MINISTRY OF LABOUR

JOB OPPORTUNITY ANALYSIS REPORT

(July– September, 2022)

DEPARTMENT OF NATIONAL HUMAN RESOURCE PLANNING AND DEVELOPMENT

October, 2022

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ACRONYMS/ABBREVIATIONS

KESIC - Kenya Standard of Industrial Classification

ISCED - International Standard Classification of Education

ILO - International Labour Organization

JOI - Job Opportunity Index

JOA - Job Opportunity Analysis

KNOCS - Kenya National Occupational Classification Standard

FUNCTIONAL DEFINITION OF TERMS

Award - is a certificate granted on the basis of a formal educational assessment that is regulated and has external quality assurance.

Basic General Programmes - This defines a broad group/field of education which includes the following: pre-primary, elementary, primary and secondary school.

Decent Work - Entails opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for personal development and social integration, freedom of people to express their views, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men (ILO).

Field of Education - defined in International Standard Classification of Education (ISCED) as the subject matter taught in an education programme.

KeSIC – This is Kenyan standard for industrial classification that classifies data according to kind of economic activity in the fields of production, employment, gross domestic product and other statistical areas

ISCED – This is an International Standard Classification of Education that classifies education programmes by their content using two main cross-classification variables: levels of education and fields of education.

Job - defined as a set of tasks or duties executed or meant to be executed by one person.

Kenya National Occupational Classification Standard - This is a Kenyan Standard that is used to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data modelled on the International Standard Classification of Occupations (ISCO).

Major Occupational Groups - Occupations are classified into 10 major groups, based on their similarity in terms of the skill levels and areas of specialization required for the jobs.

Minor Occupational Groups – this is a more detailed level of the classification structure within major occupational groups where occupations are aggregated into 225 minor groups. The jobs are more closely related in terms of skills and tasks.

Occupation - defined as a set of jobs which have the same main tasks and duties.

Precarious Work - Refers to work that is permanent but employees are denied permanent employee rights. These workers are subject to unstable employment, lower wages and more dangerous working conditions. They rarely receive social benefits and are often denied the right to join a union (ILO).

Skill – knowhow that gives a person the ability to carry out the tasks and duties of a given job.

Mainstream Print Media - refers to the daily and weekly newspapers that have a nationwide circulation and have the widest reach.

1.0 INTRODUCTION

The Job Opportunity Analysis (JOA) report covers the period **July to September 2022** and presents an analysis of job opportunities advertised in the mainstream media during the reference period. This was for the purpose of credibility of data sources.

The findings presented include vacancies by economic sectors, occupational categories, skills requirements and regional distribution of the vacancies advertised.

1.2 OBJECTIVES AND USES OF JOA

The Job Opportunity Analysis (JOA) has a general objective of monitoring vacancies that occur in the economy and presenting that information in terms of the skills and other aspects pertaining to the vacancies reported. These include location (where the vacancy occurred), terms of service and economic sectors.

Job Opportunity Analysis involves the calculation of Job Opportunity Indices for various economic sectors and occupations. This gives an indication on the economic sectors and occupations where opportunities for jobs occurred within the period under review and the skills required. It provides trends in skill demands within the economy over time.

2.0 METHODOLOGY

The job opportunities analysis report for the months of **July to September, 2022** was carried out by recording job vacancies advertised daily in the mainstream print media namely the Daily Nation and the Standard.

Analysis was undertaken for each occupational category and economic activity based on the regional distribution of the vacancies advertised.

2.1 Computation of Job Opportunity Index (JOI)

The JOI was computed using unweighted simple index method with data between January and March 2015 taken as the baseline.

2.2 Classification Standards used in the Job Opportunities Analysis

In the analysis of the advertised jobs, the following classification standards were used: Kenya National Occupational Classification Standard (KNOCS) 2000, Kenya Standard of Industrial Classification (KeSIC) and International Standard Classification of Education (ISCED).

