

# Fastest-growing jobs in your region

The job market is on the road to recovery as the New Zealand economy continues to rally from the impact of COVID-19 – but some regions are rebounding faster than others.

Nationally, job ad levels in January were just 6% lower than the same time last year. While the gap was bigger in Auckland (14% lower year-on-year), Canterbury and Wellington were inching closer to January 2020 levels with job ad volumes lower by 8% and 4% respectively.

Which roles are growing the fastest where you are? Select a region from the drop-down menu below to find out.

View

- 1  
Information & Communication Technology  
Networks & Systems Administration  
133%
- 2  
Call Centre & Customer Service  
Customer Service - Customer Facing  
112%
- 3  
Design & Architecture  
Architecture  
105%
- 4  
Legal  
Corporate & Commercial Law  
97%
- 5  
Information & Communication Technology  
Programme & Project Management  
84%
- 6  
Sales  
Sales Coordinators  
81%
- 7  
Design & Architecture  
Graphic Design  
76%

8  
Information & Communication Technology  
Other  
74%

9  
Information & Communication Technology  
Engineering - Network  
72%

10  
Information & Communication Technology  
Business/Systems Analysts  
70%

11  
Legal  
Generalists - Law Firm  
69%

12  
Legal  
Property Law  
59%

13  
Information & Communication Technology  
Testing & Quality Assurance  
56%

14  
Accounting  
Payroll  
56%

15  
Hospitality & Tourism  
Chefs/Cooks  
56%

16  
Manufacturing, Transport & Logistics  
Machine Operators  
50%

17  
Retail & Consumer Products  
Retail Assistants  
49%

18  
Sales  
Account & Relationship Management  
48%

19  
Construction  
Project Management  
47%

20  
Manufacturing, Transport & Logistics  
Freight/Cargo Forwarding  
46%

**RANK**

**INDUSTRY**

**ROLE TYPE**

**JOB AD GROWTH**

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

1  
Engineering  
Civil/Structural Engineering  
66%

2  
Manufacturing, Transport & Logistics  
Warehousing, Storage & Distribution  
63%

3  
Sales  
Sales Representatives/Consultants  
50%

4  
Sales  
Account & Relationship Management  
41%

5  
Information & Communication Technology  
Business/Systems Analysts  
37%

6  
Administration & Office Support  
Administrative Assistants  
28%

7  
Information & Communication Technology  
Developers/Programmers  
27%

8  
Information & Communication Technology  
Engineering - Software  
17%

9  
 Trades & Services  
 Automotive Trades  
 16%

10  
 Construction  
 Project Management  
 13%

11  
 Human Resources & Recruitment  
 Occupational Health & Safety  
 12%

12  
 Sales  
 New Business Development  
 7.8%

13  
 Hospitality & Tourism  
 Management  
 5.2%

**RANK**

**INDUSTRY**

**ROLE TYPE**

**JOB AD GROWTH**

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

1  
 Engineering  
 Civil/Structural Engineering  
 49%

2  
 Hospitality & Tourism  
 Management  
 40%

3  
 Information & Communication Technology  
 Developers/Programmers  
 27%

4  
 Trades & Services  
 Automotive Trades  
 20%

5  
Retail & Consumer Products  
Management - Store  
15%

6  
Construction  
Project Management  
14%

7  
Administration & Office Support  
Administrative Assistants  
11%

8  
Sales  
Sales Representatives/Consultants  
4.5%



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

1  
Government & Defence  
Various  
103%

2  
Information & Communication Technology  
Consultants  
91%

3  
Accounting  
Management Accounting & Budgeting  
75%

4  
Engineering  
Civil/Structural Engineering  
68%

5  
Human Resources & Recruitment  
Occupational Health & Safety  
66%

6  
Construction  
Project Management  
62%

7  
Information & Communication Technology  
Networks & Systems Administration  
60%

8  
Information & Communication Technology  
Product Management & Development  
57%

9  
Information & Communication Technology  
Database Development & Administration  
55%

10  
Information & Communication Technology  
Testing & Quality Assurance  
54%

11  
Administration & Office Support  
Various  
53%

12  
Construction  
Surveying  
45%

13  
Human Resources & Recruitment  
Consulting & Generalist HR  
44%

14  
Retail & Consumer Products  
Management - Store  
43%

15  
Healthcare & Medical  
Psychology, Counselling & Social Work  
41%

16  
Consulting & Strategy  
Strategy & Planning  
39%

17  
Education & Training  
Various  
38%

18  
Information & Communication Technology  
Security  
37%

19  
Information & Communication Technology  
Engineering - Software  
37%

20  
Information & Communication Technology  
Business/Systems Analysts  
36%

**RANK**

**INDUSTRY**

**ROLE TYPE**

**JOB AD GROWTH**

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

## Trends across the regions

Liza Viz, CEO of Beyond Recruitment in New Zealand, says a region's pace of recovery largely depends on how long it was locked down last year.

"Auckland, for example, has been more affected because it experienced more lockdowns during COVID and we only started to see increased activity towards the end of last year," she says.

"Regions like Wellington saw a more steady job market rebound because they were less exposed."

## Wellington shows growth for Government roles

Recruitment appears to be on the rise in Wellington's public sector following last year's general election. Job ads for Government roles increased by 110% in January compared to their low point last year. This is the fastest growth of any role in the region.

"In Wellington, most government roles we are seeing are specific to policy," says Viz. "This may be the result of the recent election and because the government has been driving significant policy change. This tends to flow on to the job market."

## Opportunities on the rise in ICT

Across the major regions, job ads in ICT (Information & Communications Technology) are showing strong signs of recovery from their low point last year.

Auckland's ICT market saw the fastest-growth in roles such as Programme & Project Management (84%) and Business/Systems Analysts (70%). Consultant roles were on the rise in Wellington (91%) and Canterbury showed growth for Software Engineers (17%)

Viz says growth in ICT roles across the regions may be due to businesses resuming projects they'd put on hold last year.

"There are a lot of private businesses in Auckland, for example, as well as local government and financial services," she says. "We are now seeing a huge demand in technology jobs in the region.

"As well as adopting digital methods quickly, and transforming their operations, organisations had to look at their networks and how they manage remote working. And many of the projects put on hold have resumed."

## Making the most of regional growth

After the challenges of last year, growth in job ads is a welcome sign of recovery. But how can you stand out in the market as a job seeker?

Viz says employers are looking for examples of how you have adapted to change.

"They are looking for people who can adapt fairly quickly, and they are more open to [transferable skills, so these should be highlighted](#) in job applications," she says.

"The other key factor is that although we are seeing people working from home, organisations are also looking for people who are mobile and are prepared to potentially move from one region to the next, if they need to," adds Viz.

No matter where you are across the country, looking for your next role may be overwhelming after the events of 2020. But with these positive signs to start off 2021, looking to where job ads are growing may help you plan your next step.