

Top 20 roles where job ads are bouncing back

No industry was immune to the impact of COVID-19, but as the economy shows promising signs of recovery, job ads are bouncing back strongly in some industries.

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.

The table below shows the roles and industries that have seen the biggest bounce back in job ads on SEEK. The job ad increase percentage for each role compares job ad numbers listed September–November 2020 with June–August 2020.

TOP 20 BOUNCE BACKS

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%



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

Roles on the rebound

The scale of a bounce back from the lowest point of COVID-19 largely depends on an industry's exposure to the crisis. Roman Rogers, Regional General Manager – New Zealand at Hudson, says the recovery is occurring at multiple speeds.

“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,” he says.

“While we are seeing the number of vacancies on the rise, much depends on how different industries are responding to the impact of COVID-19,” Rogers adds. “Hiring across industries that reflect increased customer demand or indicate longer-term planning will be a better indicator of improved confidence.”

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.



- 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.

Legal roles on the rise

A reduction in business activity during the lockdown had an impact on the legal industry, but now job ads are showing signs of a bounce back. Roles such as property law, corporate and commercial law and in-house generalists are among the top 20 showing signs of a comeback from the tough times last year.

Christina Kruger, Director at legal recruitment firm McLeod Duminy, says the rebound is coming

from a low base at the height of the COVID-19 crisis.

“When the government announced the closure of the borders last year, we had close to a hundred roles open and we went down to about six overnight,” she says. “Although we are now seeing an increase in legal roles coming through, we are still far from where we were prior to the pandemic, but we are definitely seeing a growth in roles like property law, construction and resource management because there is more activity across these sectors in general.”

If you’re looking to attract the top legal talent, Kruger recommends highlighting your [support for flexible working](#).

“Flexibility is definitely a major attraction for candidates when choosing their employer,” she says. “Before the pandemic, a lot of firms were not very open to the idea of candidates working remotely, but that has certainly changed. We know from candidates that most are looking for a mix between working remotely and working from the office.”

Doors opening for hospitality

The hospitality industry was hit hard by the pandemic restrictions, but roles like front office and guest services, waiting staff and housekeeping are on the rebound as the broader economy continues to recover.

Lutz Weissmann, Director/Owner of Bravo Group, says recruitment in much of the industry ground to a halt during last year’s lockdowns.

“When the first lockdown occurred, almost all the orders we had for candidates were cancelled,” he says. “That included anything from kitchen hands to senior chefs in cafes, restaurants, hotels and catering work – pretty much everything stopped,” he says.

“We have since seen some comeback, but it hasn’t returned to pre-COVID levels because there is still a degree of caution.”

With some hospitality roles bouncing back, Weissmann says employers should emphasise a positive, supportive work environment to attract the best talent.

“It’s a pretty small market here, so word gets around if you aren’t a good employer,” he says. “Hospitality workers want a respectful and supportive workplace, so this is something you should highlight.”

As we head further into 2021, job ad growth across industries hardest hit by COVID-19 is a positive sign of broader economic recovery. But candidate priorities may be changing, so it could be time to review your recruitment strategy in order to attract the best talent in this environment.