



# **KENYAN JOB MARKET 2015-2016**

Insights from Fuzu job seeker and employer data

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## Introduction

Fuzu is an online service that specializes in career development, recruitment and learning solutions for emerging market organizations and end-users. The service was launched in Kenya in September 2015. Since then, many Kenyans have found new interesting insights, inspiration and career paths for themselves, something that potentially can carry them forward as individuals and employees in the fast-developing Kenyan society. Feedback from the users has confirmed the validity of the Fuzu model, helping people to reach their potential in working life. To date, nearly 200 000 individuals have joined the Fuzu community.

### WHAT IS FUZU

- Founded in Finland in 2013
- Specializes in career development, recruitment and learning solutions for organizations and end users
- Focuses on emerging markets
- Offices in Nairobi, Kenya and Helsinki, Finland
- Management has 50+ years of combined work experience in developing innovative mobile technologies for growth markets

In addition, companies that have been hiring through Fuzu have received many qualified candidates who can support the growth and prosperity of their organizations and thereby also the Kenyan economy. While hiring through Fuzu, the companies have benefited from the platform's sophisticated, automated and powerful psychometric and talent profiling tools that help the recruiters by giving them tangible advice on who fits the open roles best. In addition, Fuzu tools have helped the hiring organizations to attract top talent via integrated career pages, to increase speed and ROI of recruitment and smoothen up the on-boarding process, as well as to keep the existing staff skills up-to-date via competence analytics and training solutions.

Since Fuzu is an online service and operates in a fully digital format, various data can be collected on the activities done on the platform by Kenyan job seekers and hiring companies. It is typical to many big data initiatives that there is abundance of data available, however, the key to success is to define meaningful questions that the rich data can answer. This is also the case at Fuzu. Recently our team has learned how to get valuable insights from the platform and how to document those insights to the various shareholders and partners of the company.

This report provides an overview of the Kenyan job market in 2015-2016. The insights are drawn from analysis of the job seeker population as well as open the vacancies posted on Fuzu. Data were gathered between September 2015 and November 2016 on the Fuzu platform, and this is the very first report ever written on this topic based on the Fuzu data.

In the following, we present the findings by answering three chosen questions:

**1) Who are the Kenyan job seekers?** What kind of working history, educational background, skills and career goals do they have? Where are they mostly located in Kenya?

**2) What are the Kenyan job seekers interested in?** Which open vacancies are the most applied for by the Kenyans? What courses do they study the most on Fuzu? Which articles, news and blogs do they read the most?

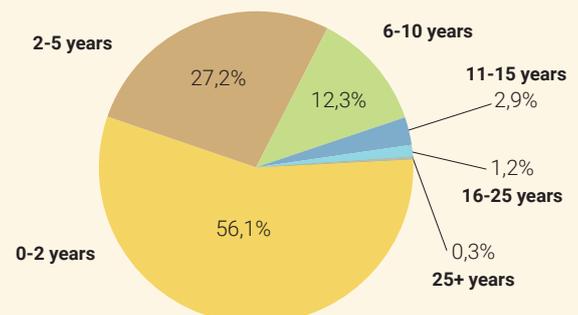
**3) What open vacancies are there in Kenya?** In which industries are they available? What type of educational background and skills are required to meet the needs of the Kenyan hiring companies?

When interpreting the results in this study, one should bear in mind that the Fuzu service does not cover the entire job market in Kenya. Instead, people get hired in multiple different ways, e.g. through their own personal networks, through various different online tools, job postings in newspapers, as well as through job rotation within the existing employers. Due to the rich variety of Kenyan recruitment practices, which are often not at all related to the Fuzu platform, the results shown in this study do not represent the entire recruitment sphere in Kenya today. Further, even though Fuzu is already widely adopted by the Kenyan working population and companies as well, its users do not yet represent a majority in those target groups. Therefore, any generalizations on who the job seekers and the hiring companies really are should be made with caution.

## Who are the Kenyan job seekers?

To begin the review of the results of our analysis, we first look into the job seekers that are currently active in Kenya – and especially on the Fuzu platform. In general, most of the Kenyan job seekers have rather short work experience from their previous assignments in local companies or organizations. The pie chart below shows the split of the working experience of the Fuzu job seekers, measured by full years in duty.

TABLE 1 - WORK EXPERIENCE

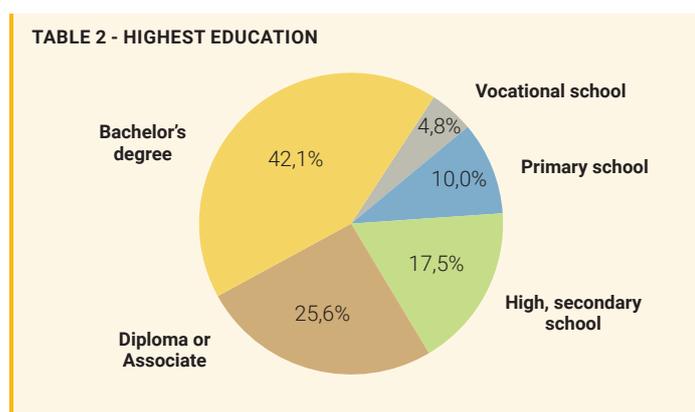


The vast majority (83%) of the job seekers have a maximum of five years of working experience gathered, as reported in the profiles that they have created on Fuzu. On the other hand, just about 4% of the job seekers have more than 10 years of work experience. The rest of the people (12%) have six to ten years of work experience, which in this data represents middle ground between the extremes.

The rather short work experience of the Kenyan job seekers on Fuzu can be partially explained by the maturity of users feeding in information on the platform. There is no mandatory amount of work experience that the users should fill in, neither is there any significant reward for those who fill in a lot of information. Thus not all people might have described their full job history on their profiles (and therefore in their job applications either), and some essential data might be missing.

However, that is not the whole picture. It is generally known that many Kenyans work in various unofficial jobs e.g. in self-employment or family businesses, assistant roles, or various project-based assignments. Therefore, the actual work experience might often be much longer and richer than described in the CVs that include only formal employment in established companies or organizations.

While many Kenyans might have relatively short official work experience, a big part of the Fuzu population is highly educated. As can be seen from Table 2, as many as 42% of the Fuzu job seekers hold a bachelor's degree as their highest education level. Given that bachelor's studies typically take 4 to 6 years in total to complete, these individuals have quite a lot of knowledge that can be transferred from schools to the Kenyan working life. Diploma degrees are also very common (25%) among the Fuzu job seekers.



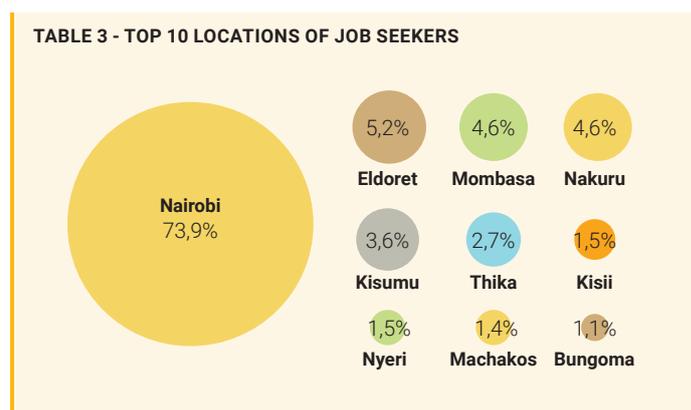
Employing the highly educated Kenyan workforce will be a critical issue to the socio-economic success of the whole nation in the coming years. Failure in this might be quite harmful for the economy since important talent is being underutilized. It may also cause political instability if these people start to look alternative ways to get their voices heard, caused by frustration.

Only 10% of the Fuzu job seekers have primary school as their highest level of education, which they refer to when applying for jobs. This number does not represent the whole Kenyan

population, naturally. According to UNICEF's data from 2012, approximately 50% of the Kenyans do not participate in secondary education after their primary school, even though the enrollment rate is constantly growing. Therefore, it becomes clear that the Fuzu users represent a rather well-educated subset of all the people in Kenya while continuously expanding to lower levels of education. Going forward, strong focus will be dedicated to reaching out to more users who are less educated.

The main industries in Kenya include agriculture, food processing, construction, petroleum processing, as well as production and reparation of various household goods. Most of the industrial companies and therefore also the jobs are typically found around the three big commercial hubs of the country: Nairobi, Mombasa and Kisumu. An exception to this is agriculture, which is spread all over the country.

