



HUMAN RESOURCES

SECTOR SPOTLIGHT





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INSIGHTS FROM OUR TEAM

The Human Resources Sector

The human resources sector has had a big year, with 33.7% job ad growth, but very low candidate availability. Throughout Covid-19, as businesses looked to cut down on costs, the HR department was one of the internal departments where businesses looked to save money. This put overall pressure on HR teams as they tried to support the business throughout lockdowns, redundancies, change, training, and more.

Contracting vs Permanent

Covid-19 led to an increase in great HR candidates moving to contracting rather than permanent work, as they could be paid more in harder times throughout Covid-19 and have the flexibility of picking their contracts to suit their lifestyles. Permanent candidates, on the other hand, became hot property and, as such, we have seen an increase in salary expectations across all permanent HR roles.

Retention

Those HR professionals who managed to hold onto their roles and stayed with companies throughout Covid and lockdowns due to uncertainty and job security will likely look to move as the world opens back up and life returns to the 'new normal'. This is the time for employers to make sure they are putting in the work to retain their top staff by allowing flexible working, work from home options, professional development, and pay increases where they can.

Business Improvement

Also a product of Covid-19 was a general halt to business improvement projects. We have recently seen this beginning to pick up, with businesses looking to upgrade HRIS and CRM systems, putting pressure on existing teams to pick up extra work to complete projects.

Solving the Problem

Employers need to be careful here, as putting extra pressure on a workforce that is already short-staffed can lead to burnout and overwork. A great option here is to look for contractors to support the existing workforce, but employers be warned, great contractors are hard to come by, and make sure to move quickly if you find them, as time to hire is a key reason businesses are losing out on great talent.

Since 2006, Lucinda has worked in some capacity across almost all aspects of executive recruitment. Her area of specialisation is now Marketing, Digital and Communications roles across the Services Sector including Government, and HR roles across all sectors.

VACANCY TRENDS

SPOTLIGHT ON SEEK

When we look at how the HR and Recruitment jobs advertised on Seek vs the Total jobs advertised on Seek (below) we see that these jobs have followed very similar trends. What is surprising is the growth of jobs advertised overall.

Prior to Covid, a “base” week of jobs advertised on Seek was approximately 20-22K jobs. When Covid first hit, this dropped to under 10K jobs per week, however, since mid-2021 we have regularly seen total jobs advertised on Seek exceed 30K.

What is even more surprising is that in Jan '22, when advertising would normally take a seasonal drop off, the total jobs advertised exceed 34k, with HR & Recruitment jobs reflecting the same record levels.

In March and April this year we have seen the Total Jobs number start to decline versus the highs of the prior months.

However, both months are still in excess of 30k jobs and up over 70% versus the prior year.

When we drill down into the HR and Recruitment space we can see that job ad growth is up 33.7% versus the prior year with moderate salary growth.

Leading the way in job ad growth are the OD, Management, Remuneration and Benefits and Consulting and HR Generalists roles.

JOB AD GROWTH



SEEK TOTAL JOBS VS HR JOBS



VACANCY TRENDS

SPOTLIGHT ON SEEK

In 2022, salary growth for the HR and Recruitment sector is up by 3%, which is a similar trend we are seeing in other sectors studied recently. This could mean the salary bump of the 'Covid years' of 2020-2022 is starting to level out, which would be good for employers, meaning they may be able to find great talent at a lower salary than expected.

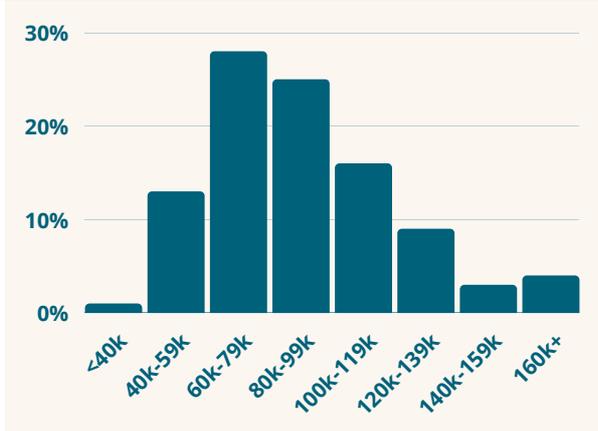
On the other hand, the salary distribution in the HR and Recruitment sector sees the majority of salaries falling in the \$60 - \$99k sections, which backs up Lucinda's point earlier of middle range salary candidates looking to move on to greener pastures.

The Key Drivers chart is data pulled directly from Seek Laws of Attraction, and shows what 'benefits' these candidates are looking for in their job hunt. Key drivers are salary & compensation, suggesting candidates may be looking for more of the \$80 - \$110k roles, and work-life balance, showing that employers who are not offering flexibility as part of the job may be missing out on great talent.

