



# JOBS BULLETIN

VOLUME 1

JAN-JULY 2021

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# TABLE OF CONTENTS

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Overview	3
Industry Trends	4
Job Function Trends	5
Annual Trends	6
Who We Are	11



## OVERVIEW

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

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

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

We analysed **452** job listings and **23,156** job applications between January 2021 - July 2021 and **1,437** job listings and **35,262** job applications from July 2020 - July 2021 to form this analysis. In this report, job listings represent supply while job applications represent demand.

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

## QUICK FINDINGS



The Banking, Finance & Insurance industry remains the top most sought-after industry both in terms of supply and demand between January 2021 - July 2021.



Sales is the top job function that is high in supply while Accounting, Auditing & Finance is the highest in demand.



Notably, the Hospitality & Hotel industry is among the top 10 industries in terms of supply, which means it is picking up despite the disruption caused by the global pandemic.

# INDUSTRY TRENDS

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

## TOP 10 INDUSTRIES HIGH IN SUPPLY & DEMAND

This may be due to the uptake of remotely working from home, which allows the top 10 industries to continue recruiting and scale up even with the lockdowns that have been experienced so far.

	Top 10 Industries In High Supply	% Job Listings
1.	Banking, Finance & Insurance	20%
2.	NGO, NPO & Charity	16%
3.	IT & Telecoms	10%
4.	Manufacturing & Warehousing	8%
5.	Recruitment	7%
6.	Energy & Utilities	6%
7.	Retail, Fashion & FMCG	6%
8.	Education	5%
9.	Advertising, Media & Communications	5%
10.	Hospitality & Hotel	3%
TOTAL		86%

	Top 10 Industries In High Demand	% Job Applications
1.	Banking, Finance & Insurance	25%
2.	NGO, NPO & Charity	13%
3.	Manufacturing & Warehousing	10%
4.	Recruitment	9%
5.	IT & Telecoms	6%
6.	Education	5%
7.	Energy & Utilities	5%
8.	Agriculture, Fishing & Forestry	5%
9.	Retail, Fashion & FMCG	4%
10.	Shipping & Logistics	4%
TOTAL		86%

# JOB FUNCTION TRENDS

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

## TOP 10 JOB FUNCTIONS HIGH IN SUPPLY & DEMAND

These insights could be influenced by the job security and job pay account for the patterns in the supply and demand of these particular jobs.

	Top 10 Job Functions In High Supply	% Job Listings
1.	Sales	18%
2.	Accounting, Auditing & Finance	13%
3.	Product & Project Management	7%
4.	Software & Data	6%
5.	Marketing & Communications	6%
6.	Management & Business Development	6%
7.	Engineering & Technology	5%
8.	Admin & Office	5%
9.	Human Resources	4%
10.	Research, Teaching & Training	3%
	<b>TOTAL</b>	<b>73%</b>

	Top 10 Job Functions In High Demand	% Job Applications
1.	Accounting, Auditing & Finance	21%
2.	Sales	20%
3.	Admin & Office	13%
4.	Management & Business Development	5%
5.	Human Resources	5%
6.	Software & Data	5%
7.	Marketing & Communications	4%
8.	Product & Project Management	4%
9.	Engineering & Technology	4%
10.	Customer Service & Support	3%
	<b>TOTAL</b>	<b>84%</b>

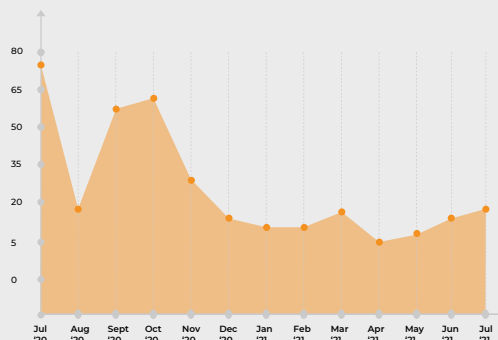
# ANNUAL TRENDS

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

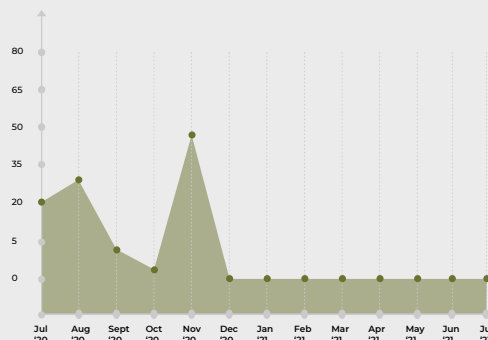
## TOP 6 INDUSTRIES HIGH IN SUPPLY - ANNUAL INSIGHTS

