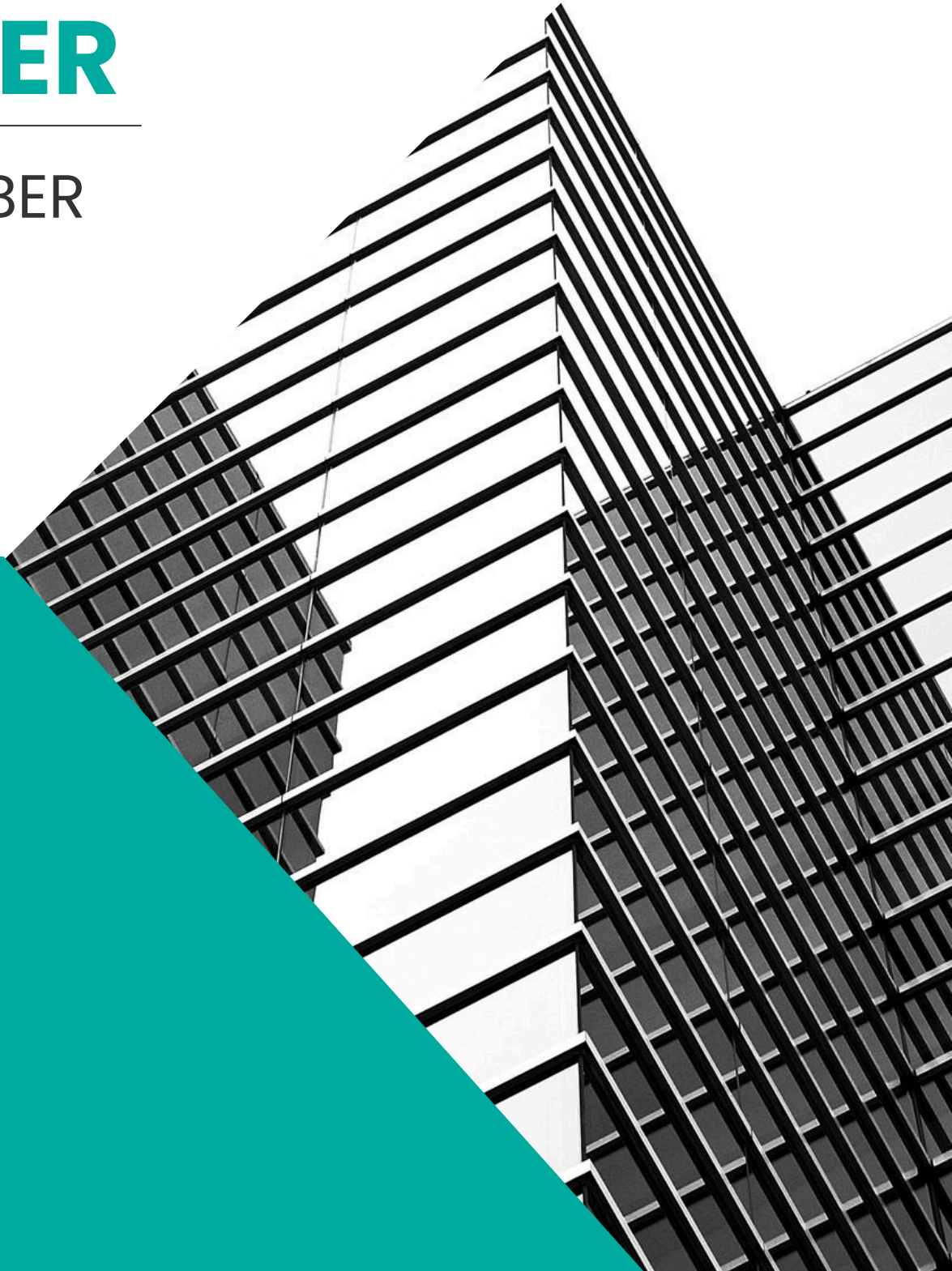


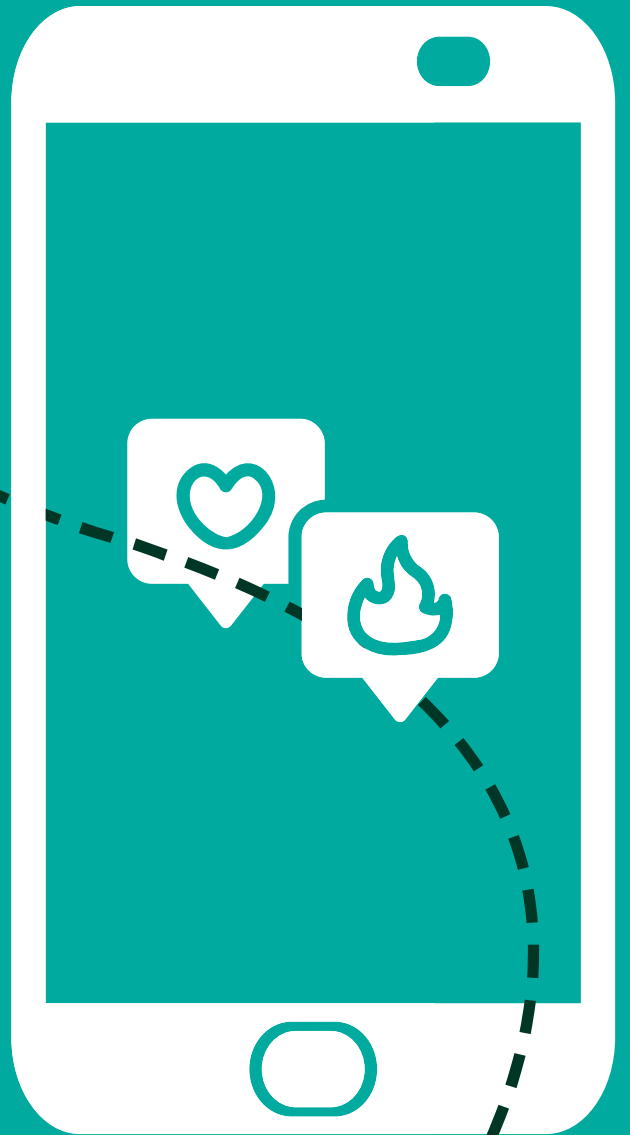


NEWS LETTER

DECEMBER
2024



What's trending?



Let's find out!

South African Employment Highlights:

+12% Hiring activity increased by **+12%**, from Sept. to Oct. 2024.

-1% Recruitment activity decreased by **-1%** when compared to Oct. 2023.

PNET -

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

1. Civil / Structural Engineering
(Architecture & Engineering)



2. IT Project Management
(Information Technology))



3. Pharmacist
(Medical & Health)



4. Infrastructure / Operations Consulting
(Business & Management)



5. Logistics Management
(Warehousing & Logistics)



Medical & Health

- This sector saw a +3% increase in hiring activity when compared to October 2023.
- According to PNET, hiring activity in the Medical & Health sector has been volatile, however since May 2024, this sector has experienced increased 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 -

Sector Statistics - Marketing

Marketing is the strategic process of creating, communicating, and delivering value to customers. It encompasses a range of activities including market research, advertising, content creation, social media management, and customer engagement.

Having a marketing partner offers numerous benefits: they bring specialised expertise and fresh perspectives, help craft and execute effective strategies, and save businesses time and resources. A marketing partner can also provide data-driven insights to refine campaigns and ensure a strong return on investment, ultimately driving business growth and success.

Every business, regardless of size or industry, needs marketing services to thrive in today's competitive landscape. Marketing helps businesses build brand awareness, attract new customers, and retain existing ones. It creates a connection between the business and its audience by communicating value, building trust, and fostering loyalty.

Whether it's a startup aiming to make its mark, a small business looking to grow, or a large corporation wanting to maintain its market position, effective marketing strategies are crucial for reaching business goals and driving success.

