

# THE GHANA SALARY REPORT

2020





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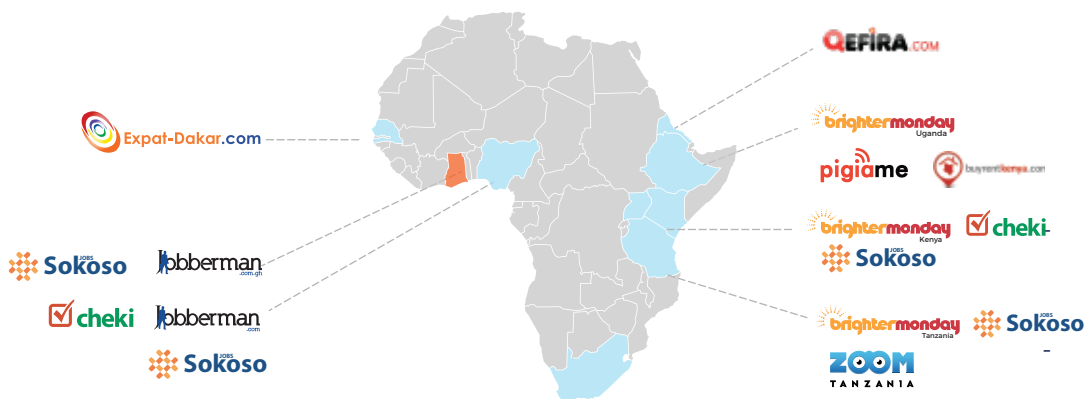
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# AboutUs

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

Founded in 2012, Jobberman 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; HR Company of the Year in the Ghana Trade and Commerce Awards 2019 and World Business Leader Awards 2019. We were recently nominated in the Ghana Development Awards 2020.



Our vision is simple: to be Ghana'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.

Jobberman Ghana 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

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

  
**18,300+**  
Registered  
Employers

  
**537,000 +**  
Jobseeker  
Profiles

  
**30+**  
Applications  
per Job


  
**2,800,000+**  
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 Jobberman Ghana Team

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

The supply of labour currently outweighs the demand by employers in Ghana's job market. Despite government policies and other initiatives by donor organisations, growth in corporate and SME (entrepreneurial), establishments do not match the average number of graduates who join the labour supply in the market annually. The recent banking and financial sector crisis leading to over 451 institutions shutting down and tens of thousands of employees being unemployed is also impacting the increase in labour supply.

These have culminated in a very competitive labour market for job seekers, and provided recruiters with the ability to choose and negotiate favourable remuneration packages. Job seekers must continually develop themselves to upskill and acquire other soft skills which could be their competitive advantage in the competitive labour market. The impact of the current digital and information age is greatly influencing job functions and skills in the Ghanaian job market. Every job function requires some level of IT skill set. Recruiters are also getting sophisticated and preferring younger experienced talents with the right behavioural traits.

Going forward, manufacturing is one of the industries that will be the biggest drivers in the Ghanaian job market, due to the government's policy to facilitate the establishment of a factory in every district in Ghana. In addition, the top job function generally required by the Job market is IT & Software, and developing a pool of highly skilled professionals in this space is vital, for the job market to grow in Ghana.

## **Statement from Jobberman Head of Sales, Samuel Incoom**

There's an excess supply of trained and qualified candidates within the Ghanaian market, returnee skilled workers, the growing population of highly skilled other nationals living in Ghana who are readily available to take up roles has made the Ghanaian job market very competitive. This sometimes places job seekers on an edge during negotiations over conditions of service and provides recruiters with an upper hand in selecting and negotiating the compensation packages.

The key factors & trends influencing the nature of salaries in Ghana's job market include the general economic outlook e.g inflation of the country; people's quest to better their living conditions; offers being made by other competing firms in industry for similar roles; offers being made to employees in the same group of companies in similar roles in different operating countries and years of experience and competence; and negotiations between labour unions and employers (standing joint negotiating committee of companies - especially public sector).

That said, jobs involving admin, applications/ software developers, business development, marketing, sales and blue collar roles are the most sought-after roles. Furthermore, medical, applications/software developers, blue collar roles as well as roles that require bi-lingual skills are the most challenging roles to fill.

# What Is This Report ?

The **Jobberman Ghana Salary Report** contains salary insights in Ghana for the year 2019. The information is extracted from Jobberman'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:



Research, Teaching  
& Training



Administrative  
& Office



Engineering



Accounting, Auditing  
& Finance



Management &  
Business Development



IT & Software



Marketing &  
Communications



Medical &  
Pharmaceutical



Sales



Customer Service  
& Support



# 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







While there are a lot of job listings in this space, and a decent amount of profiles that fit this job function (about **6.22%** of our database), the application volumes are low (with an average of **27** qualified applicants per vacancy) despite being the 3rd most viewed job function category (about **78K** pageviews in the last year).

This indicates that there are not enough available professionals in the Research, Teaching and Training space.