Roughly about 60% of the Kenyan job seekers on Fuzu have specified the location they currently reside in and what city they therefore look for job opportunities in. To provide an overview of these people, we listed the TOP10 locations of Kenyan job seekers and calculated the proportion of the people in each of them, as shown in Table 3.



The centralization of Kenyan business can be clearly seen in Fuzu data. Almost 74% of job seekers on the TOP10 list of Fuzu can be found in the capital city of Nairobi. A big number of people living and searching for open vacancies in Nairobi is not a surprise, given the large role of the capital city in the local economy. In addition many international corporations have their East African headquarters in Nairobi, thus the constant need for quality staff.

On the other hand, other big Kenyan cities like Mombasa and Kisumu are currently underrepresented in the TOP10 Fuzu job seeker location data. There are several reasons for this, for instance, a) our location data is incomplete and misses the whereabouts of some important groups of job seekers, b) Fuzu has not yet actively promoted its services in these locations, or c) the job seekers in these locations use other tools than Fuzu in getting a job. Going forward, the number of active Fuzu job seekers is estimated to increase across the country.

Table 4 shows the TOP10 skills selected by the job seekers on the Fuzu platform. The labels of the bars represent the

number of people who have listed these skills on their Fuzu profile. The most common skills of the Kenyan job seekers are related to office work in its various forms, including computer skills, communication and presentation skills, as well as reporting and customer service skills. Similar results could be found from studies elsewhere in the world: certain basic skills are required in order for people to enter the working life or to pursue a career in different formal organizations.

When analyzing the skills of the job seekers, it should be noted that not all Fuzu users have equally listed their skills on their Fuzu profile – some have done that more, some less. Therefore, some essential skills of the Kenyan workforce might not be listed simply because the users possessing those have not filled them in on Fuzu for any given reason. Representation of the skills of the whole Kenyan working population is obviously a challenge in the Fuzu data.

Somewhat surprisingly, those roles that entail full responsibility of a business are also high on the list: entrepreneur, business manager, executive director, general manager. This result might reflect the level of aspiration and the self-made success thinking of the Kenyans in general.

Earlier in this report we concluded that the Fuzu users are highly educated, and the educational background obviously has an impact on the career goals of users as well. Highly educated people commonly look for managerial or expert positions in organizations. Due to the smaller amount of less educated people in the data, operational, manual and assistant work roles are not among the TOP10 of career goals, even though these roles are highly common and also a valued part of the Kenyan economy.

Our data on the career goals of the job seekers is somewhat incomprehensive as the concept of career goals is still ambivalent and not always 100% clear to the Fuzu users. As soon as more Kenyan people learn to set a longer perspective for their career and start to define more tangible career goals, we hope to complement the overview that was presented above.

To summarize this section of the report, we state that the Fuzu job seekers are typically Nairobi-based highly educated people with reasonably short official work experience in companies and organizations. They possess strong and diversified office work related skills and their career ambitions are straightforward: to become business leaders, managers or specialists in a chosen field.

## What are the Kenyan job seekers interested in?

After describing the Kenyan job seekers in general terms, we now turn to reporting on the interests of these people, as seen in the daily use of the Fuzu platform.

In total, more than 140 000 job applications have been sent to the hiring organizations via the Fuzu platform during the data collection period. Table 6 presents the TOP10 open vacancies that have attracted most Kenyan candidates.

**TABLE 4 - TOP 10 SKILLS**

Office tools: Word, Excel, Outlook . . . . .	13 910
Reporting . . . . .	13 866
E-mail and internet . . . . .	13 040
Customer service . . . . .	12 478
Verbal communication. . . . .	12 196
Interpersonal communication . . . . .	12 018
Presentation skills . . . . .	11 130
Accounting . . . . .	11 075
Social media usage (Facebook, Twitter, etc.) . . . . .	10 913
Office administration, management . . . . .	10 010

**TABLE 5 - TOP 10 CAREER GOALS**

<b>Financial advisor or analyst</b>	179
<b>Project Manager</b>	151
<b>Entrepreneur</b>	103
<b>Business manager</b>	100
<b>Executive director</b>	94
<b>IT manager</b>	88
<b>General manager</b>	86
<b>Controller</b>	79
<b>Marketing director</b>	66
<b>Bookkeeper</b>	57

The TOP10 career goals show the Kenyan workforce from a different and quite interesting angle. Setting a career goal is one of the core functions of the Fuzu platform, and many people do so to make sure that their career development has a clear direction. The most often reported career ambitions of the job seekers relate to certain anticipated future competencies or alternatively roles within the future hiring companies. Financial advisor and project manager titles are the most common. In fact, also other accounting and financial management roles emerge as career goals: controller and bookkeeper, as mentioned in Table 5.

