



2023/12



The CareerJunction Employment Insights Report provides an analysis of the supply and demand trends in the online job market, to represent online labour dynamics in South Africa.

The analysis and findings serve as a foundation for potential HR solutions & strategies, enabling businesses and recruitment agencies to focus on relevant occupations when developing their talent attraction and retention strategies.

# EMPLOYMENT TRENDS

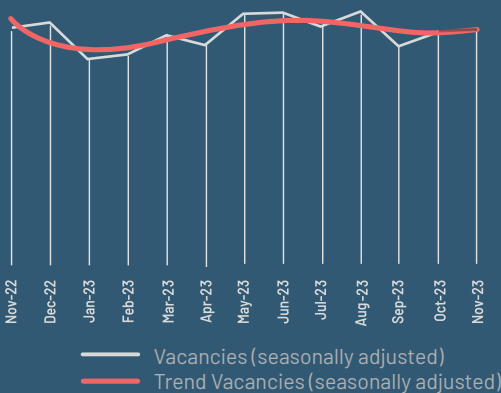
There was a minimal uptake in recruitment activity from **October to November 2023 (+1%)**.

Year-on-year, **hiring activity is at the same level** as it was a year ago, compared to November 2022.

Over the last three months hiring activity has increased for **Restaurant & Hospitality, Architecture & Engineering, Finance** and **Business & Management** professionals.

On the other hand, hiring activity for **Sales, Information Technology** as well as **Admin, Office & Support** professionals has declined over the last three months.

**Monthly job postings**  
Recruitment Activity over the past 13 months



**Recruiters, list your jobs here** ➤

## ▲ Growing hiring activity in the past three months

When comparing hiring activity over the last three months (September, October, November 2023) with the previous three months (June, July, August 2023), hiring activity has increased for Restaurant & Hospitality (+40%), Architecture & Engineering (+6%), Finance (+3%) and Business & Management (+1%) professionals.

Counter / Waiter / Bartender

**Restaurant & Hospitality**  
**+40%**

Food & Beverage Control

**Architecture & Engineering**  
**+6%**

Civil / Structural Engineering

Payroll & Wages

**Finance**  
**+3%**

Financial / Project Accounting

Bookkeeping

Infrastructure / Operations Consulting

**Business & Management**  
**+1%**

Business Development

## ▼ Declining hiring activity in the past three months

When comparing hiring activity over the last three months (September, October, November 2023) with the previous three months (June, July, August 2023), hiring activity has decreased for Sales (-8%), Information Technology (-7%) as well as Admin, Office & Support (-2%) professionals.

Representative / Sales Consulting

**Sales**  
**-8%**

Software Development

**Information technology**  
**-7%**

Business Analysis

Switchboard / Reception

**Admin, Office & Support**  
**-2%**

**The illustrations can be read as follows:**

During the last three months, hiring activity grew/declined by the percentage shown in the coloured circles. Particularly, roles in the sub-sectors shown surrounding the centre circle have been advertised more/less frequently.

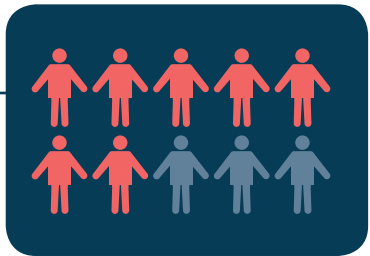
# SPOTLIGHT ON LABOUR MOBILITY

## How open are job seekers to relocating for new career opportunities?

Almost **7 out of 10 (69%)** South African job seekers are willing to relocate for a new job, indicating high mobility within the labour force.

However, South Africans are significantly less likely to leave their home country. **Only 26% (one in four) are willing to move to another country** for employment.

CareerJunction investigated some of the factors contributing to high or low mobility of job seekers.



## AGE

There is a clear correlation between age and willingness to relocate for a career opportunity.

Job seekers aged 21 to 30 years show the highest mobility, where 3 out of 4 people are willing to relocate for a job.

On the other extreme are job seekers older than 70 years, where only 3 out of 10 people state that they would move for a job opportunity.

These statistics show that the older the job seeker, the less likely they are to relocate for work.

Interestingly, when looking at job seekers who state that they are willing to relocate for a job opportunity, the willingness to relocate internationally increases with age!

It seems that mobile job seekers are inclined to find international job opportunities with age.