The supply for vacancies in the **NGO, NPO & Charity** industry remains high as the overall top industry that employers posting vacancies operate in over the previous year, followed by **Banking, Finance & Insurance** and **IT & Telecoms**. In addition, the insights for the top 6 job functions could be influenced by the rapid expansion and scale up of certain sectors, especially in the insurance and banking sector, which recently began rolling out Bancassurance products (merging banking & insurance products) which explains the rise in supply of related jobs.

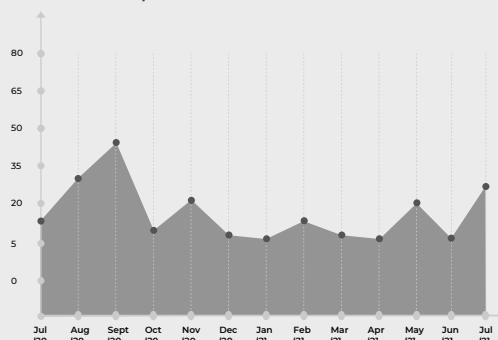
NGO, NPO & CHARITY



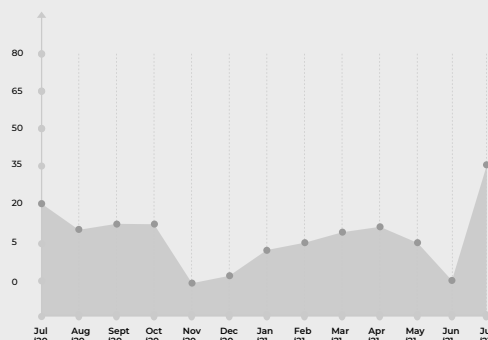
GOVERNMENT



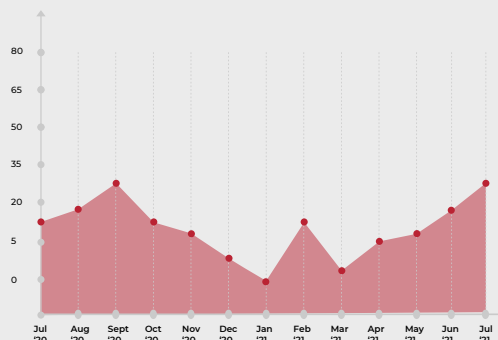
BANKING, FINANCE & INSURANCE



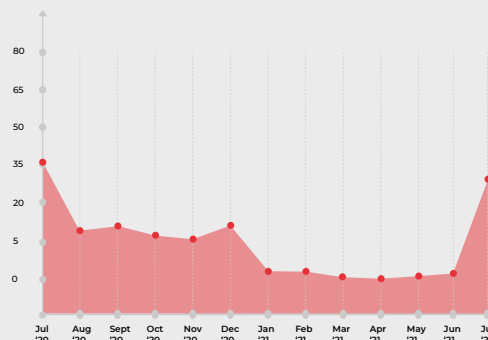
MANUFACTURING & WAREHOUSING



IT & TELECOMS



HEALTHCARE



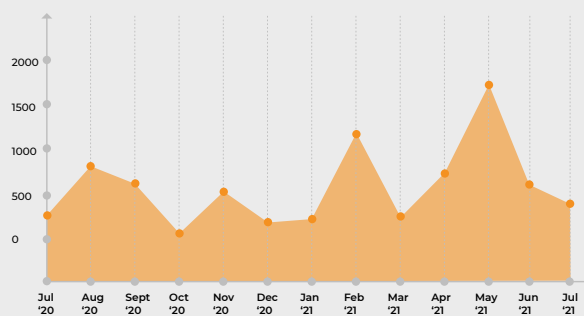
Y-Axis = Job Listings



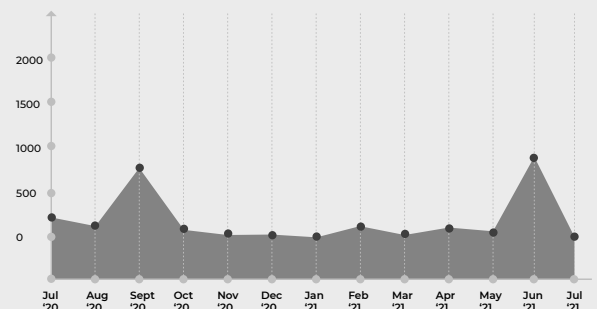
## TOP 6 INDUSTRIES IN HIGH DEMAND - ANNUAL INSIGHTS

**Banking, Finance & Insurance, NGO, NPO & Charity and Manufacturing & Warehousing** are the top 3 most sought-after industries in terms of demand over the last year. Overall, the month of May 2021 saw an increase in job applications across most of the top 6 industries, meaning more jobseekers were looking for jobs close to mid-year. Furthermore, the insights for the top 6 industries could be attributed to job pay packages and skill set requirements of the jobs which are neither high nor stringent therefore, allowing for rapid career fluidity, especially among entry-level employees who may just be starting to explore career options, hence high turnover.

