# Recruitment Trends in sub-Saharan Africa

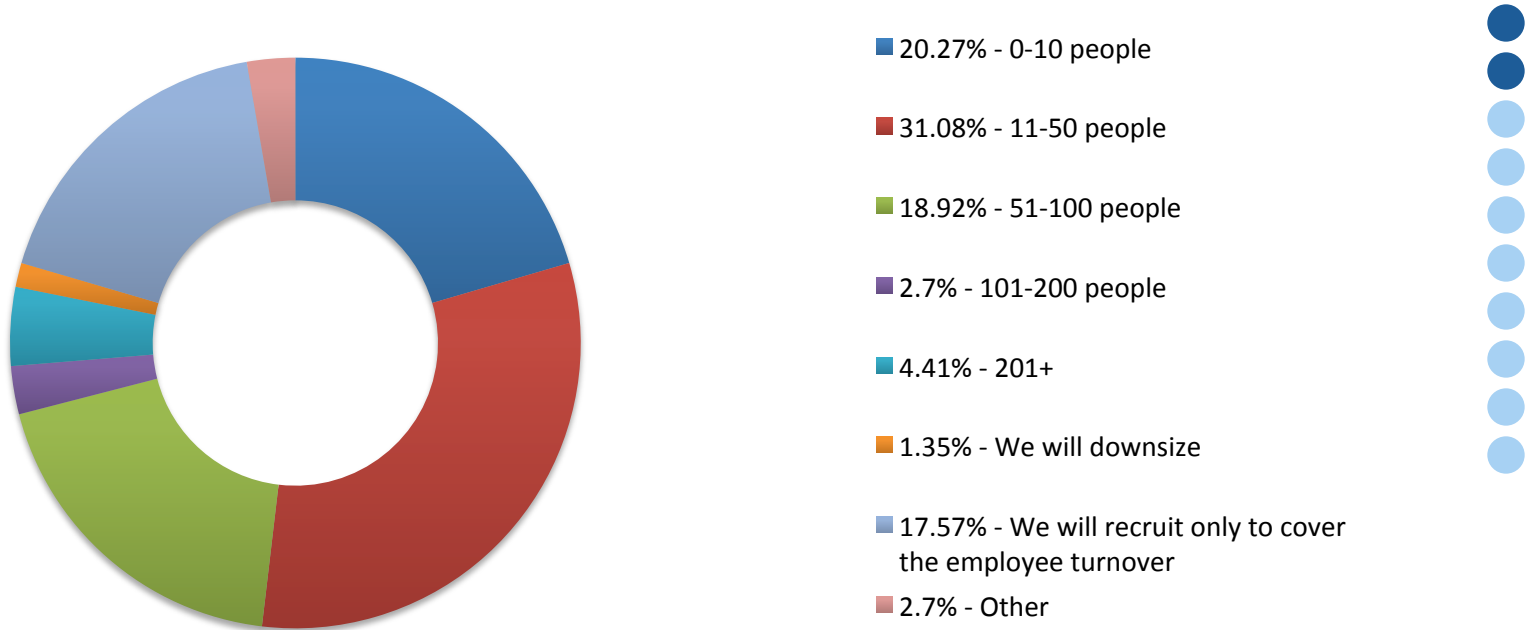Are you searching for a job or willing to make a career change in sub-Saharan Africa?

Now you have access to the recruitment plans of companies from sub-Saharan countries thanks to a survey conducted by **WorkInAfrica.com**, the first professional online job board in sub-Saharan Africa.

WiA WorkinAfrica.com

# Recruitment Trends in sub-Saharan Africa

According to the research results, over **30%** of the respondent companies estimate to recruit **11 to 15** people in the next 12 months and **19%** of the employers plan to hire **51 to 100** new people in the next year. **20%** of the companies will recruit less than **10** people and **17.5%** will recruit only to cover the employee turnover.



- 20.27% - 0-10 people
- 31.08% - 11-50 people
- 18.92% - 51-100 people
- 2.7% - 101-200 people
- 4.41% - 201+
- 1.35% - We will downsize
- 17.57% - We will recruit only to cover the employee turnover
- 2.7% - Other

Q: How many people do you estimate you will recruit in the next 12 months? Please refer to the country you are located in.

\* 86 respondents

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The main **channels used by companies in sub-Saharan Africa when recruiting** are internal referrals (54.6%), followed by advertisements on job sites (48.8%), social media platforms such as Facebook or LinkedIn (46.5%), jobs published in newspapers (45.3%), external referrals (44.1%), the company's database of candidates (39.5%), recruitment agencies (36%), career section on the company's website (31.4%), job fairs (13.9%). So make sure to check these channels if you are searching for a new job.

