



**JOB OPPORTUNITY INDEX
REPORT**

September 2011

**JOB OPPORTUNITIES IN THE WHOLESALE AND RETAIL SECTOR
in the South African Labour Market**

**Head office, Technopark
Centurion**

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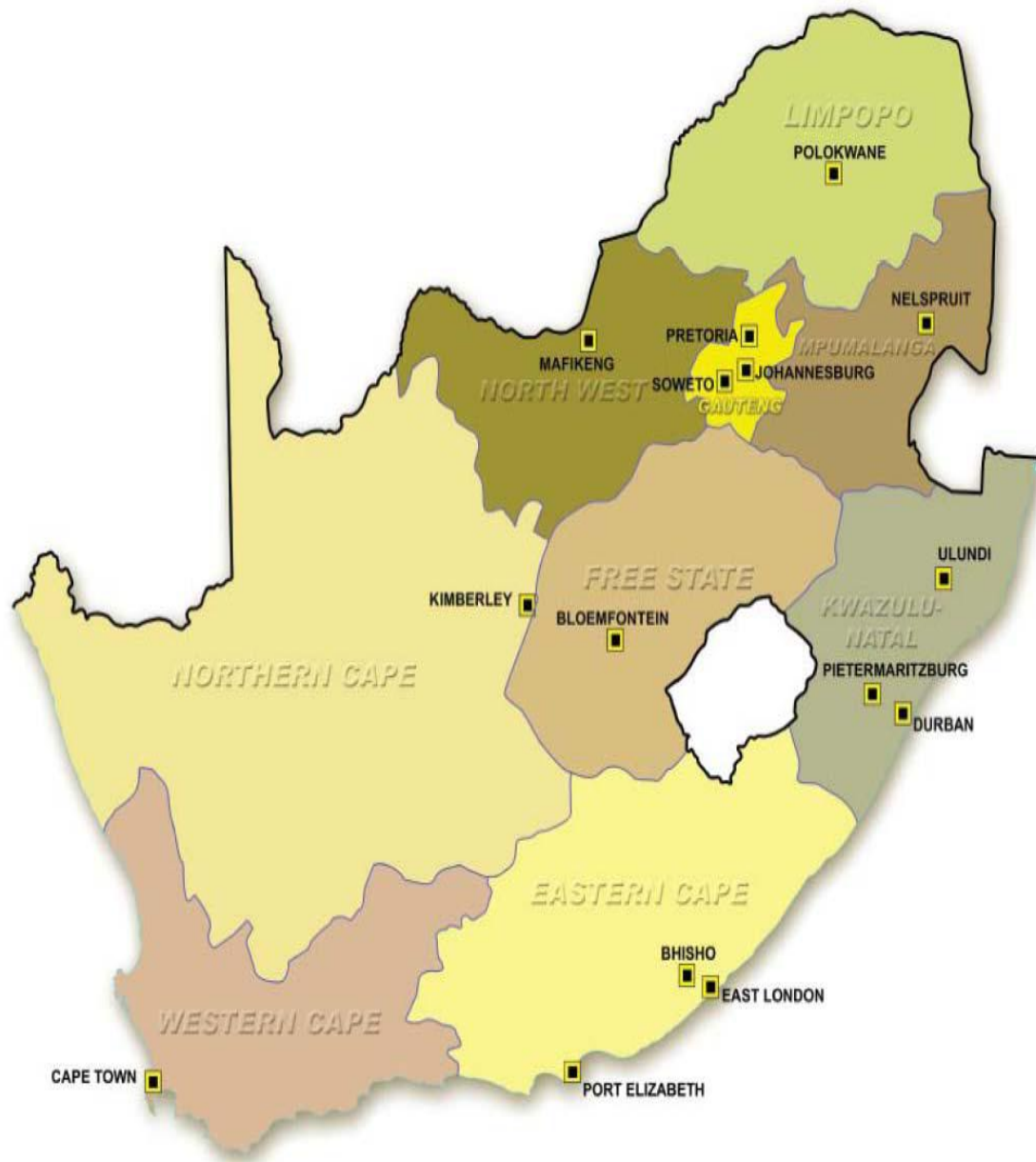
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Map of South Africa and its Provinces

Executive Summary

The Wholesale and Retail Sector Education and Training Authority (W&RSETA) is one of the SETAs' that have been re-established by the Minister of Higher Education and Training. The purpose of SETAs is, among others, the development and implementation of a Sector Skills Plan within the framework of the National Skills Development Strategy (NSDS); to promote and oversee skills development in the wholesale and retail sector.