2.2.1 Kenya National Occupational Classification Standard (KNOCS)

In Kenya, occupations are classified in a framework called Kenya National Occupational Classification Standard (KNOCS) which is designed mainly to facilitate statistical description and analysis of labour market information and other socio-economic activities. KNOCS is structured on a 5-digit coding system. The 5-digit coding system is such that the first and second digits of the code refer to the major and sub-major occupational group respectively. The third digit refers to the minor group, while the fourth and fifth digits refer to occupational titles. The document is categorized into 10 major groups, 54 sub-major groups, 225 minor groups and 1192 occupational titles.

For the Job Opportunity Index, KNOCS framework was used to classify job titles using occupational codes by major and minor occupational groups.

2.2.2 Kenya Standard of Industrial Classification (KeSIC)

Kenya Standard of Industrial Classification (KeSIC) disaggregates the economy into detailed levels of industries and industry groups, aggregates levels of divisions and sections as well as allowing for comparability of economic activities among countries. It is used to examine particular industries or industry groups or to analyze the economy as a whole by disaggregating it to different levels of detail.

For JOA, KeSIC level 1 and 2 was adopted to classify economic activities as follows:

Level 1 – Broadly groups the economy into nine major activities and Level 2 further breaks the nine activities into 21 sub-groups.

2.2.3 International Standard Classification of Education (ISCED)

UNESCO developed and maintains an International Standard Classification of Education (ISCED) which is a statistical framework belonging to family of Economic and Social Classifications. This is a reference classification for organizing education programmes and related qualifications by levels and fields of education. ISCED categorizes field of education into broad, narrow and detailed categories. For JOA, ISCED has been used at broad and narrow categories.

3.0 ANALYSIS OF JOB VACANCIES

This section presents summaries on job vacancies in the period **July to September 2023.** The summaries cover vacancies advertised by economic activity, major occupational group, terms of service, skill area, level of education and county. During the reference period, a total of **656** job openings were advertised.

3.1. Vacancies by Economic Activity

Job opportunities occur within certain economic activities. Therefore, job openings within the respective economic activities must be monitored for employment creation and potential forecasting. In the analysis of vacancies by economic sectors, vacancies were grouped into 21 economic categories as per KeSIC classification (rev 4). Table 1 indicates that Public Administration and Defense; Compulsory Social Security had the highest number of job vacancies constituting 42.1 percent followed by Administrative and Support Service Activities at 18.0 percent, while Human Health and Social Work Activities had at 14.5 percent. The rest of the economic activities accounted for less than 10 percent each of the advertised jobs.

Table 1: Vacancies by Economic Activity

Economic Activities	No. of Vacancies	%
Accommodation and Food Service Activities	1	0.2
Activities Of Extraterritorial Organizations and Bodies	4	0.6
Administrative And Support Service Activities	118	18.0
Agriculture, Forestry and Fishing	21	3.2
Arts, Entertainment and Recreation	5	0.8
Computer Programming, Consultancy and Related Activities	2	0.3
Construction	5	0.8
Education	45	6.9
Financial And Insurance Activities	45	6.9
Human Health and Social Work Activities	95	14.5
Information And Communication	5	0.8

Manufacturing	7	1.1
Other Service Activities	1	0.2
Professional, Scientific and Technical Activities	9	1.4
Public Administration and Defense; Compulsory Social Security	276	42.1
Real Estate Activities	2	0.3
Transportation And Storage	4	0.6
Water Supply, Sewerage, Waste Management and Remediation Activities	11	1.7
Total	**656**	**100**

3.2. Vacancies by Major Occupational Group

Figure 1 shows that 53.5 percent of the job openings were in Technicians and Associate Professionals Major Occupational Group, followed by Service Workers, Shop and Market Sales Workers at 34.9 percent; and Secretarial, Clerical Service and Related Workers at 7.5 percent of all vacancies advertised. The rest of the Major Occupational Groups accounted for 5 percent.

