



REPUBLIC OF KENYA

MINISTRY OF LABOUR AND SOCIAL PROTECTION

State Department for Labour and Skills Development

JOB TRENDS AND OPPORTUNITIES OUTLOOK IN KENYA

JULY - SEPTEMBER, 2024

PREFACE



This report provides a comprehensive analysis of the current job market landscape in Kenya, with a focus on the most sought-after occupations and the sectors experiencing the highest number of vacancies. Drawing insights from an extensive review of recent job advertisements across multiple platforms, this report presents valuable data on the most in-demand occupations and sectors showing significant growth within the Kenyan economy.

In a rapidly evolving job market, understanding where demand is concentrated is crucial. Job seekers can use these insights to identify available opportunities, while employers gain guidance on recruitment strategies and workforce planning. For policymakers and government planners, this report offers valuable input for effective manpower planning, skills development, and labor utilization. Furthermore, educators and training institutions can leverage the data to align their curricula with market needs, ensuring that the workforce is equipped with the relevant skills.

The insights presented in this report highlight not only the key occupations and roles driving demand but also the industries that are expanding and creating more job opportunities. By analyzing the trends in job postings, this report aims to provide a clearer and more actionable picture of Kenya's dynamic employment environment. In doing so, it contributes to efforts aimed at addressing skills gaps, improving workforce planning, and fostering sustainable economic growth.

This report is designed for a wide range of stakeholders shaping Kenya's employment landscape from job seekers and career advisors to business leaders, government bodies, and educational institutions. Through these findings, we hope to support the continued development of a robust, adaptable, and resilient labor market in Kenya, contributing to a thriving and prosperous workforce.

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ACKNOWLEDGEMENT



The State Department for Labour and Skills Development extends its heartfelt gratitude to the Directorate of Labour Market Research and Analysis for their dedicated and meticulous efforts in conducting the research that led to the comprehensive information presented in this document. Your thorough analysis and commitment to understanding the intricacies of the labor market have played a pivotal role in providing critical insights that will guide policy decisions aimed at improving the employability of our youth.

We would also like to offer special thanks to the Labour Market Observatory Unit for their tireless work in collecting, verifying, and compiling the vast amounts of data presented here. Your attention to detail and rigorous approach to ensuring the accuracy and reliability of the information is commendable.

This document, a result of your hard work and dedication, serves as an invaluable resource for shaping policies, interventions, and programs that will enhance the skills and employability of Kenyan youth. We trust that it will provide policymakers, educators, employers, and job seekers with the insights needed to address the evolving demands of the labor market. We remain hopeful that the information in this document will serve as a stepping stone toward a more prosperous and sustainable future for all.

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EXECUTIVE SUMMARY

This report provides an in-depth analysis of job market trends in Kenya for the period between July and September 2024, highlighting key employment patterns, sectoral distribution, and skill demand. By examining job vacancies across different industries and occupational groups, the report offers insights into emerging job opportunities, workforce needs, and potential areas for policy intervention.

Occupational Trends

Job opportunities were highly concentrated in Secretarial and Clerical Services (43.4%), Professionals (28.4%), and Legislators/Administrators (13.3%). The high demand for clerical and administrative roles highlights their continued importance in business operations, particularly in the public sector. The growing demand for professionals, particularly in finance, IT, healthcare, and engineering, reflects Kenya's increasing reliance on specialized skills to drive economic growth and innovation. Meanwhile, leadership and administrative roles remain crucial for governance and policy implementation.

Sectoral Distribution

The Public Administration, Social Security, and Defense sector led in job creation (43.6%), reflecting government-led recruitment drives and expansion of public services. The Administrative Support Services sector followed at 8.2%, driven by demand for human resource professionals, office support staff, and auxiliary services.

The Healthcare sector (6.8%) continued to show steady job growth, fueled by ongoing investments in public health infrastructure and increasing demand for medical professionals. Similarly, Financial Services (6.7%) maintained strong hiring activity, reflecting the sector's resilience and the growing need for expertise in financial management, risk assessment, and digital banking. Other sectors, such as education and ICT, also contributed to job creation, influenced by government reforms and the digital transformation of industries.

