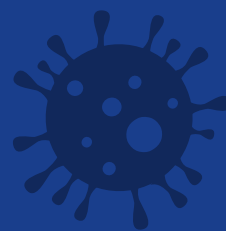




THE JOBBERMAN NIGERIA

IMPACT OF COVID-19 REPORT

JOBS



THE IMPACT OF **COVID-19**
ON THE NIGERIAN JOBS
MARKET & THE FUTURE
OF WORK



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ABOUT US

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

Founded in 2009, Jobberman Nigeria 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.



60,000+
Registered Employers



2,000,000+
Jobseeker Profiles



50+
Applications per Job



13,000,000+
Job Applications

WHAT WE DO



Profile Development
& Boosting



Learning & Development
Offerings



Testing & Candidate
Profiling Capabilities



Online Job Listing
& Candidate Recruiting



Executive Recruitment

INTRODUCTION



Statement from Hilda Kabushenga Kragha, CEO, Jobberman Nigeria

The COVID-19 pandemic has inflicted great global change in our lives personally and economically. Millions of people are now unemployed across the world's most profitable industries.

Amid the job cuts and furlough extensions, the questions on most people's minds are, "when are things going to return to normal?", and "where can we expect growth in the Job Market post-COVID-19?" The truth is that the future is not certain at the moment, one thing that is certain is the transformation of the global economy into a digital economy.

We also can no longer ignore the fact that Agriculture will always remain the backbone of the economy. As more sectors cut down and realise the need for smaller staff strength, young people must become flexible and look beyond basic education.

It was difficult enough for the average young person in Nigeria to secure dignified work pre-COVID. However, the pandemic has made the process even more complicated, especially with the fact that a lot of companies have had to cut costs by slashing salaries or letting go of employees.

Tech is winning - Digital is the new way of life and will be the new normal for many years to come. Jobseekers who want to be placed in the right positions now and post-COVID-19 will need to be tech-savvy and very adaptable, possessing the right soft skills to succeed in the job market.

The Jobberman Nigeria Impact of COVID-19 Jobs Report explores factors such as Trending Industries/Sectors, Trending Roles, Trending Skills, Trending Job Levels & Benefits, Major Trends Caused by COVID-19 and Job Market Trends and Forecasts.

From our findings, IT & Telecoms is the top industry/sector with the most job postings while Sales is the most sought-after job function. In addition, Customer Service & Support is the most declining job function. Companies are looking for professionals with Mid-level experience to fill their hiring activities.

Methodology

The Jobberman Nigeria Impact of COVID-19 Jobs Report was compiled based on information from external research, Jobberman's database, and also features insights from an external business leader.



This report not only features insights of the impact of the pandemic, but also serves as a guide for all employers to assess how they deal with change. The pandemic has undoubtedly caused a number of challenges, but some of the changes it has brought are quite exciting, because they offer the potential for dynamic transformations. Furthermore, the report also provides comprehensive invaluable market insights which can be used by business leaders, HR practitioners, and policymakers to inspire change towards a better workplace of the future for both employers and employees. It can also be used as a guideline to put theory into practice, to understand the trends and develop tailor-made approaches for your organisations by taking the learnings and adapting to your situation to prepare for the future of work.

