

Top 20 roles where job ads are bouncing back

COVID-19 caused upheaval in the employment market last year, but as the economy shows solid signs of recovery, some industries are responding with a rebound in job ads.

While there's still a way to go to come back from the challenges and job losses seen in 2020, there are encouraging changes emerging.

So, which roles and industries have seen the biggest bounce back in job ads? The Top 20 table below shows growth in job ads in the period September–November.

See the trends Unknown

1

Legal

Property Law

130%

2

Human Resources & Recruitment

Recruitment - Internal

116%

3

Hospitality & Tourism

Kitchen & Sandwich Hands

114%

4

Advertising, Arts & Media

Programming & Production

113%

5

Hospitality & Tourism

Front Office & Guest Services

106%

6

Legal

Corporate & Commercial Law

101%

7

Design & Architecture

Architectural Drafting

97%

8

Information & Communication Technology

Networks & Systems Administration

94%

9
Legal
Law Clerks & Paralegals
94%

10
Hospitality & Tourism
Waiting Staff
93%

11
Legal
Generalists - In-house
88%

12
Hospitality & Tourism
Housekeeping
88%

13
Trades & Services
Butchers
85%

14
Manufacturing, Transport & Logistics
Import/Export & Customs
83%

15
Design & Architecture
Urban Design & Planning
81%

16
Design & Architecture
Interior Design
80%

17
Farming, Animals & Conservation
Horticulture
76%

18
Design & Architecture
Architecture
76%

19
Sales
Sales Coordinators
76%

20
Real Estate & Property
Administration
74%

RANK

INDUSTRY

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

Road to recovery

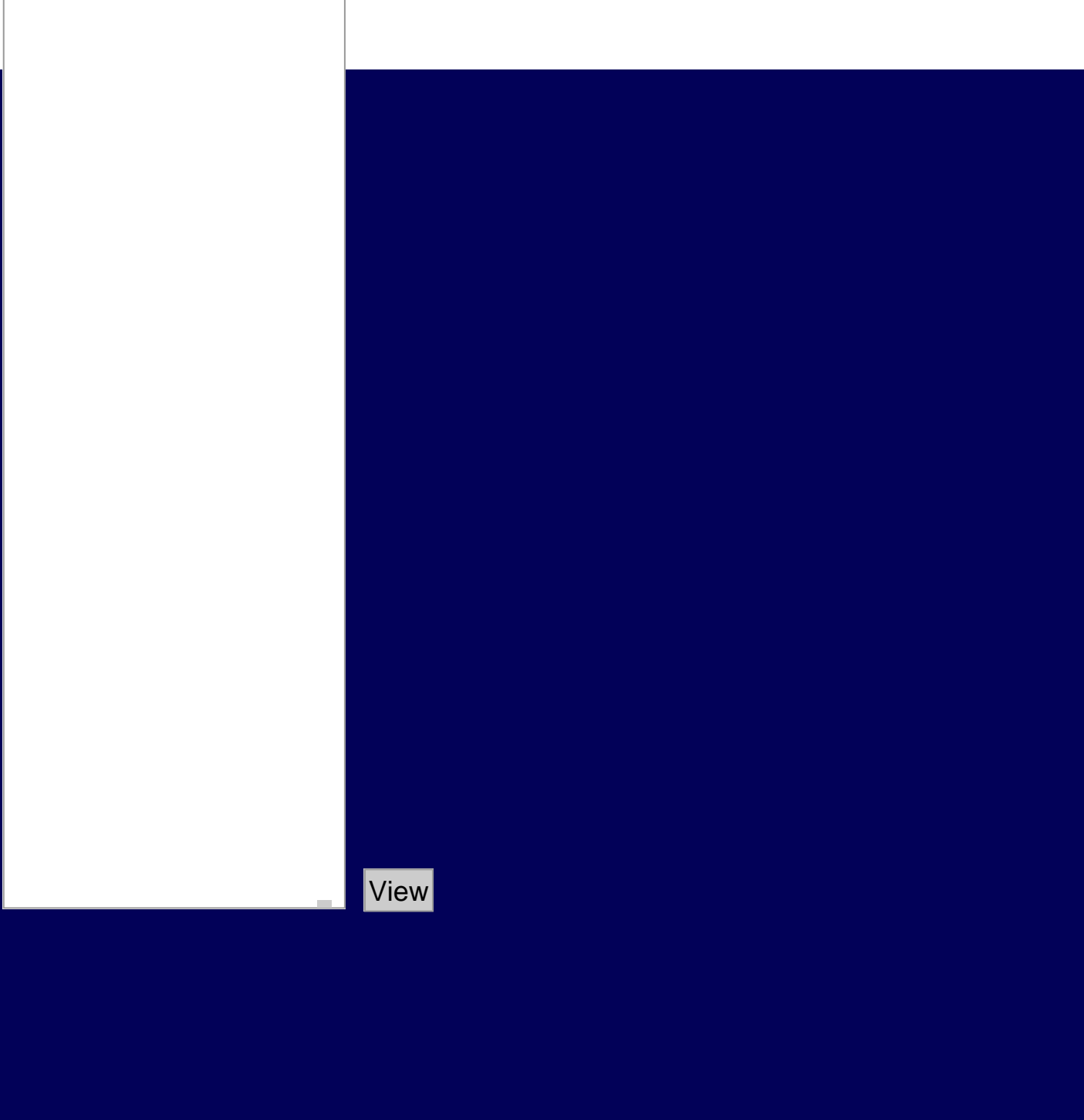
The pace of recovery from the lowest point of COVID-19 varies across industries and roles. With the property market surging in New Zealand, for instance, it's no surprise that demand in construction remained strong, while industries like hospitality saw a sharp decline.

