

THE NIGERIA SALARY REPORT

2020





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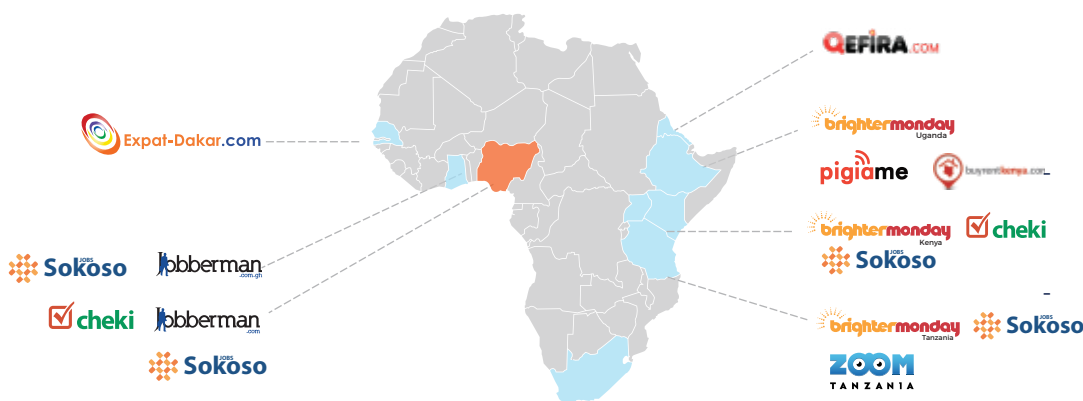
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AboutUs

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

Founded in 2009, 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, such as 'Best use of Technology' for Y Naija (Future Awards) and have received a notable mention by Forbes Magazine. We were voted in at No. 8 in Forbes Magazine's Top 20 Tech Start-Ups in Africa and also featured in the McKinsey Internet Report on aspiring countries as one of the most 'Innovative Companies in Nigeria'.



Our vision is simple: to be Nigeria's most user-centric and transparent career platform; where we connect the right candidates with the right opportunities.

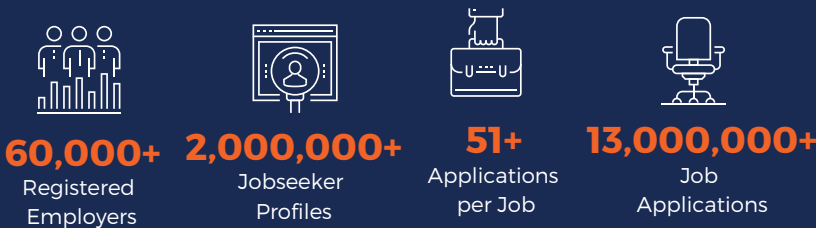
We consider ourselves PACE setters and thus our core values: **Performance, Accountability, Continuous Learning, Excellence.**

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

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



Our Services



Forward-Looking Statement

From The Jobberman Nigeria 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 the Jobberman CEO, Hilda Kabushenga Kragha

There's significantly more supply of job seekers than demand across most sectors of the Nigerian economy. This is perhaps tied to the slow growth of the Nigerian economy (which has maintained a growth rate of below 5% for over 5 years). What does this mean for the Nigerian market? There's a steady rise in people looking for innovative ways to stay productive and engaged. The gig economy is in full swing in Nigeria, as most people take up functions and roles that grant greater flexibility in schedules. Also, there's a pervasive incidence of workers possessing multiple skills; it is not unusual in Nigeria to see a doctor turned accountant or an economist possessing computer programming & accounting skills. Also, key factors & trends such as the digital economy and policies are influencing the nature of job functions and skills in Nigeria's job market.

The role of the public and private sector in shaping improved labour market outcomes cannot be overemphasized. Some state governments have taken initiative to reduce youth unemployment; while some private sector players, like the Tony Elumelu Foundation (TEF), offer advisory services and financing to entrepreneurs in Nigeria. As the economy picks up - the need to be multi-skilled may become more prominent; workers would also need to possess some industry specific expertise to serve as a positive signal to employers.

The industries that will be the biggest drivers in the Nigerian job market to include: manufacturing, construction, services (professional & technical) and trade. In addition, functions such as administration, accounting, engineering, IT & software, marketing and sales are imperative for the job market to grow in Nigeria.

Statement from Jobberman Head of Sales, David Mbelu

The job market is booming but companies have an unrealistic view of the "ideal" candidates they want to employ. A lot of highly skilled workers are overlooked, as the job market is still lagging behind in terms of industry standard salaries and employee value proposition in general, making most roles unattractive to highly skilled workers. The outcome is an individual performing the role of three positions, usually for a very small salary.

One of the major factors influencing the nature of salaries in Nigeria's job market is the excess supply or ever increasing number of job seekers streaming into the labour market, which poses a great influence on salaries. The more job seekers, the less value employers place on the candidates. That said, jobs involving sales, finance and IT are the most sought-after roles. Furthermore, IT roles are the most challenging roles to fill because they are in high demand while the talent pool is quite limited; plus, it's a very fast-paced career line meaning professionals in this space upskill very quickly and so do their salary demands and a lot of companies can't keep up.

