



**MINISTRY LABOUR AND SOCIAL PROTECTION**

**JOB OPPORTUNITY ANALYSIS REPORT  
(JANUARY – MARCH 2023)**

**DEPARTMENT OF NATIONAL HUMAN RESOURCE  
PLANNING AND DEVELOPMENT**

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## **ACRONYMS / ABBREVIATIONS**

**ISIC** - International Standard Industrial Classification of All Economic Activities

**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.

**ISIC** – This is an international 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 January – March 2023 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.

## **2.0 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.

### **3.0 METHODOLOGY**

The job opportunities analysis report for the months of January – March 2023 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.

#### **3.1 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.

#### **3.2 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, International Standard of Industrial Classification (ISIC) and International Standard Classification of Education (ISCED).

##### **3.2.1 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.

### **3.2.2 International Standard of Industrial Classification (ISIC)**

International Standard of Industrial Classification (ISIC Rev 4) is an International Labour Organization (ILO) classification standard. It 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, ISIC 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.

### **3.2.3 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.

## 4.0 ANALYSIS OF JOB VACANCIES

This section presents summaries on job vacancies in the period January – March 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 **1033** job openings were advertised.

### 4.1. 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 ISIC classification (rev 4). Table 1 shows that Public Administration and Defense; Compulsory social security had the highest number of job vacancies with about 72 percent followed by Human health and Social work activities at 12.3 percent, Education at 4.3 percent and Administrative and Support Service activities at 3.1 percent of the advertised jobs. The rest of economic activities accounted for less than 3 percent each of the advertised jobs.

**Table 1: Vacancies by Economic Activity**

<b>Economic Sector</b>	<b>No. of Vacancies</b>	<b>%</b>
Agriculture, Forestry and Fishing	8	0.8
Mining and Quarrying	1	0.1
Manufacturing	1	0.1
Water supply, Sewerage, Waste management and Remediation activities	5	0.5
Construction	1	0.1
Transportation and storage	2	0.2
Information and communication	2	0.2
Financial and Insurance activities	32	3.1
Real estate activities	1	0.1
Professional, scientific and technical activities	22	2.1
Administrative and Support Service activities	32	3.1

Public Administration and Defense; Compulsory social security	741	71.7
Education	44	4.3
Human health and Social work activities	127	12.3
Arts, Entertainment and Recreation	2	0.2
Other service activities	1	0.1
Not stated	1	0.1
Activities of Extraterritorial Organizations and bodies	10	1
<b>Grand Total</b>	<b>1033</b>	<b>100</b>

#### 4.2. Vacancies by Major Occupational Group

Table 2 presents number of vacancies by Major Occupational Group. The highest number of job openings at 62.9 percent were in the Legislators, Administrators and Managers Major Occupational Group, followed by Professionals Major Occupational Group with 19.9 percent and; Technicians and Associate Professionals Major Occupational Group at 10.8 percent of all vacancies advertised. The rest of the Major Occupational Groups accounted for 6.3 percent.

**Table 2: Vacancies by Major Occupational Group**

<b>Occupational Major Group</b>	<b>No. of Vacancies</b>	<b>%</b>
Legislators, Administrators and Managers	650	62.9
Professionals	206	19.9
Plant and Machine Operators and Assemblers	3	0.3
Technicians and Associate Professionals	112	10.8
Secretarial, clerical services and related workers	34	3.3
Craft And Related Trades Workers	11	1.1
Elementary Occupations	17	1.6
<b>Grand Total</b>	<b>1033</b>	<b>100.0</b>

#### 4.3 Vacancies by Terms of Service

One of the characteristics of decent work is sustainability and security of work. 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, 57.4 percent of the advertised jobs were on contract terms, 9.4 percent on permanent terms while 32.8 percent of the advertised jobs were silent on the terms of engagement as shown in table 3.

**Table 3: Distribution of Vacancies by Terms of Service**

<b>Terms of service</b>	<b>No of Vacancies</b>	<b>%</b>
Contract	593	57.4
Not Stated	339	32.8
Permanent	97	9.4
Temporary	4	0.4
<b>Grand Total</b>	<b>1033</b>	<b>100.0</b>

#### **4.4. Vacancies by Skill Area**

Table 4 provides information on vacancies by skill area as demanded by employers. Out of the total advertised jobs, 68.8 percent required applicants who had skills in Business and Administration, followed by Health at 16.1 percent and Law at 2.9 percent. The rest of the skill areas had less than 2.2 percent.