Finding the Right Marketing Partner: Agency vs. Gig Worker vs. In-House Team

	Agency	Gig Worker	Inhouse Marketing Department
Expertise	High; diverse team with specialized skills	Varies; specific skills based on individual	High; deep understanding of the company
Cost	Generally higher; full-service options	Lower; cost-effective for specific tasks	Variable; includes salaries and benefits
Flexibility	High; can scale services up or down	High; on-demand services	Medium; limited to internal resources
Commitment	Short to long term, based on contract	Short term, project-based	Long term, full-time employees
Communication	Professional, structured communication	Direct, project-specific communication	Seamless, continuous internal communication
Speed of Delivery	Quick, with dedicated resources	Varies, depends on individual availability	Consistent, aligned with company timelines
Control	Less control, more collaborative	High control over specific tasks	High control, integration within the company
Company's Needs	Fits complex, multi-channel marketing strategies	Ideal for specific, short-term projects	Perfect for integrated, ongoing marketing efforts

Marketing Candidates Highlights

EE Candidates



Candidates in Gauteng



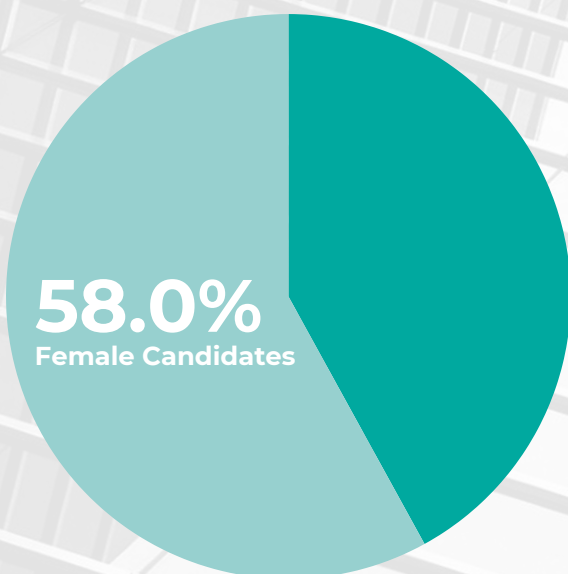
Willing to Relocate



Tertiary Qualification



Female Marketing Candidates



Market-related Monthly Salaries (CTC) for TOP 3 in Demand Roles

Marketing Specialist R35 369 - R42 054

Marketing Coordinator R19 717 - R26 752

SM Content Creator R11 113 - R13 919

7. Top Tips for Working With Your Marketing Partner

- Know What You Want & Need
- Communicate Continually
- Collaborate
- Get Everyone Involved
- Share Your Stories
- Exchange Industry Insights
- Set Clear Expectations
- Be Open to Feedback

2 Years
8 Months

The Average Stay of
Marketing Candidates
in Their Roles

Salary Increases vs. Decreases for the **Past 3 Years**

The fluctuating dynamics of labour supply and demand often influence salary trends. Professions that are in high demand yet have a limited talent pool typically see higher salary offers, while those with an oversupply of candidates and less demand may experience stagnant or declining wages.

Over the past three years, Pnet has scrutinised salary offers to identify the biggest beneficiaries and those who have faced declines. This analysis aims to answer two key questions:

1. Which professionals are now receiving higher salaries than three years ago?
2. Which professionals are now offered significantly lower salaries compared to three years ago?

To ensure a fair assessment, the analysis focused on intermediate-level job vacancies within Gauteng, deliberately excluding junior or senior roles and positions outside this region.

- PNET

The Top Performer: Logistics Management Salary Offers Surge by Up to 48%

Warehousing & Logistics Professionals

+5% Salary offers for **Warehousing & Logistics professionals** increased by **+5%** when compared to October 2023.

+16% Over the past 3 years (2021-2024), there was an **+16%** increase in the demand for **Warehousing & Logistics professionals**.

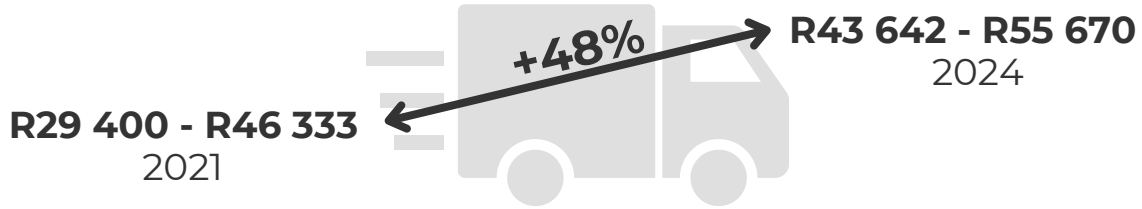
Logistics Management Professionals

+22% Over the past 3 years (2021-2024), there was an **+22%** increase in the demand for **Logistics Management professionals**.