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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK		PAY RANKING
1.	 Education & Training	1 <sup>ST</sup>
2.	 Construction	2 <sup>ND</sup>
3.	 Technology	4 <sup>TH</sup>
4.	 NGO	3 <sup>RD</sup>
5.	 Digital, Media & Communications	6 <sup>TH</sup>
6.	 Recruitment	5 <sup>TH</sup>



# Administrative & Support

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 **11.40%** of applicant profiles on our database, and is the second most engaged function with over **179K** views. It is also quite a high demand function with an average of **124** highly 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 Ghana 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

1.



NGO

2<sup>ND</sup>

2.



Government

3<sup>RD</sup>

3.



Manufacturing

1<sup>ST</sup>

4.



Banking, Finance & Insurance

4<sup>TH</sup>

5.



Education & Training

6<sup>TH</sup>

6.



Construction

5<sup>TH</sup>



# Engineering







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

## Expert Insights

Engineering makes up a significant portion of applicant profiles on our database (about **8.12%**) and is the third most engaged function with over **76K** views. It also has quite a low application volume (an average of **25** qualified applicants per vacancy).

As manufacturing is one of the industries that will be the biggest drivers in the Ghanaian 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 <sup>ST</sup>
2.	 Construction	3 <sup>RD</sup>
3.	 Mining, Oil & Metals	2 <sup>ND</sup>
4.	 Retail, Fashion & FMCG	4 <sup>TH</sup>
5.	 Internet & Telecommunications	5 <sup>TH</sup>
6.	 Government	6 <sup>TH</sup>



# 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 **13.44%** of applicant profiles on our database, and is the most engaged function with over **183K** views. In addition, it is a very high demand function with an average of **122** 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 Ghana is experiencing a boom in new businesses, which need Accounting roles to function.

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

### INDUSTRY RANK

### PAY RANKING

1.		NGO	1 <sup>ST</sup>
2.		Banking, Finance & Insurance	2 <sup>ND</sup>
3.		Education & Training	4 <sup>TH</sup>
4.		Internet & Telecommunications	6 <sup>TH</sup>
5.		Advertising & Marketing	5 <sup>TH</sup>
6.		Government	3 <sup>RD</sup>



# 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 **6.77%** of applicant profiles on our database, with an engagement of over **21K** views. It is a high demand function with an average of **75** qualified applicants per vacancy.

This high demand could be due to the need for Management & Business Development expertise for Ghanaian businesses to move forward, while dominating their current market and establishing themselves in new markets.







Top

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Industries With The Most Applications Vs How Well They Pay

## INDUSTRY RANK

## PAY RANKING

1.		Retail, Fashion & FMCG	2 <sup>ND</sup>
2.		Banking, Finance & Insurance	3 <sup>RD</sup>
3.		Internet & Telecommunications	4 <sup>TH</sup>
4.		Manufacturing	1 <sup>ST</sup>
5.		Advertising & Marketing	6 <sup>TH</sup>
6.		Hospitality & Hotel	5 <sup>TH</sup>



# 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.

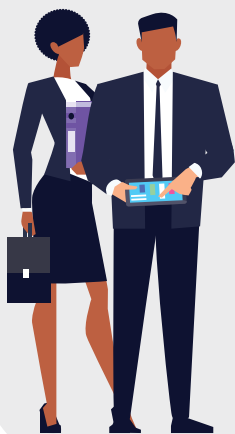
### Expert Insights

IT & Software makes up a significant portion of applicant profiles on our database (about **8.36%**), with an engagement of over **57K** views. In addition, it has a low application volume (an average of **54** qualified applicants per vacancy).

However, even though roles for Applications / Software Developers are one of the most sought-after roles; they are one of the most challenging roles to fill. As tech-related functions are needed for the job market to grow in Ghana; 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.

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

INDUSTRY RANK		PAY RANKING
1.	 Internet & Telecommunications	1 <sup>ST</sup>
2.	 Banking, Finance & Insurance	2 <sup>ND</sup>
3.	 NGO	3 <sup>RD</sup>
4.	 Technology	6 <sup>TH</sup>
5.	 Advertising & Marketing	5 <sup>TH</sup>
6.	 Real Estate	4 <sup>TH</sup>



# 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 **3.41%** of applicant profiles on our database, with an engagement of over **52K** views. Furthermore, it is a high supply function with an average of **74** qualified applicants per vacancy.

The growing demand could be due to the fact that new businesses are booming in Ghana, 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.

Top

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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.



Retail, Fashion  
& FMCG

2<sup>ND</sup>

2.



Banking, Finance  
& Insurance

3<sup>RD</sup>

3.



Internet &  
Telecommunications

5<sup>TH</sup>

4.



Advertising & Marketing

6<sup>TH</sup>

5.



NGO

4<sup>TH</sup>

6.



Manufacturing

1<sup>ST</sup>



# 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 **2.77%** of applicant profiles on our database. Additionally, it is a very low demand function with an average of **9** qualified applicants per vacancy.

