



MINISTRY OF LABOUR

JOB OPPORTUNITY ANALYSIS REPORT

(April- June, 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 April– June,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 April– June,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 April– June,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 **1077** 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 indicates that Education had the highest number of job vacancies constituting 25.0 percent followed by Administrative and Support Service activities at 22.6 percent, while Transportation and storage; and Other Service Activities had at 11.8 percent each. The rest accounted for less than 10 percent each except for other service activities with recorded 11.5 percent of the advertised jobs.

Table 1: Vacancies by Economic Activity

Economic Sector	No. of Vacancies	Percentage (%)
Accommodation and food service activities	19	1.8
Administrative and Support Service activities	243	22.6
Agriculture, Forestry and Fishing	36	3.4
Construction	6	0.6
Education	268	25.0
Financial and Insurance activities	77	7.2
Human health and Social work activities	84	7.8
Information and communication	7	0.7
Other service activities	124	11.5
Professional, scientific and technical activities	6	0.6
Public Administration and Defense; Compulsory social security	64	6.0
Real estate activities	4	0.4
Transportation and storage	127	11.8
Water supply, Sewerage, Waste management and Remediation activities	12	1.4
Total	1077	100.0

4.2. Vacancies by Major Occupational Group

Table 2 shows that 46.7 percent of the job openings were in Legislators, Administrators and Managers Major Occupational Group, followed Craft and Related Trades Workers at 13.0 percent and Technicians and Associate Professionals at 11.1 percent; of all vacancies advertised. The rest of the Major Occupational Groups accounted for 10 percent.

Table 2: Vacancies by Major Occupational Group

Occupational Major Group	No. of Vacancies	Percentage (%)
Legislators, Administrators And Managers	503	46.7
Professionals	96	8.9
Technicians and Associate Professionals	120	11.1
Secretarial, Clerical Services and Related Workers	58	5.4
Service Workers, Shop and Market Sales Workers	43	4.0
Plant and Machine Operator and Assemblers	98	9.1
Craft and Related Trades Workers	159	13.0
Grand Total	1077	100.0

4.3 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, 42.5 percent of the advertised jobs were silent on the terms of engagement, 29.2 percent on Contract terms while 20.1 percent of the advertised jobs were on Permanent terms as shown in table 3.

Table 3: Distribution of Vacancies by Terms of Service

Terms of service	No of Vacancies	Percentage (%)
Contract	314	29.2
Not Stated	458	42.5
Permanent	217	20.1
Probationary	13	1.2
Temporary	75	7.0
Total	1077	100.0

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, 16.9 percent required applicants who had skills in Business and administration, followed by Education at 16.6 percent and Architecture and construction at 11.5 percent. Job vacancies requiring applicants with Skills in Personal services (0.6 percent) and Mathematics and statistics (0.4 percent) had the least number of advertised jobs.

Table 4: Vacancies by Skill Area

Skill Area	No. of Vacancies	Percentage (%)
Agriculture	61	5.7
Biological and related sciences	20	1.9
Education	179	16.6
Engineering and engineering trades	39	3.6
Environment	36	3.3
Health	98	9.1
Information and Communication Technologies (ICTs)	70	6.5
Mathematics and statistics	4	0.4
Personal services	6	0.6
Security services	27	2.5
Architecture and construction	124	11.5
Arts	12	1.1
Business and administration	182	16.9
law	75	7.0
Personal skills and development	25	2.3
Security services	13	1.2
Social and behavioral sciences	78	7.2
Transport services	28	2.6
Grand Total	1077	100.0

4.5 Vacancies by Skill Level

Table 5 provides information on skill levels demanded by employers. Out of the total jobs advertised, 57.7 percent required certificate level of education, 15.5 percent required Bachelor's Degree level of education, while 9.0 percent required diploma level of education. It can also be observed that 4.0 percent of the jobs advertised did not indicate the skill level required.

Table 5: Distribution of Vacancies by Skill Level

Skill Level	No. of Vacancies	Percentage (%)
Bachelor's Degree	167	15.5
Certificate	621	57.7
Diploma	97	9.0
Doctorate (Phd)	12	1.1
Higher Diploma	67	6.2
Master's Degree	70	6.5
Not Stated	43	4.0
Grand Total	1077	100.0

4.6 Vacancies by County

Table 6 provides analysis of advertised vacancies on the basis of the County where they arose. A total of 1077 vacancies were advertised in all Counties. Nairobi County had the highest number of vacancies at 47.5 percent followed by Kirinyaga at 11.6 percent and Mombasa at 9.1 percent. The rest of the counties accounted for 31.8 percent.

Table 6: Vacancies by County

County	No of vacancies	Percent (%)
Bungoma	1	0.1
EAC	13	1.2
Embu	8	0.7
Homa Bay	13	1.2
Kajiado	18	1.7
Kakamega	14	1.3
Kiambu	38	3.5
Kilifi	4	0.4
Kirinyanga	125	11.6
Kisii	20	1.9
Kisumu	47	4.4
Kwale	17	1.6
Laikipia	9	0.8
Lamu	12	1.1
Machakos	11	1.0
Mombasa	98	9.1
Muranga	64	5.9
Nairobi	512	47.5
Nyandarua	25	2.3
Nyeri	16	1.5
Uasin Gishu	12	1.1
Grand Total	1077	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 April– June,2023 are presented in Table 8. Other Service Activities Economic sector had the highest job creation with an index of 172 followed by Transportation and Storage at 134 and Accommodation and Food Service Activities at an index of 99 comparatively.

5.2. Job Opportunity Indices by Occupation

Table 9 presents job opportunity indices for the period April– June,2023 by Occupation. During the period under review the highest growth was reported in Craft and Related Trades Workers and Related Workers at 173 followed by Plant and Machine Operators and Assemblers Major Occupational group at 141 while Professionals Major Occupational Groups registered the highest fall with an index of -1603

Table 9: Job Opportunity Indices by Occupation

Major Occupational Group	March, 2020	March, 2021	March 2022
Legislators, Administrators And Managers	129	40	1017
Professionals	45	2	1603
Technicians and Associate Professionals	35	16	634
Secretarial, Clerical Services and Related Workers	154	3	66
Service Workers, Shop and Market Sales Workers	25	1	339
Skilled Farm, Fishery, Wildlife and Related Workers	0	133	-
Craft and Related Trades Workers	0	-	173
Plant and Machine Operators and Assemblers	40	-	141
Elementary Occupations	16	-	-

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;

- Other Service Activities Economic sector had a high potential for job vacancies
- The labour market required skill areas at the certificate and at Diploma level
- The skill area most sought by employers was in Business and administration