**Table 3: Vacancies by Skill Area**

<b>Skill Area</b>	<b>No of Vacancies</b>	<b>%</b>
Architecture and Construction	9	0.9
Agriculture	10	1.0
Arts	1	0.1
Basic programmes and qualification	10	1.0
Biological and related sciences	1	0.1
Business and Administration	707	68.4
Education	7	0.7
Engineering and engineering trades	17	1.6
Fisheries	6	0.6
Health	166	16.1
Information and Communication Technology	22	2.1
Journalism and information	3	0.3
Law	30	2.9

manufacturing and processing	2	0.2
Mathematics and statistics	2	0.2
Physical sciences	7	0.7
Security services	7	0.7
Transport services	3	0.3
Veterinary	23	2.2
<b>Grand Total</b>	<b>1033</b>	<b>100.0</b>

#### 4.5 Vacancies by Skill Level

Table 5 provide information on skills levels demanded by employers. Out of the total advertised jobs, 68.9 percent required Bachelors Degree level, 13.4 percent required masters level while 11.6 percent of the jobs required applicants with a Diploma level of Education.

**Table 5: Distribution of Vacancies by Skill Level**

<b>Skill Level</b>	<b>No. of Vacancies</b>	<b>%</b>
Public Administration and Defense; Compulsory social security	712	68.9
Certificate	30	2.9
Diploma	120	11.6
Doctorate(PhD)	4	0.4
Higher Diploma	6	0.6
Masters Degree	138	13.4
Not Stated	10	1.0
Other	13	1.3
<b>Grand Total</b>	<b>1033</b>	<b>100.0</b>

#### 4.6 Vacancies by county and skill level

Table 6 provides analysis of advertised vacancies on the basis of the County where they arose and skill level into which each job belongs. A total of 1033 vacancies were advertised in all Counties. Kajiado County had the highest number of vacancies at 48.9 percent followed by Nairobi at 28.4 percent while the rest of the counties accounted for 22.7 percent.

Bachelors Degree skill level had the highest number of job vacancies advertised at 68.9 percent followed by Masters degree skill level at 13.4 percent and Diploma at 11.6 percent while the all the other skill areas had below 10 percent.

Jobs captured under Nairobi county also included adverts from the national government, multinational agencies and organizations with headquarters in Nairobi.

**Table 6: Vacancies by county and skill level**

County	Skill level								Grand Total	%
	Bachelors Degree	Cert.	Dip.	PhD	Higher Dip.	Masters Degree	Not Stated	Other		
Bomet	1								1	0.1
Bungoma	1								1	0.1
Busia	2		2			11			15	1.5
EAC				3					3	0.3
Embu	1								1	0.1
Elgeyo Marakwet	2		5						7	0.7
Kajiado	501	2	2						505	48.9
Kakamega						2			2	0.2
Kiambu	30			1		6	1	1	39	3.8
Kisii	1		2						3	0.3
Kwale	1								1	0.1
Makueni	10		42			9			61	5.9
Mombasa	27	2	1		4	1		1	36	3.5
Muranga	15		15			1			31	3.0
Nairobi	112	9	46		2	104	9	11	293	28.4
Nakuru	1					1			2	0.2
Narok	2								2	0.2
Nyandarua						3			3	0.3
Nyeri	1		1						2	0.2
Tana River	4	17	4						25	2.4
<b>Grand Total</b>	<b>712</b>	<b>30</b>	<b>120</b>	<b>4</b>	<b>6</b>	<b>138</b>	<b>10</b>	<b>13</b>	<b>1033</b>	<b>100.0</b>
<b>%</b>	<b>68.9</b>	<b>2.9</b>	<b>11.6</b>	<b>0.4</b>	<b>0.6</b>	<b>13.4</b>	<b>1.0</b>	<b>1.3</b>	<b>100.0</b>	

#### 4.7: Vacancies by Occupational major group and Educational Award

Table 7 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 62.9 percent followed by professional major group at 20 per cent and Technicians and Associate Professionals at 10.8 percent. The rest of the major groups accounted for less than 6.3 percent.

**Table 7: Vacancies by Occupation and Educational Award**

Occupational Major Group	Skill Level								Grand Total	%
	Degree	Cert	Dip	Ph D	H.Di p	Master s	Not Stated	Othe r		
Legislators, Administrators and Managers	580	1	2			67			650	62.9
Professionals	90	1	42	4	1	66		3	207	20
Technicians And Associate Professionals	34	2	66		2	5	4		112	10.9
Secretarial, clerical services and related workers	9	5	8		3		1	8	34	3.3
Craft And Related Trades Workers		7	2				1	1	11	1.1
Plant and Machine Operators and Assemblers		1					4		17	1.6
Elementary Occupations		13						1	2	0.2
Grand Total	712	30	120	4	6	138	10	13	1033	100.0

#### 5.0. 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.

## 5.1. Job Opportunity Indices in all Economic Activities

Job opportunity indices for the period January – March 2023 are presented in Table 7. Financial and Insurance Activities Economic sector had the highest job creation with an index of 229 followed by Activities of Extraterritorial Organizations and Bodies at 167 and Public Administration and Defense; Compulsory Social Security at 157. Comparatively, there was a decrease in the job opportunity index from a low of 54 in June, 2020 quarter to 11 in the quarter ending September 2020.

