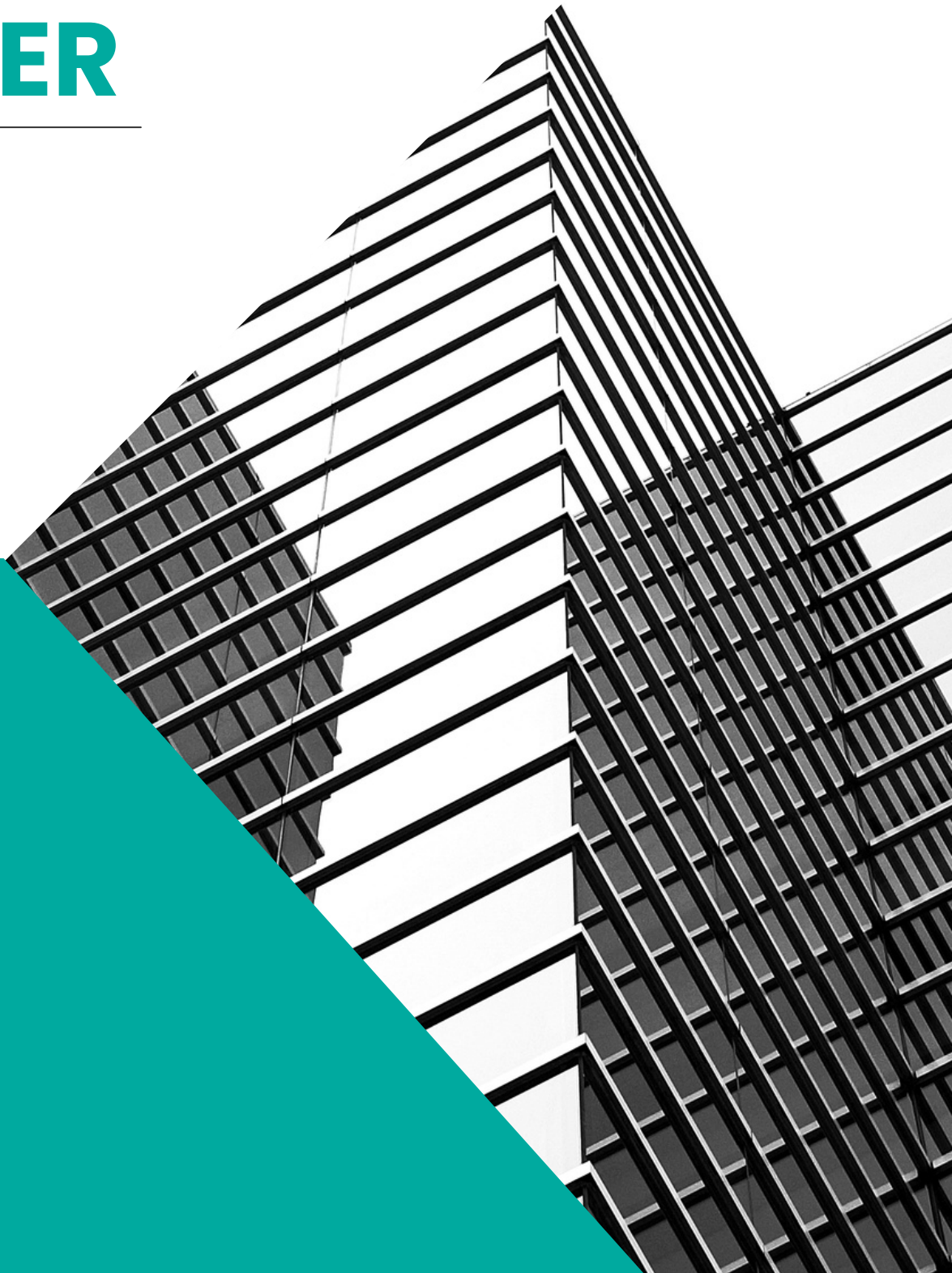# VITAL
Element

NEWS
LETTER

MARCH
2024

Where Do You Stand?

Let's find out!

South African
Employment Highlights:

-6% **Recruitment activity decreased** by 4% from Jan 2022 to Jan 2024.

-8% **Hiring activity** decreased by -8% when compared to Jan 2023.

The hiring activity for January 2024 was unusually low for that time of year, and can be partially attributed to the long school holiday period.

The first day of school in 2022 was on January 12, in 2023 it was on January 11, and in 2024 it was on January 17. This resulted in fewer working days in January 2024 after the school holidays, compared to previous years.

This reduction in working days had a direct impact on hiring and overall economic activity.

PNET -

TOP 5 Trending Jobs that Showed an Increase in Demand for Workers and Professionals:

1. Retail (Sales)

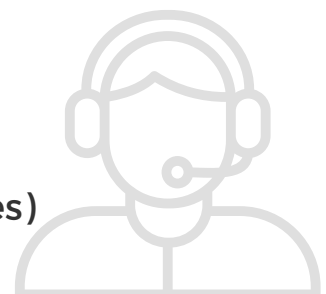**2.** Credit Management (Finance)

3. Accounts Payable / Receivable (Finance)

4. Bookkeeping (Finance)

5. Representative / Sales Consulting (Sales)

Cleaning, Maintenance & Repair

- There was a **+20%** year-on-year increase in hiring activity.

Building & Construction

- There was a **+23%** year-on-year increase in hiring activity.

Architecture & Engineering

- There was a **+17%** year-on-year increase in hiring activity.

Job Sectors That Experienced Increased Hiring Activity

A consistent rise in hiring activity is a sign of trust in the local economy and an indication of business expansion.

PNET -

TOP 5 Job Sectors in Every Province:

North West:
1. Business & Management
2. Admin, Office & Support
3. Finance
4. Sales
5. Education, Training & Library

Gauteng:
1. Information Technology
2. Business & Management
3. Finance
4. Admin, Office & Support
5. Sales

Free State
1. Business & Management
2. Admin, Office & Support
3. Finance
4. Sales
5. Medical & Health

Limpopo:
1. Business & Management
2. Sales
3. Finance
4. Admin, Office & Support
5. Building & Construction

Northern Cape:
1. Business & Management
2. Admin, Office & Support
3. Building & Construction
4. Medical & Health
5. Finance

Mpumalanga:
1. Business & Management
2. Admin, Office & Support
3. Finance
4. Sales
5. Other

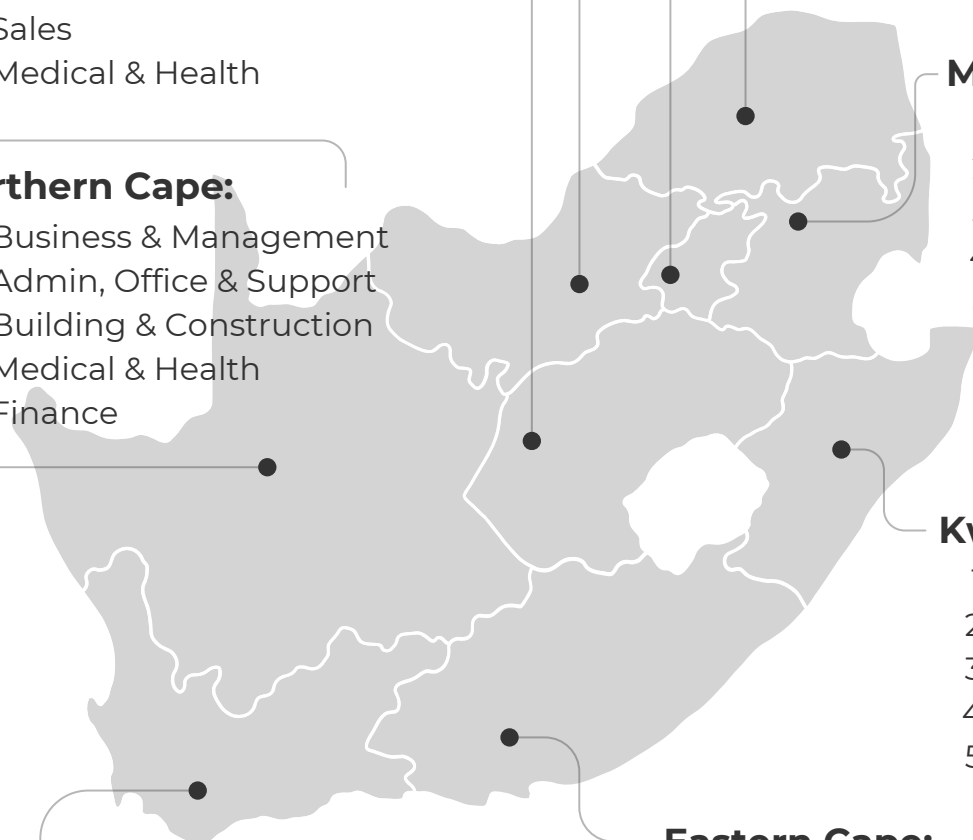**Kwazulu-Natal:**
1. Business & Management
2. Finance
3. Admin, Office & Support
4. Sales
5. Information Technology

Eastern Cape:
1. Business & Management
2. Finance
3. Information Technology
4. Admin, Office & Support
5. Sales

Western Cape:
1. Information Technology
2. Business & Management
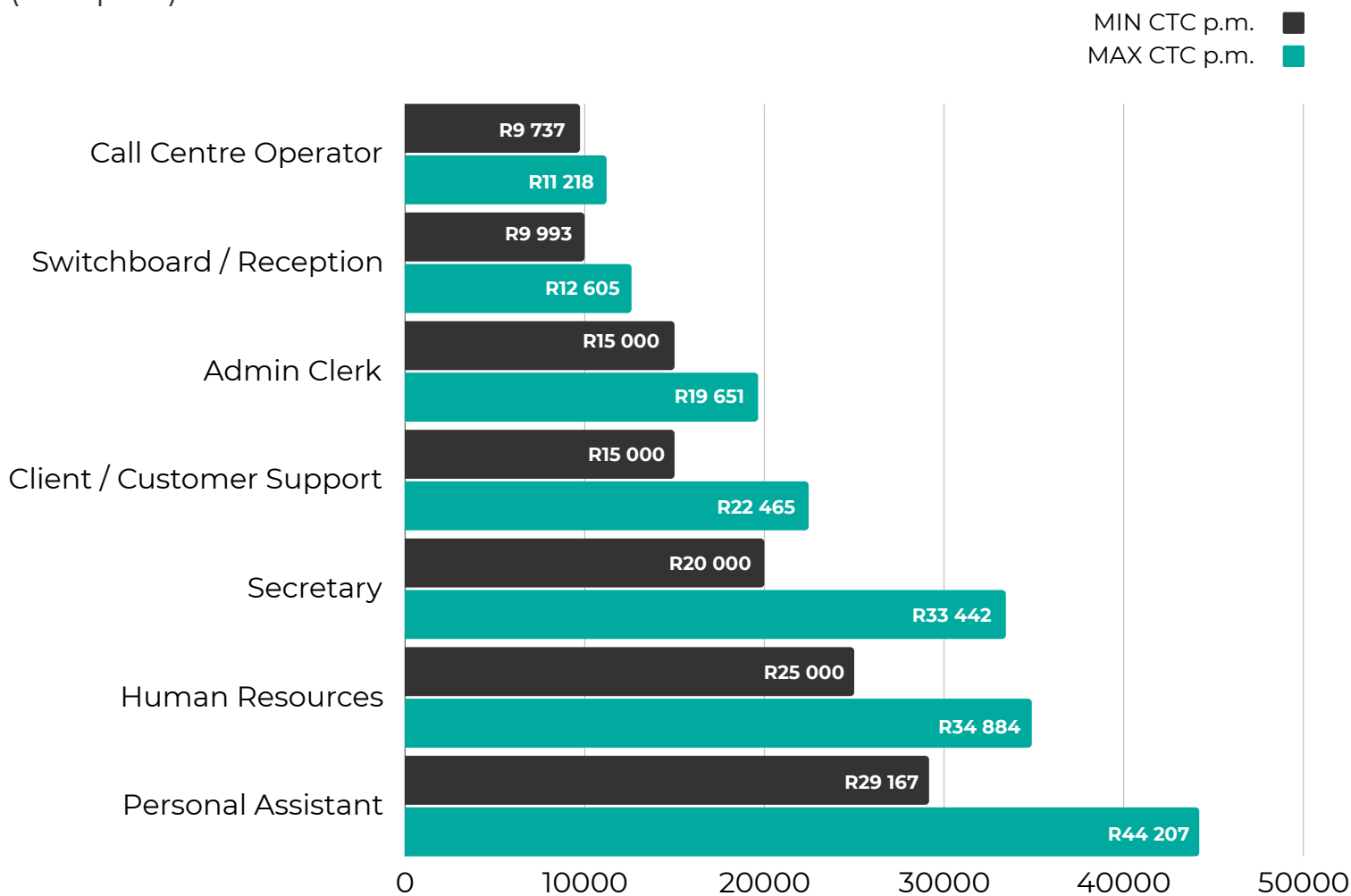3. Finance
4. Sales
5. Medical & Health

What's everyone else paying?

Let's find out!

PNET's South African
Salary Guide 2024:

Admin, Office & Support:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Role	MIN CTC p.m.	MAX CTC p.m.
Call Centre Operator	R9 737	R11 218
Switchboard / Reception	R9 993	R12 605
Admin Clerk	R15 000	R19 651
Client / Customer Support	R15 000	R22 465
Secretary	R20 000	R33 442
Human Resources	R25 000	R34 884
Personal Assistant	R29 167	R44 207

Year-on-year increases:

- Admin Clerks ↑ **5% - 7%**

- Personal Assistants* ↑ **40% - 46%**

- Secretaries* ↑ **47% - 60%**

- Switchboard / Reception staff ↑ **9% - 25%**

*The significant increase in salaries for Personal Assistants was driven by a 34% yearly increase in demand for Executive Assistants, while the significant increase in salaries for Secretaries was driven by a 57% yearly increase in demand for Legal and Litigation Secretaries.