The W&RSETA has been implementing various programmes since its inception which seek to address the scarce and critical skills within the sector and improve the skills of both unemployed and employed South Africans- encourage young people to consider a career path in the wholesale and retail (W&R) sector, and professionalizing the sector through facilitating affordable and accessible training programmes to meet the needs of the sector.

There is so much law involved in all commercial transactions to date; it has become a veritable minefield for the unwary manager responsible for getting and maintaining business. Although buyers and sellers should be free to engage in business as they please, the law is there to make a reliable framework in which business may be transacted for their mutual benefit (i.e. National Credit Act & Consumer Protection Act).

While managers responsible for getting and retaining business may not be responsible for the manufacture of the product that they sell, they need to be aware of the law relating to their business. Legal regulations may relate to the sourcing and use of materials. Training and equipping your employees on the laws that involved in all commercial transactions is paramount to avoid the many hazards that exist in it.

In September 2011, there were approximately 540 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 15% from the last month employment opportunities. Recruiters are finding it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills.

List of Acronyms

CJI	CareerJunction Index
CPI	Consumer Price Index
DoE	Department of Education
DoL	Department of Labour
DWA	Decent Work Agenda
EAP	Economically Active Population
ESDS	Employment and Skills Development Service
ETD	Education, Training and Development
FMCG	Fast Moving Consumer Goods
GDP	Gross Domestic Product
GET	Global Employment Trends
KILM	Key Indicators of the Labour Market
MDG	Millennium Development Goals
NSA	National Skills Authority
NSDS	National Skills Development Strategy
SD	Skills Development
SDA	Skills Development Act
SSP	Sector Skills Plan
W&R	Wholesale and Retail
W&ESETA	Wholesale and Retail Sector Education and Training Authority
WSP	Workplace Skills Plan

1. Introduction

There is so much law involved in all commercial transactions to date; it has become a veritable minefield for the unwary manager responsible for getting and maintaining business. Although buyers and sellers should be free to engage in business as they please, the law is there to make a reliable framework in which business may be transacted for their mutual benefit.

Many managers would consider that they know how the law affects their business activities, but this is potentially a dangerous assumption. Not only should a manager responsible for producing the income of the business be aware of all the laws that affect that process, but they also need to ensure that employees and contractors are equally aware of the relevant regulations that impinge on their actions (i.e. National Credit Act, Consumer Protection Act.).

Do you know how the law relates and affects your business practices? Do your employees know and understand how the law relates and affects their activities in getting and retaining business? How do you know?

When things go wrong, managers must be prepared. Ignorance of the law is no excuse; neither is turning a blind eye to illegal or unacceptable practices. By keeping abreast of relevant laws and ensuring that employees are fully aware of their legal responsibilities, managers will have a strong defence for themselves and their employers should the worst happen. When managers fail to be aware of the legal obligations in getting and maintaining business, the results can be seriously damaging to the business its brands and workforce and in the most serious cases may, force the closure of the business.

In September 2011, there were approximately 540 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 15% from the last month employment opportunities. Recruiters are finding it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills.

This report focuses on job opportunities in September 2011 in the W & R sector in South Africa. The report looks at vacancies, scarce skills, regional trends in terms of job opportunities, and most in demand occupational fields. This is done by tracking newspapers such as The Jobmail, The Sunday Times, The Citizen, The Star, The Business Day, The Pretoria News, The Cape Times, The Herald, The Volksblad, The New Age and The Mail and Guardian. Internet-based research was also conducted, and research bases such as the Career Junction Index were used.