Skill Level Insights

- Highly skilled roles, especially in management, finance, IT, and healthcare, remain the most sought after, emphasizing the need for advanced technical expertise and leadership capabilities.
- Middle-skilled jobs, including clerical, administrative, and customer service roles, continue to be essential for business operations and service delivery.
- Low-skilled job opportunities are declining, likely due to automation, digitalization, and shifts toward a knowledge-based economy. This trend highlights the need for upskilling and reskilling programs to help workers transition into more sustainable career paths.

Implications and Recommendations

These insights are crucial for job seekers, training institutions, and policymakers:

- Job seekers should focus on acquiring digital, financial, and analytical skills to remain competitive in the evolving job market.
- Training institutions must align curriculum with high-demand sectors, particularly in public administration, finance, healthcare, and technology.
- Policymakers should invest in education and workforce development programs, support emerging industries such as ICT and manufacturing, and create policies that encourage job creation and skills development.

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1.0 INTRODUCTION

Unemployment remains one of the most pressing socio-economic challenges in Kenya, particularly among the youth. According to the Kenya National Bureau of Statistics (KNBS), the unemployment rate stood at 7% in 2023, with young people aged 15–34 years being the most affected. The high number of job seekers entering the labour market each year outpaces the available job opportunities, leading to increased joblessness. Additionally, many employed individuals remain in vulnerable or informal jobs that offer little security or growth potential.

A significant factor contributing to unemployment is the mismatch between labour market demands and the skills possessed by job seekers. The International Labour Organization (ILO) highlights that many young graduates globally, including in Kenya, struggle to secure meaningful employment due to lack of industry-relevant skills. Rapid technological advancements and automation have also displaced low-skilled workers, further limiting opportunities in traditionally labour-intensive sectors.

To address these challenges, reliable and timely labour market information is essential. By providing insights into hiring trends, emerging occupations, and skill demands, this report aims to support evidence-based decision-making for policymakers, training institutions, job seekers, and employers. This analysis of job vacancies in Kenya for the period of July to September, 2024 will help bridge information gaps, align education and training programs with market needs, and facilitate more effective workforce planning.

2.0 SCOPE

This report covers an analysis of job listings in Kenya between July and September, 2024 focusing on the most in-demand occupations based on the number of advertised vacancies across various sectors. Additionally, it highlights occupations with the highest number of vacancies by major occupational groups and skill levels, providing insights into labor market trends and demand patterns.

3.0 METHODOLOGY

This study employed a structured approach involving web scraping, data processing, classification, cleaning, analysis, and reporting. Job listings were collected from various Kenyan job portals using Python web crawling techniques, allowing automated extraction of job titles, industry sectors, and

vacancy numbers. The extracted data was then standardized by coding occupations using the Kenya Standard Classification of Occupations (KeSCO) and categorizing industries under the Kenya Standard Industrial Classification of All Economic Activities (KeSIC).

To ensure accuracy, a Stata syntax code was applied to clean the data, eliminate duplicates, and correct inconsistencies. The refined dataset was then analyzed to identify the most sought-after occupations and sectors with the highest job postings. Finally, tables and visualizations were generated to present key findings in a clear format.

4.0 FINDINGS

This section presents a detailed analysis of job vacancies in Kenya for the period between July and September 2024. The findings are categorized into three main areas: job vacancies by sector, job vacancies by major occupational groups, and job vacancies by skill level. This structured approach provides a clearer understanding of labor market trends, including which sectors are driving employment, the most in-demand occupations, and the distribution of job opportunities across different skill levels.

4.1 NUMBER OF JOB VACANCIES ADVERTISED BY SECTOR

This analyzes Job demand across various sectors, highlighting the industries with the most vacancies and the economic or policy factors influencing this demand. It will also discuss sectors with low job openings and potential reasons behind their slow growth. The analysis will provide insights into the stability and expansion potential of different industries in Kenya.