What Is This Report ?

The **Jobberman Salary Report** contains salary insights in Nigeria 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:



Administrative & Office



IT & Software



Accounting, Auditing
& Finance



Engineering



Management & Business
Development



Marketing &
Communications



Community &
Social Services



Supply Chain &
Procurement



Research, Teaching
& Training



Medical &
Pharmaceutical



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 **9.50%** of applicant profiles on our database, and is the most engaged function with over **246K** views. It is also quite a high demand function with an average of **68** 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 Nigeria is experiencing a boom in new businesses, which need Admin and support roles to function.

Top **6**

Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK		PAY RANKING
1.	 NGO	2 ND
2.	 Recruitment	1 ST
3.	 Hospitality & Hotel	3 RD
4.	 Banking, Finance & Insurance	4 TH
5.	 Education & Training	5 TH
6.	 Energy & Utilities	6 TH



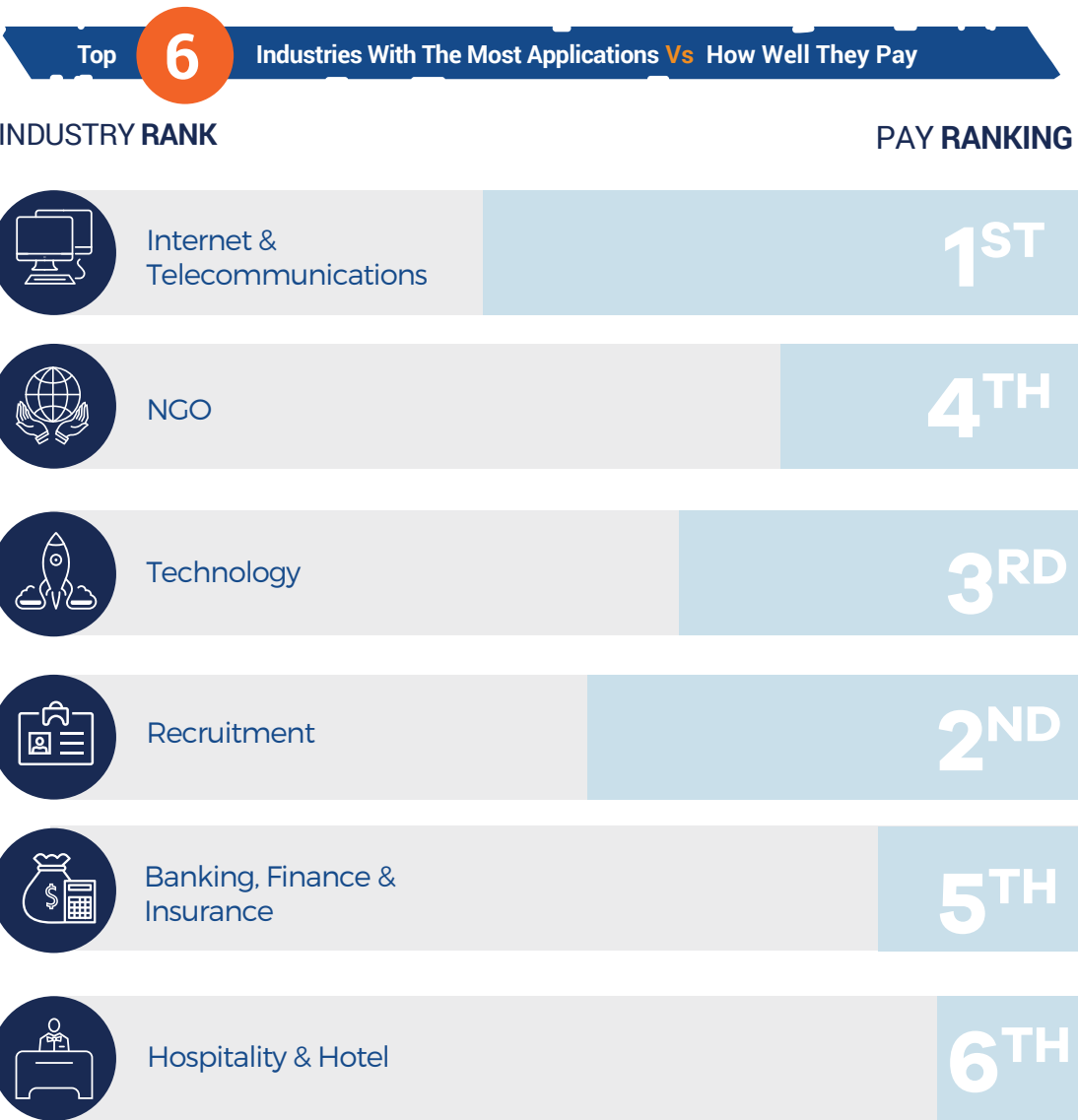
IT & Software

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 **7.11%**). This job function has quite a low application volume (an average of **34** qualified applicants per vacancy). However, even though IT roles are one of the most sought-after roles; it should be noted that IT job roles are the most challenging to fill in Nigeria, because they are highly demanded while the talent pool is quite limited and it's a very fast-paced career line - meaning there's a very fast salary increment that's constant. A lot of companies can't keep up.