- PNET

PNET's South African
Salary Guide 2024:

Finance:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Category	MIN CTC p.m.	MAX CTC p.m.
Accounts Payable / Receivable	R15 000	R20 789
Bookkeeping	R16 000	R21 232
Purchasing & Procurement	R25 000	R34 896
Credit Management	R25 000	R39 011
Financial / Project Accounting	R30 000	R40 359
External Auditing	R34 167	R47 789
Cost & Management Accounting	R38 896	R47 518
Financial Analysis	R39 259	R58 333
Internal Auditing	R39 838	R50 891

(x-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000)
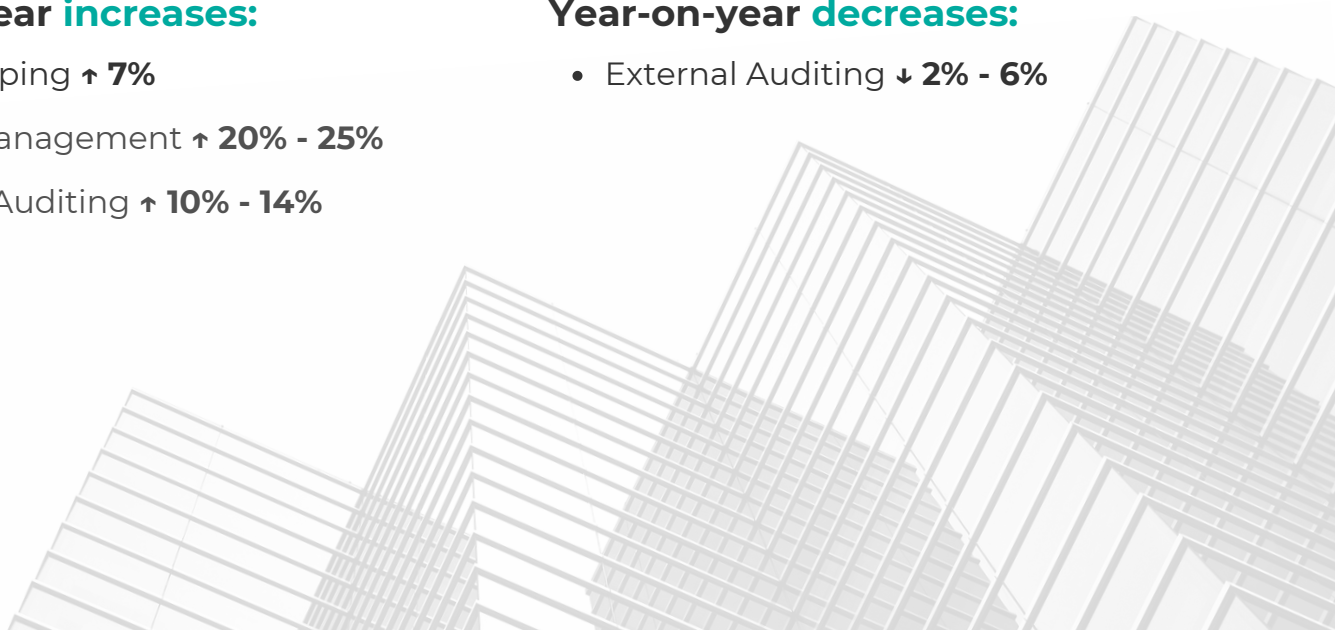
Year-on-year **increases:**

- Bookkeeping ↑ **7%**
- Credit Management ↑ **20% - 25%**
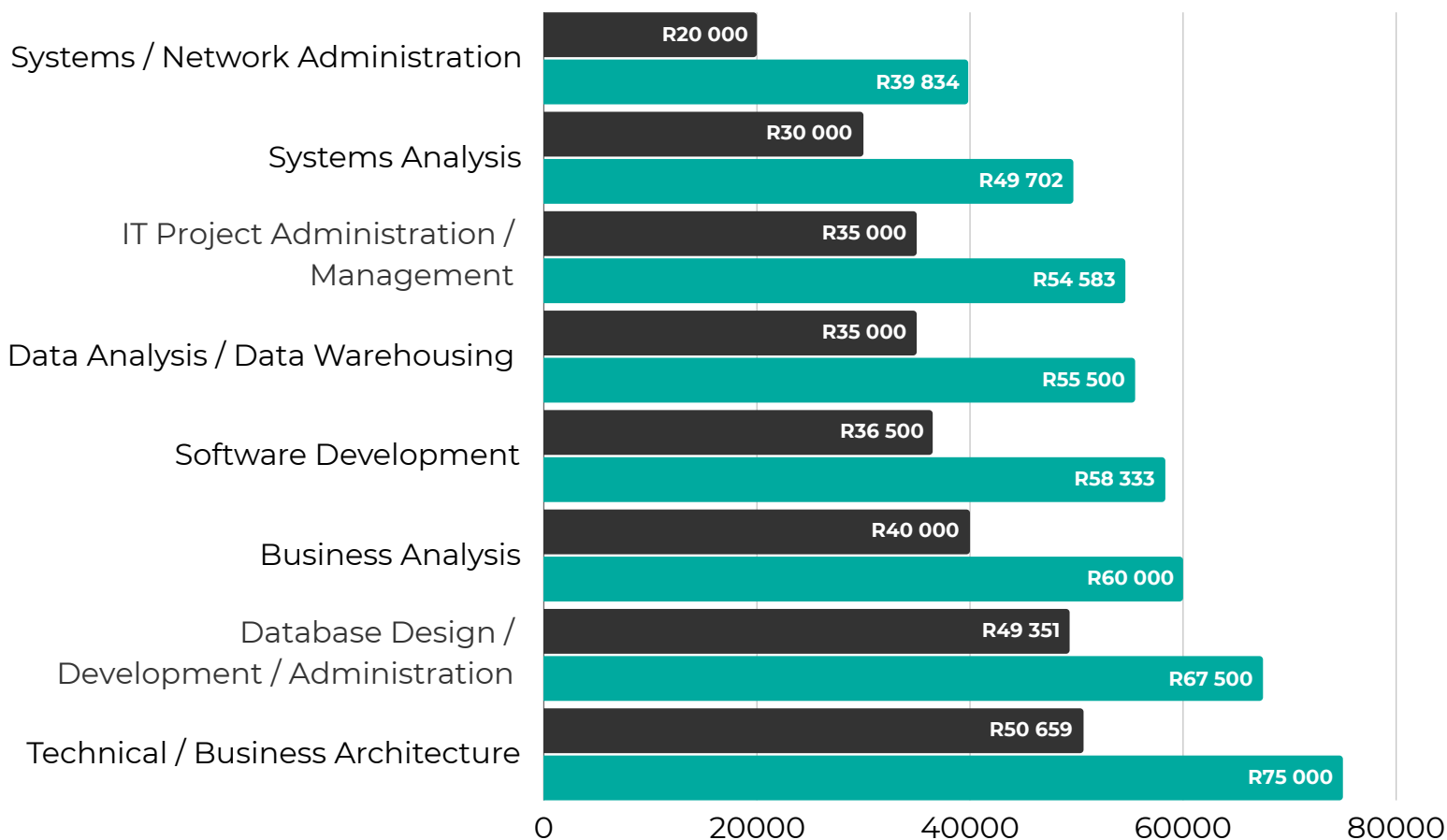- Internal Auditing ↑ **10% - 14%**