2. An overview of the W & R sector

The W&R sector is changing rapidly worldwide: boundaries between wholesale and retail are blurring. Changes in the sector are driven by internationalisation, regionalisation, consolidation and intense price competition, regulation policies, e-commerce, and heterogeneous consumer and product trends. Some of these changes have altered the way in which business operates and the types of jobs for which there is a demand.

The W&R sector is one of the most important sectors in terms of value-added and employment in South Africa, and contributes 15% (2010) to the country's GDP, and more than 22% of the employees in South Africa work in the sector.¹ Growth in South Africa's retail sector remains slow and employment opportunities are limited.

3. Sector skills plan

The W&RSETA has been pursuing various skills development programmes in an attempt to improve the current skills crisis within the sector. A closer analysis of all occupational fields within the FMCG, W&R sector; reveals major skills shortages. As work in the FMCG, W & R sector becomes more knowledge-intensive, advanced skilling for senior-level labour such as managers, technicians, procurement, supply chain management and logistics and merchandiser/sale representatives has become of paramount importance.

It is imperative that businesses invest in strategic long-term planning in order to combat a possible skills crisis and to maintain their competitiveness and profitability of their businesses. The skills deficit within the sector places a heavy burden on skills facilitation institutions such as the

¹ Sector Skills Plan, 2011. Wholesale and Retail Sector: Skills Development for Economic Growth: Pretoria, Centurion. Republic of South Africa, pp6

W&RSETA, which is tasked with ensuring that there is an appropriately-skilled skills pool as well as sufficient numbers of new entrants, wanting to pursue a career path within the W & R sector.

The FMCG, W & R sector plays a critical role in the South African economy. Scarce and critical skills needs need to be addressed as a matter of urgency, not only to ensure the sector's competitiveness, but to enable the sector to contribute to South Africa's economic growth. The following is the list of scarce skills in the sector²:

- retail manager
- retail assistant/buyers
- office cashier
- merchandisers – preferred visual merchandisers*
- sellers – salesperson/representative*³
- training & development professionals – assessors
- sales & marketing manager
- Industrial designer
- Electricians
- Human Resource Advisor
- supply & distribution managers

4. Employment outlook in the W & R sector (September 2011)

In September 2011, there were approximately **540 jobs opportunities** in the FMCG, Wholesale & Retail sector⁴. This gives credence to the fact that the industry is still suffering from the effects of the economic downturn, and as a consequence, businesses are reluctant to expand their workforce. Recruiters are finding it difficult to source suitable candidates. Job opportunities have decreased by 15% from the previous month.

Permanent employment is the preferred type of employment among businesses, which employ within the FMCG, W & R sector, followed by contract and temporary employment. Recruiters

² W&R Seta, 2011. Sector Skills Plan (SSP) Report 2011/16. pp132

³ Note that the star (*) occupations are not absolute scarce occupations as per the definition, but they are the core to the retail industry and the effective & efficient operation of the business.

⁴ CareerJunction & Careerjet, 2011. Online jobs Index. Available at: <http://www.careerjunction.co.za/search/results/?sort=1&Industry=287>. [Accessed on 30 September 2011].

