



MINISTRY OF LABOUR

JOB OPPORTUNITY ANALYSIS REPORT

(APRIL-JUNE, 2021)

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

SEPTEMBER, 2021

TABLE OF CONTENTS

TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	iii
LIST OF FIGURES.....	iv
ACRONYMS / ABBREVIATIONS.....	v
FUNCTIONAL DEFINITION OF TERMS.....	vi
1.0 INTRODUCTION.....	1
2.0 OBJECTIVES AND USES OF JOA.....	1
3.0 METHODOLOGY.....	2
3.1 Computation of Job Opportunity Index (JOI).....	2
3.2 Uses of Classification Standards in Job Opportunities Analysis.....	2
3.2.1 Use of Kenya National Occupational Classification Standard (KNOCS).....	2
3.2.2 Use of International Standard of Industrial Classification (ISIC).....	3
3.2.3 Use of International Standard Classification of Education (ISCED).....	3
3.3 Best practices applied.....	4
4.0 ANALYSIS OF JOB VACANCIES.....	4
4.1. Vacancies by Economic Activity.....	4
4.2. Vacancies by Major Occupational Group.....	5
4.3. Vacancies by Terms of Service.....	6
4.5. Vacancies by County and Major Occupational Group.....	10
4.6. Vacancies by Occupation and Educational Award..... Error! Bookmark not defined.	
5.0. JOB OPPORTUNITY INDEX (JOI).....	11
5.1. Job Opportunity Indices in all Economic Activities.....	11
5.2. Job Opportunity Indices by Occupation.....	13
6.0. LABOUR MARKET ANALYSIS.....	14
7.0. APPENDIX.....	Error! Bookmark not defined.

LIST OF TABLES

TABLE 1: DISTRIBUTION OF VACANCIES BY ECONOMIC ACTIVITY	5
TABLE 2: VACANCIES BY MAJOR OCCUPATIONAL GROUP.....	ERROR! BOOKMARK NOT DEFINED.
TABLE 3: NUMBER OF VACANCIES BY SKILL AREA AND SKILL LEVEL	ERROR! BOOKMARK NOT DEFINED.
TABLE 4: JOB OPPORTUNITY INDICES BY ECONOMIC ACTIVITY	12
TABLE 5: JOB OPPORTUNITY INDICES BY OCCUPATION	13
TABLE 1A: DISTRIBUTION OF VACANCIES BY ECONOMIC ACTIVITY	ERROR! BOOKMARK NOT DEFINED.
TABLE 2A: VACANCIES BY MAJOR AND MINOR OCCUPATIONAL GROUP.....	ERROR! BOOKMARK NOT DEFINED.
TABLE 3A: VACANCIES BY SKILL AREA AND LEVEL	ERROR! BOOKMARK NOT DEFINED.
TABLE 4A: VACANCIES BY COUNTY AND MAJOR OCCUPATIONAL GROUP.....	ERROR! BOOKMARK NOT DEFINED.
TABLE 5A: DISTRIBUTION OF OCCUPATIONAL GROUP AND EDUCATIONAL AWARD ..	ERROR! BOOKMARK NOT DEFINED.

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 to June, 2021 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 will give an indication on the economic sectors and occupations where opportunities for jobs occurred within the period under review and the skills required. It will also provide trends in skill demands within the economy over time.

3.0 METHODOLOGY

This Job Opportunities Analysis report for the months of April to June, 2021 was done by recording job vacancies advertised daily in the mainstream print media namely the Daily Nation and the Standard. The vacancies that were not considered for this JOA were:

- Vacancies declared exclusively online
- Vacancies that were declared at the Public and Private Employment Bureaus

For the purpose of this report, independent analysis was undertaken for each occupational category and economic activity bearing in mind 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 Uses of Classification Standards in Job Opportunities Analysis

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

3.2.1 Use of Kenya National Occupational Classification Standard (KNOCS)

The allocation of an occupational code using the Kenya National Occupational Classification Standard (KNOCS) was done on the basis of the job title.