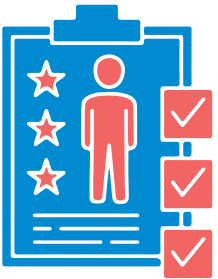
### Willing to relocate INTERNATIONALLY

Only considering people willing to relocate

Age	Relocate? Yes	Relocate? No
Age up to 20	70%	30%
Age between 21 and 30	76%	24%
Age between 31 and 40	72%	28%
Age between 41 and 50	61%	39%
Age between 51 and 60	58%	42%
Age between 61 and 70	56%	44%
Age older than 70	28%	72%

Age	Relocate within SA	Relocate internation- ally
Age up to 20	80%	20%
Age between 21 and 30	77%	23%
Age between 31 and 40	60%	40%
Age between 41 and 50	54%	46%
Age between 51 and 60	50%	50%
Age between 61 and 70	44%	56%
Age older than 70	35%	65%

# SPOTLIGHT ON LABOUR MOBILITY



## YEARS OF WORK EXPERIENCE

Aligned with the findings on age, the years of work experience correlate.

It is clear that less experienced job seekers are more willing to relocate for a job than highly experienced job seekers.

Almost 8 out of 10 job seekers without work experience are willing to relocate.

Years of work experience	Relocate? Yes	Relocate? No
0 Years of experience	78%	22%
0-2 Years of experience	75%	25%
3-5 Years of experience	70%	30%
6-10 Years of experience	65%	35%
10+ Years of experience	59%	41%

Looking at job seekers who generally state they are open to relocating for a job, it is evident (again) that with more work experience the willingness to relocate internationally increases, while the willingness to relocate within South Africa decreases.

### Willing to relocate INTERNATIONALLY

Only considering people willing to relocate

Years of work experience	Relocate within SA	Relocate internationally
0 Years of experience	70%	30%
0-2 Years of experience	66%	34%
3-5 Years of experience	61%	39%
6-10 Years of experience	58%	42%
10+ Years of experience	55%	45%

## QUALIFICATION

There appears to be no significant correlation between qualifications and job seekers willing to relocate. However, when looking at job seekers who state they are open to relocating, there is a correlation: Similar, to the years of experience, higher qualified job seekers are more willing to move internationally for a job.

Looking at these trends where highly qualified and experienced job seekers are more inclined to move abroad speaks to the brain drain of local talent in South Africa.



# SPOTLIGHT ON LABOUR MOBILITY



## GENDER

Male job seekers seem to be slightly more willing to relocate, with almost 3 out of 4 males stating that they are open to relocate for a job.

On the other hand, 64% of females are open to relocate for a job.

Gender	Relocate? Yes	Relocate? No
Female	64%	36%
Male	74%	26%

## SALARIES



Although there is no significant correlation between low or high salaries and job seekers willing to relocate, a general high willingness to relocate across all types of salary ranges is evident.

However, when looking at job seekers who state they are open to relocating, there is a strong correlation of salaries and willing to move internationally for a job.

The more a 'mobile' job seeker earns, the more willing they are to leave South Africa. This may be partly attributed to skilled job seekers reaching an income ceiling in South Africa and finding more attractive earning opportunities abroad.

### Willing to relocate INTERNATIONALLY

Only considering people willing to relocate

Annual income (Rands)	Relocate within SA	Relocate internationally
n/a	80%	20%
0 - 50K	68%	32%
50 - 150K	62%	38%
150 - 200K	63%	37%
200 - 250K	60%	40%
250 - 350K	59%	41%
350 - 450K	54%	46%
450 - 700K	50%	50%
700 - 800K	51%	49%
800K - 1.2Million	42%	58%
1.2 - 1.8 Million	45%	55%
1.8+ Million	41%	59%