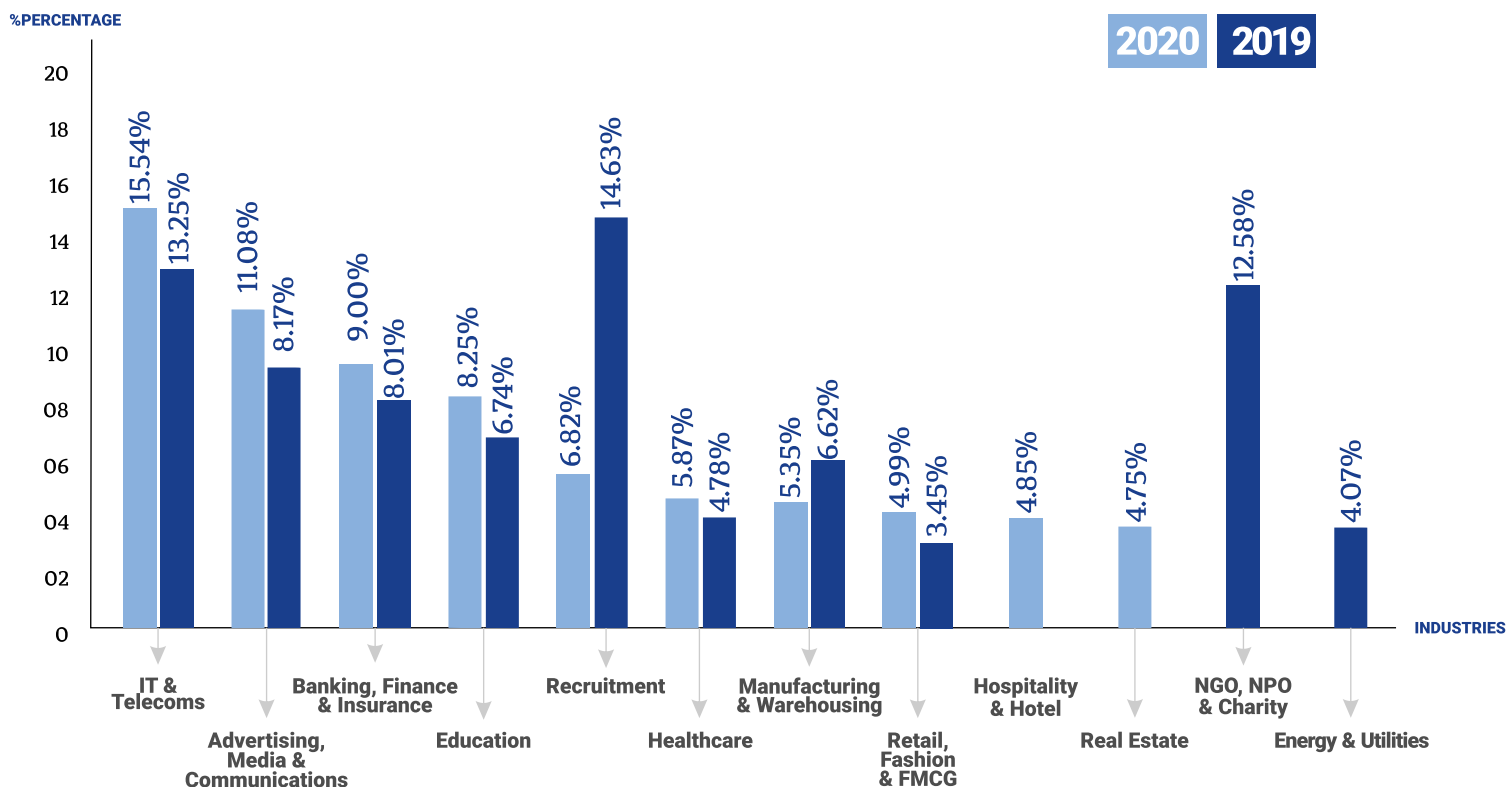
TRENDING INDUSTRIES/SECTORS

WHAT INDUSTRIES ARE UP/DOWN

COVID-19 has had a devastating impact on a number of industries and disrupted their structures, processes or even forced them to downsize their workforce. However, there are industries that are thriving in the face of crisis. For example, there's a growing demand in industries such as IT & Telecom, Advertising, Media & Communications and Banking, Finance & Insurance as the top 3 industries with the most job postings, while Real Estate, Hospitality & Hotel and Retail, Fashion & FMCG are the top 3 industries declining in job postings.

In addition, the NPO, NGO & Charity industry has dropped significantly compared to the previous year.

Top 10 industries up/down comparison between Jan-Aug 2020 and Jan-Aug 2019



Source: Jobberman Nigeria

According to Future Learn healthcare, wellness, ecommerce, online education and pharmaceuticals are the least hard hit industries, while hospitality & leisure, manufacturing, food and drink, energy and retail are the most hard hit industries.

Reference: "How has lockdown changed the job market?," Future Learn, 2020.






TRENDING INDUSTRIES/SECTORS

WHAT ROLES ARE THEY LOOKING FOR?

The industries that are up/down are looking to fill certain roles to keep their operations going. For example, the top 3 roles the top 3 industries are hiring for include:

O N E	T W O	T H R E E
IT & Telecoms: Business Development Executives, Software Developers and Business Development Managers	Advertising, Media & Communications: Business Managers, Sales Representatives & Market Researchers	Banking, Finance & Insurance: Marketing Executives, Marketers & Accountants

