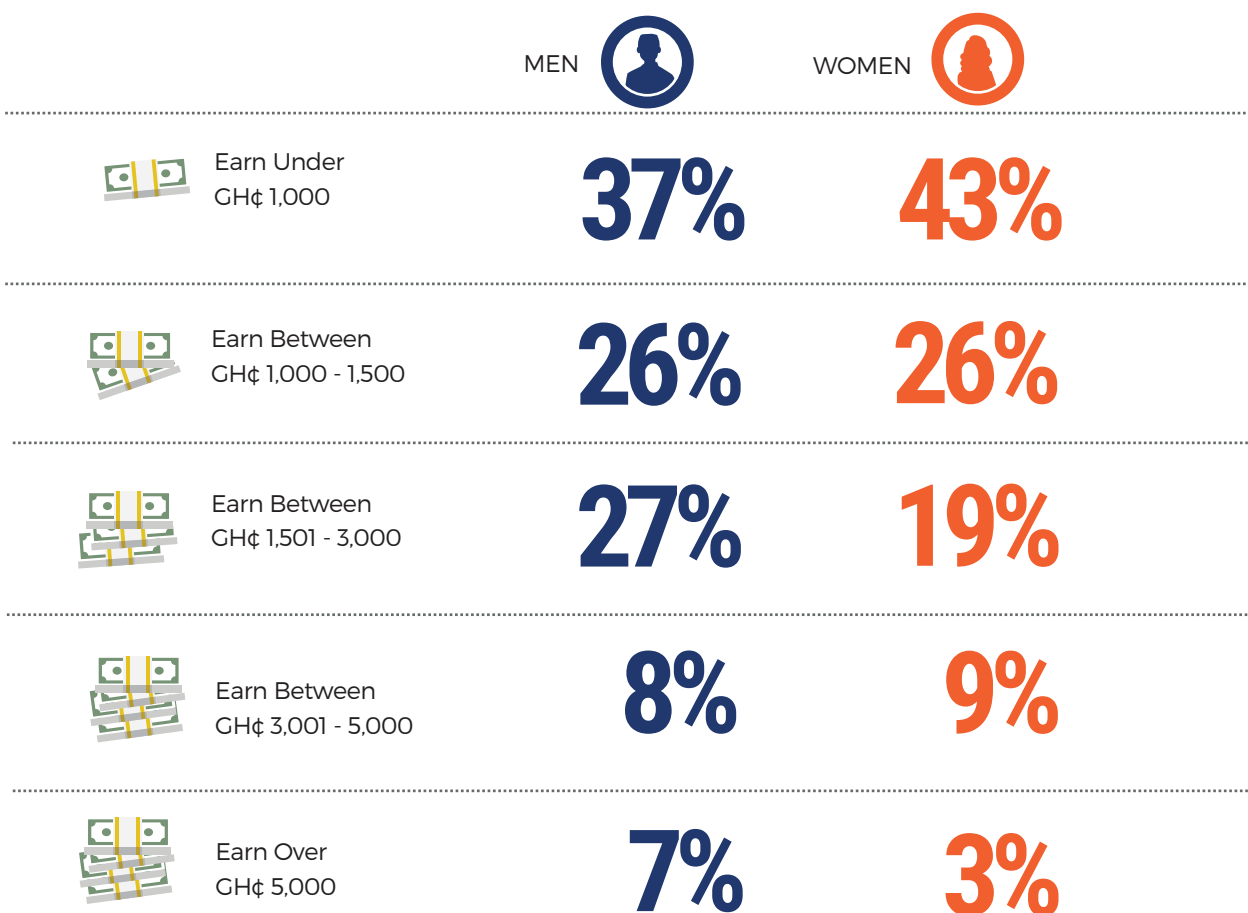


# SALARY DEMOGRAPHIC INSIGHTS



## MONTHLY SALARY BY GENDER

Despite the fact that women earn slightly 1% higher than men under the **GH¢ 3,001 - 5,000** salary bracket; men have a major overall advantage over women. Most of the respondents who earn below **GH¢ 1,000** are women. Men occupy a higher monthly salary percentage of Over GH¢ 5,000 salary bracket.



