

ANALYSIS OF HOT OCCUPATIONS IN JAMAICA

- APRIL 1 TO JUNE 30, 2014

Hot Occupations are leading job vacancies in the Jamaican labour market. Advertisements in the *Gleaner* and *Observer* newspapers as well as online job placement websites were reviewed to highlight the Hot Occupations. These job vacancies were also analysed by parish and regions.

The number of job vacancies published in the print media for the period April 1 to June 30, 2014 was 4,435, (See Table 1). The review showed that the most frequently advertised position was Sales Representative (See Table 2).

Advertised Vacancies by Occupational Group

Table 1 indicates that the majority of the vacancies advertised belonged to the following occupational groups:

1. "Professionals, Senior Officials and Technicians" with 1,912;
2. "Service Workers, Shop and Market Sales Workers" with 1,234;
3. "Elementary Occupations" with 436.

VACANCIES BY OCCUPATIONAL GROUP
TABLE 1

OCCUPATION GROUP	January to March 2014	April to June 2014	Calendar Year to Date
Professionals, Senior Officials and Technicians	1,765	1,912	3,677
Clerks	545	411	956
Service Workers, Shop and Market Sales Workers	1,397	1,234	2,631
Skilled Agricultural and Fishery Workers	43	38	81
Craft and Related Trades Workers	205	192	397
Plant and Machine Operators and Assemblers	241	212	453
Elementary Occupations	523	436	959
TOTAL	4,719	4,435	9,154

Source: Sunday and Wednesday *Gleaner* and *Observer* newspapers January 1 to June 30, 2014

Hottest Vacancies: April 1 to June 30, 2014

The dominant occupational groups including the category of workers advertised in the groups for the period April 1 to June 30, 2014 are highlighted as follows:

1. **Professionals, Senior Officials and Technicians** which includes:
 - ❖ Sales and Marketing Personnel - [Sales Executives, Merchandiser, