

Pnet. JOB MARKET TRENDS

REPORT APR 2025



The Pnet Job Market Trends Report provides insights into recruitment and employment trends in the South African market. Developed to give local businesses a useful summary of the monthly trends shaping the recruitment market, the report also unpacks sector-specific insights – from both an employer and candidate perspective.

Recruiters can use our data to develop their recruitment strategies and to constructively guide and advise their HR talent-management solutions.

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Candidate Sourcing: A behind-the-scenes look at Recruitment Trends

This month's special feature:
Pnet explores Candidate Sourcing in terms of which professionals are in demand and how Recruiters search for them.

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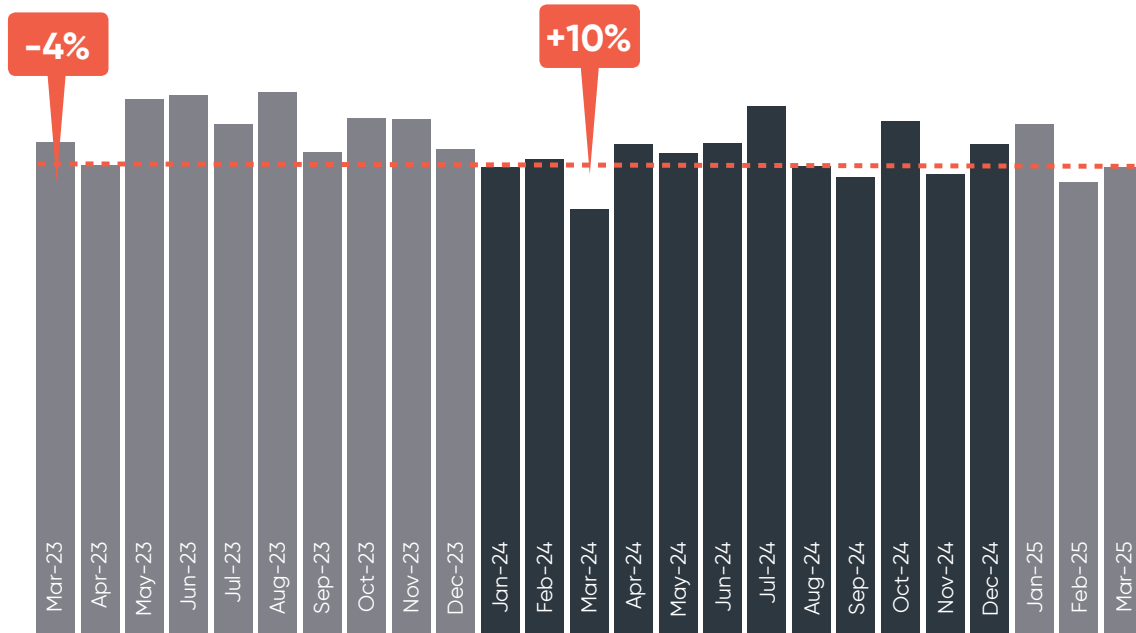
Regional Job Trends

A regional view on the latest job market trends. We are taking a closer look at three provinces, while the provinces will rotate every month.

JOB MARKET ACTIVITY

MONTHLY JOB POSTINGS

Vacancies (seasonally adjusted)



Month-on-month local hiring activity increased by **+4%** from February to March 2025.

Year-on-year, hiring activity increased by **+10%**, compared to March 2024.

The trend for the two-year comparison shows a decline of **-4%**, when comparing recruitment activity between March 2023 and March 2025. This trend reflects continued volatility in the local Job Market.

RECRUITERS
list your jobs here.

TRENDING JOBS

Analysing last month's hiring activity, these are the latest trending jobs that are showing increased demand for workers and professionals.