Figure 1: Vacancies by Major Occupational Group
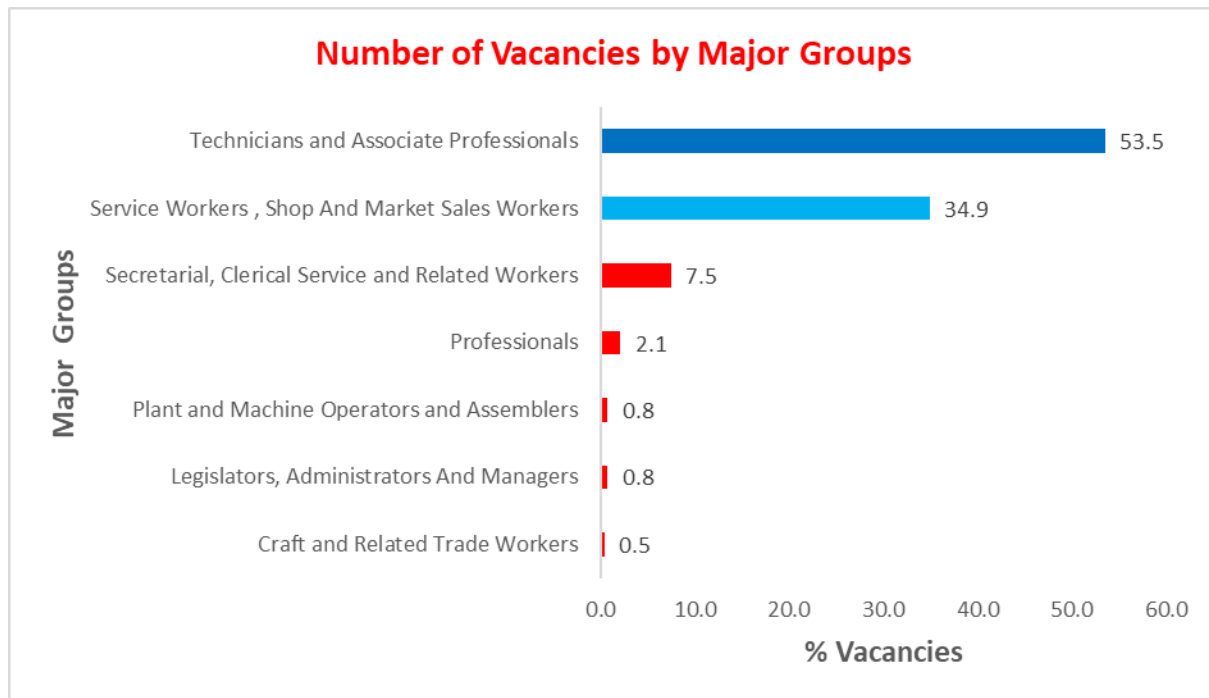
3.3 Vacancies by Terms of Service

One of the characteristics of decent work is sustainability and security of work. International Labour Organization (ILO) identifies precarious work (casual, seasonal and temporary work) as percentage for all paid workers and an indicator in monitoring decent work. Monitoring terms of service is one of the major steps towards promoting decent work in Kenya. During the reference period, 47 percent of the advertised jobs were on contract terms, 33 percent of the advertised jobs were silent on the terms of engagement while 20 percent on permanent terms as shown in figure 2.

