

# Fastest-growing jobs in your region

After year of upheaval for New Zealand's job market, 2021 kicked off with positive signs of recovery.

While job ads nationally are yet to reach the level they were 12 months previously, the latest numbers show the gap is continuing to close – and some regions are recovering faster than others.

Compared to January last year, job ads in Auckland were down by 14%. Canterbury's bounce back has been stronger with job ads down 8% year-on-year, while Wellington was inching closer, with a gap of 4% year-on-year.

Select a region from the drop-down menu below to find out which roles are growing fastest across the country.

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%

**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  
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.

## Snapshot of the major regions

Adam Shapley, Managing Director of Hays in New Zealand, says a region's recovery largely depends on its exposure to the crisis last year.

"Auckland locked down again in the latter part of last year, whereas Wellington and Canterbury were less exposed," he says.

"On the whole, however, the regions are performing much better than we'd expected and, some industries, like Construction and IT, we're actually ahead of where we were this time last year in terms recruitment demand. It's not by a huge amount, but it's certainly a good sign."

## ICT roles on the rise

ICT (Information & Communications Technology) roles are showing positive signs of growth compared to the lowest point last year. Auckland's ICT market saw the fastest growth in roles such as Programme & Project Management (84%) and Network Engineering (72%).

In Wellington, Consultants (91%) and Product Management & Development (57%) showed strong growth. Meanwhile, the fastest growth in the Canterbury was for Business/Systems Analysts (37%) and Software Engineers (17%).

Shapley says growth in ICT roles across the regions may be due to businesses resuming projects

they'd put on hold last year.

“The other factor is that organisations have changed the way they engage with their customers and their own staff and there is a greater focus on digital technologies,” he says. “We're seeing a lot of project management work around tech transformation and upgrades.”

## **Construction looking up**

Construction is on the rise across New Zealand and this is having a positive impact on the job market. Compared to the low point last year, there is rapid growth for Project Management roles, for example, in Wellington (62%), Auckland (47%), and Canterbury (13%).

“There is a healthy pipeline of construction work across residential, commercial and infrastructure, especially in the major centres,” says Shapley. “I don't see the demand for construction talent slowing down any time soon.”

## **How to compete for talent**

With job ad numbers progressing toward pre-COVID levels across the country, Shapely says competition for talent is on the rise.

“The main issue is the border closure,” he says. “Employers in industries like ICT and Construction may be used to having a bigger pool of talent because of international workers. I think we may start to see wage inflation in these areas and organisations may need to pay a premium to attract talent, particularly in the contractor space. Of course, this may be challenging as we come out of a tough year.”

Another way to attract the best talent is to offer genuine flexibility.

“Everyone expects flexibility now, but a lot of organisations haven't created an actual policy around it,” says Shapely. “They are still trying to work it out, but it needs to be a priority now and it's a policy that should be clearly promoted in the market, no matter which region you operate in.”

As the economy continues to recover from a turbulent year, job ad numbers are growing across the regions. Competition may also be on the rise, especially with fewer international candidates, so now is the time to work on your talent attraction tools.

## **Read more:**

- [How to secure top talent in a cautious market](#)
- [How to adapt, optimise and make the most of your hiring team now](#)