There's a notable gender pay gap as men earn more than women. Men are bound to earn more than their female counterparts because they occupy more senior-level positions which maximizes their earning potential. According to the World Economic Forum, at current rates of progress it may take another 217 years to close the economic gender gap globally. However, what more can be done / is being done to close the gender-pay gap in its entirety?



# EXPERIENCE LEVEL | DEMOGRAPHIC INSIGHTS

Most respondents across all experience levels answered neutral to their happiness quota, which makes you wonder whether all is well at work.

Only a few respondents across all experience levels are not willing to leave their current employer, however, majority answered yes, which shows a significantly high flight risk rate.



# EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

## EXTRINSIC & INTRINSIC TRAITS BY EXPERIENCE LEVEL

All respondents across experience levels ranked the same extrinsic and intrinsic traits, however, respondents with under 2 years experience ranked **Financial Stability of a Company** as the most important intrinsic trait.

## HAPPINESS QUOTA BY EXPERIENCE LEVEL

The least and most experienced respondents are the happiest; however, majority of the respondents' happiness levels are neutral, which makes them unclear.



UNDER 2 YEARS



2-4 YEARS



5-7 YEARS



ABOVE 7 YEARS

32%

Are Happy

58%

Are Neutral

10%

Are Unhappy

31%

Are Happy

54%

Are Neutral

15%

Are Unhappy

23%

Are Happy

59%

Are Neutral

18%

Are Unhappy

32%

Are Happy

49%

Are Neutral

19%

Are Unhappy



# EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

## DO THEY FEEL VALUED FOR THE WORK THEY DO?

Majority of the respondents across all experience levels feel valued for the work they do.



UNDER 2 YEARS

**59%**

Feel Valued For Their Work

**22%**

Don't Feel Valued

**19%**

Do Not Work



2-4 YEARS

**56%**

Feel Valued For Their Work

**31%**

Don't Feel Valued

**13%**

Do Not Work



5-7 YEARS

**55%**

Feel Valued For Their Work

**33%**

Don't Feel Valued

**12%**

Do Not Work



ABOVE 7 YEARS

**54%**

Feel Valued For Their Work

**35%**

Don't Feel Valued

**11%**

Do Not Work



# EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

## FLIGHT RISK BY EXPERIENCE LEVEL

Majority of the respondents across all job levels are willing to leave their current employer.



UNDER 2 YEARS

**49%**

Are Willing To Leave  
Their Current Employer

**11%**

Are Not Willing To  
Leave Their Current  
Employer

**40%**

Are Not Sure They Will  
Leave



2-4 YEARS

**57%**

Are Willing To Leave  
Their Current Employer

**9%**

Are Not Willing To  
Leave Their Current  
Employer

**34%**

Are Not Sure They Will  
Leave



5-7 YEARS

**53%**

Are Willing To Leave  
Their Current Employer

**10%**

Are Not Willing To  
Leave Their Current  
Employer

**37%**

Are Not Sure They Will  
Leave



ABOVE 7 YEARS

**53%**

Are Willing To Leave  
Their Current Employer

**12%**

Are Not Willing To  
Leave Their Current  
Employer

**35%**

Are Not Sure They Will  
Leave

Despite the fact that respondents across all experience levels feel valued for their work, the majority of them are neutral about their happiness. The least experienced respondents are slightly less likely to leave, compared to other experience levels, while the more experienced respondents pose the highest flight risk. This could be because the least experienced want to stay longer to gain more experience and hone their skills, while the most experienced would like to leave for greener pastures.





# EXTERNAL & INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

Both groups are drawn to similar traits, although some differ in terms of ranking.

Despite their flight risk, the majority of external and internal respondents said they would recommend their employer.



# EXTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

## EXTERNAL RESPONDENTS

External respondents are the general public. Their views are important in determining the general employee workplace insights.