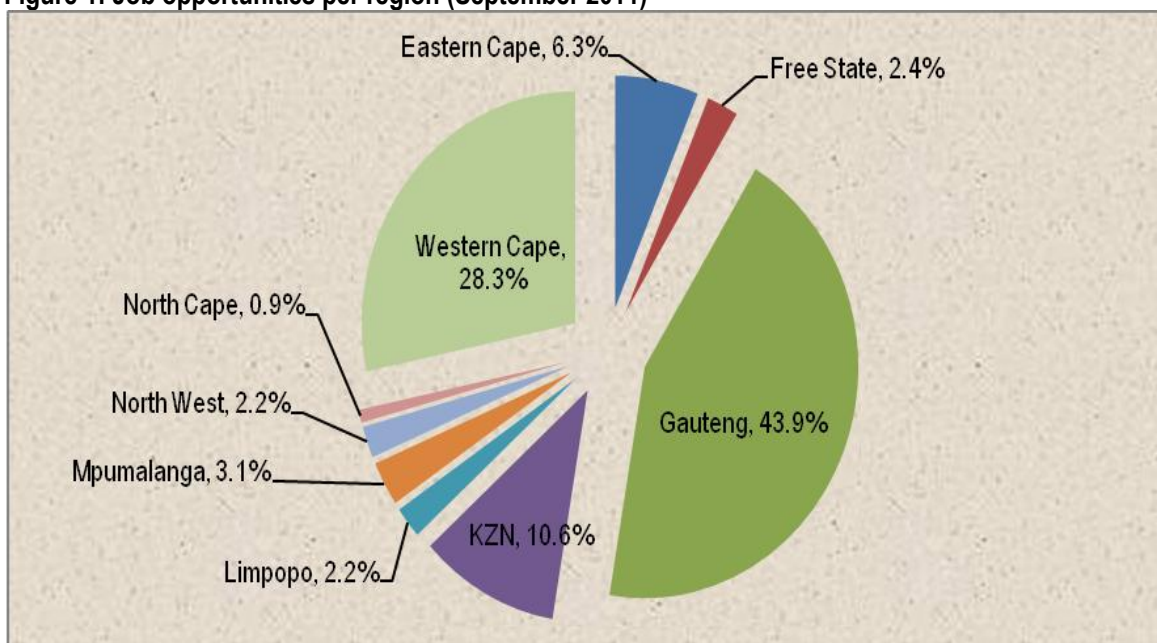
presently face challenging conditions for the recruitment of permanent staff and contract staff, due to the limited pool of career seekers available for these types of positions. Table 1 provides a summary of the contract type of job opportunities available in the FMCG, W & R sector.

Table 1: Employment trends (September 2011)

Contract Type	Number of jobs
Permanent	486
Contract	41
Part- time	0
Temporary	13
Total	540

The 90% of the jobs opportunities are on permanent contract, followed by contract and temporary jobs with 7.6% and 2.4% respectively. Gauteng, Western Cape and KwaZulu-Natal are the leading provinces. These are also the provinces where the majority of FMCG, W & R businesses are located. Most provinces are currently experiencing a challenging recruitment environment.

However, Gauteng is leading with 43.9% of job opportunities, followed by Western Cape and KwaZulu-Natal with 28.3% and 10.6% respectively. The pie chart below reflects regional percentage of job distribution opportunities.

Figure 1: Job opportunities per region (September 2011)

Source: Own calculations from CJI & Careerjet Index (2011)

5. Most in demand occupational fields

The Career Job Index (CJI) for the FMCG, W & R in July is sitting below 100 index points. This means that there are more job opportunities for potential career seekers, but fewer potential career seekers per job advert. This makes recruitment more difficult, due to less potential career seekers.

Gauteng, Western Cape and KwaZulu-Natal are the leading provinces where FMCG, W & R businesses are located. Demand for jobs in these provinces is highest. Figure 2 provides an overview of the trends experienced by the various occupational fields, in which skills are in high demand for this month.

Figure 2: Jobs in most demand (September 2011)

Source: Own calculations from CJI & Careerjet (2011)

There is a high demand for skilled and senior-level FMCG, W & R professionals. Almost 50% of the posted job adverts require a skilled and more senior-level labour force. This presents a major challenge for the growth and competitiveness of the sector as the skills deficit remains a serious challenge for the sector.

There is a high demand for the following skills: branch/store manager, merchandiser, retail assistant manager, sales representative and merchandiser as well as sales & marketing manager. There is a correlation between these skills, and the W&RSETA's scarce skills profile. Table 2 depict the employment opportunities, regional trends and skills needs.

Table 2: Job opportunities in the wholesale & retail sector, regional trends and skills needs (September 2011)

Occupations Advertised	OFO Code Link	OFO Codes	Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumala-nga	North West	Northern Cape	Western Cape
Assistant Store Manager	Retail Assistant Manager	142103	5	2	34	13	4	4	2		19
Accounts Clerk	Clerical & Administrative workers	5522201									1
Branch/Store Manger	General Manager/Branch Store Manager	1421	3		13		2				11
Business Development Representative	Management Consultant	242101			1						
Buyer	Junior/Perishables/ Pharmaceutical Buyer	639201	2		13	7			1		3
Cashier	Checkout operator	523101	3	3				3			
Client Service	Sales workers not elsewhere classified	5249			31						7
Debtors Clerk	Clerical & Administrative workers	599301			7						1
Design Planner	Industrial designer	232302			8						
Electrician	Technicians & Trade workers	341101	3		7	3					3
Financial Manager/Accountant	Accountants	221101	3		17						4
HR Manager/specialist	Business, Human Resource & Marketing	223101			11	3					11