- 54.65% - Internal referrals
- 48.84% - Jobs advertised on job sites
- 46.51% - Social media (LinkedIn, Facebook etc.)
- 45.35% - Jobs published in newspapers
- 44.19% - External referrals
- 39.53% - The company's database of candidates
- 36.05% - Recruitment agencies
- 31.4% - Career section on the company's website
- 13.95% - Job fairs
- 5.81% - Other

Q: Which channels do you usually use when recruiting?

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The **most required candidates** are college educated with up to 5 years of experience (61.1% of the employers expect to recruit this category of candidates in the next 12 months). Next in line are candidates with more than 5 years of experience and college educated, 47.22% of companies planning to hire this type of candidates in the next year. Employers in sub-Saharan Africa also expect to hire in the following 12 months Managers (34.7%), college educated interns/students (25%), unexperienced college graduates (23.6%) and candidates with no college degree (9.7%).
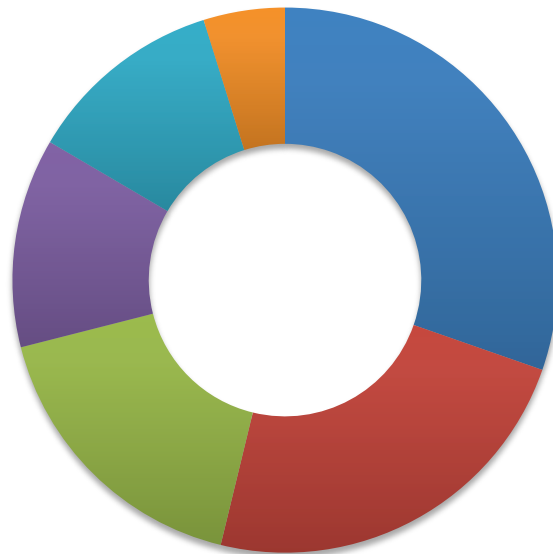


- 61.11% - Candidates with up to 5 years of experience (college educated)
- 47.22% - Candidates with more than 5 years of experience (college educated)
- 34.72% - Managers
- 25% - Interns/students (college educated)
- 23.61% - Unexperienced college graduates
- 9.72% - Blue collars/candidates with no college degree

Q: For which levels do you expect to recruit most in the next 12 months? Please chose the 3 most important ones.

* 86 respondents

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# Recruitment Trends in sub-Saharan Africa

The **top departments in which companies activating in sub-Saharan Africa will recruit in the next 12 months** are: Accounting/ Audit/ Finance/ Insurance (30.1% of companies will recruit in these departments), Sales/ Commercial and IT/ Telecom (28.7% each), Project Management (27.4%), Engineering and Customer Service (26% each), Human Resources/ Training (21.9%), Administration/ Office Management (20%) etc.

- 30.14% - Accounting/Audit/Finance/Insurance
- 28.77% - Sales/Commercial
- 28.77% - IT/Telecom
- 27.4% - Project Management
- 26.03% - Engineering
- 26.03% - Customer Service
- 21.92% - Human Resources/Training
- 20.55% - Administration/Office Management
- 17.81% - Marketing/PR/Advertising
- 15.07% - Procurement/Logistics/Transportation
- 15.07% - Construction
- 13.7% - NGO/Social Services
- 10.96% - Oil&Gas/Mining/Energy
- 9.59% - Tourism/Hospitality
- 12.33% - Other

Q: What departments/ jobs will you recruit more for the next 12 months?
Please check all that applies.

* 86 respondents

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# Recruitment Trends in sub-Saharan Africa

Most employers in sub-Saharan Africa (67.8%) consider that candidates should improve their soft skills (e.g. communication, time management etc.) in order to **increase their employability**. A considerable amount of companies (64.2%) also mentioned that candidates should improve their knowledge/ hard skills to grow their chances of being employed. Other things candidates should do in order to become more eligible in the recruitment process are to lower their financial expectations (28.5% of employers mentioned this), write a great CV (26.7%), start with an internship if they are unexperienced (25%), improve their foreign language skills (16%) and apply to as many jobs/ employers as possible.
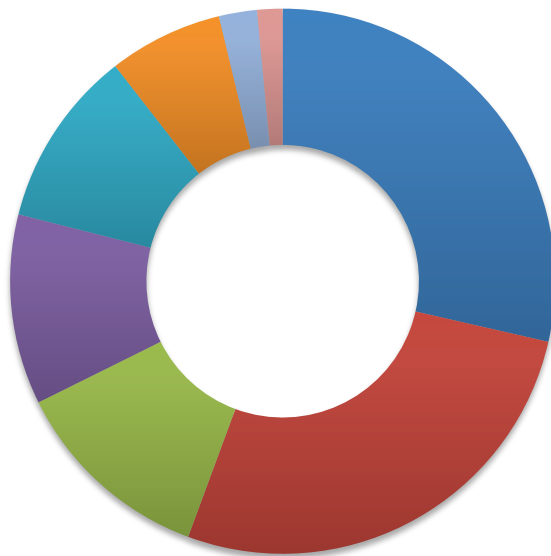