This indicates that there are not enough available professionals in the Medical & Pharmaceutical space. Although Medical roles are one of the most sought-after roles; they are one of the most challenging roles to fill.

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

INDUSTRY RANK		PAY RANKING
1.	 Healthcare	1 <sup>ST</sup>
2.	 Government	2 <sup>ND</sup>
3.	 Education & Training	4 <sup>TH</sup>
4.	 Mining, Oil & Metals	5 <sup>TH</sup>
5.	 NGO	3 <sup>RD</sup>
6.	 Retail, Fashion & FMCG	6 <sup>TH</sup>



# Sales

Sales is a function dedicated to selling products and services; it entails all activities related to selling of products and services to businesses or consumers.

## Expert Insights

Sales makes up **0.32%** of applicant profiles on our database and has an engagement of over **30K** views. Furthermore, it is a low demand function with an average of **39** qualified applicants per vacancy.

It's clear that there are not enough sales professionals to fill the roles that are becoming available, despite sales being the heart of any business, and one of the most sought-after roles in the Ghanaian job market.







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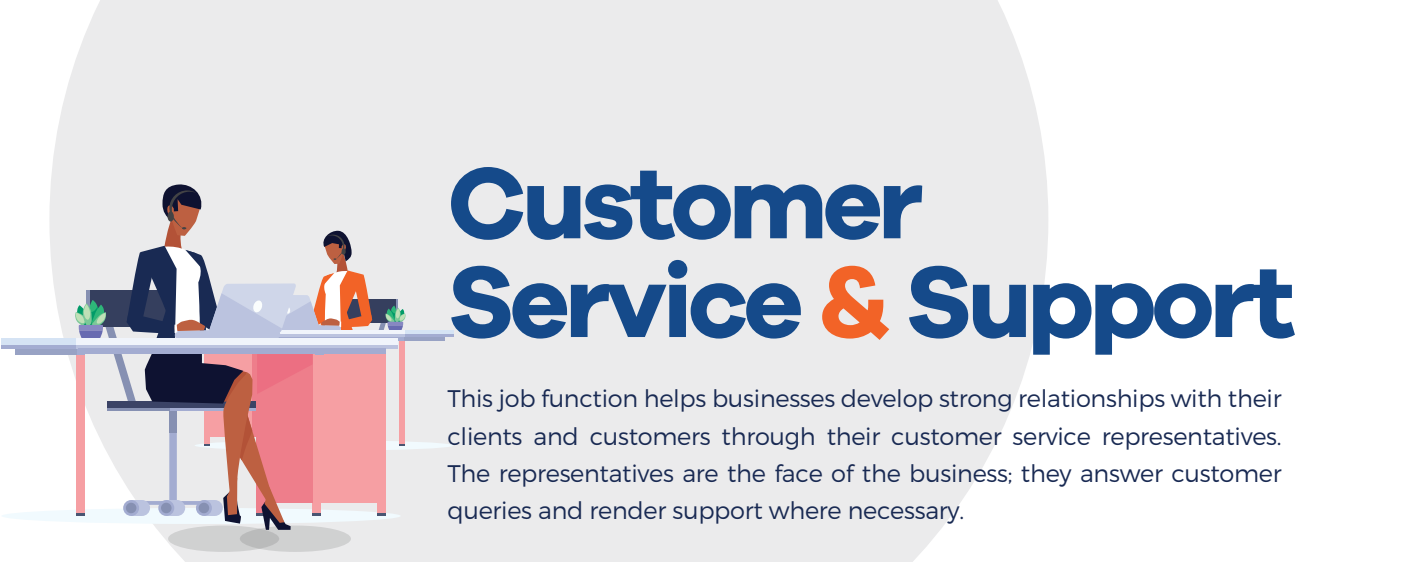
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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		Banking, Finance & Insurance	2 <sup>ND</sup>
2.		Technology	3 <sup>RD</sup>
3.		Construction	6 <sup>TH</sup>
4.		Internet & Telecommunications	5 <sup>TH</sup>
5.		Retail, Fashion & FMCG	4 <sup>TH</sup>
6.		Manufacturing	1 <sup>ST</sup>



# Customer Service & Support

This job function helps businesses develop strong relationships with their clients and customers through their customer service representatives. The representatives are the face of the business; they answer customer queries and render support where necessary.

### Expert Insights

Customer Service & Support makes up **8.31%** of applicant profiles on our database, with an engagement of over **74K** views.

However, it is a low paying function; we also see that this is a very high demand function with an average of **198** qualified applicants per vacancy. As businesses continue to grow in Ghana; more Customer Service & Support is needed to keep customers satisfied.







Top

6

Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.	 Hospitality & Hotel	2 <sup>ND</sup>
2.	 Banking, Finance & Insurance	4 <sup>TH</sup>
3.	 Digital, Media & Communications	3 <sup>RD</sup>
4.	 Manufacturing	1 <sup>ST</sup>
5.	 Internet & Telecommunications	6 <sup>TH</sup>
6.	 Retail, Fashion & FMCG	5 <sup>TH</sup>

# Contact Us

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