1

Electrical & Electronic Equipment Installation / Repair
Cleaning, Maintenance & Repair

2

Retail Sales

3

Consulting Engineering Building & Construction

4

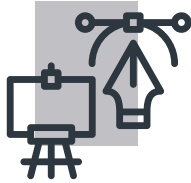
Secretary Admin, Office & Support

5

Senior Management Business & Management

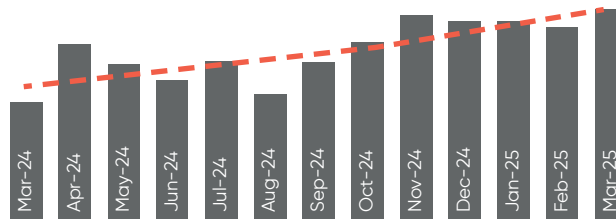
TRENDING JOB SECTORS

Sector-specific hiring activity trends can provide valuable insights into the local job market and South African economy. Stable and increasing recruitment activity indicates confidence in the local economy and business growth.



Design, Media & Arts

- There has been consistent, increased hiring activity for Design, Media & Arts professionals since October 2024.
- Year-on-year, this sector has seen a significant **+78%** increase in hiring activity.
- Month-on-month, hiring activity for Design, Media & Arts professionals has increased by **+9%** (February to March 2025).

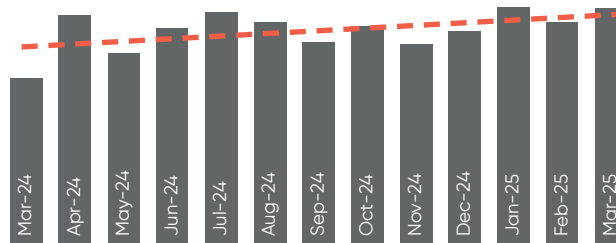


Find **Design, Media & Arts** jobs



Sales

- The first quarter of the year has reflected strong and consistent hiring activity for Sales professionals.
- Year-on-year, this sector has seen an increase in hiring activity (**+41%**).
- Month-on-month, hiring activity for Sales professionals has increased by **+6%**.

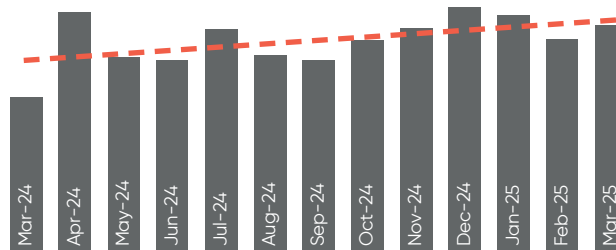


Find **Sales** jobs



Marketing

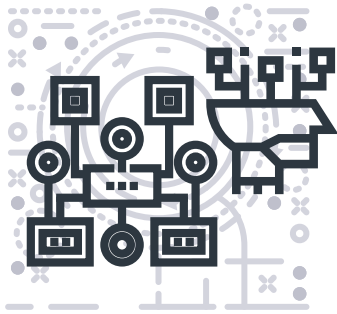
- There has been increased hiring activity for Marketing staff since October 2024.
- Although February 2025 saw a slight dip, hiring activity for Marketing staff remains stable.
- Year-on-year, this sector has seen an increase of **+44%**.
- Month-on-month, hiring activity for Marketing staff increased by **+7%**.



Find **Marketing** jobs



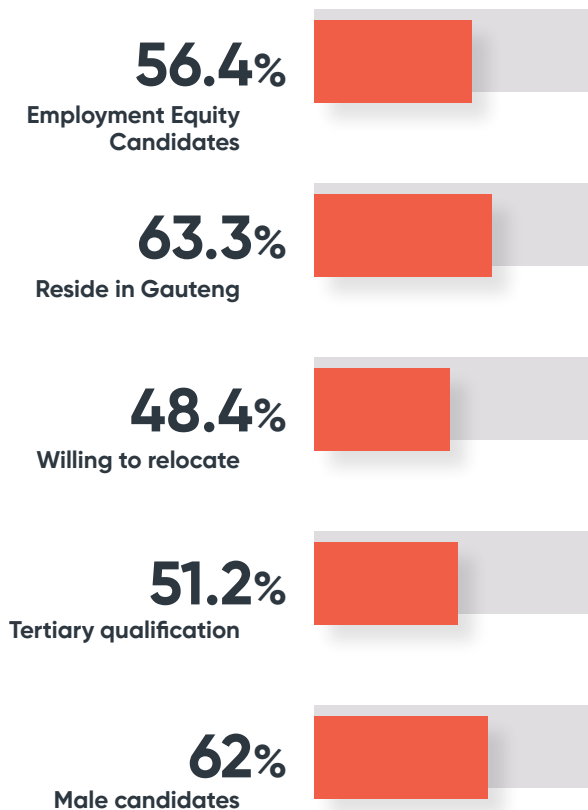
SNAPSHOT OF THE INFORMATION TECHNOLOGY SECTOR