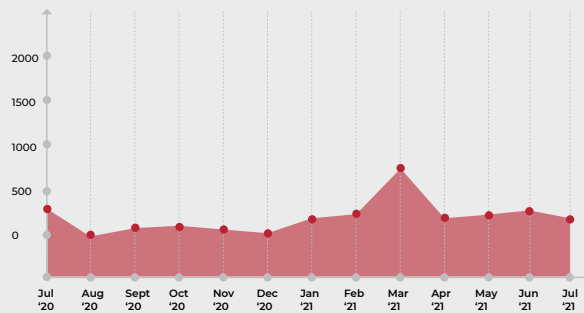
### BANKING, FINANCE & INSURANCE



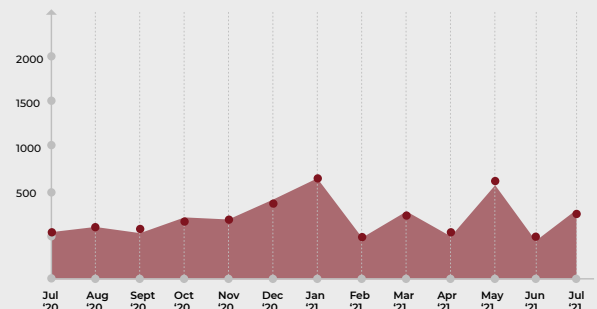
### IT & TELECOMS



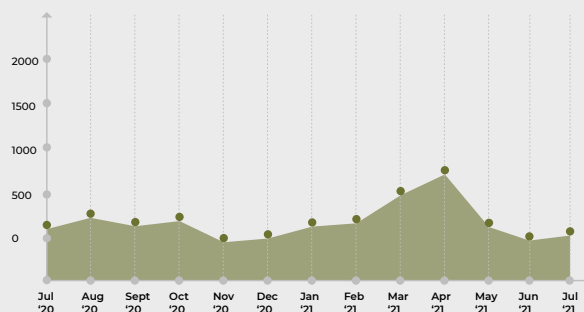
### NGO, NPO, & CHARITY



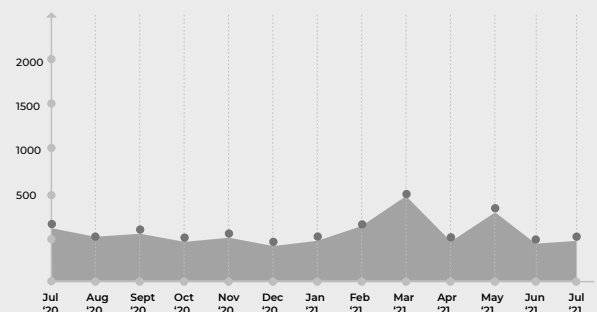
### RECRUITMENT



### MANUFACTURING & WAREHOUSING



### EDUCATION

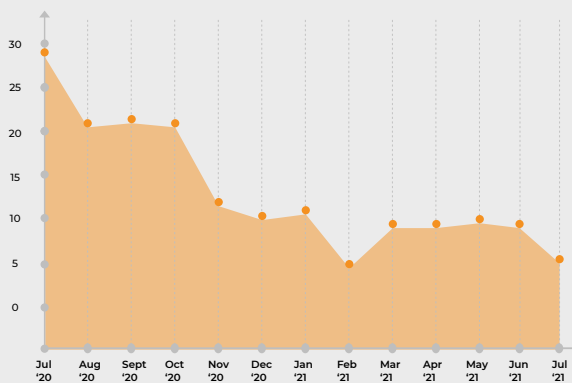


Y-Axis = Job Applications

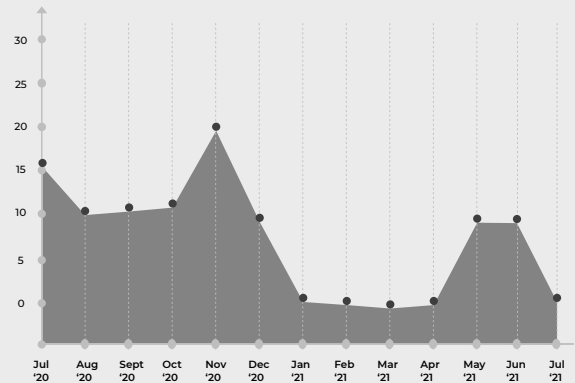
## TOP 6 JOB FUNCTIONS HIGH IN SUPPLY - ANNUAL INSIGHTS

Over the last year, **Accounting, Auditing & Finance** recorded the highest number of vacancies that employers wanted to fill in addition to **Sales** and **Product & Project Management**. In addition, the top 6 job functions could be a result of short term career exposure, as they do not require a specific skill set and are usually hired on a short-term basis, and seasonally depending on demand in the sector.