The Top 5 Performers: Intermediate-level Job Roles Based in Gauteng

LOGISTICS MANAGEMENT



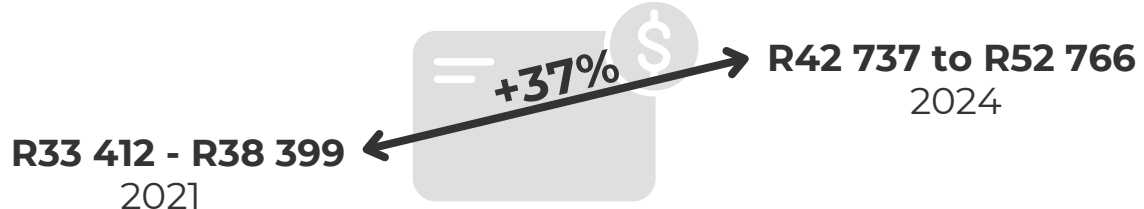
ELECTRICAL ENGINEERING



RISK ASSESSMENT



COST & MANAGEMENT ACCOUNTING



CREDIT MANAGEMENT



Hidden Opportunities in a Competitive Hiring Market

1. Access to Top Talent

Competitive markets push businesses to refine their recruitment strategies and become more appealing employers. This effort can attract highly skilled candidates who might not have considered your company otherwise.

2. Innovation and Fresh Perspectives

Diverse and competitive hiring brings in employees with varied backgrounds and new ideas, fostering innovation and creative problem-solving within the company.

3. Enhanced Employer Brand

Companies that succeed in a competitive hiring environment often build a stronger employer brand, making them attractive to future talent and even boosting their reputation with customers and partners.

4. Improved Employee Development

To retain top talent, businesses often invest more in employee development programs, leading to a more skilled and capable workforce.

5. Networking Opportunities

Interacting with top candidates and industry leaders during the recruitment process can open up valuable networking opportunities, leading to potential partnerships and collaborations.

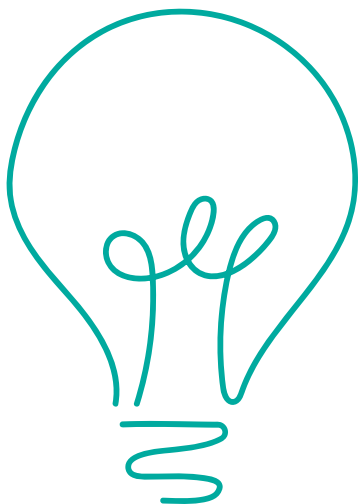
6. Higher Employee Engagement

Competitive hiring encourages businesses to improve their workplace culture, benefits, and overall employee experience, resulting in higher engagement and morale among employees.

7. Long-Term Stability

Investing in top talent, even in a competitive market, can lead to long-term stability and growth, as skilled employees contribute to the company's success and resilience.

Embracing these opportunities can transform the challenge of hiring in a competitive market into a strategic advantage for your business.



TOP TIP

Offering **competitive benefits** is crucial in attracting and retaining top talent, boosting employee morale and productivity, and enhancing your company's reputation. Benefits such as *health insurance, retirement plans, and flexible working options* support employee well-being and work-life balance, making your company a more desirable place to work and giving you an edge in a competitive market. They also demonstrate your investment in employees' long-term development and commitment, fostering loyalty and reducing turnover.

The Bottom 5 Performers: Intermediate-level Job Roles Based in Gauteng

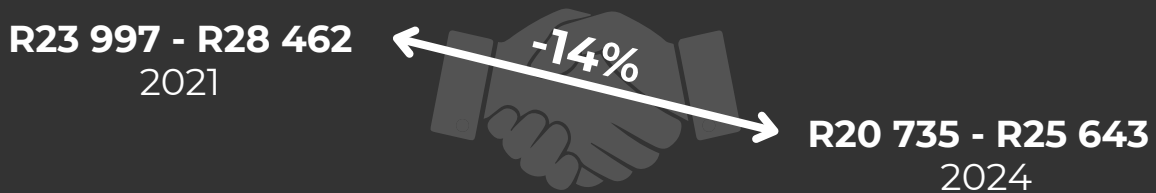
IT PROJECT MANAGER



SOFTWARE DEVELOPER



HR OFFICER



BUSINESS ANALYSIS



PERSONAL ASSISTANT



The Lowest Performer: IT Project Managers Offers Plummeted by -30%

The local demand for IT professionals has sharply declined, driven by a global wave of tech layoffs. This trend began at the end of 2022, with major players like Google, Amazon, and Meta significantly reducing their tech workforce.

As this pattern persists into 2024, other companies such as Tesla, TikTok, and Microsoft have joined the list of those cutting their tech staff. This widespread reduction in tech positions has resulted in IT project managers facing a substantial 30% drop in salary offers.

- PNET

Sector Recap: Information Technology

-21% Hiring activity decreased by **-21%** year-on-year.

-40% Recruitment activity decreased by **-40%** over the past 3 years.

IT Project Managers

-30% Over the past 3 years (2021-2024), there was an **-30%** decrease in the demand for **IT Project Managers**.

R53 622 - R80 225
2021



R43 902 - R55 955
2024

The Value of Competitive Salaries: Why Offer Competitive Salaries Despite Hiring Talent Lower in Demand

- **Attract Quality Talent:** Even in less-demanded roles, competitive salaries draw top candidates, ensuring your team remains strong and capable.
- **Boost Motivation and Retention:** Offering fair pay enhances job satisfaction, reducing turnover and the associated costs of hiring and training new staff.
- **Maintain Reputation:** Providing good salaries helps uphold your company's reputation as an attractive and ethical employer, which is beneficial for future talent acquisition and business relations.
- **Encourage Innovation:** Employees who feel valued through competitive compensation are more likely to be engaged and innovative, contributing positively to your company's growth.
- **Promote Positive Culture:** Fair and competitive pay fosters a sense of respect and equity in the workplace, enhancing morale and collaboration among employees.

GIGElement Featuring Chrislo Badenhorst



Who's that?

Chrislo Badenhorst

Certified Computer Forensics
Examiner | Solutions Architect | ITIL
| Software Developer

I possess a profound knowledge of digital forensics, incident response protocols, and the latest cybersecurity trends. I also have robust leadership and communication abilities that allow me to steer critical initiatives and ensure adherence to legal and regulatory standards.

Experience: 15+ years experience

Expertise:

- Digital Forensics Specialist
- Risk Management and Compliance
- Incident Response Leadership
- Professional Development