AVERAGE STAY BY CANDIDATES IN THEIR JOBS

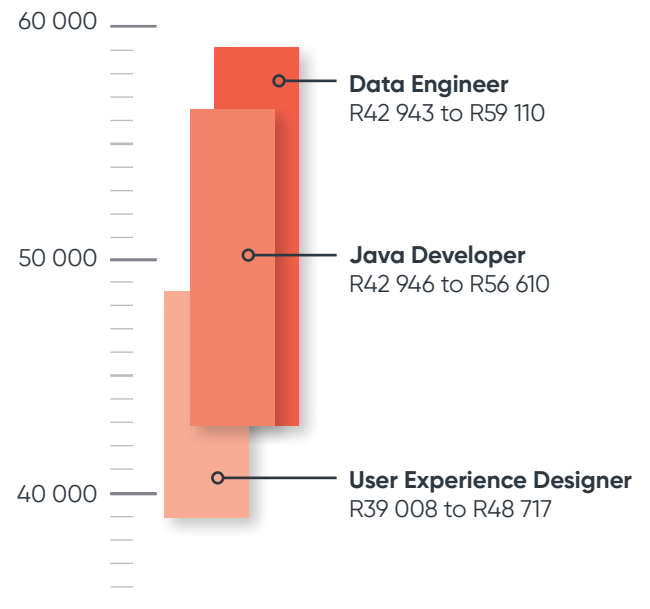
2 YEARS AND
9 MONTHS

CANDIDATE TRENDS FOR THE INFORMATION TECHNOLOGY SECTOR



WHAT'S BEEN OFFERED?

Market-related monthly salaries (CTC)
for top in-demand skills



FIND JOBS
in Information Technology



CANDIDATE SOURCING

A BEHIND-THE-SCENES LOOK AT RECRUITMENT TRENDS

When it comes to filling vacancies, job advertising is the most visible method. It offers clear advantages – boosting employer branding and awareness, reaching a wide audience quickly (especially with paid ads), and attracting a large, diverse pool of interested applicants.

But there's another side to recruitment that happens quietly behind the scenes: candidate sourcing.

CANDIDATE SOURCING

A BEHIND-THE-SCENES LOOK AT RECRUITMENT TRENDS

Candidate sourcing is when recruiters actively search for and engage with potential candidates, instead of waiting for people to apply. While sourcing usually targets a smaller group of individuals, it's far more focused and strategic. It also opens the door to the passive jobseeker market – people who aren't actively job hunting but may be open to new opportunities.

According to an article by [Leela Srinivasan \(2014\)](#), only 12% of candidates are actively searching for a new job, and 13% are casually looking. That means 75% of potential candidates aren't scanning job ads at all. Candidate sourcing helps employers connect with this hidden majority – and find great talent that traditional job ads might miss.

Candidate sourcing means maximising the reach to active and passive jobseekers, which can improve the quality of hire significantly.