Table 1: Number of Job Vacancies advertised by Sector

SECTOR	NUMBER OF VACANCIES	PERCENTAGE
Public administration and defence; compulsory social security	16029	43.6
Administrative and support service activities	3013	8.2
Human health and social work activities	2491	6.8
Financial and insurance activities	2462	6.7
Education	2276	6.2
Professional, scientific and technical activities	2125	5.8
Information and communication	1817	4.9

Manufacturing	1690	4.6
Activities of extraterritorial organization and bodies	1404	3.8
Accommodation and food service activities	647	1.8
Wholesale and retail trade; repair of motor vehicles and motorcycles	519	1.4
Electricity, gas, steam and air conditioning supply	491	1.3
Agriculture, forestry and fishing	466	1.3
Transportation and storage	436	1.2
Other service activities	339	0.9
Construction	210	0.6
Real estate activities	182	0.5
Water supply; sewerage, waste management and remediation activities	63	0.2
Mining and quarrying	39	0.1
Arts, entertainment and recreation	30	0.1
Activities of households as employers; undifferentiated goods; and services-producing activities of households for own use	29	0.1
Total	36758	100

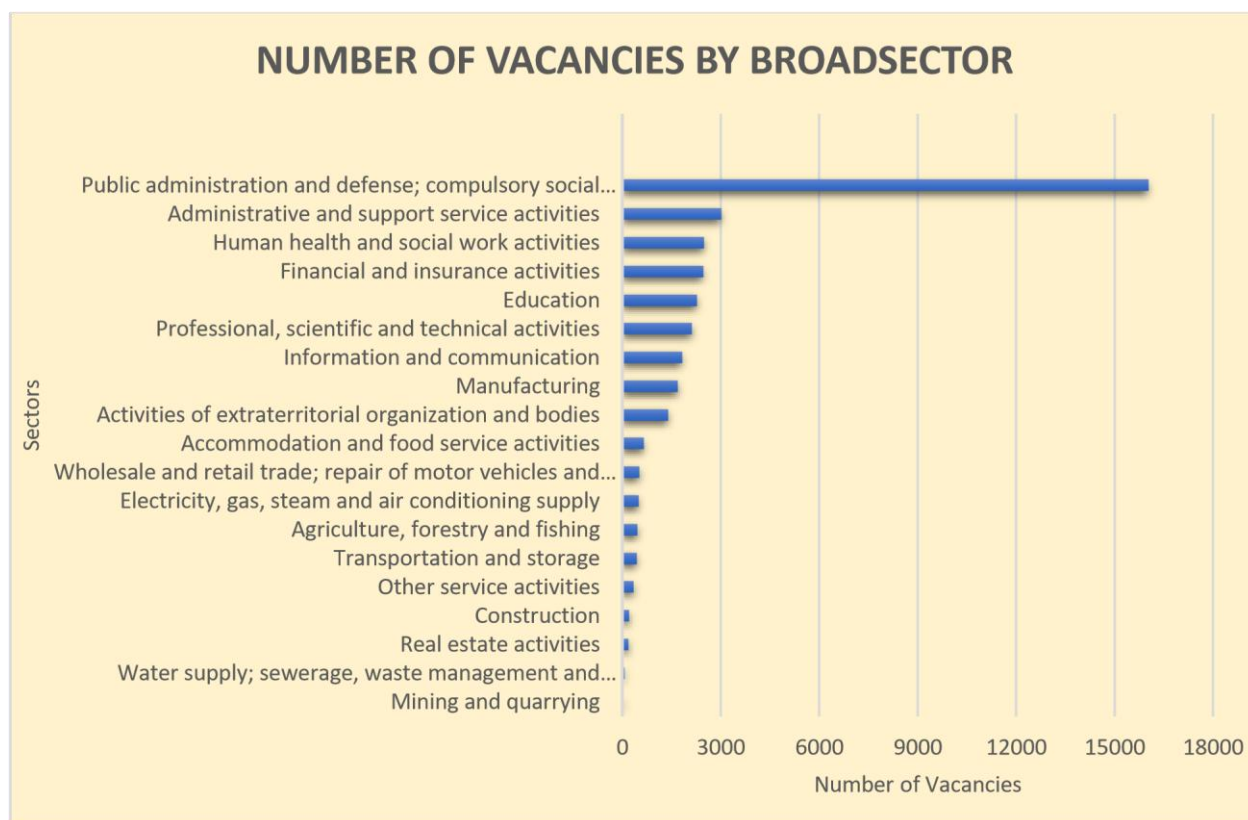


Figure 1: Number of Job Vacancies advertised by Sector

For the period July – September 2024, there were a significant number of job openings in the Public Administration and Defense sector, which accounted for 43.6% of all advertised positions, suggesting strong government-led recruitment. The Administrative and Support Services sector followed at 8.2%, indicating sustained demand for human resource support, clerical work, and auxiliary services.