Figure 2: Distribution of Vacancies by Terms of Service
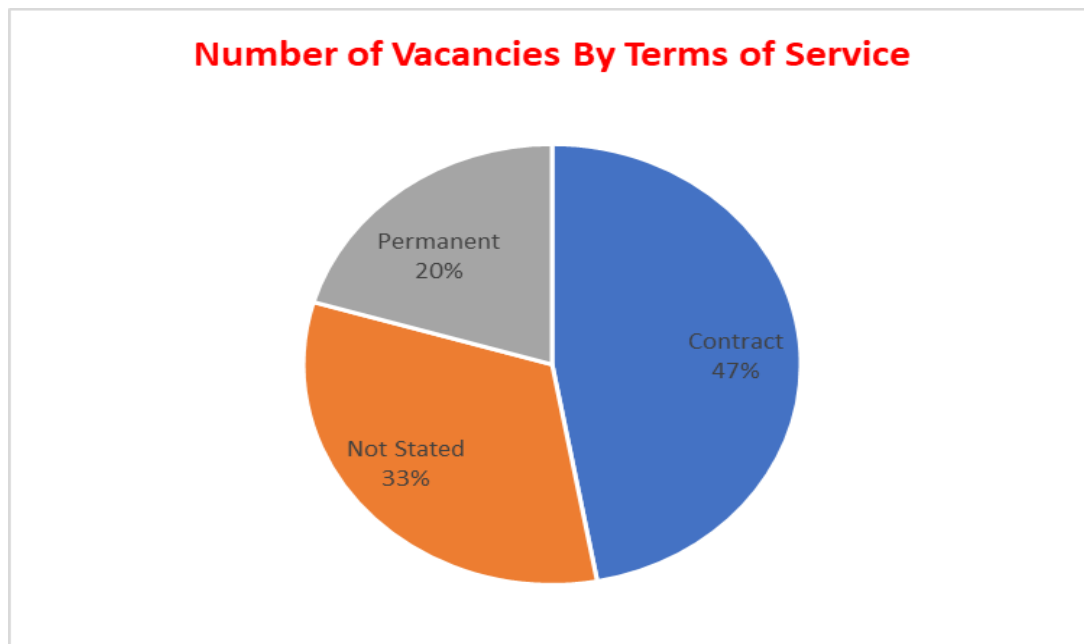
3.4. Vacancies by Skill Area

Table 2 provides information on vacancies by skill area as demanded by employers. Out of the total advertised jobs, 45.4 percent required applicants who had skills in Business and Administration, followed by Health at 13.1 percent, Education at 6.7 percent and Social and Behavioural Sciences at 6.4 percent. Disaster Management and Humanitarian Assistance; Computer

Application Packages; Hygiene and Occupational Health Services; Office Management; and Veterinary each had 0.2 percent as the least number of advertised jobs.

Table 2: Vacancies by Skill Area

Skill Area	No. of Vacancies	%
Agriculture	17	2.6
Architecture and Construction	34	5.2
Arts	5	0.8
Business and Administration	298	45.4
Computer Application Packages	1	0.2
Disaster Management and Humanitarian Assistance	1	0.2
Education	44	6.7
Engineering and Engineering Trades	16	2.4
Environment	21	3.2
Health	86	13.1
Human Resource Management	3	0.5
Hygiene and Occupational Health Services	1	0.2
Information and Communication Technologies (ICTs	12	1.8
Journalism and Information	5	0.8
Law	23	3.5
Leadership and Management	2	0.3
Mathematics and statistics	6	0.9
Office Administration	2	0.3
Office Management	1	0.2
Personal services	16	2.4
Security services	2	0.3
Social and Behavioural Sciences	42	6.4
Strategic Leadership Development Programme (SLDP)	2	0.3
Transport services	5	0.8
Veterinary	1	0.2
Welfare	10	1.5
Total	**656**	**100**

3.5   Vacancies by Skill Level

Figure 3 provides information on skill levels demanded by employers. Out of the total jobs advertised, 69.2 percent required Bachelor's Degree level of education, 5.9 percent required certificate level of education, while 4.6 percent required diploma level of education. It can also be observed that 11.6 percent of the jobs advertised did not indicate the skill level required.