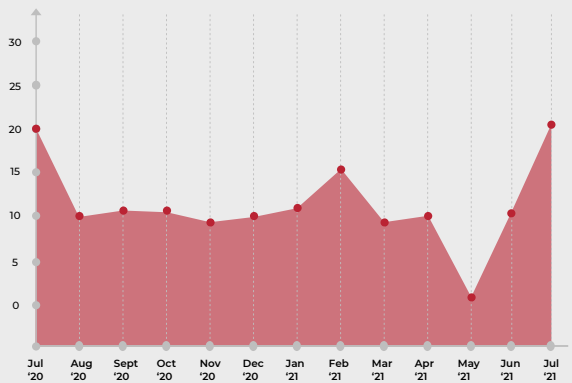
### ACCOUNTING, AUDITING, & FINANCE



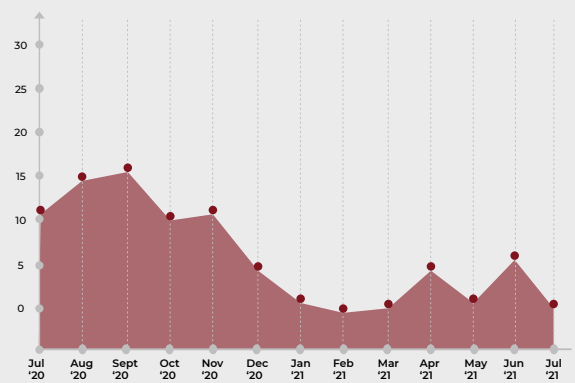
### MANAGEMENT & BUSINESS DEVELOPMENT



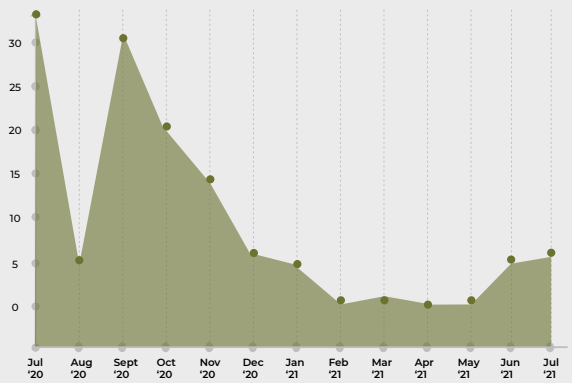
### SALES



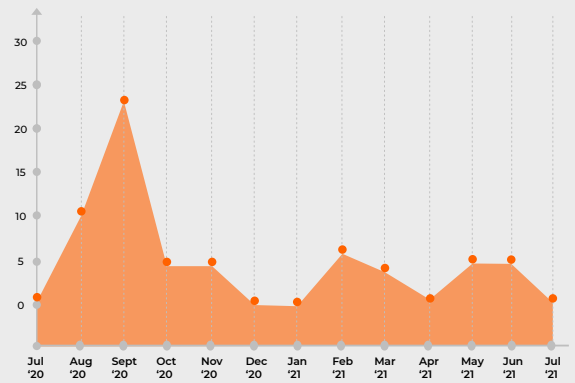
### ENGINEERING & TECHNOLOGY



### PRODUCT & PROJECT MANAGEMENT



### SOFTWARE & DATA



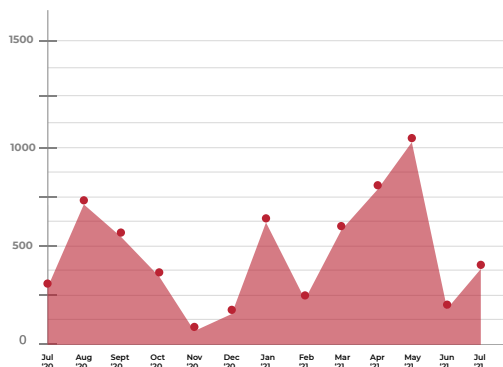
Y-Axis = Job Listings



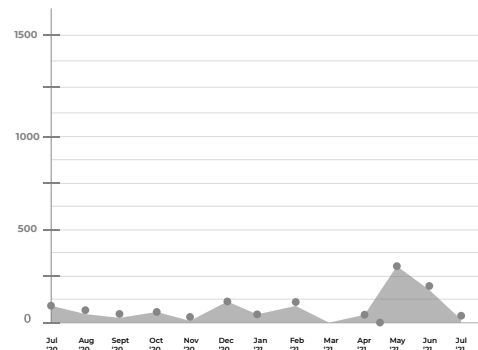
## TOP 6 JOB FUNCTIONS IN HIGH DEMAND - ANNUAL INSIGHTS

**Accounting, Auditing & Finance** recorded the highest number of applications from job seekers over the last year, followed by **Sales** and **Admin & Office**. Overall, May 2021 had the highest number of job applications across most of the top 6 job functions. Furthermore, the insights for the top 6 job functions could be influenced by the fact that they do not require a high skill level, especially with entry-level and mid-level candidates.