Roles up/down industries are looking for

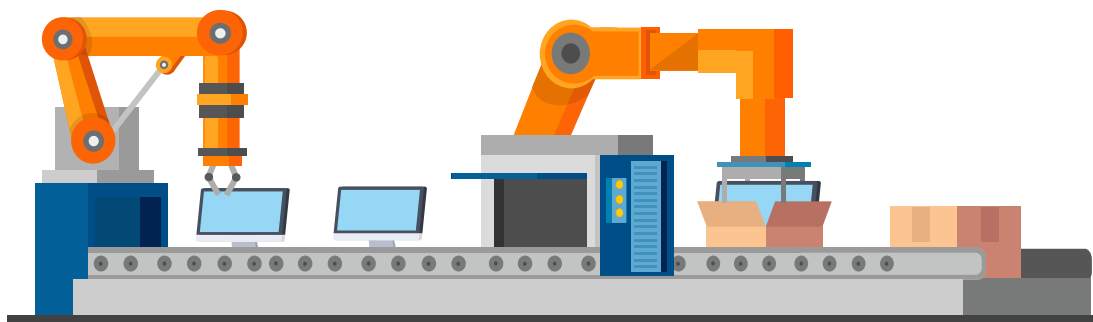
Industries up/down	Top 10 job roles they're looking for
 IT & Telecoms	Business Development Executive, Software Developer, Business Development Manager, Sales Executive, Accountant, Project Manager, Web Developer, Network Engineer, In-House Sales Executive, Project Engineers / Supervisors for Telecoms Site Build
 Advertising, Media & Communications	Business Manager, Sales Representative, Market Researcher, Business Development Manager, Marketing Executive, Marketer, Graphic Designer, Digital Marketer, Graphics Designer, Business Development Executive
 Banking, Finance & Insurance	Marketing Executive, Marketer, Accountant, Financial Advisor, Retail Sales Executive, Business Development Manager, Sales Advisor, Account Officer, Direct Sales Agent, Business Development Executive
 Education	Teacher, Accountant, Early Years Teacher, English Teacher, Registrar, Mathematics Teacher, Administrative Officer, Head Teacher, Marketing Executive, Primary School Teacher
 Recruitment	Accountant, Sales Executive, Business Development Manager, Business Development Associate, Sales Representative, Business Development Officer, Customer Service Representative, Personal Assistant, Executive Assistant Secretary

Source: Jobberman Nigeria



TRENDING INDUSTRIES/SECTORS

WHAT ROLES ARE THEY LOOKING FOR?



Roles up/down industries are looking for

Industries up/down	Top 10 job roles they're looking for
 Healthcare	Medical Representative, Medical Sales Representative, Pharmacist, Pharmacy Technician, Medical Officer, Sales Representative, Accountant, Medical Doctor, Medical Laboratory Scientist, Business Development Manager
 Manufacturing & Warehousing	Sales Representative, Accountant, Sales Manager, Sales Executive, Production Manager, Production Supervisor, Business Enhancement Officer, Product Support Officer, Area Sales Manager, Marketing Officer
 Retail, Fashion & FMCG	Sales Representative, Sales Executive, Accountant, Territory Development Manager, Account Officer, Marketing Executive, Business Development Manager, Business Development Executive, Sales Manager, Sales Officer
 Hospitality & Hotel	Accountant, Restaurant Manager, Hotel Manager, General Manager, Chef, Business Development Manager, Operations Manager, Marketing Executive, Executive Chef, Receptionist
 Real Estate	Sales Executive, Business Development Executive, Marketing Executive, Accountant, Marketing Manager, Sales Manager, Business Development Manager, Facility Manager, Sales Representative, Project Manager

Source: Jobberman Nigeria

TRENDING JOB FUNCTIONS & ROLES

WHICH JOB FUNCTIONS ARE IN DEMAND/DECLINING?

Trending job functions provide an overview of positions that have become more popular in the Nigerian job market and have seen a recent increase in demand based on job postings. Overall, Sales, Marketing & Communications and Admin & Office are the top 3 most sought-after job functions, while Customer Service & Support, Research, Teaching & Training and surprisingly Engineering & Technology are the top 3 declining job functions.

Even though Admin & Office and Accounting, Auditing & Finance are among the top in-demand job functions, they have dropped significantly compared to the previous year.

Top 10 job functions in-demand/declining between Jan - Aug 2020 and Jan - Aug 2019

JAN - AUG	2020	2019
JOB FUNCTIONS	PERCENTAGE %	PERCENTAGE %
Sales	15.28%	18.72%
Marketing & Communications	12.28%	12.42%
Admin & Office	10.83%	29.94%
Management & Business Development	10.41%	12.29%
Software & Data	8.71%	17.25%
Accounting, Auditing & Finance	8.62%	19.81%
Trades & Services	7.29%	
Engineering & Technology	5.69%	16.48%
Research, Teaching & Training	5.32%	7.29%
Customer Service & Support	4.89%	
Medical & Pharmaceutical		6.78%
Product & Project Management		6.72%

Source: Jobberman Nigeria

According to LinkedIn, jobs with the fastest growing demand (largest month-over-month increase in LinkedIn job posts, as of August 2020 include: Retail associate, tax associate, cloud engineer, service associate, sales advisor, retail specialist, automotive technician, sales specialist, driver and store keyholder. While the most in-demand jobs right now as of August 2020 include: Sales person, software engineer, registered nurse, food delivery driver, cashier, store associate, tax associate, driver, financial advisor and project managers.