## Figure 3: Distribution of Vacancies by Skill Level
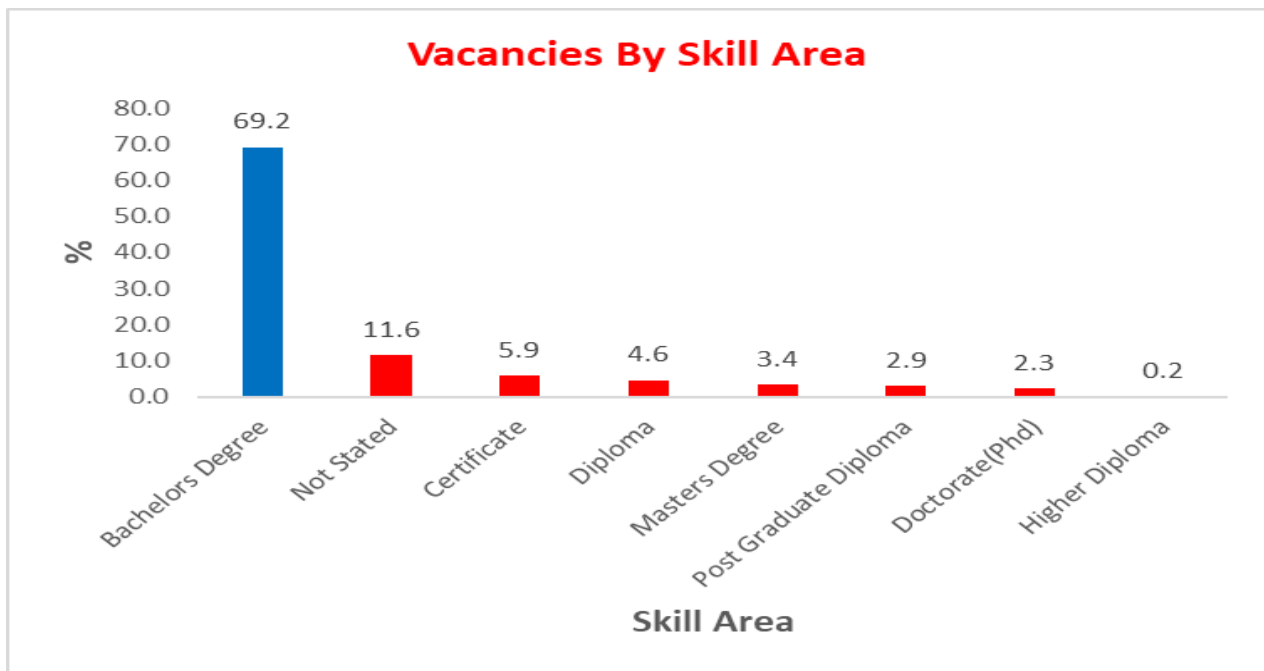
3.6   Vacancies by County

Table 3 provides analysis of advertised vacancies on the basis of the County where they arose. A total of 656 vacancies were advertised in all Counties. Nairobi County had the highest number of vacancies at 45.1 percent followed by Nakuru at 8.2 percent and Kakamega at 6.1 percent. The rest of the counties accounted for 40.6 percent.

Table 3: Vacancies by County

County	No. of Vacancies	%
Bomet	1	0.2
Bungoma	9	1.4
Busia	8	1.2
Garissa	1	0.2
Homabay	7	1.1
Isiolo	1	0.2
Kajiado	3	0.5
Kakamega	40	6.1
Kericho	1	0.2
Kiambu	18	2.7
Kilifi	16	2.4
Kirinyaga	10	1.5
Kisii	2	0.3
Kisumu	2	0.3
Kitui	2	0.3
Kwale	4	0.6
Laikipia	1	0.2
Machakos	4	0.6
Makueni	11	1.7
Mandera	4	0.6
Marakwet	1	0.2
Marsabit	11	1.7
Meru	24	3.7
Migori	16	2.4
Mombasa	1	0.2
Muranga	1	0.2
Nairobi	296	45.1
Nakuru	54	8.2
Nandi	2	0.3
Narok	2	0.3
Nyamira	4	0.6
Nyandarua	13	2.0
Nyeri	13	2.0
Samburu	9	1.4
Siaya	17	2.6
Taita-Taveta	2	0.3
Tana River	1	0.2
Tharaka Nithi	17	2.6
Trans Nzoia	12	1.8
Uasin Gishu	3	0.5
Vihiga	11	1.7

Wajir	1	0.2
Total	**656**	**100**

3.7: Vacancies by Occupational Major Group and Educational Award

Table 4 provides an analysis of advertised vacancies on the basis of the Occupational Major Group and educational award. Legislators, Administrators and Managers major group accounted for the majority of job openings at 48.0 percent followed by Professional major group at 41.0 percent and Technicians and Associate Professionals at 7.2 percent. The rest of the major groups accounted for less than 2.8 percent.