Merchandise/Visual/Planner	Merchandise Planner	639201	5		23			2	1		17
Operational (Control & Panning) Manger	Production/ Operating Manager (Manufacturing)	132102	2	2	17					2	3
Procurement, SCM & Logistics	Supply and distribution Manager	133601	2			7	3	3	1	2	4
Sales & Marketing Manager	Sales & Marketing Manager	122101		2	37	16	3	4	4	1	61
Sales Representative	Sales Representative	3339903	4	1		5			3		
Supply & Distribution Manager	Supply & Distribution Manager	132401	2	3	18	3		1			8
Total			34	13	237	57	12	17	12	5	153

Table 3: Occupational requirements (September 2011)

Occupations Advertised	OFO Code Link	OFO Codes	Experience	Educational requirements	Special requirements	Salary/wages		Frequency
						From:	To:	
Buyer	Junior/Perishables/ Pharmaceutical Buyer	639201	1 years experience	Matric and equivalent post qualification/NQF 2	Forecasting, budgeting, staff management, buying, product & industry knowledge, interactive buyer or supplier merchandiser	---	---	26
Assistant Manager	Retail Assistant Manager	142103	2 years experience	Matric and equivalent post qualification/NQF 2	Budgeting skills, ability to manage staff performance	Negotiable	Negotiable	83
Merchandiser	Visual Merchandiser	343203	1 years experience	Matric and relevant post qualification	Have a passion for sales & good communication skills & experience in marketing	R9,000 p/m	R12,000 p/m	48
Financial Manager/Director/ Accountant	Accountants	221101	3-5 years experience	BCom Accounting plus qualified CA	CA (SA) – SAICA, hands-on financial control or audit	---	---	24
Sales Rep.	Sales Representative	3339903	None/ experience	Matric and equivalent post qualification	Good communication skills & a passion for sales	R45,000 p/m	R50,000 p/m	13
Human Resource Manager/Operations/ Training & Development Accounts Clerk	Business, Human Resource & Marketing	223101	2-3 years experience	Human Resource Management	Relations and Basic Labour law, good working knowledge of HR & deal discretely and confidentially with sensitive HR information.	---	---	25
	Clerical & Administrative workers	5522201	2 years experience	Grade 12 & Accounting Qualification	FICA knowledge, highly organise, book keeping skills & excellent communication skills	---	---	1
Client Service	Sales workers not elsewhere classified	5249	None/ experience	Grade 12 / relevant training	Interpersonal skills & good communication skills	---	---	38
Debtors Clerk	Clerical & Administrative workers	599301	1 to 3 years experience	Grade 12 & Accounting Qualification	Advance excel skills, attention to details and customer oriented & flexible & reliable	---	---	8