- 67.29% - Improve their soft skills (e.g. communication, time management etc.)
- 64.29% - Improve their knowledge/ hard skills
- 28.57% - Lower their financial expectations
- 26.79% - Write a great CV
- 25% - The unexperienced should start with an internship
- 16.07% - Improve their foreigb language skills
- 5.36% - Apply to as many jobs/ employers as possible
- 3.57% - Other

Q: What are the most important 3 things candidates should do in order to increase their employability?

* 86 respondents

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# Recruitment Trends in sub-Saharan Africa

Another great way of improving the chances of obtaining the desired job is for candidates to post their CV on **WorkInAfrica.com** website. During the virtual career fair held in March 2015, they can apply online to over 2,000 jobs and be contacted by employers that browse through applicants.

There is also good news for **candidates willing to relocate**. 31.5% of the interviewed sub-Saharan companies recruit candidates from other continents and 23.2% recruit candidates from other sub-Saharan countries than the one they are based in.



■ 41.1% - We don't actively look for candidates from other countries, but we are open if they apply

■ 31.51% - Yes, we recruit candidates from other continents

■ 26.03% - No, we only recruit nationals

■ 23.29% - Yes, we recruit candidates from other African countries

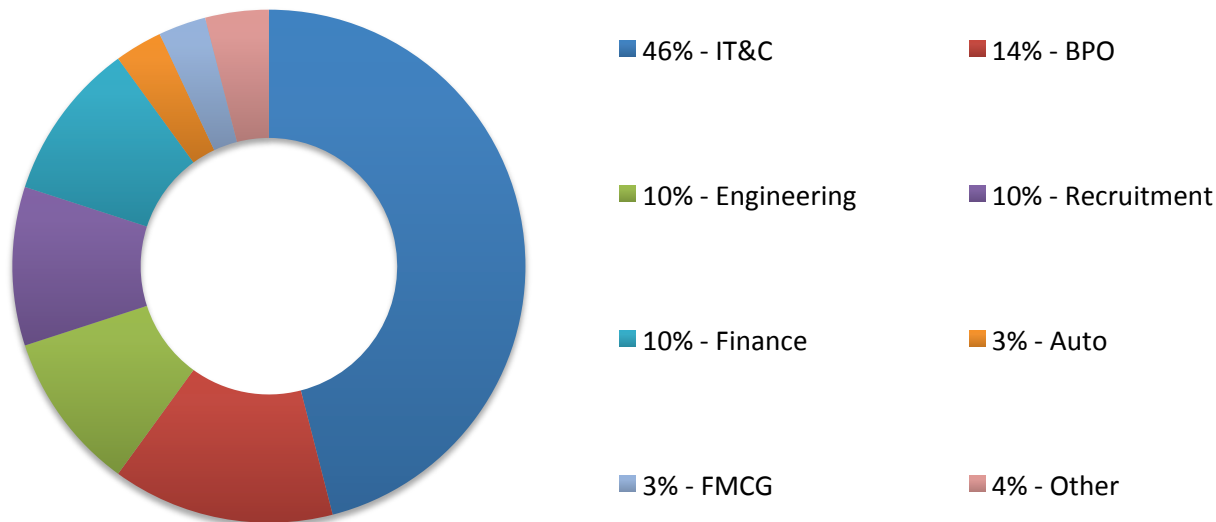Q: Do you actively target candidates from other countries?

* 86 respondents

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# Recruitment Trends in sub-Saharan Africa

Find over 2,000 job openings in 8 sub-Saharan countries on **WorkInAfrica.com** starting the 2nd of March 2015!  The online platform will host **Work in Africa Virtual Career Fair**, the largest online recruitment fair in sub-Saharan Africa.

We have organized over 10 previous online recruitment events in the past 3 years. The best represented industry by companies participating at these previous events was the IT&C sector (46%) followed by BPO (14%), Engineering (10%), Recruitment (10%), Finance (10%), Auto (3%), FMCG (3%) and Other industries (4%).



**Legend:**
- 46% - IT&C
- 14% - BPO
- 10% - Engineering
- 10% - Recruitment
- 10% - Finance
- 3% - Auto
- 3% - FMCG
- 4% - Other

Most well represented industries by companies in previous online recruitment events

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**Employers present in our previous events:**

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**Post your CV on WorkInAfrica.com** and get ready to attend the largest online recruitment fair in sub-Saharan Africa – **Work in Africa Virtual Career Fair**!

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