Healthcare (6.8%) and Financial and Insurance Activities (6.7%) showed notable demand, reflecting continued investment in essential services and financial sector resilience. The education sector (6.2%) also maintained a steady flow of opportunities likely to government reforms including the adoption of competence-based curriculum that needed expansion of schools to accommodate junior secondary schools that previously didn't exist. On the lower end, sectors such as Arts, Entertainment and Recreation (0.1%) and Mining and Quarrying (0.1%) had the least number of vacancies, indicating minimal expansion in these industries.

Implication:

- **Jobseekers:** Should prioritize careers in government, finance, healthcare, and education while also considering Administrative Support roles. Digital and analytical skills will be crucial, especially in finance and IT-related sectors.
- **Training Institutions:** Must align curriculum with high-demand sectors, emphasizing public service administration, finance, healthcare, and digital skills training.
- **Policy Makers:** Should invest in policies that support emerging sectors such as ICT and Manufacturing while sustaining growth in healthcare and finance.

4.2 NUMBER OF JOB VACANCIES ADVERTISED BY MAJOR OCCUPATIONAL GROUPS

This section breaks down job opportunities by broad occupational categories, such as clerical roles, professionals and technical occupations. It will examine which occupational groups are experiencing the highest demand and explore possible reasons, including industry growth & economic shifts.

Table 2: Number of Job Vacancies Advertised by Major Occupational Group

MAJOR OCCUPATIONAL GROUP	NUMBER OF VACANCIES	PERCENTAGE
SECRETARIAL, CLERICAL SERVICES	16120	43.4
PROFESSIONALS	10529	28.4
LEGISLATORS, ADMINISTRATORS AND MANAGERS	4920	13.3
TECHNICIANS and ASSOCIATE PROFFESIONALS	3464	9.3
SERVICE WORKERS, SHOP AND MARKET WORKET	740	2.0
CRAFT AND RELATED TRADES WORKERS	382	1.0
PLANT AND MACHINE OPERATORS AND..	373	1.0
ELEMENTARY OCCUPATIONS	289	0.8
SKILLED AGRICULTURAL, FORESTRY & FISHERY WORKERS	288	0.8
TOTAL	37105	100