**TABLE 6 - TOP 10 JOBS WITH MOST APPLICATIONS**

Medical Provider Accountant, Resolution Insurance. . . . .	2 040
Television Show Host, Matwana Matatu Culture. . . . .	1 171
Safety Intern, Kenya Airways . . . . .	826
Customer Care Coordinator, Alibhai Shariff & Sons . . . . .	819
Administration Intern, United Nations . . . . .	799
UNON Research Assistant Intern, United Nations . . . . .	790
Administrative Assistant Intern, United Nations . . . . .	786
Research & Evaluation Intern, Marie Stopes Kenya . . . . .	781
Sales Agent, Prudential Life Assurance Kenya . . . . .	766
Customer Service, Call Center Intern at PataPawa. . . . .	757

A few conclusions can be derived from the job application data. First, internship roles are in high demand by the Fuzu job seekers: there are as many as six of them on the TOP10 list, and typically many recently graduated applicants apply for several internship positions simultaneously. Second, United Nations is regarded highly by the job seekers: several roles in the organization have attracted Kenyans and thus they are listed on our TOP10. Third, the employer image of the hiring companies plays a major role in attracting the top talent: in Kenya well-known brands in major industries (such as banking and insurance, aviation and retail) have a clear advantage over their competitors.

One should note, however, that the number of applications sent on the Fuzu platform is highly dependent on the sophisticated algorithm that matches job seekers and job opportunities to each other. The aim of Fuzu is not to provide the hiring companies with all possible candidates, but instead the right candidates that match the criteria of the vacancy in question. And vice versa, Fuzu helps job seekers to identify and develop their talent and then find the jobs that match their interests the best. Therefore, the average number of applications is around 100, allowing the best matches to be made in an efficient manner. When it comes to recruitment, it is not all about the quantity but instead it is all about quality.

Next, Table 7 presents the TOP10 courses that have been studied on the Fuzu platform by Kenyans. Total 139 courses are currently available for job seekers on the Fuzu platform, and those courses have been completed total 15 168 times so far.

**TABLE 7 - TOP 10 COURSES**

How to write a cover letter	11,9%
Tips for a perfect CV	7,0%
Succeeding in a job interview	5,2%
How to tell about yourself in a job interview	4,1%
Basics of work ethics	2,8%
How to write better English	2,7%
Being a Bank Teller	2,5%
Basics of project management	2,3%
How to become a Brand Ambassador?	2,0%
Welcome to the world of coding	1,9%

Out of the Fuzu courses, the most popular ones are strongly related to job seeking. They teach their students e.g. about CV and cover letter writing as well as job interview preparations and performance. However, many job seekers also focus on studying essential working life skills on Fuzu. Most sought after skills include work ethics, coding, banking, project management, brand ambassador as well as English language skills. To us, all of these skills seem important in the internationalizing and rapidly developing Kenyan economy, going forward. Important components of the Fuzu platform

are also the articles, blog posts and news content items that are available for the Kenyan job seekers. The role of this content is to inform Kenyans about the recent developments in the working life. At Fuzu, our aim has been to create a rich collection of content so that various different people could always find something interesting, inspiring and entertaining to read online. Currently our collection includes dozens of content items and the number is continuously rising.

Table 8 presents the TOP10 most read articles, blog posts and news in the platform. As it was the case with the Fuzu courses earlier in this report, also the most read content is related to job seeking in various forms. Whether the person reading them is recently graduated or a seasoned professional, he or she commonly looks for inspiration and advice for his or her job search activities, but also tries to identify reasons why he/she might miss some work-related opportunities.