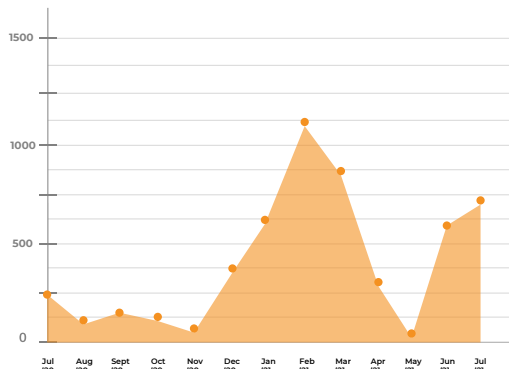
### ACCOUNTING, AUDITING, & FINANCE



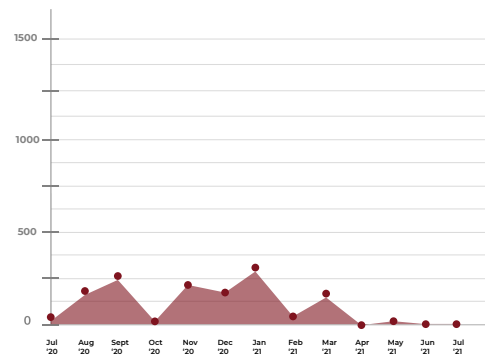
### MANAGEMENT & BUSINESS DEVELOPMENT



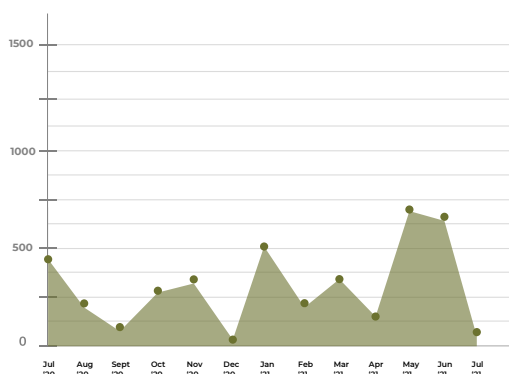
### SALES



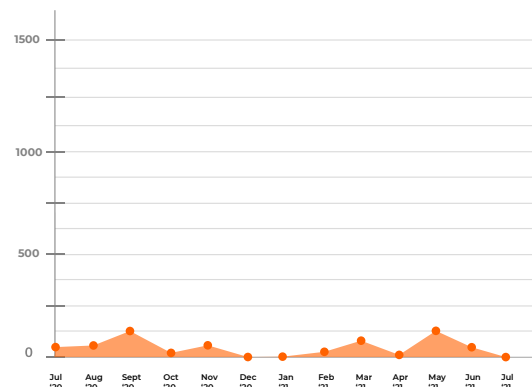
### CUSTOMER SERVICE & SUPPORT



### ADMIN & OFFICE



### SOFTWARE & DATA

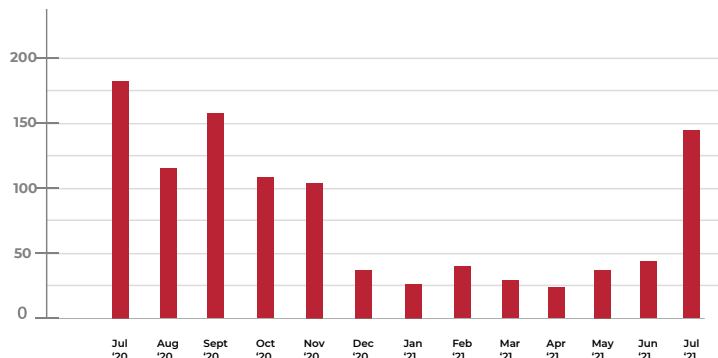


Y-Axis = Job Applications