Year-on-year **decreases:**

- External Auditing ↓ **2% - 6%**

PNET's South African
Salary Guide 2024:

Information Technology:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Bar chart: Information Technology salaries (CTC p.m.), MIN and MAX:

Role	MIN CTC p.m.	MAX CTC p.m.
Systems / Network Administration	R20 000	R39 834
Systems Analysis	R30 000	R49 702
IT Project Administration / Management	R35 000	R54 583
Data Analysis / Data Warehousing	R35 000	R55 500
Software Development	R36 500	R58 333
Business Analysis	R40 000	R60 000
Database Design / Development / Administration	R49 351	R67 500
Technical / Business Architecture	R50 659	R75 000

X-axis: 0, 20000, 40000, 60000, 80000

Year-on-year increases:

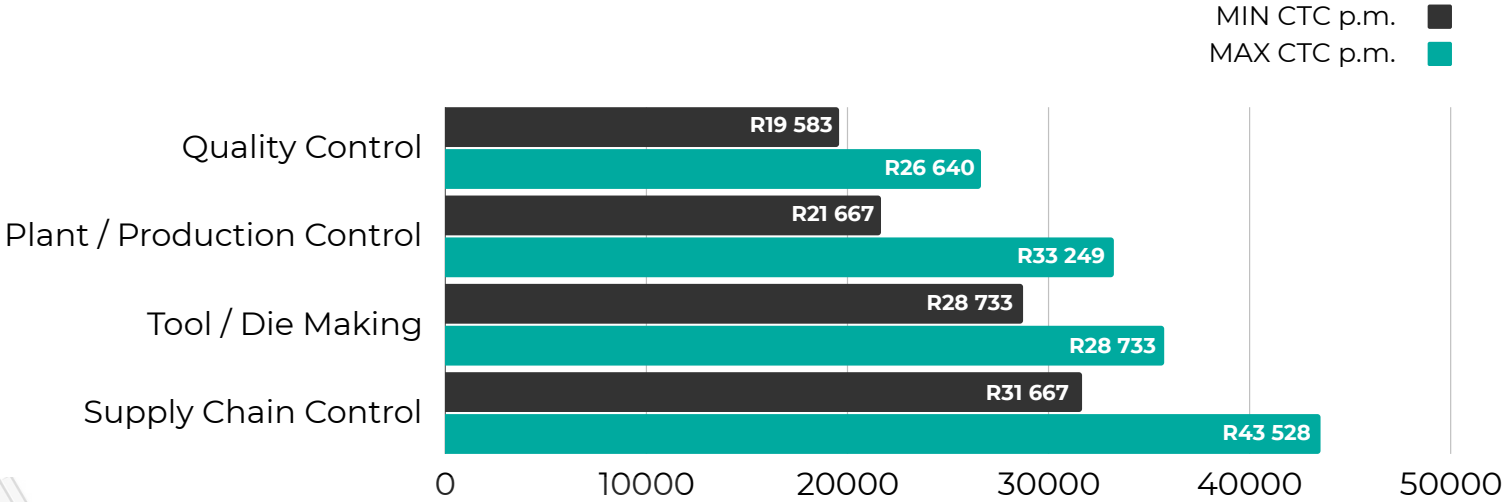- Database Design / Development / Administration ↑ **25% - 26%**

Year-on-year decreases:

- Business Analysts ↓ **8% - 9%**
- Data Analysis / Data Warehousing ↓ **11% - 13%**
- IT Project Admin / Management ↓ **24% - 36%**
- Software Development ↓ **9% - 10%**
- Systems / Network Administration ↓ **14% - 20%**
- Systems Analysis ↓ **21% - 28%**
- Technical / Business Architecture ↓ **17% - 21%**

PNET's South African
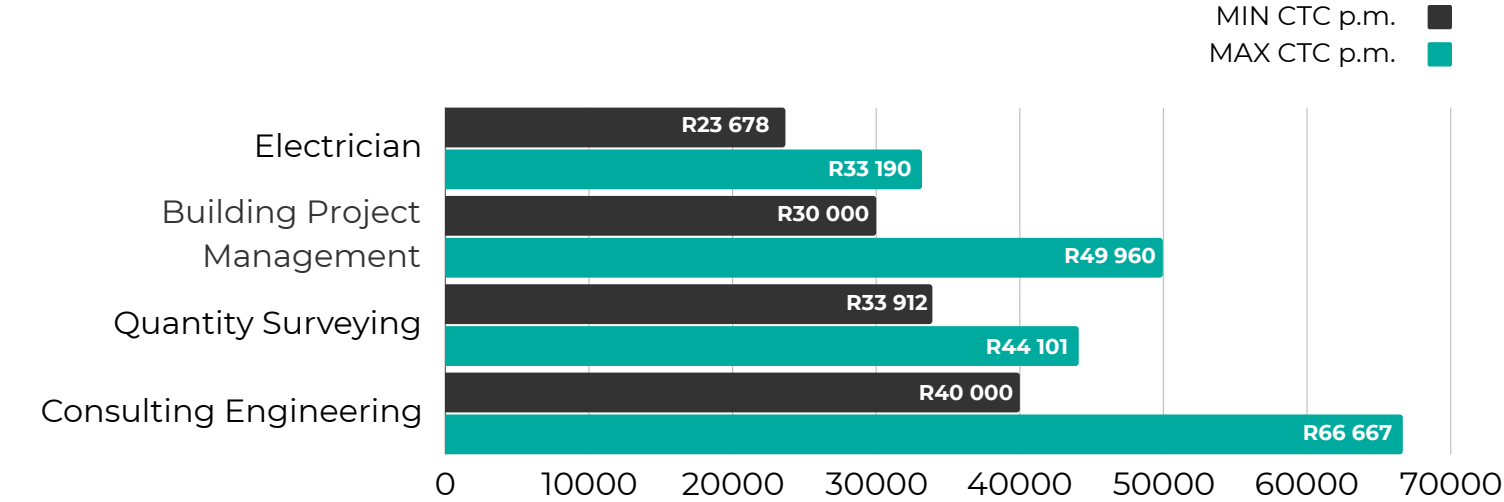# Salary Guide 2024:

Manufacturing & Assembly:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Role	MIN CTC p.m.	MAX CTC p.m.
Quality Control	R19 583	R26 640
Plant / Production Control	R21 667	R33 249
Tool / Die Making	R28 733	R28 733
Supply Chain Control	R31 667	R43 528

(x-axis: 0, 10000, 20000, 30000, 40000, 50000)

Year-on-year decreases:

- Quality Control professionals ↓ 17% - 25%

Building & Construction:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Role	MIN CTC p.m.	MAX CTC p.m.
Electrician	R23 678	R33 190
Building Project Management	R30 000	R49 960
Quantity Surveying	R33 912	R44 101
Consulting Engineering	R40 000	R66 667

(x-axis: 0, 10000, 20000, 30000, 40000, 50000, 60000, 70000)