**TABLE 8 - MOST POPULAR ARTICLES**

Advice for form four leavers	1616
How people miss out on job opportunities	1030
How to improve your chances for getting an interview	883
1 year of revolutionizing job search and hiring in Kenya!	808
5 CV mistakes preventing you from getting hired	741
Generation Kenya, an opportunity for young jobseekers	739
Why employers are not considering your applications	666
Are you limiting yourself in your job search?	651
Why it is important to pay attention to your writing	623
Write to your younger self – win free career coaching	572

To summarize this section of the report, we conclude that many Kenyan job seekers are highly interested in working for big brands in the local major industries and organizations. They do their best to collect up-to-date information on job seeking activity, whether in the form of courses, articles, blogs and news. Finally, they aim to strengthen their office work related skills to become regarded as more employable in the future. We at Fuzu of course are happy that so many Kenyans have already found the information and insights we provide, and we try our best to gather deeper understanding of what is needed by them in the future.

### How can the current Kenyan job vacancies be described?

Kenya is the biggest and most advanced economy in East Africa. Due to that fact, it is an attractive employment and entrepreneurship market for many professionals. While agriculture still forms a major part of employment in Kenya (about 75%), there are various reasons why Kenyan businesses may show high growth figures in the coming years. These reasons include various economic development and investment programs, as well as urbanization as a driver for increasing new supply and demand of industrial and service sector jobs.

**TABLE 9 - TOP 10 INDUSTRIES**

<b>Non-profit, social work</b>	19,9%
<b>Banking, insurance</b>	16,6%
<b>Consulting, business support, auditing</b>	7,7%
<b>Health care, medical</b>	5,7%
<b>Computers, software development and services</b>	5,3%
<b>Agriculture, fishing, forestry</b>	5,3%
<b>Restaurant, hospitality, travel</b>	5,2%
<b>Telecommunications</b>	4,5%
<b>Manufacturing</b>	4,4%
<b>Other</b>	25,6%

**TABLE 10 - TOP 10 SKILLS WANTED BY EMPLOYERS**

Business development	2,8 %
Budgeting	2,5 %
Sales strategy	2,2 %
Accounting	1,9 %
Market research, intelligence	1,7 %
Marketing	1,7 %
Project monitoring and evaluation (M&E)	1,7 %
Project implementation	1,6 %
Project management	1,6 %
Compliance	1,6 %

Table 9 shows the TOP10 industries, which have had most open jobs on Fuzu during the data gathering period. Various areas of the Kenyan business sectors are represented on the list. New jobs are steadily opening for instance in non-profit organizations, banking and insurance, commercial activities, ICT and software, as well as in various tourism and service sectors of the country.

A low percentage of manufacturing jobs (4%) is a surprise given for instance that there are various ongoing infrastructure and construction projects in Kenya at the moment. Likewise, the agriculture jobs are more common in Kenya than shown in the available Fuzu data (5%) – majority of these jobs never become open on online platforms, instead, people are hired from the families and villages nearby. In addition, the category “other” on top of the list shows that many Kenyan open jobs are spread all over the local economy and thus defining a specific industry for them may pose a challenge for the recruiters.

What then are the skills that the hiring companies currently look for the most? Deriving from the Fuzu data on open vacancies, Table 10 shows an overview of the TOP10 skills in demand by hiring managers. Nearly 4 000 open positions have been available on Fuzu in Kenya during the data gathering period, and in those positions more than 22 000 skills have been described.

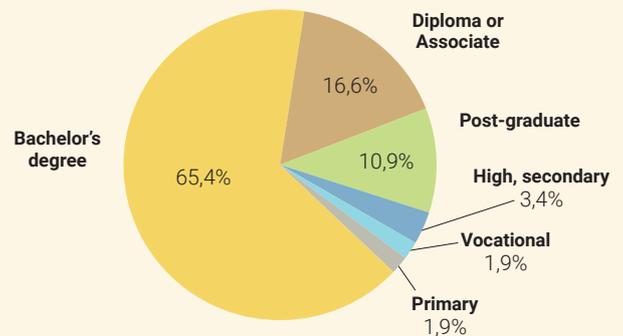
The hiring companies are currently looking for various business development professionals (nearly 3% of all skills listed). In Kenya, this term commonly includes various sales

jobs. This result is no surprise since generating revenues is crucial for all companies, independent of the economic conditions. Sales strategy, marketing and market research related skills are currently in high demand, as demonstrated by the data gathered. In addition, financial skills such as budgeting and accounting also rank high on Fuzu. Finally, proper project management is needed in various Kenyan companies and organizations at the moment.