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 Job Opportunity Index, KNOCS was used at major occupational and minor occupational groups.

3.2.2 Use of International Standard of Industrial Classification (ISIC)

International Standard of Industrial Classification (ISIC Rev 4) is an ILO classification standard that disaggregates the economy into the more detailed levels of industries and industry groups, as well as the more aggregated levels of divisions and sections. 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 Use of 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.

3.3 Best practices applied

In coming up with this report, the following best practices were adopted:

- Job opportunities were grouped using the national occupational classification Framework (KNOCS).
- Only vacancies declared in the mainstream newspapers were considered, for credibility
- For comparability, International Classification Standards were used

4.0 ANALYSIS OF JOB VACANCIES

This section presents summaries on job vacancies in the period April to June, 2021. The summaries cover vacancies advertised by economic activity, major occupational group, terms of service, skill area, and level of education and by county. During the reference period, a total of **491** job openings were recorded.

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 (rev4). Table 1 shows that Public Administration and Defense; Compulsory social security had highest number of job vacancies with 26.3 percent followed by Human health and Social work activities; Education at 17.5 and 13 percent respectively of the jobs advertised while Mining and Quarrying and Wholesale and retail trade; Repairs of motor Vehicles and motorcycles had the lowest number of vacancies at 0.2 percent each.

Table 1: Distribution of Vacancies by Economic Activity

Economic sectors	No of Vacancies	%
Accommodation and food service activities	17	3.5
Activities of Extraterritorial Organizations and bodies	9	1.8
Administrative and Support Service activities	44	9.0
Agriculture, Forestry and Fishing	8	1.6
Arts, Entertainment and Recreation	6	1.2
Computer programming, consultancy and related activities	7	1.4
Construction	3	0.6
Education	64	13.0
Financial and Insurance activities	33	6.7
Human health and Social work activities	86	17.5
Information and communication	14	2.9
Manufacturing	3	0.6
Mining and Quarrying	1	0.2
None	3	0.6
Other service activities	12	2.4
Professional, scientific and technical activities	2	0.4
Public Administration and Defense;Compulsory social security	129	26.3
Real estate activities	6	1.2
Transportation and storage	36	7.3
Water supply, Sewerage, Waste management and Remediation activities	6	1.2
Wholesale and retail trade; Repairs of motor Vehicles and motorcycles	1	0.2
Total	491	100.0

4.2. Vacancies by Major Occupational Group

Table 2 presents the number of vacancies by Major Occupational Group. It can be observed that 44.2 percent of the job openings were in the Major Occupational Group of Professionals followed by Legislators, Administrators and Managers and Technicians and Associate Professionals Major Occupational group accounting for 27.3 and 8.8 percent of all vacancies advertised respectively. The rest of the occupations constituted less than 20 percent of the advertised jobs.

Table 2: Vacancies by Major Occupational Group

Occupational major groups	No of Vacancies	%
Legislators, Administrators and Managers	134	27.3
Professionals	217	44.2
Technicians and Associate Professionals	43	8.8
Service Workers , Shop and Market Sales Workers	14	2.9
Skilled farm, fisheries , wildlife and related workers	2	0.4
Craft and Related Trades Workers	24	4.9
Plant and Machine Operator and Assemblers	37	7.5
Secretarial, Clerical Services and Related Workers	18	3.7
Elementary Occupations	1	0.2
Total	491	100.0

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 as 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, 49.1 percent of the advertised jobs were on contract terms while 8.4 percent were on permanent terms. Of all jobs advertised 41.8 percent were silent on the terms of engagement.

Figure 3: Distribution of Vacancies by Terms of Service

Terms of service	No of Vacancies	%
Contract	241	49.1
Not Stated	205	41.8
Permanent	41	8.4
Temporary	3	0.6
Total	491	100.0

4.4. Vacancies by Skill Area and Level

Table 4 provides information on skill levels demanded by employers. Out of the total jobs advertised, 42 percent required master's degree level of Education while 22.2 percent required applicants with bachelor's degree level of Education. It's also important to note that 7.7 percent of all the advertisement did not indicate the skill level required.