### Top 5 Extrinsic Traits For External Respondents



Strong Relatable  
Company Goals  
and Values



Open Effective  
Management



Flexible  
Hours



Transparent  
Performance  
Management



Health  
Programs

### Top 5 Intrinsic Traits For External Respondents



Competitive  
Pay Package



Career Growth



Financially Stable  
Company



Job Security



Welfare Benefits

### Top 5 Wildcard Traits For External Respondents



Reputable  
Company



Staff Support



Opportunity



Technology  
& Innovation



Team Work



# EXTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

## JOB SATISFACTION

### HAPPINESS QUOTA FOR EXTERNAL RESPONDENTS

Majority of the external respondents' happiness levels are neutral.

**28%**

Are Happy

**57%**

Are Neutral

**15%**

Are UnHappy

### FLIGHT RISK QUOTA FOR EXTERNAL RESPONDENTS

Most of the external respondents pose a high flight risk.

**55%**

Are Willing To Leave Their  
Current Employer

**37%**

Are Not Willing To  
Leave Their Current  
Employer

**8%**

Are Not Sure They Will  
Leave

### ADVOCACY QUOTA FOR EXTERNAL RESPONDENTS

Majority of the external respondents said they would recommend their employer.

**74%**

Would Recommend  
Their Employer

**26%**

Said No



# INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

## INTERNAL RESPONDENTS

Internal Respondents are employees working at various companies in Ghana. Their participation was important for sampling and defining the top 10 companies to work for.

### Top 5 Extrinsic Traits For Internal Respondents



Strong Relatable  
Company Values  
and Goals



Open Effective  
Management



Flexible  
Hours



Transparent  
Performance  
Management



Mentoring  
& Coaching

### Top 5 Intrinsic Traits For Internal Respondents



Competitive  
Pay Package



Financially Stable  
Company



Job Security



Career Growth



Welfare Benefits

### Top 5 Wildcard Traits For Internal Respondents



Reputable  
Company



Work  
Environment



Opportunity



Motivation



Team work

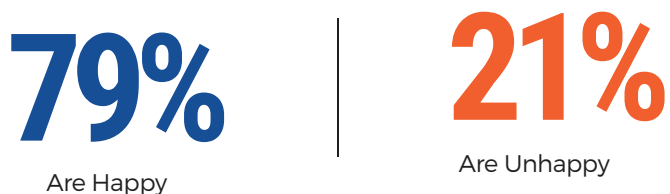


# INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

## JOB SATISFACTION

### HAPPINESS QUOTA FOR INTERNAL RESPONDENTS

Majority of the internal respondents are happy with their employer and none of them is neutral about their happiness.



### FLIGHT RISK QUOTA FOR INTERNAL RESPONDENTS

Most of the internal respondents pose a high flight risk.



### ADVOCACY QUOTA FOR INTERNAL RESPONDENTS

An overwhelming majority of internal respondents said they would recommend their employer.





# THE MOST RESPECTED / ADMIRED & DESIRED COMPANIES

This section highlights the most admired & respected and desired companies in Ghana.

Even though **Nestlé** is the best company to work for, **MTN** is the most respected and admired company, while **Tullow Oil** is the most desired company.

All the Top 3 best companies to work for also rank across as the most respected & admired and desired brands.



# THE BEST 100 MOST RESPECTED & ADMIRRED COMPANIES IN 2019

- #1 MTN
- #2 TULLOW OIL
- #3 NESTLE
- #4 UNILEVER
- #5 VODAFONE
- #6 ECOBANK
- #7 NEWMONT
- #8 GHANA COCOA BOARD
- #9 BANK OF GHANA
- #10 GHANA NATIONAL PETROLEUM CORPORATION
- #11 VOLTA RIVER AUTHORITY
- #12 KPMG
- #13 PWC
- #14 DESPITE GROUP
- #15 GHANA REVENUE AUTHORITY
- #16 ANGLOGOLD ASHANTI LTD
- #17 SOCIAL SECURITY AND NATIONAL INSURANCE TRUST
- #18 GHANA COMMERCIAL BANK
- #19 GHANA PORTS AND HARBOUR AUTHORITY
- #20 GOLDFIELDS GHANA LIMITED
- #21 BARCLAYS BANK
- #22 GHANA OIL COMPANY
- #23 DELOITTE
- #24 STANBIC BANK
- #25 STANDARD CHARTERED BANK
- #26 KASAPREKO
- #27 GUINNESS
- #28 TOTAL
- #29 COCA COLA
- #30 DATA BANK
- #31 AIRTEL
- #32 FANMILK
- #33 GHANA WATER COMPANY
- #34 GHACEM
- #35 MODEC
- #36 GHANA GAS
- #37 CAL BANK
- #38 FIDELITY BANK
- #39 TEMA OIL REFINERY
- #40 ZENITH BANK
- #41 ENI
- #42 GHANA EDUCATION SERVICE
- #43 GIZ
- #44 GRIDCO
- #45 ACCESS BANK
- #46 ENTERPRISE INSURANCE
- #47 GHANA STANDARDS AUTHORITY
- #48 PROMASIDOR
- #49 CITI FM
- #50 GOOGLE