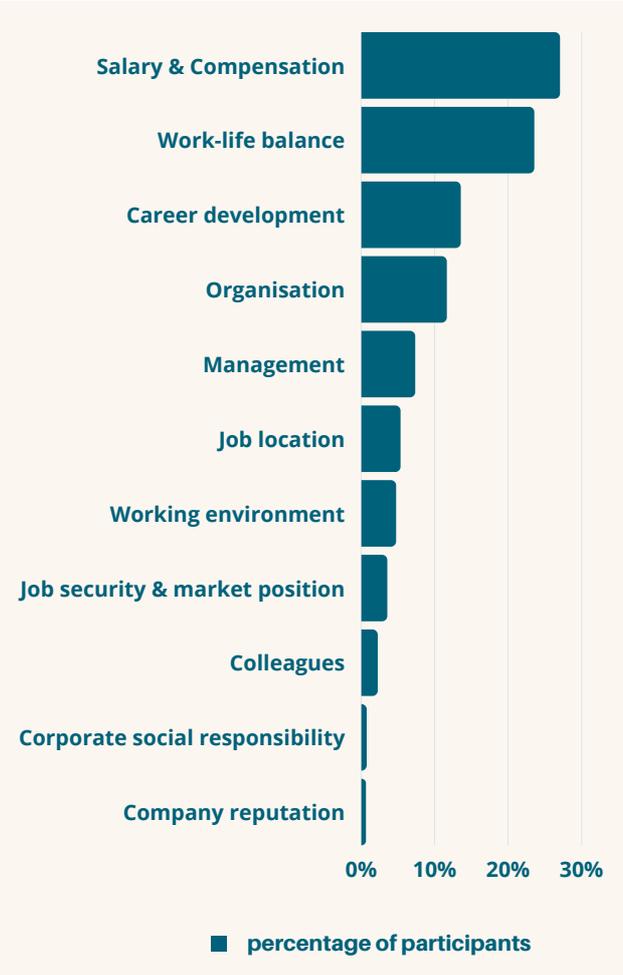
SALARY GROWTH



SALARY DISTRIBUTION - 12 MONTHS



KEY CANDIDATE DRIVERS



VACANCY TRENDS

SPOTLIGHT ON LINKEDIN

LinkedIn Talent Insights can measure the number of employees who have moved roles or changed job title, and in the case of candidates in the HR sector, this is 19.06% in the past year. Median tenure, on the other hand, is 1.8 years, which is a warning to employers: if you have great talent in your business, make sure they feel valued and are happy in their work if they are coming up to that two-year tenure mark.

LinkedIn can also look at users' profiles and see most common and fastest growing skillsets. In HR, the most common areas are customer experience and analytical skills, whereas the fastest growing are recruitment and HR generalist skills. This shows employers that if you have talent already within your business in the recruiting or HR generalist space, hold onto them as there is an obvious need in the market for that type of talent, most likely due to Covid-19 and the nature of business starting to get back to the 'new normal'.

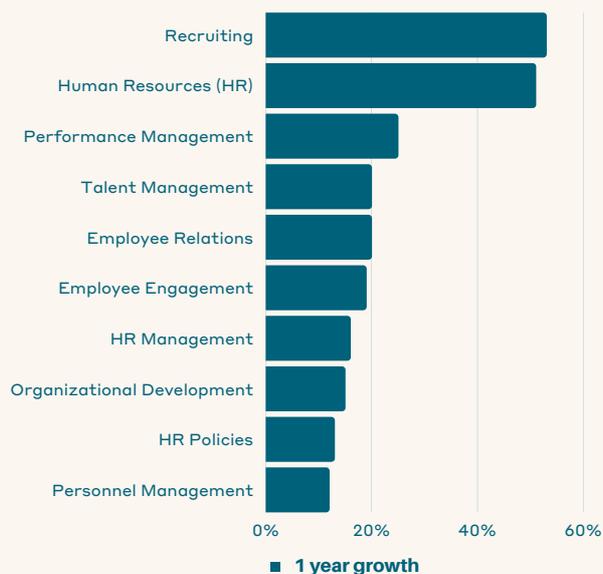


Median Tenure | 1.8 years



Changed Jobs | 19.06%

FASTEST GROWING SKILLS



MOST COMMON SKILLS



ABOUT US

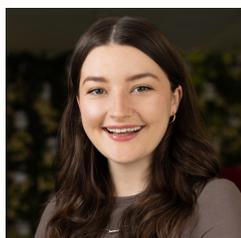
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