Table 4 Distribution of Vacancies by Skill Level

Skill level	No of Vacancies	%
Bachelors Degree	109	22.2
Certificate	25	5.1
Diploma	76	15.5
Doctorate(PhD)	4	0.8
Higher Diploma	31	6.3
Master's Degree	206	42.0
Not Stated	38	7.7
Post Graduate Diploma	1	0.2
Totals	491	100.0

4.5 Vacancies by Skill Area

Table 5 provides information on vacancies by skill area as demanded by employers. Out of the total advertised jobs, 36 percent required applicants who had skills in Business and Administration, followed by Health at 18.1 percent while Engineering and engineering trades and Information and Communication Technologies (ICTs) accounted for 9.6 and 9.2 percent respectively. The skills areas with least demand in the labour market were in Agriculture, Environment, Humanities (except languages), Biological and related sciences and Personal services with 0.2 percent each.

Table 5: Distribution of vacancies by skill Area

Skill Area	NO. of Vacancies	Percent
Agriculture	1	0.2
Architecture and construction	2	0.4
Arts	6	1.2
Business and administration	177	36.0
Education	15	3.1
Environment	1	0.2
Health	89	18.1
Humanities (except languages)	1	0.2
Information and Communication Technologies (ICTs)	45	9.2
Journalism and information	3	0.6
Languages	5	1.0
Law	13	2.6
Mathematics and statistics	2	0.4
Personal services	1	0.2
Personal skills and development	6	1.2
Physical sciences	4	0.8
Security services	2	0.4
Social and behavioural sciences	29	5.9
Transport services	41	8.4
Biological and related sciences	1	0.2
Engineering and engineering trades	47	9.6
TOTAL	491	100.0

4.6 Vacancies by County and Skill Level

Table 6 shows the number of vacancies by County and Skill Level. Vacancies advertised were analyzed on the basis of the County where the vacancy arose and the skill level into which the job belongs. From the analysis, there were 491 vacancies advertised in all Counties. Nairobi County had the highest number of advertised vacancies at 64.8 percent. Out of which the majority had a masters degree accounting for 56.3 percent followed by bachelors at 23.9 percent and certificate at 6.6 percent.

N/B: Jobs captured under Nairobi county also included adverts from the national government, multinational agencies and organizations with headquarters in Nairobi. Other counties accounted for 6 per cent of the job advertisements. For detailed analysis on vacancies by Counties and Major Occupational Group.

Table 6: vacancies by county and skill level

County	Skill level									percent
	PhD	PGD	Masters	Bachelors	HDiP	Diploma	Cert.	Not Stated	TOTAL	
BARINGO				7			1		8	1.6
UASIN GICHU				1					1	0.2
EMBU								2	2	0.4
HOMABAY				1					1	0.2
ISIOLO			1						1	0.2
KAJIADO					1	3			4	0.8
KAKAMEGA			12	2			1	5	20	4.1
KERICHO					1				1	0.2
KIAMBU			1	2					3	0.6
kirinyaga				3					3	0.6
KISII				2					2	0.4
KISUMU			2	5			1	17	25	5.1
KITUI	1		3						4	0.8
MACHAKOS			1	2					3	0.6
MERU				1					1	0.2
MOMBASA			3	3		2			8	1.6
NAIROBI	2	1	179	76	14	16	21	8	318	64.8
NAKURU	1		3						4	0.8
NANDI				4				5	9	1.8
LAIKIPIA							1		2	0.4
NYERI					15	55			70	14.3
SIAYA			1						1	0.2
Grand Total	4	1	206	109	31	76	25	38	491	100.0
percent	0.8	0.2	42.0	22.2	6.3	15.5	5.1	7.7	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 jobs advertised 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

Table 7 presents job opportunity indices for the period April to June, 2021. Arts, Entertainment and Recreation sector recorded the highest job creation with an index of 2400 followed by; Other Service Activities sector with an index of 1033 and Transportation and Storage sub sector with an index of 729.