Year-on-year increases:
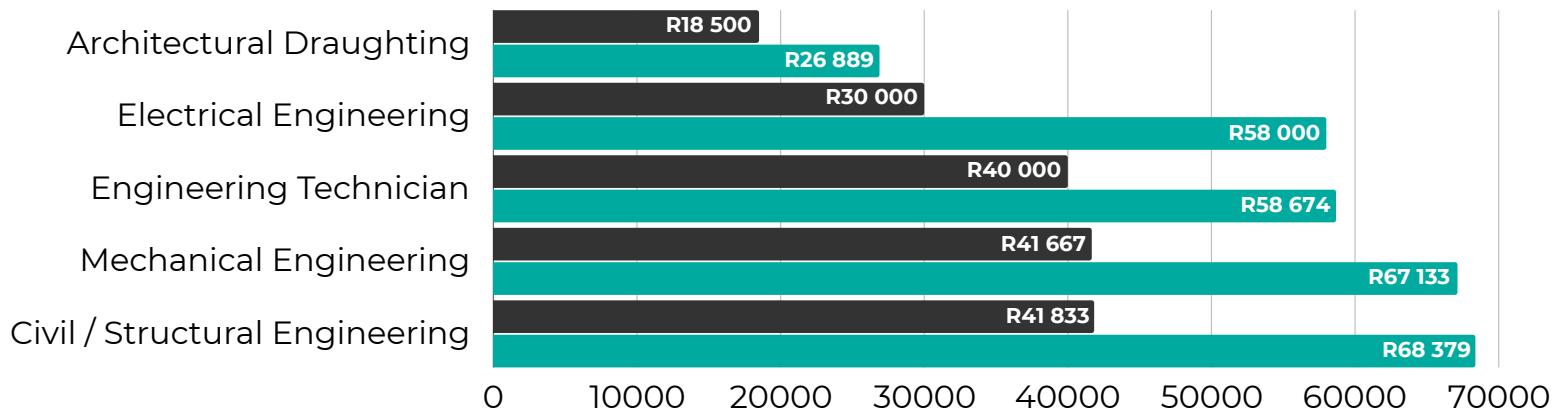
- Electricians ↑ 10% - 19%

Year-on-year decreases:

- Quality Control professionals ↓ 17% - 25%

PNET's South African Salary Guide 2024:

Architecture & Engineering:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Category	MIN CTC p.m.	MAX CTC p.m.
Architectural Draughting	R18 500	R26 889
Electrical Engineering	R30 000	R58 000
Engineering Technician	R40 000	R58 674
Mechanical Engineering	R41 667	R67 133
Civil / Structural Engineering	R41 833	R68 379

(Chart axis: 0, 10000, 20000, 30000, 40000, 50000, 60000, 70000)
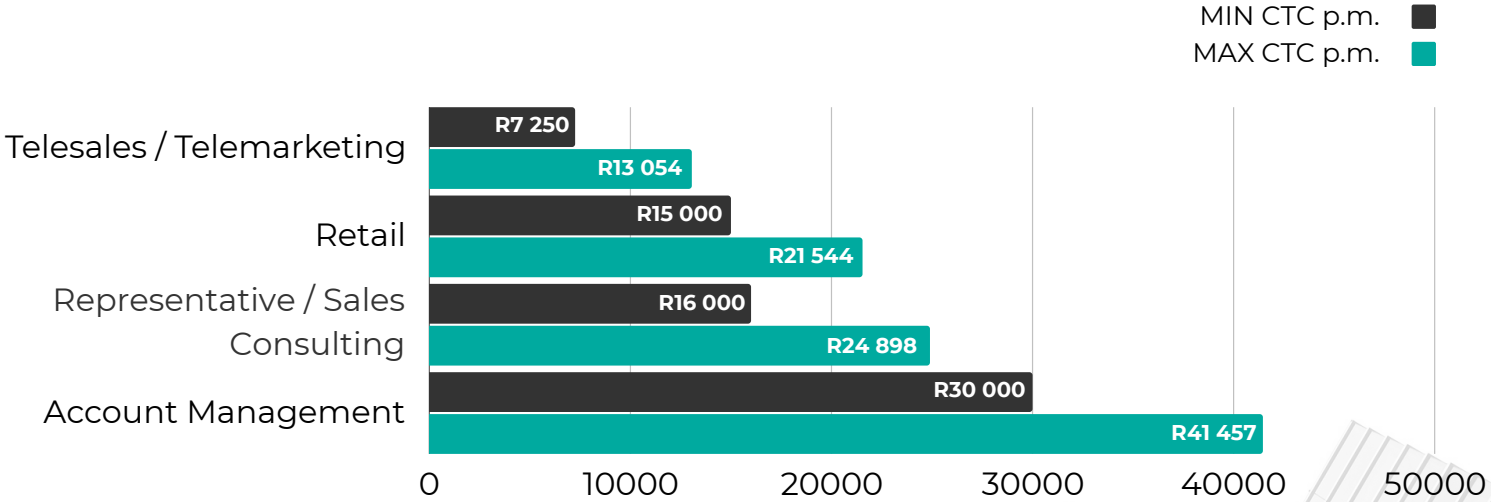
Year-on-year increases:

- Mechanical Engineering ↑ **25% - 33%**
- Civil / Structural Engineering ↑ **7% - 33%**

Year-on-year decreases:

- Architectural Draughting ↓ **8% - 11%**
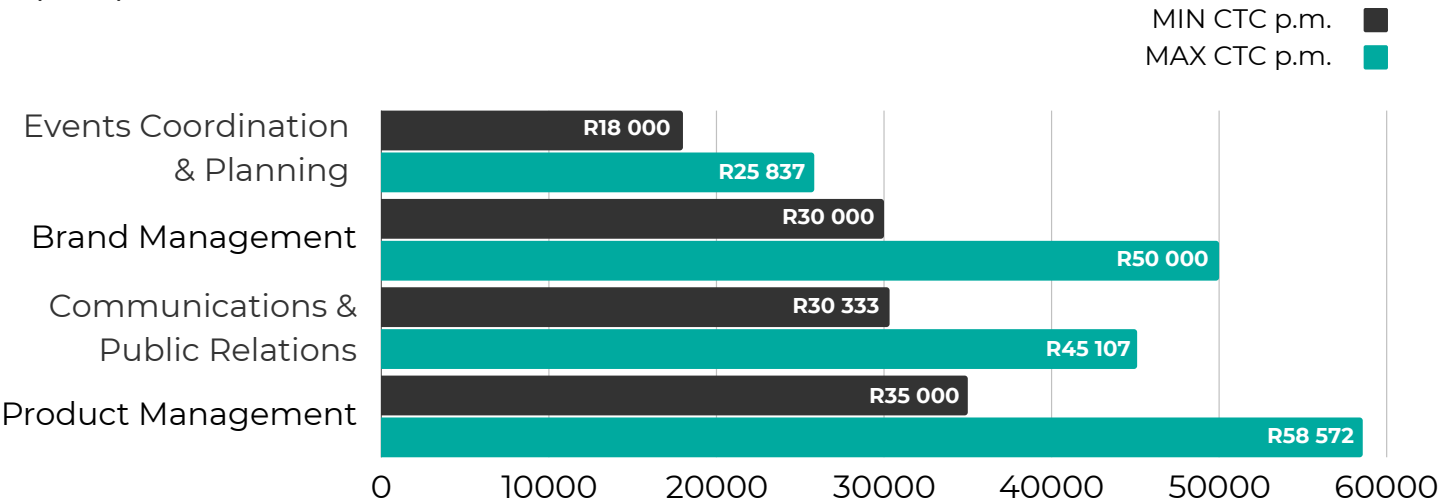
PNET's South African
Salary Guide 2024:

Sales:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Category	Value
Telesales / Telemarketing (MIN)	R7 250
Telesales / Telemarketing (MAX)	R13 054
Retail (MIN)	R15 000
Retail (MAX)	R21 544
Representative / Sales Consulting (MIN)	R16 000
Representative / Sales Consulting (MAX)	R24 898
Account Management (MIN)	R30 000
Account Management (MAX)	R41 457

Axis: 0 — 10000 — 20000 — 30000 — 40000 — 50000

Year-on-year increases:

- Retail ↑ **15% - 21%**

Marketing:
(CTC p.m.)

MIN CTC p.m. ■
MAX CTC p.m. ■

Category	Value
Events Coordination & Planning (MIN)	R18 000
Events Coordination & Planning (MAX)	R25 837
Brand Management (MIN)	R30 000
Brand Management (MAX)	R50 000
Communications & Public Relations (MIN)	R30 333
Communications & Public Relations (MAX)	R45 107
Product Management (MIN)	R35 000
Product Management (MAX)	R58 572

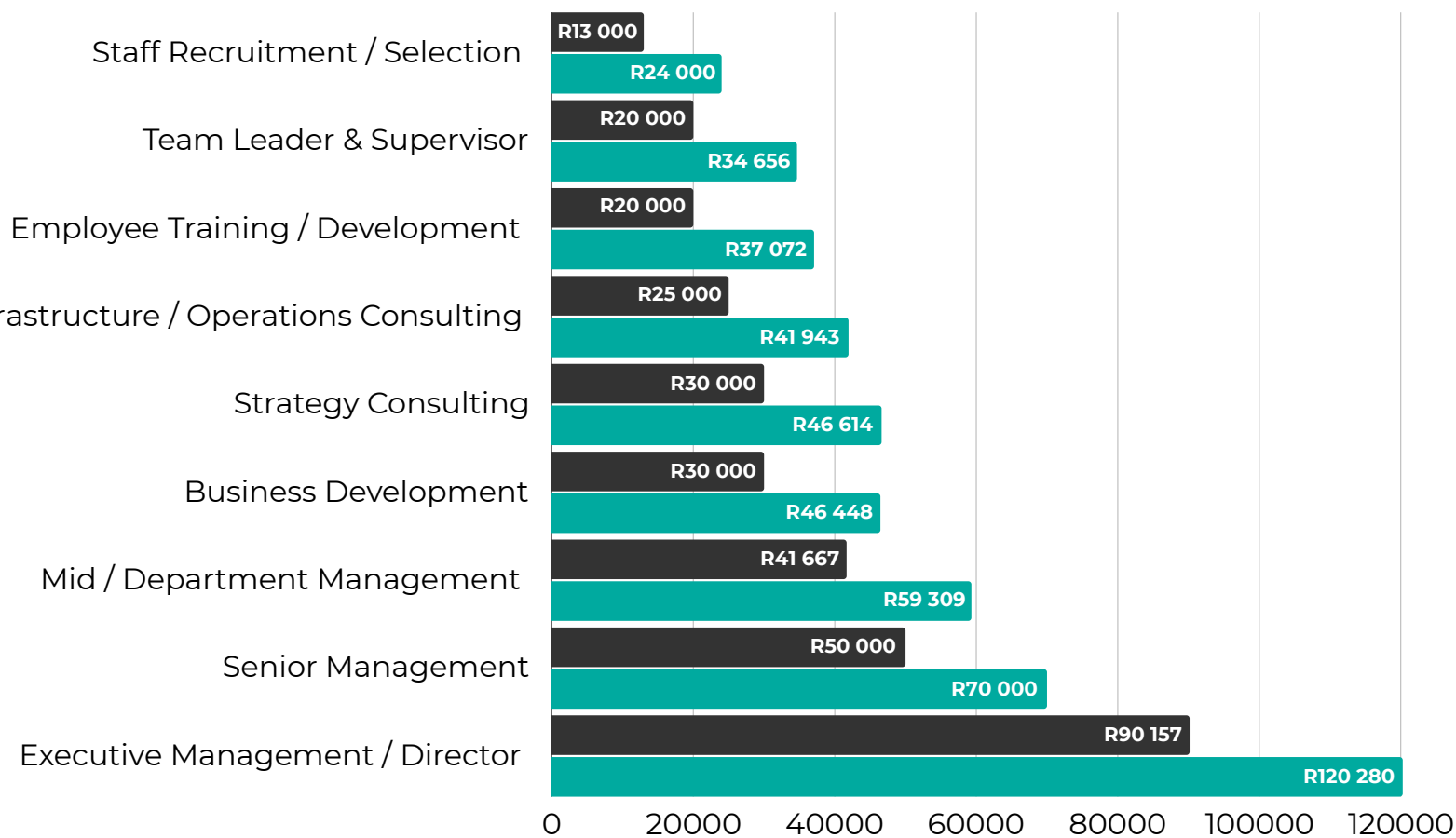Axis: 0 — 10000 — 20000 — 30000 — 40000 — 50000 — 60000

Year-on-year decreases:

- Communications & Public Relations ↓ **2% - 9%**

PNET's South African
Salary Guide 2024:

Business & Management:
(CTC p.m.)

■ MIN CTC p.m.
■ MAX CTC p.m.

Category	MIN CTC p.m.	MAX CTC p.m.
Staff Recruitment / Selection	R13 000	R24 000
Team Leader & Supervisor	R20 000	R34 656
Employee Training / Development	R20 000	R37 072
Infrastructure / Operations Consulting	R25 000	R41 943
Strategy Consulting	R30 000	R46 614
Business Development	R30 000	R46 448
Mid / Department Management	R41 667	R59 309
Senior Management	R50 000	R70 000
Executive Management / Director	R90 157	R120 280

(x-axis: 0, 20000, 40000, 60000, 80000, 100000, 120000)

Year-on-year increases:

- Senior Management ↑ **11% - 20%**

Year-on-year decreases:

- Employee Training / Development ↓ **12% - 14%**
- Executive Management / Directors ↓ **4% - 10%**
- Infrastructure / Operations Consulting ↓ **6% - 17%**
- Strategy Consulting ↓ **9% - 17%**