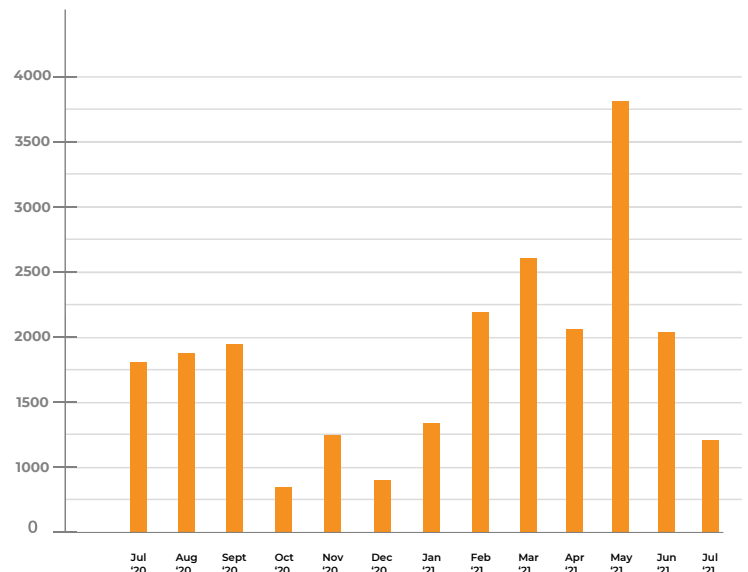
## OVERALL SUPPLY VS DEMAND FOR TOP INDUSTRIES

Interestingly, mid-year was the most busy time when employers advertised vacancies while the beginning of the year was when most jobseekers applied for jobs. Meaning, either employers should rethink when to advertise for jobs or jobseekers should look at applying for jobs during mid-year.