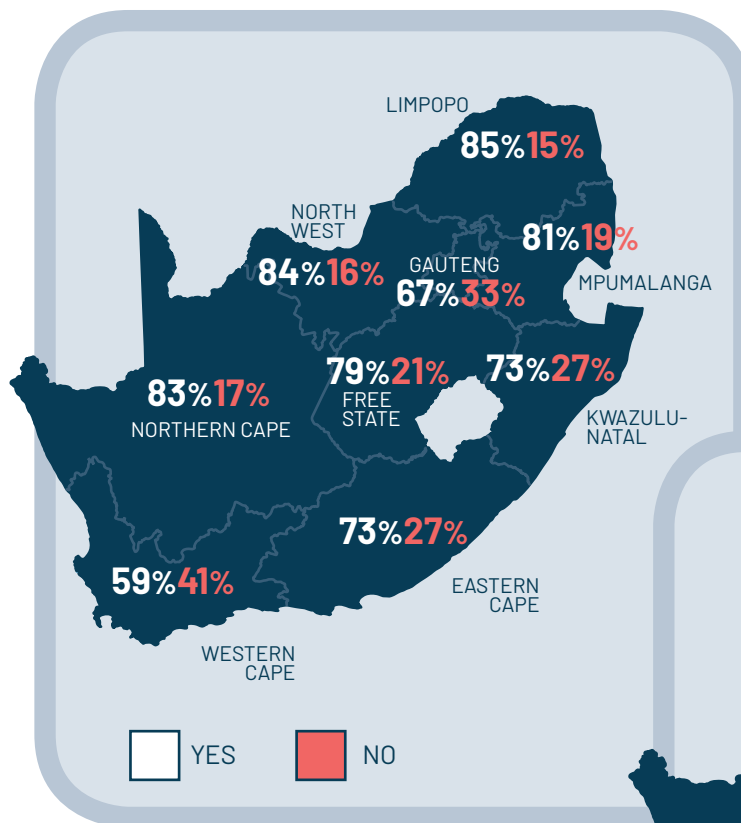
# SPOTLIGHT ON LABOUR MOBILITY

## LOCATION



In terms of geographical location, the Western Cape and Gauteng show the lowest mobility of job seekers.

4 out of 10 job seekers in the Western Cape are not interested of moving for work, while 1 in 3 job seekers in Gauteng state they won't relocate for a job.

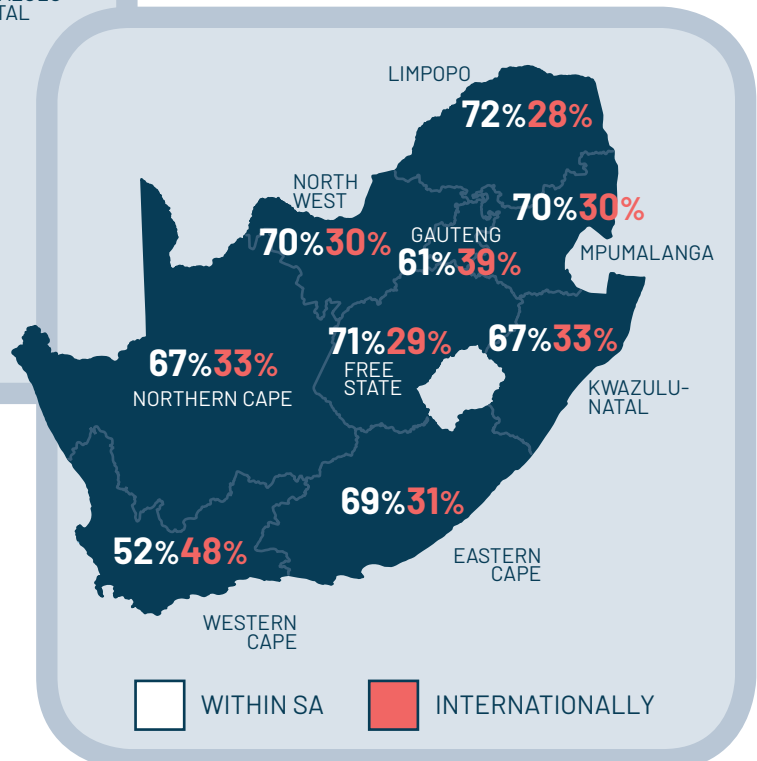


Interestingly, the Western Cape (followed by Gauteng) has the highest mobility rate in terms of moving internationally when looking only at job seekers who are willing to relocate.

It seems that job seekers in the Western Cape are least likely to relocate. However, if they do relocate, they prefer to relocate internationally for a job.