Reference: "The most in-demand jobs right now," LinkedIn, 2020

TRENDING JOB FUNCTIONS & ROLES

WHICH ROLES ARE EMERGING?

COVID-19 is changing the working landscape around the world, but it's not all bad. Despite the major impact the coronavirus pandemic has had on the economy and the Nigerian job market, there have been some emerging roles arising from the 'new normal', which has led to new opportunities for job seekers to tap into. However, they will need to invest in skills training to perform these roles namely:



**AI & Data
Science Roles**



**IT/Tech
Support**



**Contract
Tracers**

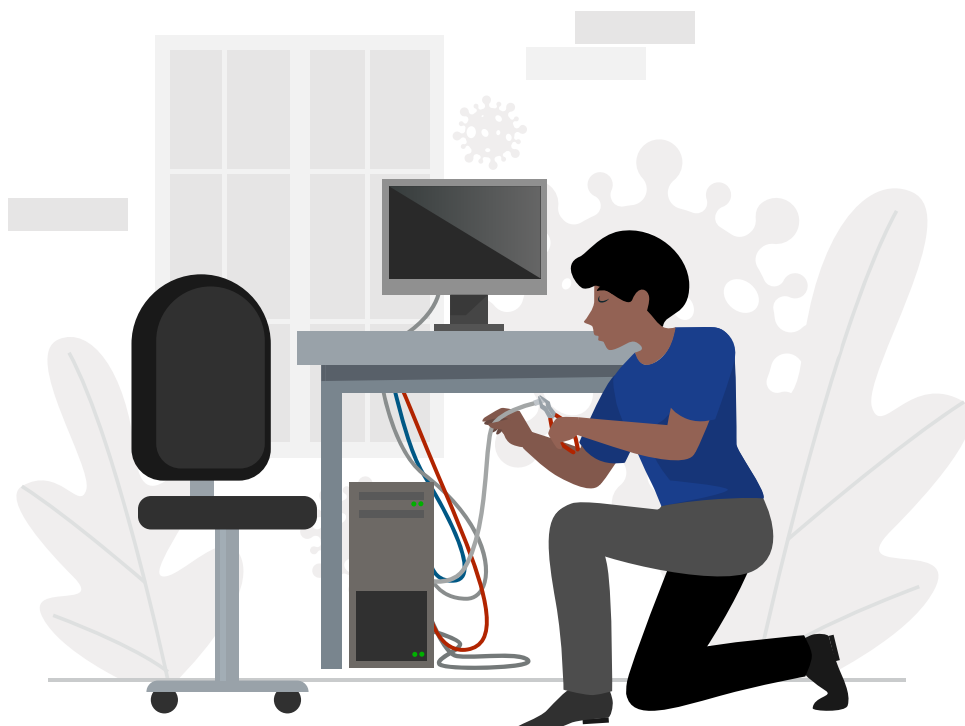


**Virtual Events
Facilitators/
Specialists**



**COVID-19 Testers
& Temperature
Screeners**

According to the Society for Human Resource Management (SHRM), contact tracers, temperature takers, COVID-19 testers, virtual events facilitators, are among the new types of roles that have emerged from COVID-19.



Reference: "New types of jobs emerge from COVID-19," SHRM, 2020.

TRENDING SKILLS

IN-DEMAND SKILLS POST-COVID-19

Despite a decline in hiring in some industries, there will be a surging demand for certain skills post-COVID-19 as new challenges create new opportunities, and a combination of hard skills and soft skills will be needed, hence organisations need a long-term comprehensive skills framework that combines strategy and technology to empower employees to excel. These are some of the hard and soft skills that will be in-demand post-COVID-19:

Soft Skills



- Adaptability & Agility
- Emotional Intelligence
- Growth Mindset & Openness to Learning
- Creativity & Innovation
- Critical Thinking

Hard Skills



- Digital & Coding Skills
- Data Analytics & Literacy
- Technology Skills
- Security & Governance Skills
- Problem Solving Skills

According to research by LinkedIn released in mid August 2020, skills such as communication, business management, problem-solving, data science, data storage technologies, technical support, leadership, project management, digital literacy and employee learning & development are the skills companies are hiring for right now.

Reference: "The skills companies are hiring for—right now," LinkedIn 2020.

TRENDING SKILLS

EMERGING SKILLS ON THE RISE

Emerging skills on the rise may require reskilling in order to adapt and thrive in the new shift to digital. Organisations need to ensure that their future-proof talent strategy addresses all skills, including emerging skills and skills in-demand needed for all relevant business models to avoid making reactive decisions. These are some of the emerging skills on the rise:



Big Data Analytics



Data Visualisation



Agile Project Management



Digital/Social Media Marketing

The World Economic Forum projects that skills such as futures literacy, systems thinking, anticipation and strategic foresight will make the world better after COVID-19.