As the digital economy is projected to dominate the Nigerian job market; 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 that IT is one of the top 10 emerging roles globally.





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 **8.09%** of applicant profiles on our database, and is the second most engaged function with over **220K** views. It is quite a low demand function, with an average of **45** qualified applicants per vacancy.

This shows there's not enough professionals available in this field. In addition, the 'WEF Future of Jobs Report' says that this is one of the top 10 declining roles globally.

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

INDUSTRY RANK		PAY RANKING
1.	 Banking, Finance & Insurance	2 ND
2.	 Recruitment	1 ST
3.	 NGO	6 TH
4.	 Manufacturing	4 TH
5.	 Hospitality & Hotel	5 TH
6.	 Internet & Telecommunications	3 RD



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 **8.48%**), and is the third most engaged function with over **110K** views. It also has a low application volume (an average of **15** qualified applicants per vacancy).

As manufacturing and construction are some of the industries that will be the biggest drivers in the Nigerian 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

1ST

2.



Energy & Utilities

4TH

3.



Construction

3RD

4.



Recruitment

2ND

5.



Mining, Oil & Metals

5TH

6.



Internet &
Telecommunications

6TH



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 a decent number of applicant profiles on our database (about **4.32%**), with an engagement of over **45K** views. It is quite a low demand function with an average of **40** qualified applicants per vacancy. This is most likely due to a lack of management experience and strategic skill sets.







Top

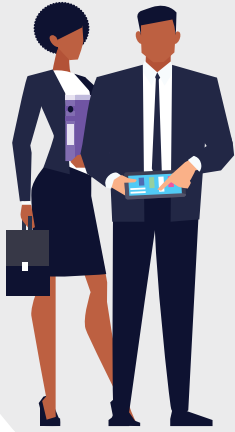
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Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		Internet & Telecommunications	2 ND
2.		Banking, Finance & Insurance	5 TH
3.		Recruitment	1 ST
4.		Manufacturing	3 RD
5.		Hospitality & Hotel	6 TH
6.		Retail, Fashion & FMCG	4 TH



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 **4.05%** of applicant profiles on our database, with an engagement of over **78K** views. It is also quite a low demand function with an average of **47** qualified applicants per vacancy.

This could be due to the fact that there's significantly more supply than demand across most sectors of the Nigerian economy. However, research by the 'WEF Future of Jobs Report' says it is 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.		Recruitment	1 ST
2.		Internet & Telecommunications	2 ND
3.		Hospitality & Hotel	6 TH
4.		Banking, Finance & Insurance	3 RD
5.		Digital, Media & Communications	5 TH
6.		Advertising & Marketing	4 TH









Community & Social Services

This function is aimed at ensuring the well-being of communities. It can be carried out through community improvement programs and development projects.

Expert Insights

Overall, Community & Social Services makes up **3.09%** of applicant profiles on our database. Additionally; it has an average of **8** qualified applicants per vacancy. Could it be one of the declining roles or is it a case of high supply and low demand in the market, or is it due to a lack of qualified Community & Social Services professionals?

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

INDUSTRY RANK		PAY RANKING
1.	 NGO	1 ST
2.	 Hospitality & Hotel	2 ND
3.	 Banking, Finance & Insurance	3 RD
4.	 Education & Training	4 TH
5.	 Internet & Telecommunications	5 TH
6.	 Digital, Media & Communications	6 TH



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 **0.03%** of applicant profiles on our database. Additionally; it is a low demand function with an average of **36** qualified applicants per vacancy. This shows that there are not enough available professionals in the Supply Chain & Procurement.







Top

6

Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		NGO	4 TH
2.		Manufacturing	2 ND
3.		Hospitality & Hotel	6 TH
4.		Recruitment	1 ST
5.		Banking, Finance & Insurance	5 TH
6.		Logistics & Transportation	3 RD



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

Research, Teaching & Training makes up **1.08%** of applicant profiles on our database, with an engagement of over **97K** views. Furthermore, it is a low demand function with an average of **39** qualified applicants per vacancy.

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







Top

6

Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		Education & Training	1 ST
2.		NGO	3 RD
3.		Internet & Telecommunications	2 ND
4.		Banking, Finance & Insurance	4 TH
5.		Technology	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 **3.27%** of applicant profiles on our database. Additionally, it is a very low demand function with an average of **8** qualified applicants per vacancy.

This shows that there are not enough available professionals in the Medical and Pharmaceutical space, which could be due to a lack of sufficient experience and training in the medical field.







Top

6

Industries With The Most Applications Vs How Well They Pay

INDUSTRY RANK

PAY RANKING

1.		Healthcare	1 ST
2.		Manufacturing	3 RD
3.		Hospitality & Hotel	2 ND
4.		NGO	5 TH
5.		Construction	4 TH
6.		Banking, Finance & Insurance	6 TH

Contact Us

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