[Pnet.co.za](#) provides employers and recruiters with both options:

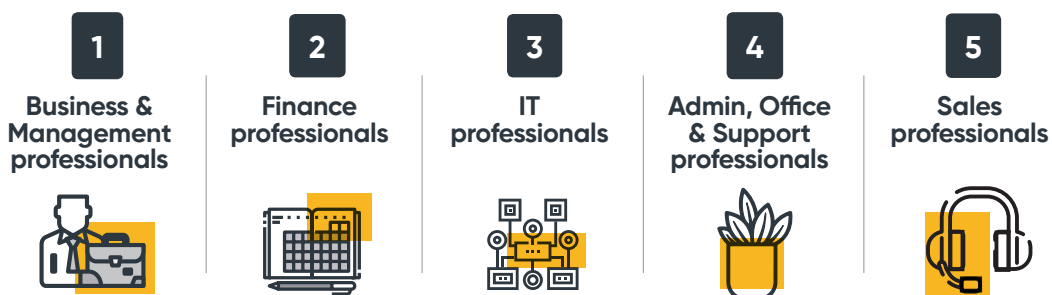
- A) Job advertising to attract suitable and interested jobseekers, and
- B) Candidate sourcing options where recruiters can search Pnet's candidate database with over 3 million candidate profiles including active and passive jobseekers.

In this report, Pnet shines some light on candidate sourcing by answering the following questions:

- 1) Which candidate sectors are mostly targeted when recruiters or employers source candidates and engage with candidates?
- 2) Which professionals have been most in demand over the last 3 years?
- 3) What are the top search terms used when recruiters or employers source candidates?
- 4) What kind of jobseekers are often targeted through candidate sourcing? And how often is "often"?

1. Which candidate sectors are mostly targeted when recruiters or employers source candidates and engage with candidates?

Candidate sourcing tools like Pnet's candidate search tool are used extensively in the world of recruitment. Looking at the targeted candidate sectors where most of the candidate sourcing happens, we see a very clear trend: One out of five companies / recruiters target Business & Management professionals. Second in place are Finance professionals, followed by IT professionals, Admin, Office & Support professionals, and Sales professionals.



2. Which professionals have been most in demand over the last 3 years?

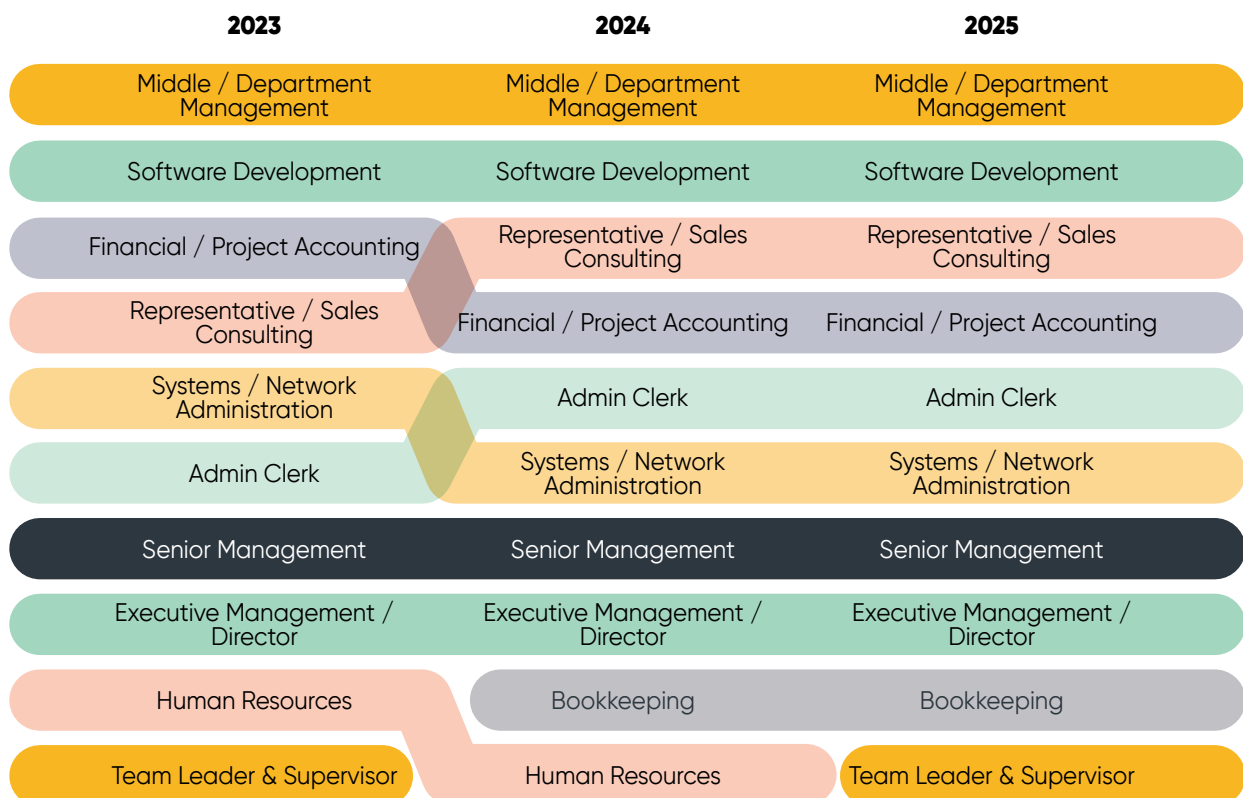
Managerial staff on a department level are in high demand when recruiters source and engage with candidates. Specifically, managerial job roles like finance managers, sales managers, operations managers as well as business development and HR managers are highly sought after.