Reference: "These 4 skills can make the world better after COVID-19," World Economic Forum, 2020.

TRENDING JOB LEVELS & BENEFITS

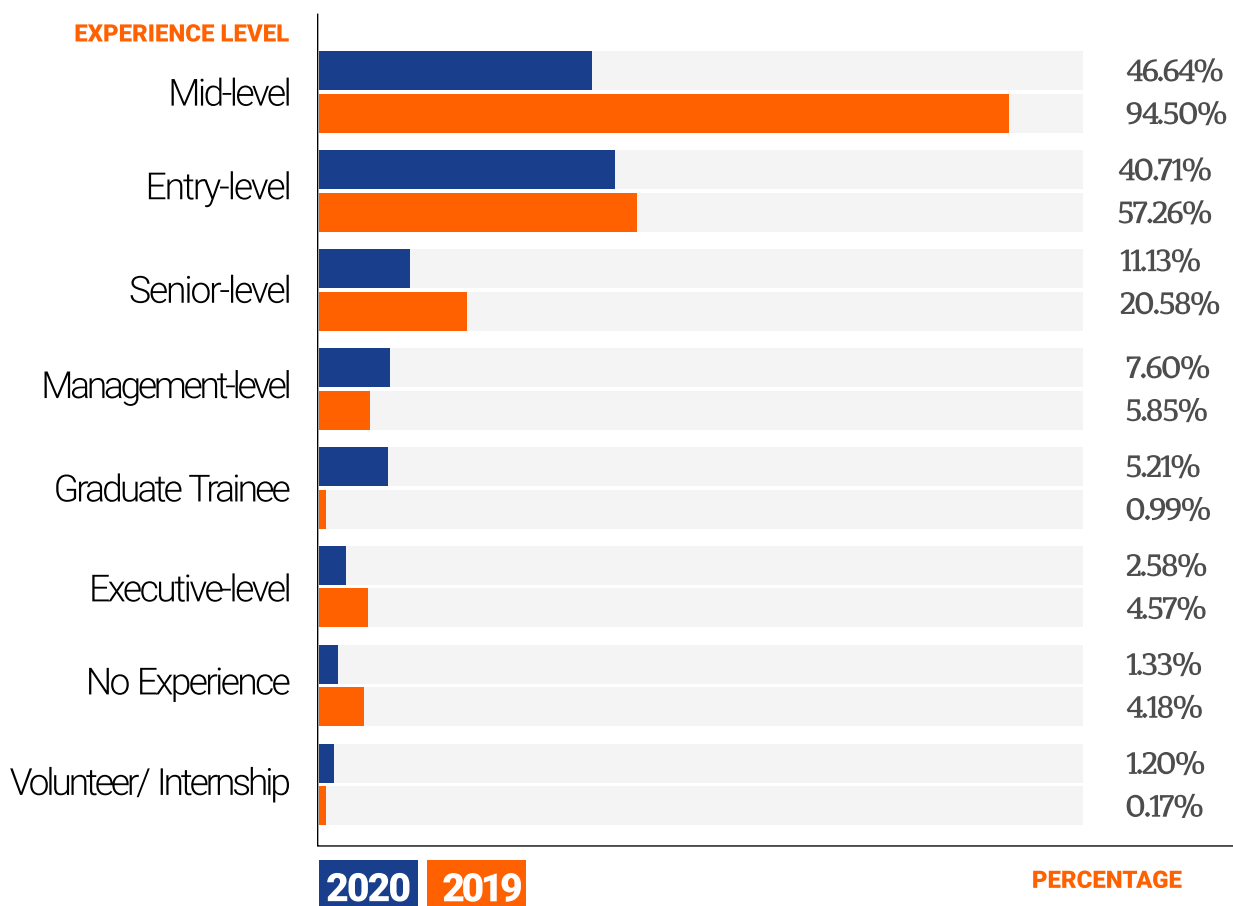
HIRING ACTIVITY BY JOB LEVEL



The demand for professionals with Mid-level experience has maintained its position from the previous year as the top most sought-after experience level despite a significant drop. Companies are still looking for professionals with mid-level experience, but not as much as they did a year ago.

Overall, the top 3 most in-demand experience levels are Mid-level, Entry-level and Senior-level. The demand for talent under Senior-level has dropped significantly compared to last year, while the demand for Graduate Trainee level has increased.

Hiring activity by job level between Jan-Aug 2020 and Jan-Aug 2019



TRENDING JOB LEVELS & BENEFITS

ANY GROWING COMPENSATION METHODS?