PROPORTION OF MAJOR OCCUPATIONAL GROUPS AS PER THE NUMBER OF VACANCIES ADVERTISED

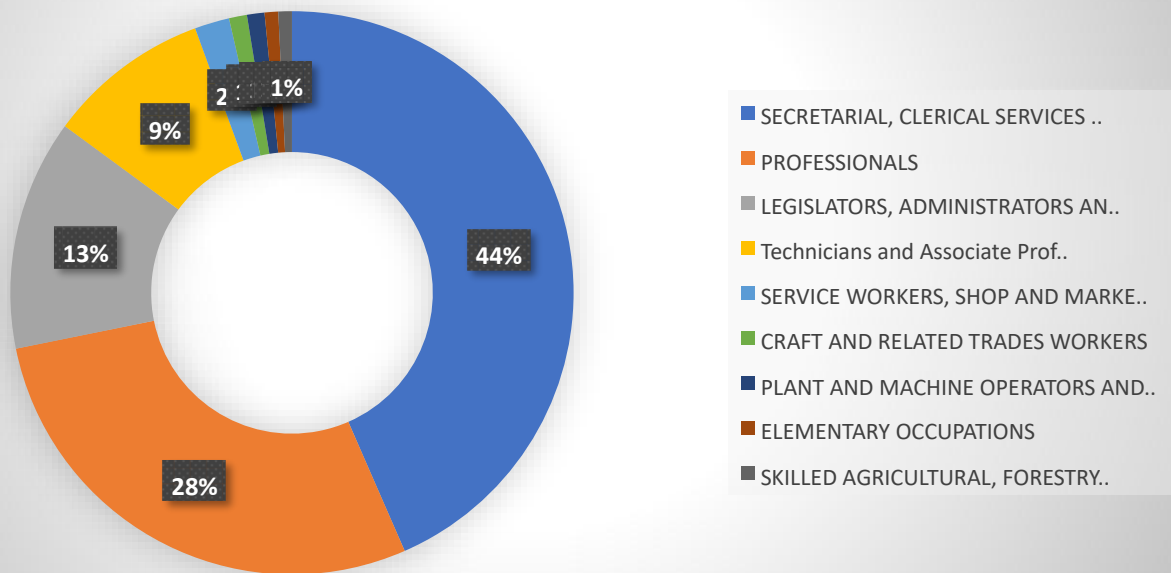


Figure 2: Proportion of Major Occupational Groups as per the Number of Vacancies Advertised

Secretarial and Clerical Services roles made up the largest share of job openings at 43.4%, reinforcing the need for administrative personnel across multiple industries. Professionals, including finance, IT, healthcare, and engineering roles, accounted for 28.4% of advertised jobs, showing that specialized knowledge and expertise remain key drivers of employment.

The relatively smaller proportion of vacancies for Elementary Occupations (0.8%) and Skilled Agricultural roles (0.8%) suggests a shrinking demand for low-skill jobs, likely due to technological advancements and mechanization.

CAVEAT: Most elementary jobs do not make it to job listings sites (Most times these roles are sought informally)

Implication:

- **Jobseekers:** Must enhance their professional qualifications, administrative, technical, and specialized roles to secure employment.

- **Training Institutions:** Should place greater emphasis on technical and professional courses, including business administration, IT, and engineering, to meet Kenya labor market demands.
- **Policy Makers:** Need to address skills gaps by promoting vocational training and upskilling programs to support the transition of workers into middle and high-skill occupations

4.3 NUMBER OF VACANCIES BY OCCUPATION AND SKILL LEVEL

This section will show the most demanded occupations by skill level according to the number of job vacancies advertised. The skill levels will be categorised into highly skilled, middle-skilled, and low-skilled roles. It will provide an in-depth examination of the top 10 most in-demand occupations within each skill level, analyzing labor market trends that are shaping job opportunities.

4.3.1 Top 10 Most Sought Occupations by Number of Vacancies for Highly Skilled workers

Table 3: Top 10 Most Sought Occupations by Number of Vacancies for Highly Skilled workers

OCCUPATION	NUMBER OF VACANCIES
Business Services and Administration Managers	2040
Finance Professionals	1731
Software And Applications Developers And Analysts	1218
Sales, Marketing and Public Relations Professionals	1104
Sales, Marketing and Development Managers	1012
University and College Lecturers	900
Business Administration Professionals	848
Sales and Purchasing Agents And Brokers	764
Engineering Professionals (Excluding Electro technology)	742
Managing Directors and Chief Executives	568
Database and Network Professionals	504



Figure 3: Top 10 Most Sought Occupations by Number of Vacancies for Highly Skilled workers

Among highly skilled occupations, Business Services and Administration Managers led with 2,040 vacancies, followed by Finance Professionals (1,731) and Software Developers (1,218). The high demand for managerial and finance roles indicates that strategic leadership and financial expertise remain core requirements in Kenya's labor market. IT-related roles, including Software Development and Database Management, highlight the increasing integration of technology across industries.