Supply & Distribution Manager	Supply & Distribution Manager	132401	1 to 2 years experience	Matric and equivalent post qualification	Good planning & communication skills, experience in distribution management	---	---	35
Operational (Control & Panning) Manger	Production/ Operating Manager (Manufacturing)	132102	1 to 2 years experience	Matric and equivalent post qualification/NQF 4	Strategic planning, leadership skills & proficient in MS Word, Excel & Outlook, budgeting skills	---	---	26
Cashier	Checkout operator	523101	None	Matric and equivalent post qualification	numeracy skills & good communication skills	R4,500 p/m	R5000 p/m	9
Business Development Representative	Management Consultant	242101	2to 3 years experience	Appropriate territory qualification (degree / diploma)	FMCG Sales experience, SHL standard verbal and numerical scores, Commercial experience & Full clean driving license.	Negotiable	Negotiable	1
Electrician	Technicians & Trade workers	341101	2 to 5 years electrical experience	N4 Electrical plus a Trade Test (Electrician)	Computer literacy and exposure to Pragma Maintenance Systems, Interpersonal relationship skills & call out and standby responsibilities.	R250 000 p/a	R350 000 p/a	16
Design Planner	Industrial designer	232302	1 to 2 years experience	Relevant degree/diploma	Good understanding & experience of packaging design, project management & attention to detail with good levels of responsibility and accountability.	---	---	8
Sales & Marketing Manager	Sales & Marketing Manager	122101	1-3 years experience	Matric and diploma/ degree in marketing	Experience in consumer insights, marketing and market research	R200,000 p/a	R240,000	128
General/Branch Manager	General Manager/Branch Store Manager	1421	3-5 years experience	Matric and equivalent NQF 4	Previous hand-on experience on retail management, proficient in MS Office (Word, Excel & Outlook), planning & budgeting	Negotiable	Negotiable	29
Procurement, Supply Chain & Logistics	Supply and Distribution Manager	133601	1-2 years experience	Matric and equivalent post qualification/NQ2	Good planning & communication skills, experience in supply chain & distribution management	Negotiable	Negotiable	22

Table 4: Cities with job opportunities in the wholesale and retail sector (September 2011)

Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumalanga	North Cape	North West	Western Cape
<i>East London</i>	<i>Bloemfontein</i>	<i>Alberton</i>	<i>Durban</i>	<i>Pietersburg</i>	<i>Nelspruit</i>	<i>Kimberley</i>	<i>Potchefstroom</i>	<i>Cape Town</i>
<i>Port Elizabeth</i>		<i>Bedfordview</i>	<i>Pietermaritzburg</i>		<i>Witbank</i>		<i>Rustenburg</i>	<i>Cape Town</i>
<i>Queenstown</i>		<i>Benoni</i>	<i>Richards Bay</i>					<i>Stellenbosch</i>
		<i>Boksburg</i>						<i>Durbanville</i>
		<i>Brakpan</i>						<i>George</i>
		<i>Carletonville</i>						<i>Paarl</i>
		<i>Centurion</i>						<i>Somerset West</i>
		<i>Germiston</i>						
		<i>Johannesburg</i>						
		<i>Kempton Park</i>						
		<i>Krugersdorp</i>						
		<i>Midrand</i>						
		<i>Nigel</i>						
		<i>Pretoria</i>						

		<i>Randfontein</i>							
		<i>Sasolburg</i>							
		<i>Springs</i>							
		<i>Tembisa</i>							
		<i>Vanderbijlpark</i>							
		<i>Vereeniging</i>							
		<i>Westonaria</i>							
34	13	237	57	12	17	5	12	153	

6. Conclusion

The demand for skilled labour has risen significantly as a result of globalization, advances in technology and the changing organization of work. Inadequate skills and skills mismatch reduce employability, increasing the risk that under-educated and under-trained youth will be further marginalized and the enterprise competitiveness will be undermined too. Education and training are essential components in addressing the challenge.

In September 2011, there were approximately 540 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 15% compared to last month employment opportunities. Recruiters are finding it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills. It is clear, however; that employers are increasingly demanding higher skills for many types of jobs.

Permanent employment is the preferred type of employment among businesses, which employ within the FMCG, W & R sector, followed by contract and part-time employment. The 90% of the jobs opportunities are on permanent contract, followed by contract and temporary jobs with 7.6% and 2.4% respectively. Gauteng, Western Cape and KwaZulu-Natal are the leading provinces in terms of availabilities of employment opportunities.