COVID-19 has impacted how employers view compensation, and has put a spotlight on benefits options, hence redesigning compensation models to align with the future of work is crucial. These are some of the compensation methods influenced by COVID-19:



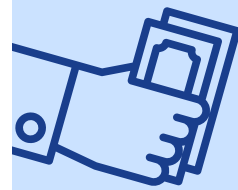
**Mental Health
& Wellness
Benefits**



**Remote Work
Part of Employee
Benefits**



**Project-based
Pay**



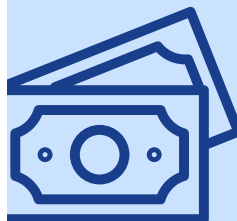
Pay On-Demand



**Revising
Incentive Plans**



**Childcare
Support**



Flex Pay



**Modifying Existing
Cash- Performance-
based Compensation**

According to a study by The Hartford which surveyed workers and human resources and benefits decision-makers in early March and June, 73% of employees now say they value the insurance benefits their company offers them, down from 80% three months earlier. The survey also found that COVID-19 is driving significantly more employers to be interested in benefits including paid time off (31% to 52% from wave one to wave two of the study); employee assistance programs (38% to 56%), hospital indemnity insurance (36% to 50%), behavioural/mental health services (42% to 51%) and wellness benefits (42% to 51%).

Reference: "Has COVID-19 forever changed the future of benefits?," The Hartford, 2020.

MAJOR TRENDS CAUSED BY COVID-19

VIRTUAL RECRUITMENT

COVID-19 has fast-tracked the future of work, and its role as a catalyst has led to rapid transformation due to shifting workplace trends. While virtual recruitment is not entirely a new concept, the coronavirus pandemic has further changed the way recruitment is done as organisations have had to shift to virtual recruitment to fill their talent acquisition needs due to factors such as lockdown and social distancing. HR technology has enabled various recruitment activities to operate during COVID-19 through activities such as:



According to a survey conducted by C1ELO, respondents said that an increased focus on virtual recruitment processes have been successful with many tactics set to stay post-crisis as 82% of hiring managers will continue interviewing candidates by video, 41% are happy to onboard starters virtually and 32% confident in making offers without first meeting face-to-face.



Reference: "Talent acquisition leaders predict lasting shifts in how we work and recruit," C1ELO, 2020.

MAJOR TRENDS CAUSED BY COVID-19

REMOTE WORK

Remote work is fast becoming the new business model in organisations. Technology has facilitated the effective execution of remote work to cater for a virtual workplace. For example, tech giants like Microsoft announced that they will let their employees work from home permanently, while Twitter and Square's employees are allowed to work whenever they feel most creative and productive, even post-pandemic. Remote work is here to stay, and these are some of the remote work trends influenced by COVID-19:

Workplace Flexibility

Increased Organisational Transparency

Increased Remote Communication

Increased Demand For IT & Security

Increased Remote Socialisations

According to the Remote Work Summit, the remote workforce is growing at an astonishing rate. We are waltzing into a new era of hyper mobility. There are abundant resources available to help companies manage and grow a remote workforce. Distributed teams are the future of work.



Reference: The future of work is remote, The Remote Work Summit, 2020.