Implication:

- **Jobseekers:** Should prioritize leadership, financial management, and digital skills to remain competitive.
- **Training Institutions:** Must enhance business, finance, and IT programs, integrating emerging technologies such as data analytics.
- **Policy Makers:** Should promote investments in digital economy policies and leadership training to address skills shortages in management and IT sectors.

4.3.2 Most Sought Occupations by Number of Vacancies for Middle Skilled workers

Table 4: Most Sought Occupations by Number of Vacancies for Middle Skilled workers

OCCUPATION	NUMBER OF VACANCIES
Numerical Clerks	15001
Client Information Workers	585
Car, Van and Motorcycle Drivers	200
Material Recording and Transport Clerks	198
Animal Producers	198
Waiters and Bartenders	143
Tellers, Money Collectors And Related Clerks	115
Protective Services Workers	113
Other Sales Workers	112
Machinery Mechanics And Repairers	110

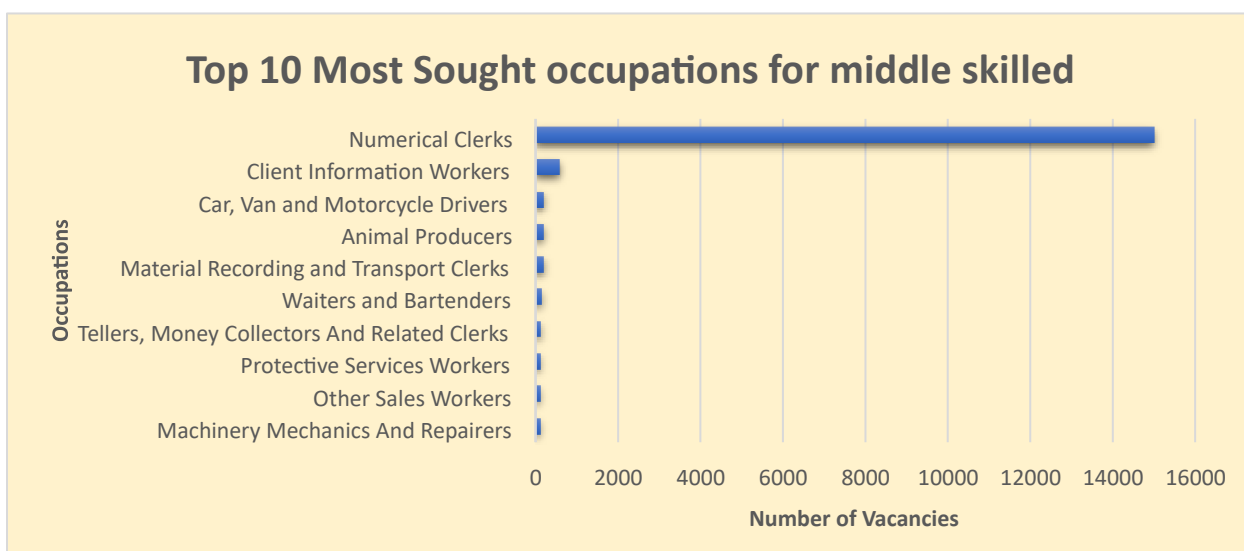


Figure 4: Most Sought Occupations by Number of Vacancies for Middle Skilled workers

Numerical Clerks (15,001) dominated this category, reflecting a high demand for accounting, record-keeping, and administrative work. Other roles, including Client Information Workers (585) and Drivers (200), also saw reasonable demand. The strong presence of clerical and administrative functions points to the ongoing need for efficient business operations and customer support services.