Overall there was a general growth in the number of vacancies reported with Job Opportunity Index of 27 as compared to the last quarter which had 15

It's also important to note that a number of economic sectors reported no growth. These were: Mining and Quarrying, Electricity, Gas, Steam and Air Conditioning Supply, Water Supply; Sewerage, Waste Management and Remediation.

Table 4: Job Opportunity Indices by Economic Activity

ISIC Code	Economic Activity	Sept 2019	Dec 2019	March, 2020	June, 2020	DEC 2020	MARCH 2021	JUNE 2021
A	Agriculture, Forestry and Fishing	4	42	189	14125	67	72	327
B	Mining and Quarrying	200	0	0	100	100	0	0
C	Manufacturing	1	17	187	0	0	6	0
D	Electricity, Gas, Steam and Air Conditioning Supply	75	0	0	0	0	0	0
E	Water Supply; Sewerage, Waste Management and Remediation	50	15	950	345	45	0	0
F	Construction	4	9	300	0	0	43	86
G	Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	17	9	0	0	0	4	0
H	Transportation and Storage	15	1	1500	167	22	212	729
I	Accommodation and Food Service Activities	5	15	200	0	0	141	67

J	Information and Communication	79	59	96	0	50	39	19
K	Financial and Insurance Activities	4	30	99	386	229	21	49
L	Real Estate Activities	0	0	0	0	0	60	40
M	Professional, Scientific and Technical Activities	21	5	1100	0	0	25	0
N	Administrative and Support Service Activities	31	996	235	61	4	11	45
O	Public Administration and Defense; Compulsory Social Security	30	406	413	329	157	9	1
P	Education	31	24	5	65	5	15	47
Q	Human Health and Social Work Activities	37	42	124	2	2	134	131
R	Arts, Entertainment and Recreation	10	80	50	80	0	120	2400
S	Other Service Activities	19	77	562	0	20	19	1033
T	Activities of Households as Employers;	0	0	0	0	0	2	0
U	Activities of Extraterritorial Organizations and Bodies	11	5	8921	28250	167	2	0
	Total	26	199	44	54	11	15	27

5.2. Job Opportunity Indices by Occupation

Table 8 shows that the highest growth in the reference period was reported in Plant and Machine Operators and Assemblers Major Occupational group which had the highest number of jobs demanded with an index of 148 for the period April to June, 2021 followed by Craft and Related Trades Workers with an index of 133, while Skilled Farm, Fishery,

Wildlife and Related Workers occupational group registered the lowest growth with an index of 2. Professionals and Secretarial, Clerical Services and Related Workers Major occupational groups registered improved growth with an indices of 13 and 20 respectively. On overall there was a general decrease in the number of jobs advertised.

Table 8: Job Opportunity Indices by Occupation

Major Occupational Group	Sep 2019	DEC, 2019	March, 2020	JUNE, 2020	SEP, 2020	Dec, 2020	MAR CH, 2021	JUNE 2021
Legislators, Administrators And Managers	15	696	129	51	353	1034	40	9
Professionals	24	23	45	196	4	3790	2	13
Technicians and Associate Professionals	69	46	35	146	5	3000	16	6
Secretarial, Clerical Services and Related Workers	16	14	154	90	189	85	3	20
Service Workers , Shop and Market Sales Workers	4	7	25	11685	0	0	1	4
Skilled Farm, Fishery, Wildlife and Related Workers	0	0	0	0	0	0	133	2
Craft and Related Trades Workers	100	0	0	0	0	36	0	133
Plant and Machine Operators and Assemblers	56	20	40	350	43	1333	0	148
Elementary Occupations	16	1	50	0	0	12	0	5
Occupations Groups Not Classified Elsewhere	0	0	0	0	0	0	0	0
Grand Total	26	241	44	186	11	1485	19	10

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;

- Education sector had a high potential for job openings.
- The labour market required occupations with certificate skill level.
- Most employers preferred employees engaged on contract terms