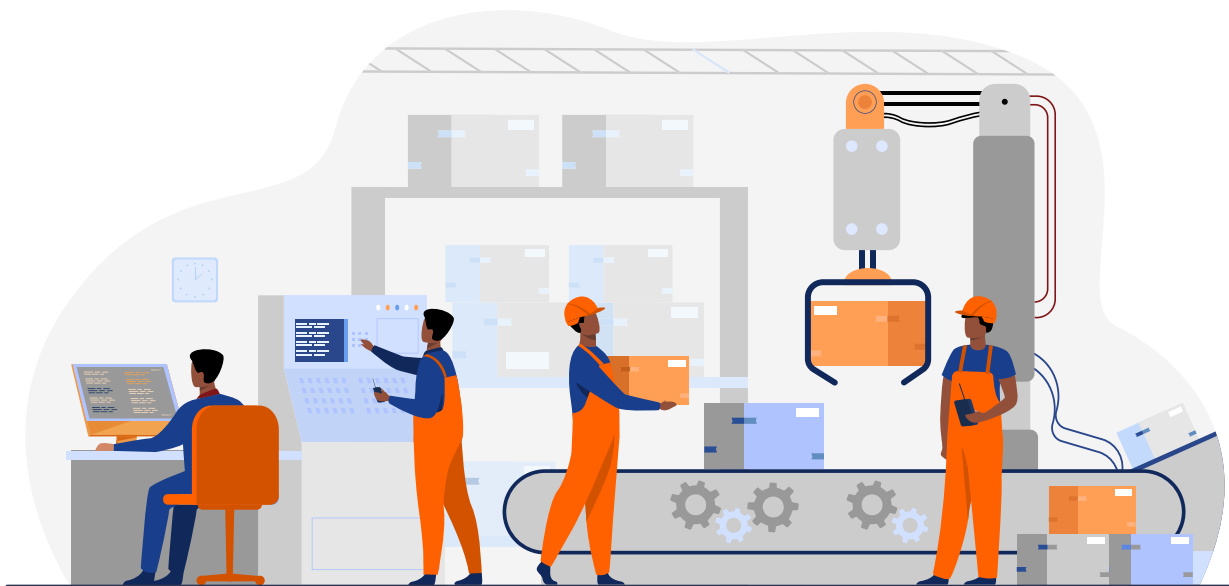
MAJOR TRENDS CAUSED BY COVID-19

TECHNOLOGY

Technology has reaffirmed that it is here to stay and without it, most organisations would not have operated during the pandemic. COVID-19's role as a catalyst has accelerated already existing technology trends such as Artificial Intelligence (AI), Cloud Computing, Cybersecurity and Virtual Reality & AR etc, which have streamlined communication, operations and recruitment processes, and facilitated a virtual workplace. Technology trends not only harness reduced human interaction, but can also lead to increased productivity. These are some of the technology trends caused by COVID-19:

- 1 Rapid Automation Growth**
- 2 Increased Cyber Threats**
- 3 Virtual Workplace On The Rise**
- 4 Accelerated Rapid Digital Transformation**
- 5 Amplified The Importance of Digital Readiness**

According to Accenture, people are depending on technology more than ever. How quickly and responsibly enterprises deploy it matters more than ever, too, because we are living in an unprecedented time, heading into a fast-changing future.



Reference: "COVID-19: Post-Coronavirus technology trends," Accenture, 2020.

MAJOR TRENDS CAUSED BY COVID-19

ORGANISATIONAL RESILIENCE

Resilience is vital for the survival of organisations, and the disruption caused by the coronavirus pandemic requires agility and adaptability. The disruption caused by the coronavirus pandemic has influenced organisational resilience in ways such as:

1

Organisational Redesign

2

Talent Mobility

3

Rapid Digital Transformation

4

Integrated Flexibility

5

Remodelling Skills & Proficiencies

6

Remodelling Performance Review Structures

According to BDO South Africa, there are three foundational elements which enable organisational resilience namely: data (accurate, real-time and available to enable), systems and processes (agile and adaptable to enable) and trust.



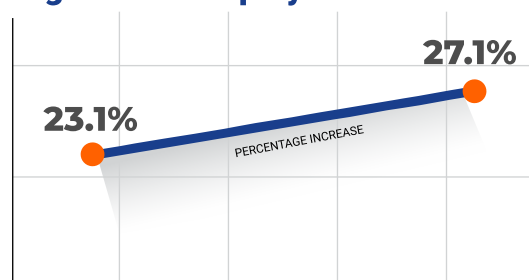
Reference: "How to recognise, develop and measure organisational resilience," BDO South Africa, 2020.

JOB MARKET TRENDS AND FORECASTS

EMPLOYMENT HISTORIC DATA AND PROJECTIONS

Unemployment is on the rise in Nigeria. According to the Q2 2020 labour force statistics released by the National Bureau of Statistics (NBS), a grim report on unemployment rates as at the second quarter of 2020 showed the figure of unemployed people in Nigeria has increased to 27.1% from 23.1% in the third quarter of 2018. In addition, the underemployment rate increased from 20.1% in the third quarter of 2018 to 28.6%. Nigeria's youth remain the hardest hit by unemployment as the unemployment rate among young people aged between 15-34 years was 34.9% up from 29.7%.

Nigeria's unemployment rate

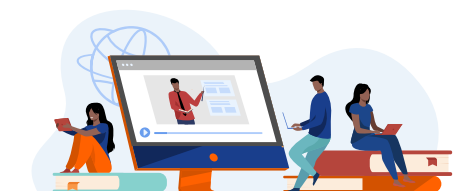


According to the National Bureau of Statistics (NBS) **Q2 2020**

Furthermore, the World Bank predicts that Nigeria's flailing economy is set to face the worst recession in four decades as the impact of coronavirus continues to manifest. This is according to a press release from the World bank published in June 2020, which indicates that beyond the loss of life, the COVID-19 shock alone is projected to push about 5 million more Nigerians into poverty in 2020. While before the pandemic, the number of poor Nigerians was expected to increase by about 2 million largely due to population growth, the number would now increase by 7 million - with a poverty rate projected to rise from 40.1% in 2019 to 42.5% in 2020, the World Bank adds.