**Table 7: Job Opportunity Indices by Economic Activity**

ISIC Code	Economic Activity	Dec 2018	March 2019	Sept 2019	Dec 2019	March, 2020	June, 2020	July index
A	Agriculture, Forestry and Fishing	0	60	4	42	189	14125	67
B	Mining and Quarrying	0	50	200	0	0	100	100
C	Manufacturing	288	22	1	17	187	0	0
D	Electricity, Gas, Steam and Air Conditioning Supply	0	0	75	0	0	0	0
E	Water Supply; Sewerage, Waste Management and Remediation	100	83	50	15	950	345	45
F	Construction	0	18	4	9	300	0	0
G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	35	9	17	9	0	0	0
H	Transportation and Storage	2	3	15	1	1500	167	22
I	Accommodation and Food Service Activities	75	0	5	15	200	0	0
J	Information and Communication	36	62	79	59	96	0	50
K	Financial and Insurance Activities	9	8	4	30	99	386	229
L	Real Estate Activities	25	0	0	0	0	0	0
M	Professional, Scientific and Technical Activities	10	8	21	5	1100	0	0
N	Administrative and Support Service Activities	116	62	31	996	235	61	4
O	Public Administration and Defense; Compulsory Social Security	38	9	30	406	413	329	157
P	Education	8	732	31	24	5	65	5
Q	Human Health and Social Work Activities	2	6	37	42	124	2	2
R	Arts, Entertainment and Recreation	0	10	10	80	50	80	0
S	Other Service Activities	2	11	19	77	562	0	20
T	Activities of Households as Employers;	0	0	0	0	0	0	0
U	Activities of Extraterritorial Organizations and Bodies	5	7	11	5	8921	28250	167



	<b>Total</b>	<b>31</b>	<b>142</b>	<b>26</b>	<b>199</b>	<b>44</b>	<b>54</b>	<b>11</b>
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N/B- The indices were calculated using January to March 2015 quarter whose base was 100

## 5.2. Job Opportunity Indices by Occupation

Table 8 presents job opportunity indices for the period January – March 2023 by occupation. During the period under review the highest growth was reported in Legislators, Administrators and Managers Major Occupational group at 353 followed by Secretarial, Clerical Services and Related Workers at 189 index. Elementary Occupations, Craft and Related Trades Workers and Skilled Farm, Fishery, Wildlife and Related Workers and Service Workers, Shop and Market Sales Workers major occupational groups registered no growth.

On overall, there was a decrease in the number of jobs advertised with an aggregate index rising from 186 in the previous quarter to an index of 11.

**Table 8: Job Opportunity Indices by Occupation**

<b>Major Occupational Group</b>	<b>Dec 2018</b>	<b>March 2019</b>	<b>Sep 2019</b>	<b>DEC, 2019</b>	<b>March, 2020</b>	<b>JUNE ,2020</b>	<b>SEP,2 020</b>
Legislators, Administrators And Managers	8	12	15	696	129	51	353
Professionals	6	301	24	23	45	196	4
Technicians and Associate Professionals	114	6	69	46	35	146	5
Secretarial, Clerical Services and Related Workers	62	18	16	14	154	90	189
Service Workers , Shop and Market Sales Workers	10	1	4	7	25	1168 5	0
Skilled Farm, Fishery, Wildlife and Related Workers	0	0	0	0	0	0	0
Craft and Related Trades Workers	533	0	100	0	0	0	0
Plant and Machine Operators and Assemblers	44	28	56	20	40	350	43
Elementary Occupations	115	4	16	1	50	0	0
Occupations Groups Not Classified Elsewhere	0	0	0	0	0	0	0
<b>Grand Total</b>	<b>31</b>	<b>114</b>	<b>26</b>	<b>241</b>	<b>44</b>	<b>186</b>	<b>11</b>

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

## **6.0. 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;

- Public Administration and Defense; Compulsory social security sector had a high potential for job openings.
- The labour market required occupations with high level of skill and training at Degree level.
- The skill area most sought by employers was in Business and Administration.