Implications;

- **Jobseekers:** Focus on developing clerical and business operations skills, including proficiency in data entry, customer service, and record management.
- **Training Institutions:** Must ensure that business administration courses include practical training in accounting software and office management.
- **Policy Makers:** Should support SMEs in hiring clerical staff by offering incentives for business expansion and capacity building

4.3.3 Most Sought Occupations by Number of Vacancies for Low skilled workers

Table 5: Most Sought Occupations by Number of Vacancies for Low skilled workers

OCCUPATION	NUMBER OF VACANCIES
Farm-Hands and Related Labourers	129
Manufacturing and Maintenance Labourers	93
Other Elementary Workers	24
Transport and Storage Labourers	17
Domestic, Hotel and Office Cleaners and Helpers	17
Mining And Quarrying Labourers	3
Food Preparation Assistants	3
Vehicle, Window, Laundry And Other Hand Cleaning Workers	2
Refuse workers	1

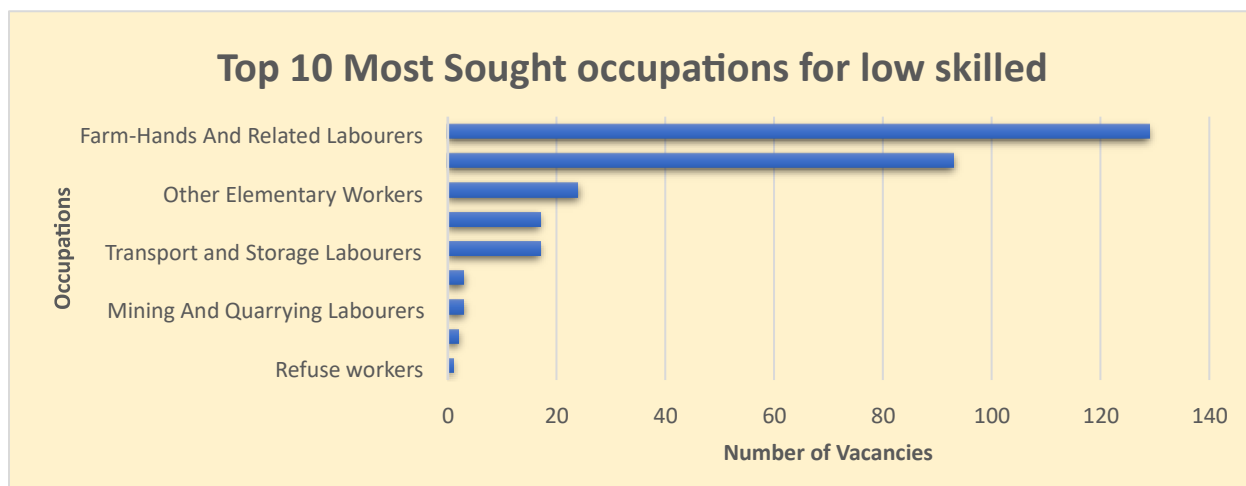


Figure 5: Most Sought Occupations by Number of Vacancies for Low skilled workers

Farm Hands (129) and Manufacturing Laborers (93) had the highest demand, but overall, job openings for low-skilled workers were scarce. This trend suggests that automation, mechanization, and modernization are reducing the need for manual labor.

CAVEAT; Most Manual Jobs are not mostly sought through online channels (mostly through informal channels)

Implication:

- ***Jobseekers:*** Must upskill and transition into semi-skilled or skilled roles to increase employability.
- ***Training Institutions:*** Need to focus on vocational training to help workers move from low-wage jobs to higher-paying technical positions.
- ***Policy Makers:*** Should invest in reskilling programs and promote technology adoption in ways that create new employment opportunities rather than displacing workers.

5. CONCLUSION

Kenya's job market is evolving, with an increasing emphasis on professional and technical roles. While traditional sectors such as Public Administration and Finance continue to provide substantial employment opportunities, emerging fields in IT and digital services are reshaping

labor demand. Addressing skills mismatches, improving vocational education. By implementing the recommendations outlined, stakeholders can work towards a more dynamic and prosperous workforce that meets the demands of Kenya's evolving economy.

6. RECOMMENDATIONS

Enhance Digital and IT Skills Training – Government and training institutions should integrate digital literacy, software development, and data analytics into curricula to address emerging skill gaps.

Expand Vocational and Technical Education – More investment is needed in vocational training centers to equip workers with trade and technical skills in manufacturing and construction sectors as these are the current key drivers of the economy.