It is interesting to compare the needs of the hiring companies with the career goals that have been set by the Fuzu job seekers. We discussed the latter topic already earlier in this report and concluded that business leadership as well as managerial and specialist roles are commonly chosen as career goals.

While there seems a good match of demand and supply of skills and roles overall, there is also a slight mismatch too. Many Kenyans wish to become entrepreneurs or self-made successes in their given professional field, yet what the companies need the most at the moment is sales force. Maybe the only reasonable conclusion to draw from this mismatch is that the sales jobs in Kenya come in various forms: some people are part of the hired sales force, some independent sales agents and representatives, and some doing lead generation and marketing work that both support the actual sales. It might not be about the contents of the sales work as such, but instead about the terminology that is used by job seekers and companies to describe what is done.

**TABLE 11 - EDUCATION WANTED BY EMPLOYERS**



It is important to note that the Kenyan economy and working life is diverse and requires knowledge of various skills too. There are total 838 possible skills that can be demanded by hiring companies on the Fuzu platform. It is revealing that the most demanded ‘business development’ skill represents only less than 3% of all the skills demanded on Fuzu, and that is a small number. It is thus evident that the needs for future talent vary significantly company-by-company and role-by-role in Kenya. Too big generalizations should be avoided based on the data available.

Finally, Table 11 shows the educational background that is currently sought for by the Kenyan hiring companies. It is quite evident that a bachelor’s degree (in 65% of open vacancies) is a ticket to the game when it comes to various job opportunities in Kenya. Diplomas (17%) and post-graduate education (11%) are sought too, but they are inferior to bachelor’s degree in our data.

There have been limited amount of open vacancies available for primary and vocational education holders during the data gathering period. This might change in the future as more companies begin to use Fuzu as their hiring and employee training platform. In addition, Fuzu has so far focused on serving large Kenyan corporations, which typically have high number of applicants available and therefore they can also maintain high educational requirements for the hired people. Assuming that the number of hiring companies on Fuzu platform will increase in the future, more and more operational, manual and assistant roles will also become available. In those roles advanced education is not so commonly needed, and that should make job seeking easier for those people that have a lower educational background. At the same time, the unofficial relationships-based hiring might decrease as well, and hiring companies will publicly and officially announce more and more jobs to reach out to all the best candidates.

To summarize this section of the report, we state that the Kenyan hiring companies are mostly looking for people in business development, sales, marketing, project management and financial roles, within various local industries. A bachelor's degree is helpful for Kenyans to increase their chances to get a job, however, education and lifelong learning is recommended for all of the job seekers to maintain their level of competence in the job market.

What we have not yet studied are the required "soft skills" (e.g. values and attitudes) of the future talent. These include e.g. integrity, communications, emotional intelligence, flexibility, openness, learning ability and trustworthiness, which naturally are all critical for people who wish to get hired in the highly competitive Kenyan job market. The needs and preferences of companies in these areas shall remain a topic for further studies.

## Concluding remarks

This report has provided an overview of the Kenyan job market in 2015-2016 from the point of view of a) the characteristics of the job seekers, b) the interests of them, as well as c) the demand for new talent by the Kenyan employers. The conclusions have been drawn based on the data that has been gathered in the Fuzu online service between September 2015 and November 2016.

Our data has provided interesting insights and confirmed that there are quite some talented and highly motivated people available for the companies to hire at the moment. On the other hand, we have also shown that the Kenyan hiring companies in various industries very often look for business-minded people who are well educated.

Unfortunately, the formal employment market remains relatively small and therefore the unemployment rate in the country remains high (in 2015: about 10%), especially within the young and less educated population. We hope that the

Fuzu online tools can help the companies to manage their talent needs better and also identify areas that need more staff and fresh skills.

While the results in this report are interesting, too wide generalizations should be avoided. Our data is incomplete in terms of its volume and quality and therefore it does not provide a holistic view of the Kenyan job market as a whole. We hope to be able to provide a follow-up study in 2017-2018 with richer data, more insights and also a comparison with the years 2015-2016 that were described in this report.

And, above all, we at Fuzu keep on working to help the Kenyan people reach their full potential in working life – and to help the Kenyan companies operate in a smart, productive and cost-efficient way in their hiring and talent management activities. If you feel that we are on the right track and wish to support us in our efforts somehow, feel free to contact us and help us to unleash the human potential across Africa!



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