Table 4: Vacancies by Occupation and Educational Award

Major Groups	Skill Level								Total	%
	Bachelors Degree	Certificate	Diploma	Doctorate (PHD)	Higher Diploma	Masters Degree	Not Stated	Post Graduate Diploma		
Craft and Related Trade Workers			1						**1**	**0.2**
Legislators, Administrators and Managers	166	19	6	10		8	24	1	**234**	**48.0**
Plant and Machine Operators and Assemblers	1						4		**5**	**1.0**
Professionals	142	15	3	5		8	24	3	**200**	**41.0**
Secretarial, Clerical Service and Related Workers	1		3		1		5		**10**	**2.0**
Service Workers, Shop and Market Sales Workers		1	1				1		**3**	**0.6**
Technicians and Associate Professionals	22	4	3				6		**35**	**7.2**

3.8: Level of Experince Required for Employment

Figuer 4 shows analysis of work experiences as demanded by potental employer. 31.56 percent of employers required interviewees with 3-6 years of experience followed by 8.4 percent and 5.33 percent for those who had 10 and above years and less than 3 years of experience respectively. However, a huge number of vacancies at 49.18 percent did not state any duration of experience.

Figure 4: Experience Requirement by Employers
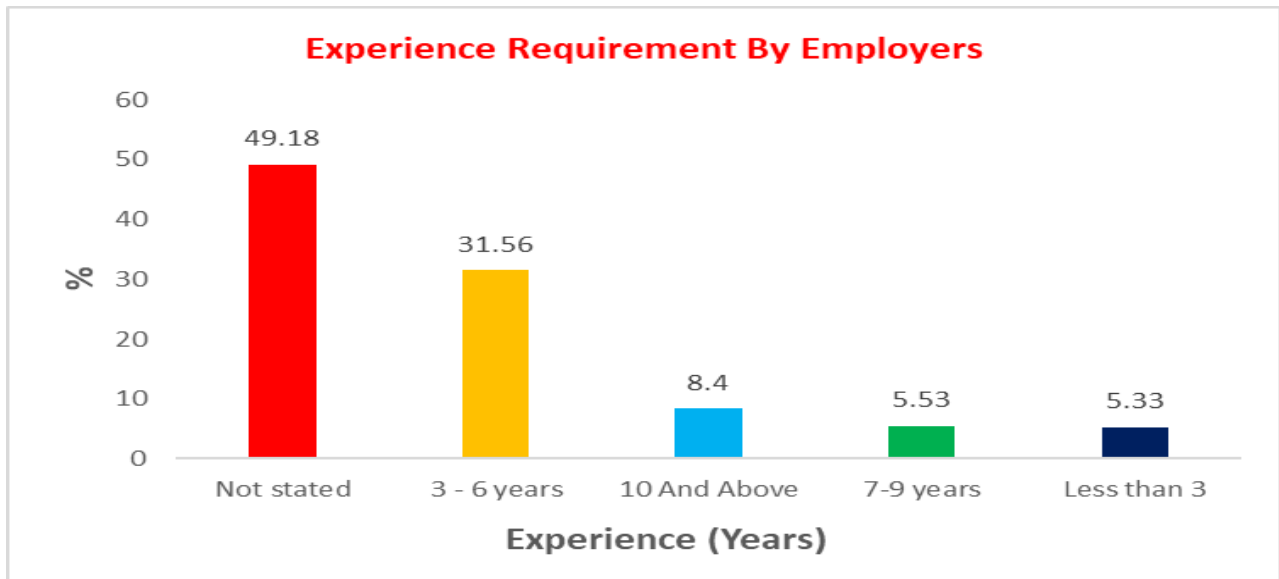
4.0 JOB OPPORTUNITY INDEX (JOI)

A job opportunity index is a statistical value that indicates a change in number of jobs advertised in a given period of time in reference to an established baseline. When the number is below the baseline, it implies that the advertised jobs were fewer, while when the index is above the baseline, it implies that jobs advertised were more.