### Willing to relocate INTERNATIONALLY

Only considering people willing to relocate



# CANDIDATE TRENDS

Significant growth in candidates signing up to search and apply for jobs was evident for the following sectors:



## **LEGAL**

Drafting & Paralegal  
Prosecutor / Advocate  
Legal Advisory



## **RESTAURANT & HOSPITALITY**

Counter / Waiter / Bartender  
Chef / Cook

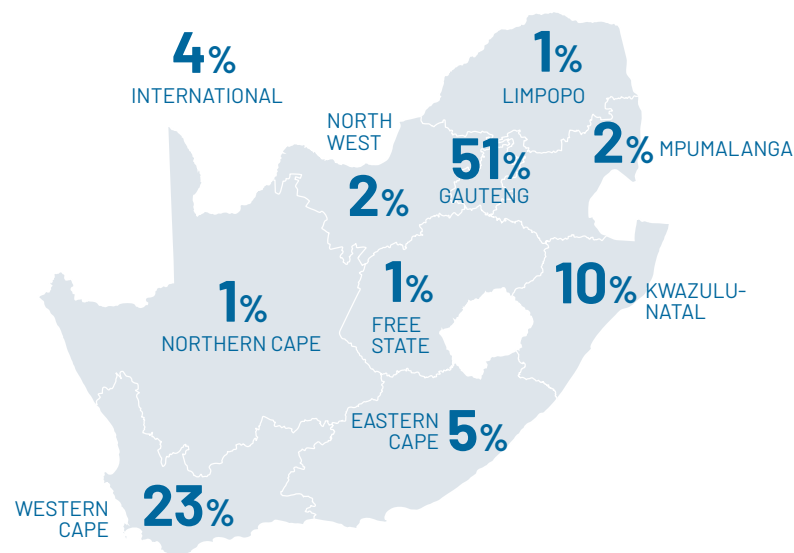


## **SCIENCE & TECHNOLOGY**

Earth / Geo Scientist  
Environmental Scientist  
Other Science & Technology

**Job seekers, register your CV >**

# RECRUITMENT PER LOCATION



Gauteng has the most employment opportunities in South Africa (51%), followed by the Western Cape (23%) and KwaZulu-Natal (10%).

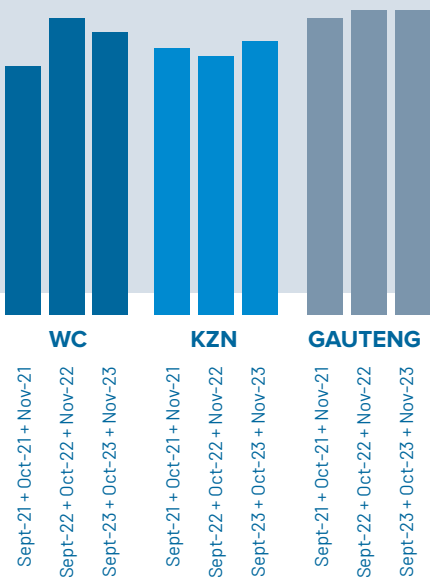
## REGIONAL DEMAND BY PROFESSION



### SALES

Across Gauteng, KwaZulu-Natal and the Western Cape provinces, there has been consistent demand for Sales professionals from September–November 2021 to September–November 2023.

Year-on-year, Gauteng has seen the same level of hiring activity (2022 to 2023). KwaZulu-Natal has seen a year-on-year increase of +8%; and the Western Cape has seen a slight year-on-year decrease of -4%.

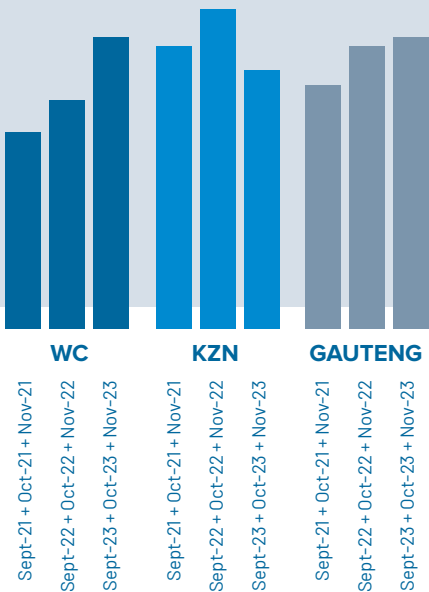


### WAREHOUSING & LOGISTICS

There has been growing demand for Warehousing & Logistics professionals in the Western Cape and Gauteng over the past three years.

Year-on-year, demand in Gauteng has increased by +2%, while demand in the Western Cape has increased more significantly by +25%.

Demand for Warehousing & Logistics professionals in KwaZulu-Natal grew from 2021 to 2022, however there was a decline in demand during 2023 (-19%).