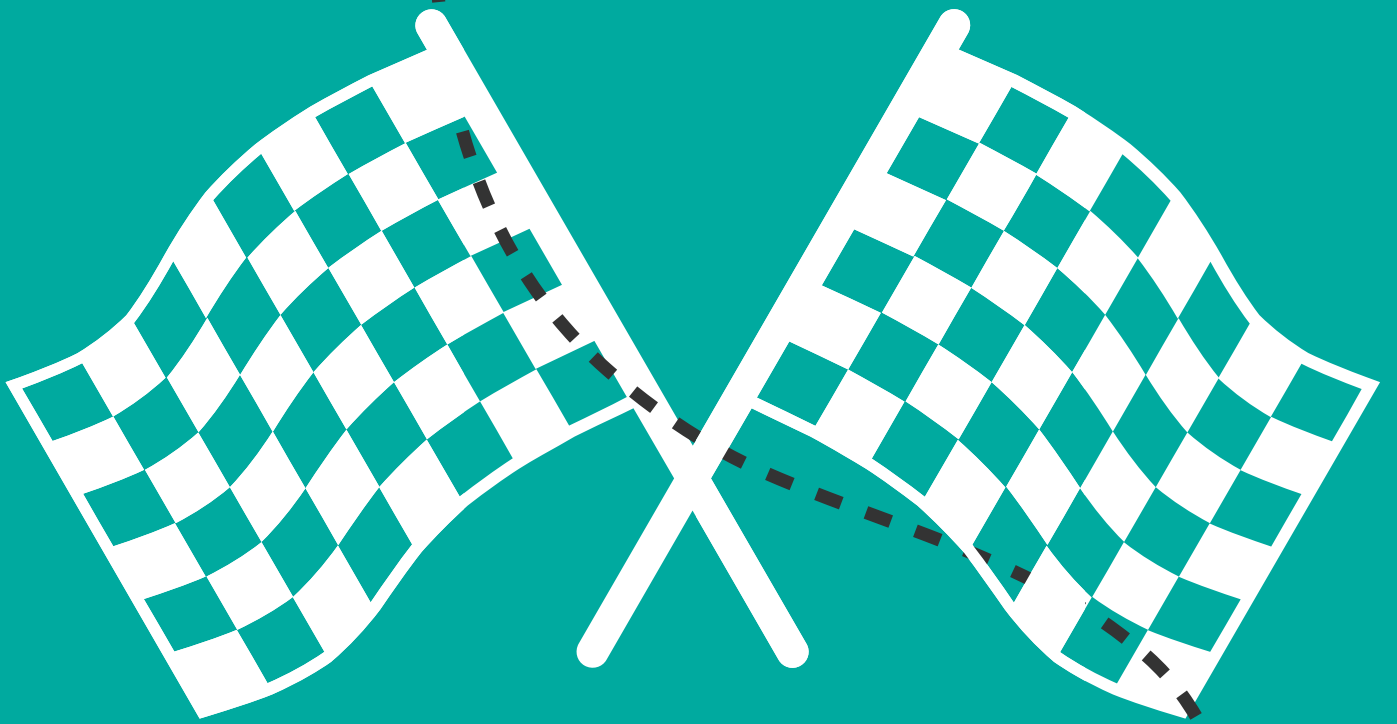
GIElement 

DURBAN 

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065 978 1053 

The End is Where We Begin



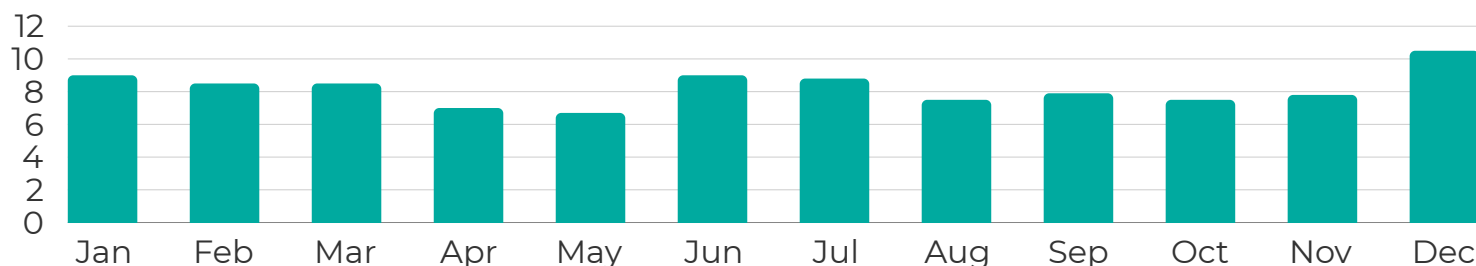
Goodbye 2024

Making the Most of December: Strategic Hiring During the Festive Season

December is an optimal time for hiring due to a significant increase in employee turnover, with a **27%** rise in resignations, redundancies, and terminations. This creates an influx of candidates actively seeking new opportunities, providing a rich talent pool for businesses to tap into.