- #51 MAERSK
- #52 UNICEF
- #53 POWER DISTRIBUTION SERVICE
- #54 GENERAL ELECTRIC
- #55 MULTIMEDIA GROUP
- #56 BLUE SKIES
- #57 GHANA ARMED FORCES
- #58 MELCOM
- #59 NATIONAL PETROLEUM AUTHORITY
- #60 PETROLEUM COMMISSION
- #61 DHL
- #62 ERNST & YOUNG
- #63 GOLDEN TULIP
- #64 WORLD VISION GHANA
- #65 HALLIBURTON
- #66 USAID
- #67 AMARIS TERMINAL LIMITED
- #68 BAKER HUGHES
- #69 CARGILL
- #70 GHANA AUDIT SERVICE
- #71 GTBANK
- #72 MULTICHoice
- #73 UBA
- #74 UNDP
- #75 UNIVERSITY OF GHANA
- #76 VOLTIC
- #77 GHANA AIRPORT COMPANY
- #78 GHANA CIVIL AVIATION AUTHORITY
- #79 JUMIA
- #80 MEDIA GENERAL
- #81 NATIONAL INVESTMENT BANK
- #82 TOBINCO
- #83 VALCO
- #84 VIVO ENERGY
- #85 ZOOMLION
- #86 AKER ENERGY
- #87 BOST
- #88 COSMOS ENERGY
- #89 DANGOTE
- #90 DEVERE
- #91 HUBTEL
- #92 JOSPONG GROUP OF COMPANIES
- #93 MOVENPICK AMBASSADOR HOTEL
- #94 OLAM GHANA
- #95 PETRA TRUST
- #96 PUMA ENERGY
- #97 SOCIETE GENERALE
- #98 HUAWAI
- #99 KESSBEN GROUP OF COMPANIES
- #100 LIMA PARTNERS



# THE BEST 100 MOST DESIRED COMPANIES IN 2019

- #1 TULLOW OIL
- #2 NESTLE
- #3 MTN
- #4 UNILEVER
- #5 USAID
- #6 VODAFONE
- #7 COCOA BOARD GHANA
- #8 ECOBANK
- #9 NEWMONT GHANA
- #10 BANK OF GHANA
- #11 GHANA NATIONAL PETROLEUM CORPORATION
- #12 VOLTA RIVER AUTHORITY
- #13 SOCIAL SECURITY AND NATIONAL INSURANCE TRUST
- #14 GHANA PORT AND HARBOUR AUTHORITY
- #15 KPMG
- #16 ANGLOGOLD ASHANTI
- #17 PWC
- #18 GHANA REVENUE AUTHORITY
- #19 BARCLAYS BANK
- #20 GOLD FIELD GHANA LIMITED
- #21 GHANA COMMERCIAL BANK
- #22 GHANA OIL COMPANY
- #23 GUINNESS
- #24 DESPITE GROUP COMPANY
- #25 STANBIC BANK
- #26 STANDARD CHARTERED BANK
- #27 COCA-COLA BOTTLING COMPANY
- #28 FAN MILK
- #29 DELOITTE
- #30 KASAPREKO
- #31 GIZ
- #32 DATABANK
- #33 GHANA AIRPORT AUTHORITY
- #34 GHANA GAS
- #35 GHANA WATER COMPANY
- #36 MODEC
- #37 ENTERPRISE LIFE ASSURANCE COMPANY
- #38 MAERSK
- #39 GRIDCO
- #40 TEMA OIL REFINERY
- #41 UNICEF
- #42 ENI
- #43 GHACEM
- #44 FIDELITY
- #45 TOTAL
- #46 GHANA STANDARDS AUTHORITY
- #47 GOOGLE
- #48 AIRTEL
- #49 TOYOTA
- #50 ZENITH BANK