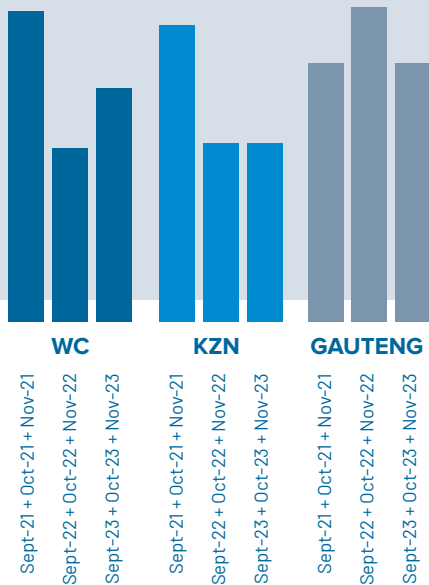


### MEDICAL & HEALTH

In Gauteng, demand for Medical & Health professionals grew from 2021 to 2022, but has since declined year-on-year by -17%.

The Western Cape experienced a significant decline in hiring activity for Medical & Health professionals from 2021 to 2022 (-44%). It is encouraging to see, however, that since 2022 hiring activity has increased year-on-year by +36%.

Demand for Medical & Health professionals declined significantly in KwaZulu-Natal from 2021 to 2022 (-39%). Since 2022, hiring activity has remained at the same level.



Please note that these graphs represent the change in vacancies over time. However, the volumes of vacancies are not accurately represented.



# SECTOR STATISTICS

Spotlight on:  
**Design, Media & Arts**



Next month:  
**Building & Construction**

**66.7%**

EE Candidates

**58.5%**

Candidates  
residing in Gauteng

**47.4%**

Candidates willing  
to relocate

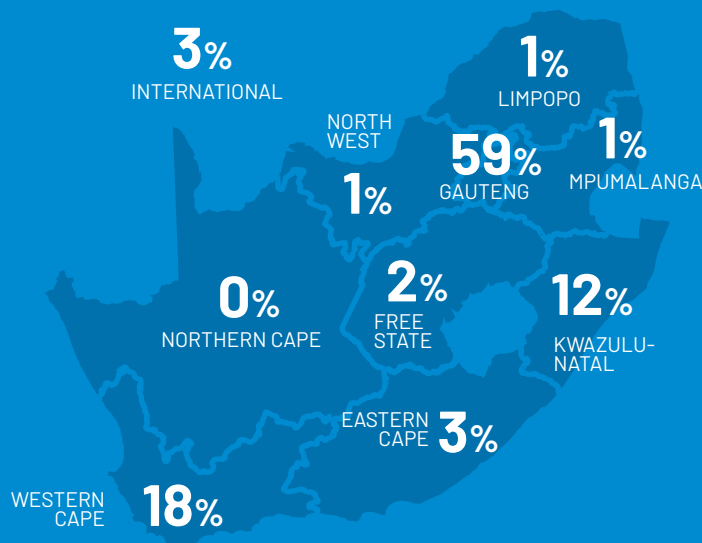
**2 years and  
11 months**

Average stay  
by candidates in  
their jobs

**49.4%**

Candidates  
with a tertiary  
qualification

## LOCATION OF CANDIDATES



## HIGHEST QUALIFICATION OF CANDIDATES

Some secondary schooling	2%
Matric	11%
Certificate	10%
Professional qualification	2%
Diploma	22%
Degree	18%
Honours	6%
Masters	3%

No qualification records for  
**25%** of Design, Media & Arts.

## MARKET-RELATED SALARY

offerings for top in-demand skills

### Digital Designer

from R18 444 to R23 400 per month

### Media Specialist

from R16 970 to R23 879 per month

### Product Designer

from R30 238 to R37 798 per month



## MOST IN-DEMAND ROLES

- **Graphic Designer**
- **User Interface Designer**
- **Copywriter**

Job seekers, find jobs in Design, Media & Arts





South Africa's #1 Quality Candidate Provider.

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CareerJunction is part of the global JobTech giant, The Stepstone Group. Since 1997, we have empowered job seekers and recruiters to find each other using our world-class, locally developed recruitment solutions.

**The CareerJunction Employment Insights report** is based on comprehensive data gathered from The Stepstone Group's South African platforms - where around 5,000 of the country's top recruiters (both agencies and employers) advertise their positions to millions of registered job seekers.

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For customised data enquiries,  
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