Annexure A

Salary-level per skills-level

	Junior Level	Skilled Level	Senior Level	Management Level	Executive Level
Branch & Store Management					
From	---	R 13,567.13	R 12,740.74	R 16,645.24	---
To	---	R 15,887.45	R 16,468.75	R 23,248.67	---
Procurement, Supply Chain & Logistics					
From	R 11,848.96	R 23,860.73	R 28,201.67	R 39,230.16	---
To	R 14,989.81	R 29,082.70	R 34,451.26	R 48,658.97	---
Operations (Control & Planning)					
From	---	R 21,212.15	R 24,390.35	R 32,442.98	---
To	---	R 25,933.38	R 33,212.96	R 40,563.49	---
Production & Manufacturing					
From	---	R 22,746.03	R 30,773.81	R 32,861.11	---
To	---	R 29,628.79	R 35,092.60	R 43,111.11	---
Client Services					
From	---	R 18,196.67	R 26,363.64	R 33,803.92	---
To	---	R 22,324.82	R 30,818.18	R 40,715.69	---
Quality Control & Assurance					
From	---	R 13,520.83	R 20,571.43	---	---
To	---	R 17,312.50	R 26,333.33	---	---
Sales					
From	R 5,771.43	R 17,713.05	R 22,234.52	R 27,083.33	---
To	R 11,687.50	R 19,859.25	R 29,736.11	R 33,556.71	---
Warehousing & Stock Control					
From	---	R 16,370.37	R 18,106.06	R 27,800.00	---
To	---	R 20,351.85	R 24,591.67	R 31,400.00	---
General Management					
From	R 12,904.76	R 28,404.20	R 33,892.95	R 33,121.75	R 62,012.82
To	R 18,239.58	R 37,207.51	R 37,063.15	R 42,647.26	R 83,000.00

Source: Career Junction Index (2011)

Annexure B

Wholesale and retail businesses in South Africa

SIC Code	SIC_Code_Description
Wholesale	
61000	Wholesale and commission trade, except for motor vehicles and motor cycles
61100	Wholesale trade on a fee or contract basis
61220	Wholesale trade in food, beverages and tobacco
61310	Wholesale trade in textiles, clothing & footwear
61391	Wholesale trade in household furniture requisites & appliances
61392	Wholesale trade in books & stationery
61393	Wholesale trade in precious stones, jewellery and silverware
61394	Wholesale trade in pharmaceuticals, toiletries & medical equipment
61420	Wholesale trade in metal & metal ores
61430	Wholesale trade in construction materials, hardware, plumbing & heating equipment
61501	Office machinery and equipment including computers
61509	Other machinery
61901	General wholesale trade
61909	Other wholesale trade n.e.c.
Retail	
62000	Retail trade; except of motor vehicles and motor cycles; repair of personal and household goods
62110	Retail trade in non-specialised stores with food; beverages and tobacco predominating
62190	Other retail trade in non-specialised stores
62201	Retail trade in fresh fruit & vegetables
62202	Retail trade in meat & meat products
62203	Retail trade in bakery products
62204	Retail trade in beverages (bottle stores)
62209	Other retail trade in food; beverages and tobacco n.e.c.
62321	Retail trade in men's and boy's clothing
62322	Retail sale of used motor vehicles
62323	Retail trade by general outfitters & by dealers in piece goods, textiles, leather & travel accessories
62324	Retail trade in shoes
62330	Retail trade in household furniture appliances; articles and equipment
62340	Retail trade in hardware, paints & glass
62391	Retail trade reading matter and stationery
62392	Retail trade in jewellery, watches & clocks
62393	Retail trade in sports goods & entertainment requisites
62399	Retail trade by other specified stores
62400	Retail trade in second-hand good in stores
63122	Retail sales of used motor vehicles
63311	Sales of tyres
63500	Retail sales of automotive fuel