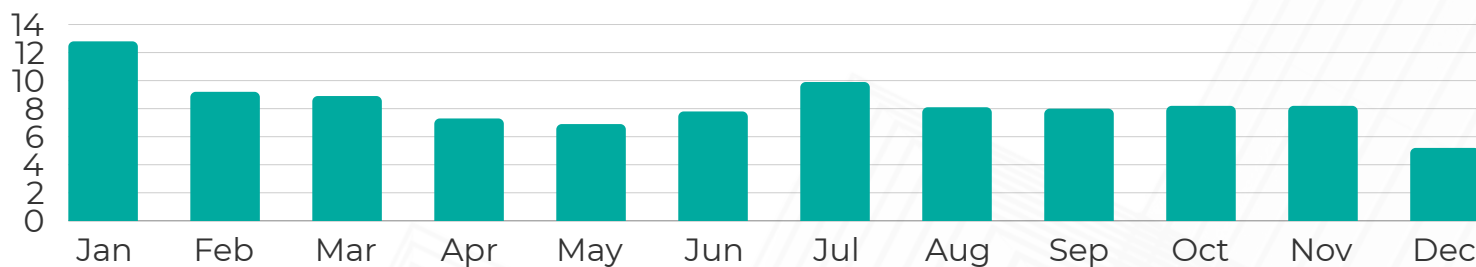
Another advantage of hiring in December is the reduced competition from other companies, as many businesses slow their recruitment efforts during the holiday season. This decrease in hiring activity allows you to stand out and attract top talent without the pressure of competing with numerous other offers.

Monthly Percentage of Job Departures (2015 - 2020)



Additionally, since January is the peak month for starting new jobs, with a **52%** increase compared to other months, December becomes crucial for securing motivated professionals eager to make a fresh start in the new year.

Peak Hiring Month: January Sees 52% Increase in New Job Starts (2015 - 2020)



“

The joy of brightening other lives becomes for us the magic of the holidays

– W.C. Jones

More Benefits of Hiring in December:

- ☞ **Early Access to Top Talent:** Secure high-quality candidates before the January rush, allowing for timely onboarding and training.
- ☞ **Year-End Budget Utilisation:** Utilize remaining budget allocations effectively by investing in new hires.
- ☞ **Improved Team Planning:** Start the new year with a fully staffed team, ready for upcoming projects and goals.
- ☞ **Holiday Hiring Flexibility:** Candidates may have more availability for interviews and negotiations, streamlining the hiring process.
- ☞ **Positive Workplace Atmosphere:** The holiday season fosters a welcoming atmosphere, aiding new hires' integration.
- ☞ **Preparation for Seasonal Business Cycles:** Ensure readiness for seasonal spikes in activity with new hires.
- ☞ **Strategic Planning and Training:** Use the quieter business period for thorough planning and training, preparing new employees for future demands.

By taking advantage of these benefits, businesses can turn the traditionally quieter hiring period of December into a strategic opportunity to strengthen their teams and set the stage for a successful new year.

5 Strategies to Maximise this Period Despite a Shutdown.

Even with an annual shutdown, you can still make the most of December's hiring opportunities through strategic networking and initiating conversations.

- 1. Start Networking Early:** Begin reaching out to potential candidates, industry professionals, and recruitment agencies well before your shutdown. Use platforms like LinkedIn to connect and engage with individuals who might be interested in future opportunities.
- 2. Engage Through Social Media:** Maintain an active presence on social media by sharing your company's culture, upcoming opportunities, and industry insights. This keeps your company on top of mind for potential candidates.
- 3. Create Compelling Job Listings:** Prepare and post detailed job listings in advance. Highlight the benefits of joining your team and the exciting opportunities that await candidates in the new year.
- 4. Leverage Employee Referrals:** Encourage your current employees to refer potential candidates. Offer referral bonuses or incentives to motivate them to tap into their networks.
- 5. Build Relationships with Recruitment Agencies:** Partner with recruitment agencies to keep the hiring process moving while your company is shut down. They can pre-screen candidates and set up interviews for January.