Artificial Intelligence on the Rise:
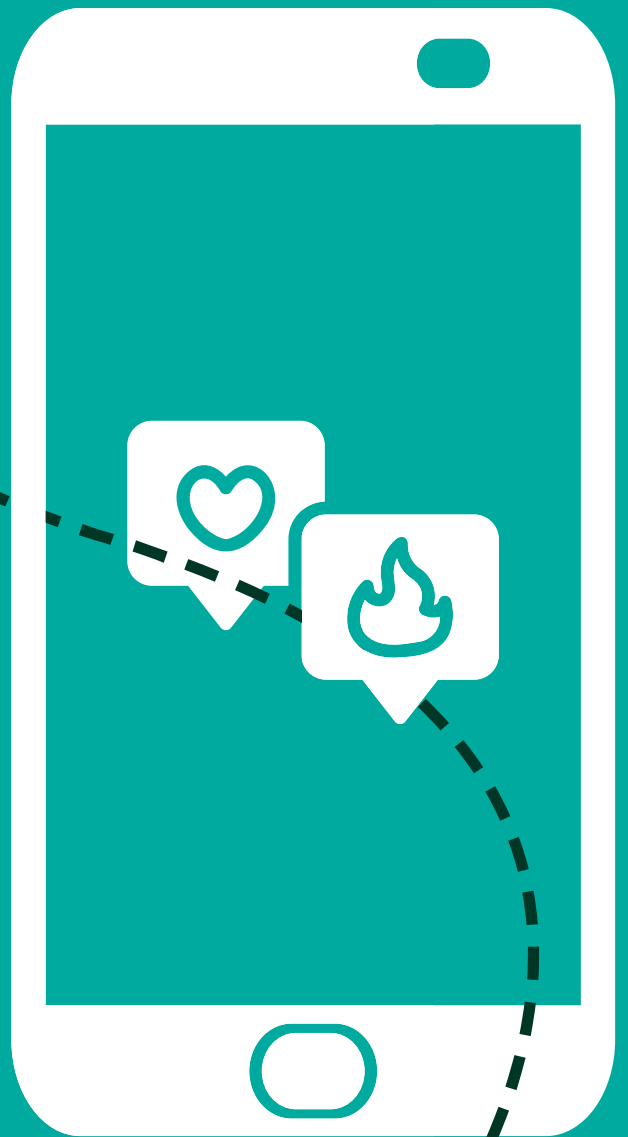
Increase of AI vacancies

↑182%

Key Locations in South Africa are AI candidates needed:

Location	Percentage
Gauteng	63%
Western Cape	19%
Unspecified South Africa	8%
Kwazulu-Natal	3%
International	3%
Work From Home	2%
North West	1%
Eastern Cape	1%
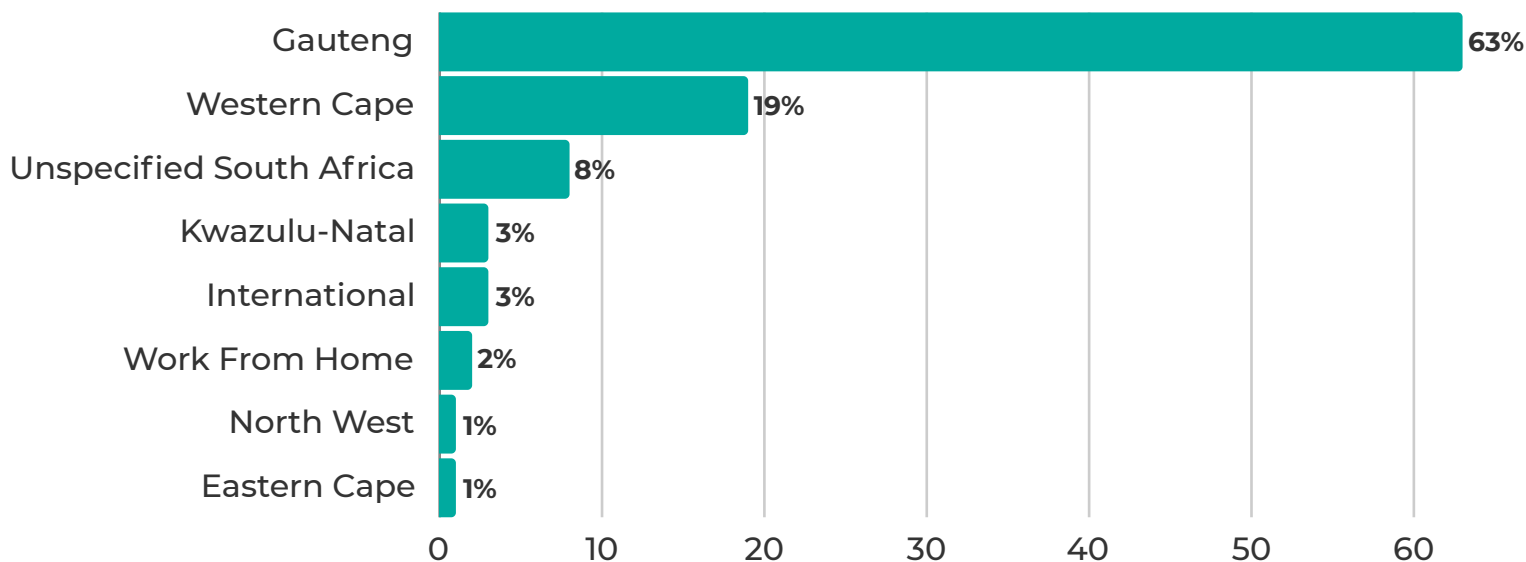
Embracing AI is not just an option, but a necessity for South Africa's growth. As AI ascends, it brings not only innovation but also immense opportunities for businesses and individuals alike.

- Quote provided by an "AI companion"

What's trending?

Let's find out!

Artificial Intelligence Job Roles in South Africa:

Data Scientist
29%

BI & Data Analyst Specialist
24%

Business Analyst
4%

Data Engineer
18%

Software Developer
11%

Machine Learning
9%

Sales Professional
4%

IT Architect
3%
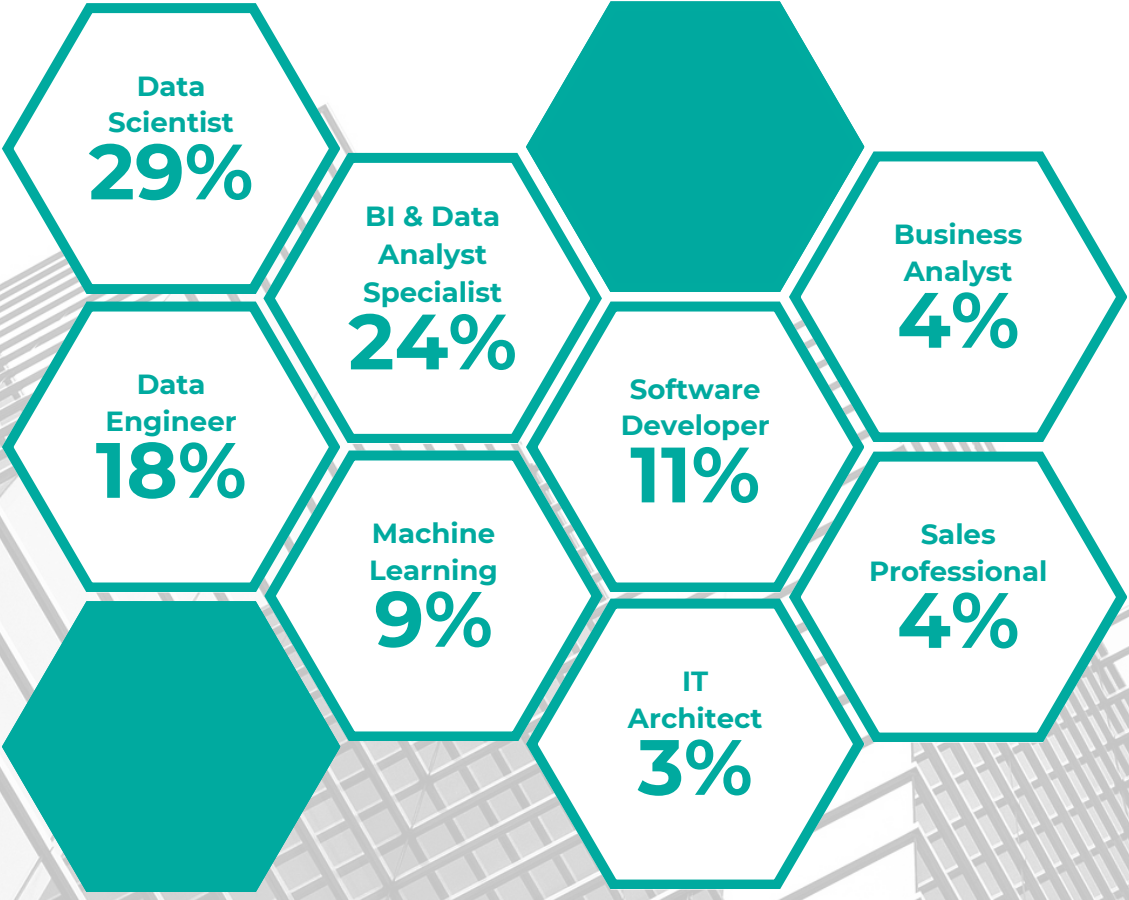
Top 5 Skills Employers are Looking for in AI Candidates:

Python

SQL
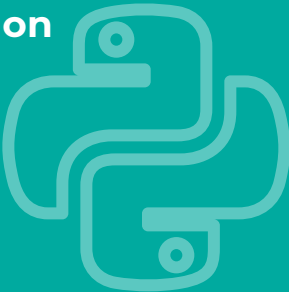
Java

Machine Learning (ML)

Predictive Modelling

2024 Trend: Leveraging Social Media for Job Search.

Candidates are Leveraging Social Media for Job Search in Several Ways:

Reaching Out to Networks:
Candidates leverage their social networks for job referrals and recommendations.

Engaging with Potential Employers:
Candidates are actively engaging with potential employers online, showcasing their skills and interests.

Following Job Search Experts:
Candidates follow job search experts and influencers for tips, advice, and job postings.

Highlighting Skills and Achievements:
Social media platforms are used to highlight candidates' skills, achievements, and professional interests.

Direct Messaging Leaders for Advice:
Candidates reach out to industry leaders for career advice and mentorship.

Creating Thought Leadership Content:
Candidates create and share content related to their field of expertise to establish themselves as thought leaders.

Using Relevant Hashtags:
Candidates use relevant hashtags to discover job postings and industry trends.

Participating in Industry Groups:
Candidates participate in relevant industry groups to network and stay updated on industry trends.

5 TIPS: How to Take Advantage of Social Media in Your Hiring Process:

1. Boost Your Recruitment Strategies:
Use social media to enhance your recruitment strategies. It's a powerful tool to connect with a diverse talent pool.

2. Strengthen Your Brand:
Utilise social media platforms to fortify your brand and display your company culture to potential candidates.

3. Vet Potential Candidates:
Leverage social media to vet potential candidates. It's a great way to gain insights into their skills, interests, and whether they'd be a good cultural fit for your company.

4. Expand Your Reach Globally:
Social media breaks geographical boundaries, allowing you to reach potential candidates from all over the world.

5. Streamline Your Recruitment:
Make your recruitment process more efficient by using social media. It's a quick and effective way to reach out to potential candidates and get them interested in your company.

Harnessing Social Media for Effective Recruitment: A business owner's checklist.

As an employer, I understand the transformative role social media can play in our hiring process. It's not just about brand building or marketing anymore; it's a powerful recruitment tool that can help us find the right talent for our team.

This checklist is a tool to scrutinize and boost our use of social during the hiring process.

☐ **1. Engaging Bio:** We ensure our bio section is captivating and instils trust and confidence. It transparently communicates our mission, values, and culture to attract candidates who align with us.

☐ **2. Regular and Consistent Posts:** We maintain a steady stream of posts on our social media platforms to keep our audience engaged and updated with our latest news and opportunities.

☐ **3. Professionalism:** We uphold a professional tone and appearance on our profile, reflecting our brand and reputation.

☐ **4. Responsiveness:** We are quick and helpful in responding to comments, messages, and inquiries. This responsiveness enhances our image and attracts potential candidates.

☐ **5. Use of Relevant Hashtags:** We effectively use hashtags related to job postings to increase our visibility among job seekers.

☐ **6. Showcasing Our Culture:** To gives potential candidates a glimpse of what it's like to work with us, we highlight our company's culture, work environment, and employee experiences on our profile.

☐ **7. Leveraging Employee Networks:** We encourage our current employees to share job postings within their own social networks, expanding the reach of our recruitment process.

☐ **8. Use of Paid Social Ads:** Depending on our budget and goals, we might use paid social ads to reach the right people at the right times.

☐ **9. Respecting Privacy and Ethical Guidelines:** We respect privacy boundaries and adhere to ethical guidelines in all our social media interactions.

What to Look Out for - Common Mistakes to Avoid When Using Social Media in the Hiring Process:

👉 **Inconsistent Posting:** Not having a regular posting schedule, leading to periods of high activity followed by silence.

👉 **Lack of Authenticity:** Posting content that doesn't align with the brand's identity.

👉 **Over-reliance on Social Media:** Relying solely on social media for every step in the hiring process, leading to a lack of personal interaction.

👉 **Ignoring Audience:** Not tailoring the social media strategy to the target audience resulting in wasted efforts.

👉 **Poor Online Presence:** A poorly maintained online presence that deters potential candidates.

👉 **Ignoring Feedback:** Not responding to comments or messages, which in turn leads to missed opportunities to engage with potential candidates.

👉 **Risk Ignorance:** Overlooking the potential legal risks associated with viewing protected information on candidates' profiles.

👉 **Overemphasis on Promotion:** Constantly promoting products or services without providing other valuable content to keep followers engaged.

> **"Social media is one area of business where you don't need to outspend your competitors in order to beat them."**
>
> **- Unknown**

As we continuously strive to bring you the most relevant and insightful content, your feedback and suggestions are invaluable to us.

If you have any thoughts, ideas, or suggestions that you'd like to share, we encourage you to reach out to us. Whether it's a topic you'd like us to cover, a trend you've noticed, or simply your thoughts on our newsletter, we're all ears.

Please feel free to send your input to Vitalwebmail@gmail.com.

Thank you for your continued support and engagement.

We look forward to hearing from you!

I have Something to Say

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in LINKEDIN