Annexure C

Wholesale and retail businesses per region in SIC CODES

SIC Code	Number of Enterprise per SIC Code	Eastern Cape	Free State	Gauteng North	Gauteng South	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
<i>Wholesale</i>											
61000	837	73	42	294	80	65	37	67	7	34	138
61100	275	27	19	88	12	58	9	2	8	6	46
61220	1795	192	78	768	91	299	61	100	24	46	136
61310	1593	95	81	560	72	209	59	91	36	60	330
61391	724	67	32	296	39	94	34	38	13	14	97
61392	471	29	19	162	12	96	17	28	5	14	89
61393	231	41	8	82	11	29	13	8	4	6	29
61394	738	99	17	297	35	94	20	44	7	26	99
61420	350	40	24	139	10	28	21	32	6	10	40
61430	1599	140	75	605	66	260	59	118	14	33	229
61501	1050	61	51	415	49	132	33	62	12	28	207
61509	788	78	56	266	19	93	44	10	25	169	28
61901	6538	484	371	2888	319	1211	261	462	112	200	230
61909	1836	223	112	608	53	223	75	108	66	70	298
<i>Retail</i>											
62000	3456	399	213	1220	127	479	208	242	34	78	456
62110	751	29	78	297	20	85	72	45	10	25	90
62190	491	33	33	179	13	81	34	46	5	15	52
62201	1898	131	69	643	62	387	104	140	38	51	273
62202	1894	123	91	644	70	223	74	144	32	53	440
62203	288	13	17	104	11	47	9	16	3	9	59
62204	380	29	26	147	14	56	17	2	9	71	9
62209	685	84	48	182	9	90	37	57	22	32	124
62311	1501	122	108	419	54	228	81	118	48	62	261
62321	363	13	23	138	13	51	13	30	7	9	66
62322	1591	94	70	610	50	277	61	96	31	56	246
62323	2074	132	131	757	88	342	98	121	41	49	315
62324	438	26	18	145	13	81	17	42	8	17	71
62330	500	31	25	177	23	82	19	36	5	12	90
62340	701	40	37	227	33	135	30	50	14	26	109
62391	3273	254	161	1078	117	530	176	254	46	79	578
62392	528	50	20	198	18	71	24	40	15	14	78
62393	1515	100	56	509	54	353	42	123	12	38	228
62399	1613	88	42	305	18	607	265	179	6	16	87
62400	640	42	47	204	30	92	30	73	5	27	90
63122	5441	356	275	1850	227	816	210	319	140	202	1046
63310	1968	109	99	587	71	360	109	127	58	95	353
61210	16	5	0	5	1	0	1	1	1	0	2
63500	3430	361	204	1251	118	429	175	241	63	77	511

Annexure D

Glossary of terms

Career Junction Index (CJI) A numerical scale used to compare relative changes of online labour supply and demand. It represents shifts and trends of the overall “potential career seekers per job advert” ratio comparing the current three month period to the previous three month period. The CJI point of 100 is used as a reference number indicating changes over time.

CJI equals 100 No changes regarding the potential career seekers per job advert ratio. Supply and demand are following the same trend

CJI is greater than 100 More jobs opportunities for potential career seekers and less potential seekers per job advert. Recruitment is more difficult, due to less potential career seekers per job advert.

CJI is smaller than 100 Fewer job opportunities for potential career seekers and more potential seekers per job advert. Recruitment is less difficult, due to more potential career seekers per job advert

Career seekers Individuals who are actively using their career seeker accounts to search for career opportunities on the CareerJunction website. All career seekers considered in this research are registered with complete and searchable resumes and have been actively using the CareerJunction website during the previous 12 months.

Career seekers per job advert Less than 5 potential career seekers per job advert; means recruitment is very difficult.

Between 5 and 10 potential career seekers per job advert; means recruitment is difficult.

Between 10 and 20 potential career seekers per job advert; means recruitment is moderate.

Between 20 and 30 potential career seekers per job advert; means recruitment is easy.

More than 30 potential career seekers per job advert; means recruitment is very easy.

Demand Measures the need of online labour to fill vacancies advertised on the CareerJunction website.

Industry/sector Represents an industry, which specifies the employment environment of businesses, e.g. the Finance Industry, FMCG, Retail and Wholesale industry.

Job adverts Posted vacancies on the CareerJunction/Careerjet website or newspapers by recruiters. Indicates the position to be filled within a certain organisation/industry

Occupational field Refers to a specific occupational group, which summarises specific skills within a profession

Online labour market The market in which workers compete for jobs and employers compete for workers by means of the Internet.

Profession/professional field(s) Refers to a vocation requiring knowledge of some department of learning or science, e.g. FMCG, Retail & Wholesale and Finance.

Potential career seekers Career seekers whose occupation and professional industry match the current demand.

Recruiters Businesses, employers, organisations or individuals who advertise vacancies through the CareerJunction/Careerjet website or newspapers

Supply Measures the level and composition of available online labour based on the number of career seekers in the CareerJunction database. Adjustments are applied to the online labour supply data to remove seasonal fluctuations.

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