4.1. Job Opportunity Indices in all Economic Activities

Job opportunity indices for the period July to September 2023 are presented in Table 5 Transportation and Storage Economic sector had the highest job creation with an index of 212 followed by Activities of Accommodation and Food Service Activities at 141 and Human Health and Social Work Activities at 134 index. Comparatively, there was an increase in the job opportunity index from a low of 11 index in December, 2020 quarter to a high of 15 index in quarter ending March 2021.

Table 5: Job Opportunity Indices by Economic Activity

KeSIC Code	Economic Activity	Sep, 2019	Dec, 2019	March, 2020	June, 2020	Dec, 2020	March, 2021
A	Agriculture, Forestry and Fishing	4	42	189	14125	67	72
B	Mining and Quarrying	200	0	0	100	100	0
C	Manufacturing	1	17	187	0	0	6
D	Electricity, Gas, Steam and Air Conditioning Supply	75	0	0	0	0	0
E	Water Supply; Sewerage, Waste Management and Remediation	50	15	950	345	45	0
F	Construction	4	9	300	0	0	43
G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	17	9	0	0	0	4
H	Transportation and Storage	15	1	1500	167	22	212
I	Accommodation and Food Service Activities	5	15	200	0	0	141
J	Information and Communication	79	59	96	0	50	39
K	Financial and Insurance Activities	4	30	99	386	229	21
L	Real Estate Activities		0	0	0	0	

		0					60
M	Professional, Scientific and Technical Activities	21	5	1100	0	0	25
N	Administrative and Support Service Activities	31	996	235	61	4	11
O	Public Administration and Defense; Compulsory Social Security	30	406	413	329	157	9
P	Education	31	24	5	65	5	15
Q	Human Health and Social Work Activities	37	42	124	2	2	134
R	Arts, Entertainment and Recreation	10	80	50	80	0	120
S	Other Service Activities	19	77	562	0	20	19
T	Activities of Households as Employers;	0	0	0	0	0	2
U	Activities of Extraterritorial Organizations and Bodies	11	5	8921	28250	167	2
	Total	**26**	**199**	**44**	**54**	**11**	**15**

N/B- The indices were calculated using January to March 2015 quarter whose base was 100

4.2. Job Opportunity Indices by Occupation

Table 6 presents job opportunity indices for the period July to September 2023 by Occupation. During the period under review the highest growth was reported in Skilled Farm, Fishery, Wildlife and Related Workers at 133 followed by Legislators, Administrators and Managers Major Occupational group at 40 while Technicians and Associate Professionals Major Occupational Groups registered index 16.

Table 6: Job Opportunity Indices by Occupation

Major Occupational Group	Sep, 2019	Dec, 2019	March, 2020	June, 2020	Sep, 2020	Dec, 2020	March, 2021
Legislators, Administrators and Managers	15	696	129	51	353	1034	40
Professionals	24	23	45	196	4	3790	2
Technicians and Associate Professionals	69	46	35	146	5	3000	16
Secretarial, Clerical Services and Related Workers	16	14	154	90	189	85	3
Service Workers, Shop and Market Sales Workers	4	7	25	11685	0	0	1
Skilled Farm, Fishery, Wildlife and Related Workers	0	0	0	0	0	0	133
Craft and Related Trades Workers	100	0	0	0	0	36	0

Plant and Machine Operators and Assemblers	56	20	40	350	43	1333	0
Elementary Occupations	16	1	50	0	0	12	0
Occupations Groups Not Classified Elsewhere	0	0	0	0	0	0	0
Total	**26**	**241**	**44**	**186**	**11**	**1485**	**19**

N/B- The indices were calculated using January to March 2015 quarter whose base was 100

5.0 LABOUR MARKET ANALYSIS

Job Opportunity Index avail signals that can help identify structure and dynamics of the labour market in a short interval of time. During this period the following were the key signals;

Transportation and Storage Economic sector had a high potential for job openings.

The labour market required skill areas at the certificate and Diploma levels.

The skill area most sought by employers was in Education