Roman Rogers, Regional General Manager – New Zealand at Hudson, says the bounce back depends on the level of exposure at the peak of the crisis.

“Most roles associated with technology, for instance, have remained reasonably consistent because businesses invested in new ways of operating since the lockdown,” he says. “The job market on the whole is growing steadily, but the more dramatic bounce back will be from the industries that were hit the hardest.”

Which roles are bouncing back the most in each industry?

Select an industry from the dropdown below and see the jobs that are bouncing back the fastest.



View

- 1
Audit - External
64.9%
- 2
Management Accounting & Budgeting
34.3%
- 3
Bookkeeping & Small Practice Accounting
29.1%



RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

- 1
Records Management & Document Control
49.1%
- 2
Client & Sales Administration
33.1%
- 3
Data Entry & Word Processing
32.2%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

- 1
Programming & Production
112.9%
- 2
Agency Account Management
10.9%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

- 1
Banking - Business
66.7%

2
Account & Relationship Management
55.7%

3
Management
50.0%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Customer Service - Customer Facing
70.7%

2
Customer Service - Call Centre
23.0%

3
Management & Support
14.6%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Employment Services
38.1%

2
Aged & Disability Support
30.5%

3
Management
27.4%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

- 1
Surveying
50.6%
- 2
Project Management
38.9%
- 3
Estimating
26.7%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

- 1
Strategy & Planning
28.2%
- 2
Management & Change Consulting
21.7%
- 3
Analysts
21.0%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Architectural Drafting
96.6%

2
Urban Design & Planning
81.4%

3
Interior Design
79.5%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Tutoring
73.6%

2
Library Services & Information Management
66.0%

3
Research & Fellowships
39.5%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Water & Waste Engineering
51.5%

2
Engineering Drafting
42.9%

3
Electrical/Electronic Engineering
34.4%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Horticulture
76.4%

2
Winery & Viticulture
52.8%

3
Farm Labour
28.6%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Local Government
14.7%

2
Regional Council
8.7%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Nursing - Educators & Facilitators
46.2%

2
Sales
22.6%

3
Physiotherapy, OT & Rehabilitation
20.3%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Kitchen & Sandwich Hands
113.7%

2
Front Office & Guest Services
105.5%

3
Waiting Staff
93.3%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Recruitment - Internal
116.2%

2
Occupational Health & Safety
28.5%

3
Organisational Development
28.1%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Networks & Systems Administration
94.4%

2
Consultants
51.4%

3
Engineering - Network
50.9%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Claims
21.4%

2
Brokerage
11.2%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Property Law
129.6%

2
Corporate & Commercial Law
101.2%

3
Law Clerks & Paralegals
94.1%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Import/Export & Customs
82.5%

2
Public Transport & Taxi Services
51.4%

3
Freight/Cargo Forwarding
48.3%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Internal Communications
65.0%

2
Marketing Assistants/Coordinators
39.2%

3
Market Research & Analysis
27.7%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Power Generation & Distribution
8.2%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Administration
74.4%

2
Residential Leasing & Property Management
21.7%

3
Body Corporate & Facilities Management
20.0%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Buying
50.0%

2
Retail Assistants
45.2%

3
Merchandisers
40.3%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Sales Coordinators
76.2%

2
Account & Relationship Management
33.5%

3
Sales Representatives/Consultants
25.1%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

1
Environmental, Earth & Geosciences
27.4%

2
Food Technology & Safety
27.3%

3
Laboratory & Technical Services
20.8%

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020,

SEEK Employment Report.

| | | |
|---|-----------------------------|-------|
| 1 | Coaching & Instruction | 61.9% |
| 2 | Management | 10.8% |
| 3 | Fitness & Personal Training | 6.8% |

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

| | | |
|---|--------------------------------|-------|
| 1 | Butchers | 85.0% |
| 2 | Printing & Publishing Services | 70.7% |
| 3 | Fitters, Turners & Machinists | 29.2% |

RANK

ROLE TYPE

JOB AD INCREASE

Source: Percentage change in job ads listed on SEEK Sep-Nov 2020 compared to Jun-Aug 2020, SEEK Employment Report.

A welcome return for hospitality

Hospitality was hit hard when lockdowns first came into force and workers were among the first to feel the impact. The good news is job ads for roles like kitchen hands, front office, waiting staff and chefs are making a strong comeback from their low point last year.

Shona Greer, Managing Director at Providore, says it's a busy time, with more jobs available than she can fill.

"It is definitely a candidate's market," she says. "We saw a lot of roles coming in when the lockdown lifted. We are now struggling to fill requirements for most roles."

This may be good news for you, but Greer says employers are still looking for the best of the bunch.

"While there are plenty of jobs out there right now, employers still want workers who understand their business and their customer base, so make sure you show this in your cover letter and interview."

Legal roles bounce back

The legal sector saw a decline in activity during the pandemic and cautiously navigated the new landscape.

Apryl Burgess, Senior Consultant at Robert Walters, says the market has recovered strongly with candidates returning from overseas and new graduates ready to compete amid growth in legal roles.

"The legal market has boomed in recent months in areas such as family law, bankruptcy and insolvency, litigation, as well as property and conveyancing," she says. "There is also demand in employment law, with some business processes perhaps not being undertaken as well as they should have been during the peak of the pandemic."

If you're considering legal roles, how can you set yourself apart from the competition?

"While the market is very competitive at the moment, people shouldn't be disheartened, because there's still a lot of movement out there," Burgess says. "Tailoring your resume to the specific role you're applying for, explaining what you can bring to the business and why you are interested in working with them specifically, are key to securing your next position. We highly recommend considering a video profile to support your resume, too."

For many people, COVID-19's impact made facing the job market incredibly challenging in 2020. But with some industries now staging comebacks, looking to where job ads are growing may help you plan your next step.