Middle and department managers being top in demand, followed by software developers has been a trend for the last few years.

Interestingly, job advertising for IT professionals – particularly software developers – has decreased significantly (**-45%**) over the last 3 years. Although there has been a decrease in candidate sourcing for software developers, the trend is not as significant. Software developers remain second on the top in demand professionals when it comes to candidate sourcing.

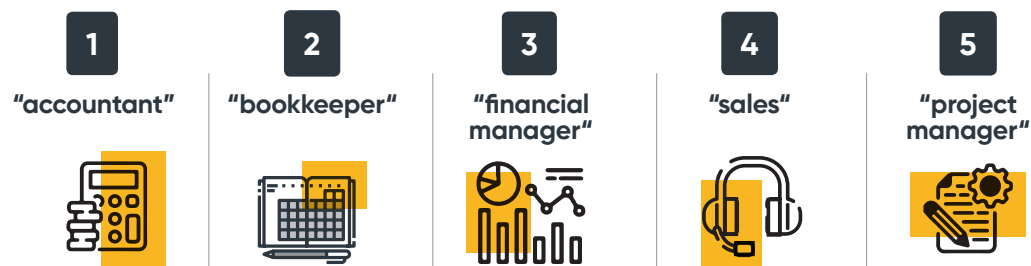
Other professional groups which companies and recruiters source and engage with are Sales Representatives, Financial / Project Accountants, Admin Clerks, Systems / Network Administrators, Senior Managers, Executive Managers / Directors, Bookkeepers, and Team Leaders / Supervisors, and HR professionals.

The graph below indicates that while demand for professionals like sales representatives is increasing, demand for other professional groups is decreasing.



3. What are the top search terms used when recruiters or employers source candidates?

When looking at the top search terms used when recruiters or companies source candidates, financial job roles dominated the top of the list – with search terms like “accountant”, “bookkeeper” and “financial manager”. In 4th and 5th in place respectively are “sales” and “project managers”.



4. What kind of jobseekers are often targeted through candidate sourcing? And how often is “often”?

Looking at candidate sourcing through the lens of a recruiter is one side of the coin. But what does it look from a jobseeker perspective? Pnet's research found that profiles sourced with the most frequency are **software developer profiles**.

This doesn't come as a surprise, since we've unpacked the candidate sourcing demand for software developers earlier. Considering that professionals with solid experience in software development are scarcer than professionals fit for other job roles, it makes sense that these professionals are more popular when it comes to candidate sourcing.

Second in place are data **analysis / data warehousing professionals** such as data scientists, data analysts and business intelligence developers and analysts.

In third place are **financial accountants**.

Again, data analysis / data warehousing professionals as well as financial accounts are, like software developers, less prevalent in the job market and therefore more sought-after.

As a result, some of these highly sought-after candidates, are being sourced by different employers and recruiters more than 100 times a year. In other words, **on average different recruiters and companies might be calling them about new career opportunities 2 times every single week**.