Top 8 Recruitment Trends for 2025 According to ADCORP

- 1. Rise of Blue-Collar and New-Collar Jobs:** In 2024, there was a notable increase in blue-collar and new-collar jobs, with a 46% rise in manufacturing job postings. New-collar jobs, requiring advanced skills in areas like AI and cybersecurity but not necessarily advanced degrees, offer significant opportunities for skilled workers.
- 2. Five Generations in the Workplace:** The workforce now includes five generations, with employees aged 75 and above growing rapidly. This diversity presents an opportunity to leverage varied skills and experiences, enhancing innovation and productivity through knowledge sharing across generations.
- 3. The Antifragile Worker:** The concept of antifragile workers - who grow stronger from challenges - will be crucial in 2025. Businesses must create environments that foster growth and adaptability, addressing mental health, building resilience, and promoting continuous learning.
- 4. Evolution of Employee Engagement:** Global engagement levels have been stagnant. In 2025, organizations must redefine engagement by understanding real employee needs, ensuring fair pay and safe working conditions, and investing in leadership development to boost team engagement.
- 5. Remote Work Challenges:** The tension between remote work preferences and in-office demands continues. Companies must find a balance by developing clear hybrid work policies, investing in collaboration technologies, and training managers to lead remote teams effectively.
- 6. Shift to Skills-Based Hiring:** Technological advancements and evolving industry demands are driving a shift towards skills-based hiring. LinkedIn's 2023 Workplace Learning Report found that 75% of Learning & Development professionals believe skill-based hiring will be a major focus for recruitment strategies over the next five years. According to PWC in SA 63% of employers are shifting to skills-based hiring practices.
- 7. The Unretirement Wave:** The growing trend of 'unretirement' sees retirees re-entering the workforce across various industries. Economic factors like insufficient retirement savings, along with the desire for continued engagement and purpose, drive this movement. Additionally, staying mentally and physically active motivates many to return to work, offering valuable experience and skills to employers.
- 8. Vocational Training Programs:** Vocational education and training (VET) equips individuals with practical skills and knowledge tailored to specific trades or jobs. Unlike traditional academic education, VET focuses on hands-on experience and technical expertise, meeting industry demands.

Here is the News for the Past 7 Months

Review our newsletters for the past seven months. Each month, we've delved into a variety of topics, from industry insights and innovative trends to expert advice and so much more.

Below, you'll find a brief summary of each newsletter along with a direct link to read and download the full content. Whether you missed an issue or want to revisit a particular topic, you can still stay up-to-date and well-informed.

Dive in and discover the wealth of knowledge we've shared over the past seven months!

March Newsletter

- South African Employment Highlights
- TOP 5 Job Sectors in Every Province
- PNET's South African Salary Guide 2024
- Artificial Intelligence on the Rise
- 2024 Trend: Leveraging Social Media for Job Search

April Newsletter

- The PwC's Productivity Potential Index
- A Closer Look: Labour and Human Capital
- South African Employment Highlights
- SA's Remote Work Opportunities
- Remote Work: Bridging Skills Gap, Role Suitability, Work Models, and Challenges

May Newsletter

- South African Employment Highlights
- Sector Statistics - Information Technology
- Continued: SA's Skills Shortage
- Global Work Trends: SA's Mobility
- SA's Unemployment Rate for 2024

June Newsletter

- SA's GDP Growth Rate
- South African Employment Highlights
- Sector Statistics - Sales
- The Average Stay of Employees in Their Roles

July Newsletter

- South African Employment Highlights
- Sector Statistics - Admin, Office & Support
- Provincial Statistics - Top in Demand Professions
- SA's ATI Rating
- SA's Minimum Wage vs. Cost of Living in SA

August Newsletter

- We took a break

September Newsletter

- We took a break

October Newsletter

- South African Employment Highlights
- Sector Statistics Warehousing & Logistics
- GenAI in the South African Workplace
- Employee Retention in the SA Context

November Newsletter

- South African Employment Highlights
- Sector Statistics Architecture & Engineering
- Mastering Leadership: Insights, Styles, and Strategies
- GIGElement



Merry Christmas!

We would like to extend our warmest wishes to you and your loved ones.

Merry Christmas and a Happy New Year!

Thank you for your continued support throughout the year. Your trust and partnership mean the world to us, and we couldn't have achieved our success without you.

May this holiday season bring you joy, peace, and prosperity. We look forward to serving you in the new year and achieving even greater milestones together.



HAPPY NEW YEAR



GET IN TOUCH

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