### SUPPLY - INDUSTRIES



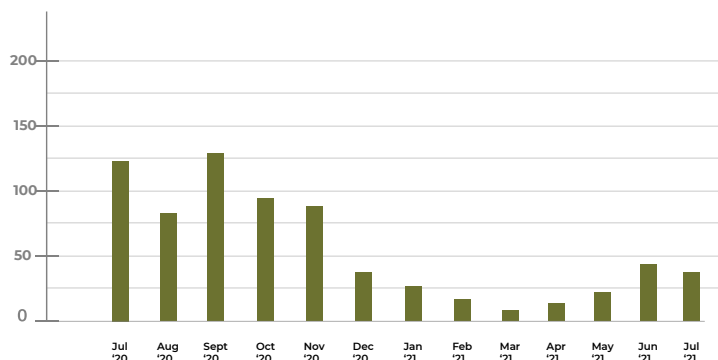
### DEMAND - INDUSTRIES



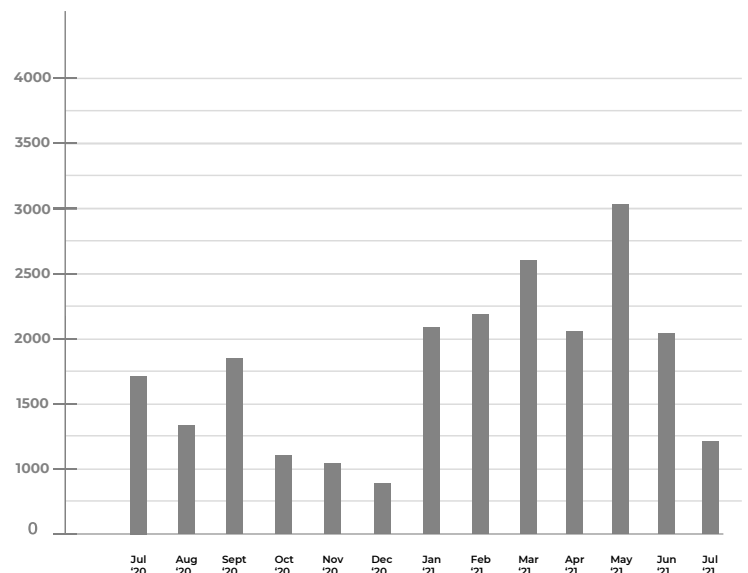
Y-Axis = Job Listings

## OVERALL ANNUAL SUPPLY VS DEMAND FOR TOP JOB FUNCTIONS

### SUPPLY - JOB FUNCTIONS



### DEMAND - JOB FUNCTIONS



Y-Axis = Job Applications

## WHO WE ARE

Welcome to **Uganda's #1 online jobs platform**. We connect qualified professionals like you to their dream jobs and employers to the best talent to help grow their businesses.

BrighterMonday Uganda was established in 2014 and has grown to become Uganda's leading recruitment and HR services platform. We have numerous candidates and employers, successfully using the platform to get access to the right opportunities.

At BrighterMonday Uganda, we fully understand the Ugandan market and have developed a portfolio of relevant and value-adding products that make recruitment simple, quick and effective. We ensure that we find the perfect match for our users.

We are part of the Ringier One Africa Media Group (ROAM). ROAM is one of Africa's largest digital publishers, allowing global brands to reach targeted audiences nationally, regionally, continentally and by each vertical in which we operate.



### OUR NUMBERS

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



**8,470+**  
Registered  
Employers



**180,830+**  
Jobseeker  
Profiles



**30**  
Applications  
per Job



**98,840+**  
Job  
Applications



### WHAT WE DO



Profile  
Development  
and Boosting



Learning and  
Development  
Offerings



Testing &  
Candidate Profiling  
Capabilities



Online Job Listing  
and Candidate  
Recruiting



Executive  
Recruitment



# CONTACT US



## CONTACT US



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