- #51 AKER ENERGY
- #52 BANK OF GHANA
- #53 BOST
- #54 UNDP
- #55 NATIONAL PETROLEUM AUTHORITY
- #56 PETROLEUM COMMISSION
- #57 POWER DISTRIBUTION SERVICE
- #58 PROMASIDOR
- #59 UNITED NATIONS
- #60 VIVO ENERGY
- #61 WORLD VISION INTERNATIONAL
- #62 ACCESS BANK GHANA
- #63 COSMOS ENERGY
- #64 OLAM
- #65 GENERAL ELECTRIC
- #66 MULTIMEDIA GROUP OF COMPANIES
- #67 WILMAR
- #68 FOOD AND DRUG AUTHORITY
- #69 GHANA ARMED FORCES
- #70 GHANA EDUCATION SERVICE
- #71 MINISTRY OF FOREIGN AFFAIRS
- #72 MERIDIAN PORT SERVICES
- #73 TV3 MEDIA
- #74 ACCRA BREWERY
- #75 CITI FM
- #76 COCOA PROCESSING COMPANY
- #77 DHL
- #78 EIB COMPANY
- #79 GHANA AUDIT SERVICE
- #80 GTBANK
- #81 MARRIOTT HOTEL
- #82 MICROSOFT
- #83 UNIVERSITY OF GHANA
- #84 AGRICULTURAL DEVELOPMENT BANK
- #85 CONSAR CONSTRUCTION
- #86 GHANA HEALTH SERVICE
- #87 GHANA IMMIGRATION SERVICE
- #88 JUMIA
- #89 MULTICHOICE
- #90 TARKWA GOLD MINES
- #91 UBA
- #92 VALCO
- #93 VOLTIC
- #94 WEST AFRICAN GAS PIPELINE COMPANY
- #95 ACTION AID
- #96 ANTRAK GROUP OF COMPANIES
- #97 CAL BANK
- #98 ENTRANCE PHARMACEUTICAL GROUPS
- #99 LIMA PARTNERS
- #100 NICHE COCOA INDUSTRY LIMITED



# CONCLUSION

**Nestlé** was voted the best company to work for, while **MTN** was the most respected and admired, and **Tullow Oil** as the most desired company to work for in Ghana. What are **Nestlé, Tullow Oil** and **MTN** doing in terms of employee satisfaction that attracts respondents to see them this way?

It is vital for employers to understand that employee satisfaction is a major factor that can help determine the organisation's overall well-being; thus rigorous strategies to ensure, measure, track and improve employee satisfaction should always be held in high regard.

In Ghana, employees are most satisfied when they can relate to a company's vision, have full transparency with management, development opportunities and have flexibility in the execution of their tasks.

A company is only as good as its staff on any given day, so ensuring your staff are happy and satisfied not only increases your company's productivity but your company's reputation as well.



## WHO WE ARE

Jobberman Ghana started operations in 2012 and we understand the nature of the Ghanaian job market. We focus on making it convenient for employers to access a large pool of qualified candidates for their vacancies. We use web, mobile, social media and many more channels in reaching the most elusive of candidates. Given our deep candidate database and HR expertise, Jobberman Ghana is the best and right choice to fulfil your recruitment needs.

Our vision is to be Africa's most user-centric and transparent career ecosystem while connecting the right candidates with the right opportunities.

Jobberman Ghana is financially backed by globally leading private equity focused on the internet space, with portfolio investments including LinkedIn and Facebook, and is supported by experienced and highly skilled HR professionals and practitioners. Our partners range from Microsoft, Facebook, CIMG, IHRMP, ACCA, Ecobank and other top organisations.

## OUR NUMBERS

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



**18,300+**

Registered Employers



**537,700+**

Jobseeker Profiles



**39+**

Applications per Job



**2,800,000+**

Job Applications

## OUR SERVICES



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