From a global perspective, the International Labour Organisation says almost 25 million jobs could be lost worldwide as a result of COVID-19.

Recommendations: What's the way forward into the future of work? A combined group effort from both government, policy makers and the private sector is needed to stir the future of work to greatness through the following measures:



Job Creation
Transformative Change
Invest In Digital Skills & Technology
Invest In Skills Development
Reliable Infrastructure From Government

Reference: "Labor Force Statistics: Unemployment and Underemployment Report - Abridged Labour Force Survey Under COVID-19 (Q2 2020)," National Bureau of Statistics, 2020.

JOB MARKET TRENDS AND FORECASTS

BUSINESS LEADER'S LAST WORD

According to **Omonuwa Olulano, Vice President People and Culture, Softcom**, her take on the job market and projections post-COVID-19 is as follows:

The pandemic has brought a radical change - far beyond remote working - into the workplace that has already begun to show considerable impact in the job market. We are experiencing a global shift that lends itself to the singular idea that you can work from anywhere in the world no matter where your company is headquartered.

I will speak briefly to some of the systematic changes that have already begun to take place;

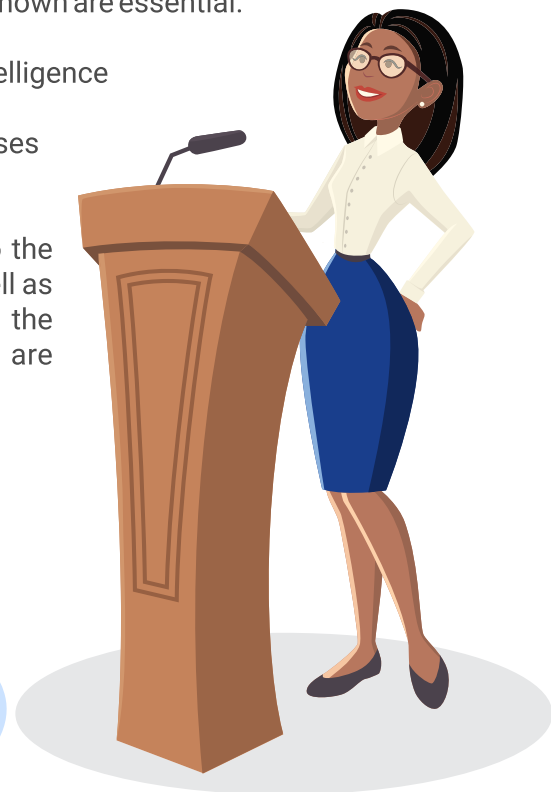
- We've begun to experience an increase in the global competition for talent.
- Another direct consequence of the pandemic is the increase in versatility and agility.
- I also firmly believe that the shift to remote work will play an essential role in closing the gender gap in the corporate workplace.

These first three things are some of the significant impacts of the COVID-19 pandemic that we've already begun to see play out. I can speak to some other implications that are also directly related to this shift but are playing out on a smaller scale.

- A lot of companies are exploring flexible staff arrangements, i.e. short term contracts, on-call workers, part-time employees, seasonal workers, temp-to-hire programs etc.
- Just as companies will begin to look to candidates with the agility of mind and skills, emotional intelligence will also rank high in the list of most-sought out skills. The ability to adapt quickly with the change, receive constructive feedback, dealing with challenging relationships, etc. – all skills that COVID-19 has shown are essential.
- We should also expect an increasing adoption of Artificial Intelligence which will inevitably lead to an extinction of specific jobs. Companies will begin to favour automation of certain processes for “contact-less” functions.

I must say here that these changes are incremental - I speak to the things that we have already begun to adopt and experience, as well as somethings that we can forecast. But we also understand that the pandemic drowned out prescience and even now, changes are happening that were not predicted.

I will end by reiterating that these changes are radical but also welcomed. What we can all agree on is that businesses have begun to think long term; for those who haven't already, there's an ongoing restructuring in process and solutions in effect look like a hybrid between physical and remote work. How this affects the job market is simple - the odds will favour the professionals who adapt to the changing times.



CONCLUSION



The impact of COVID-19 will be felt for years to come, and the best way to deal with its effects is to embrace change. In order to manage the disruptions caused by the pandemic and prepare for the future of work,

organisations need to remain agile, adaptable and resilient in their approach by implementing tailor-made models

that seek to address effects of the pandemic as seen through trending industries/sectors, trending roles, trending skills, trending salaries/benefits as well as the major trends it has caused and keep up with relevant job market trends and forecasts. Use the disruption as an opportunity to elevate every structure of your organisation.

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