REGIONAL JOB TRENDS

A regional view on the latest job market trends.
Here we take a closer look at three different locations every month.

REMOTE WORK

Top in-demand professionals:

- Business & Management
- Finance
- IT

Remote working opportunities increased for IT professionals by **+11%** and finance professionals by **+6%**, when comparing Q4:2024 and Q1:2025.

On the other hand, hiring activity for remote Business & Management staff declined by **-9%** quarter-on-quarter.

NORTH WEST

Top in-demand professionals:

- Business & Management
- Finance

Hiring activity for Business & Management professionals in the North West province increased by **+66%** year-on-year (March 2024 to March 2025).

In addition, the North West saw an increase in hiring of **+8%** for Finance professionals and **+17%** for Sales professionals year-on-year.

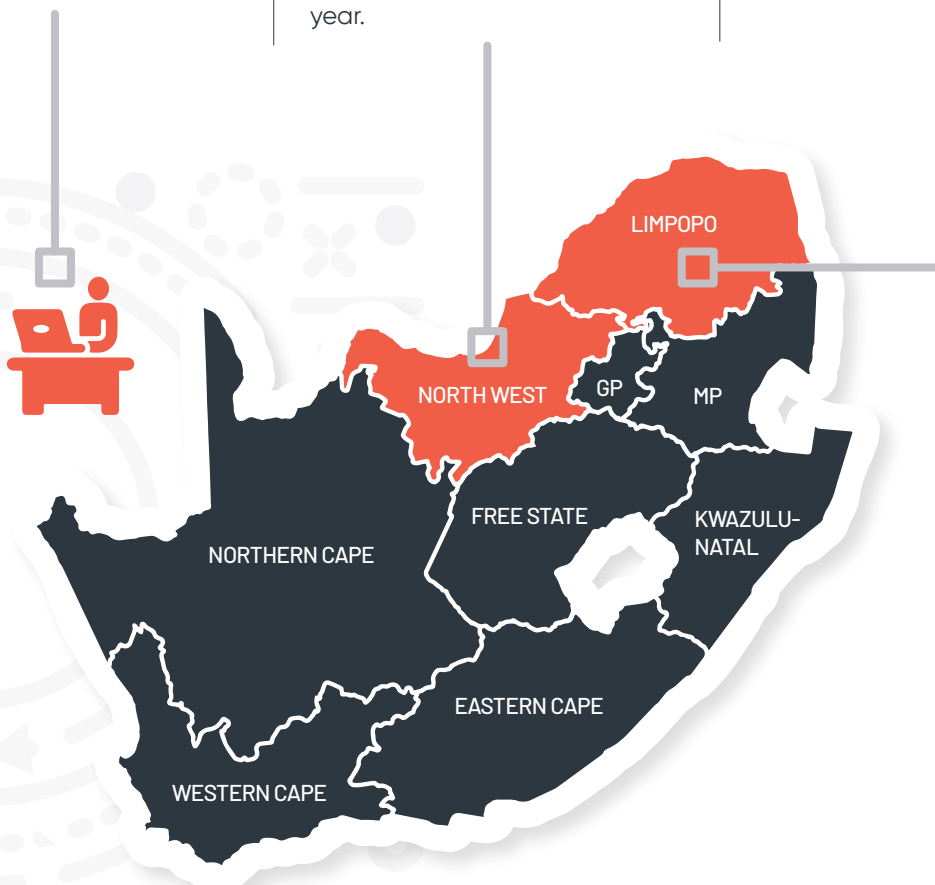
LIMPOPO

Top in-demand professionals:

- Business & Management
- Finance
- IT

In Limpopo, demand for Business & Management professionals decreased by **-17%** year-on-year.

Hiring activity for Sales professionals in this province saw a slight increase between March 2024 and March 2025.





The Pnet Job Market Trends Report has been created and interpreted by our expert team of data insights specialists. The report is based on empirical data sourced from The Stepstone Group South Africa's online recruitment platforms, which currently hold a combined database of over 9 million registered users.

For any data-related queries or to discuss tailored insights solutions for your business, reach out to us at insights@pnet.co.za

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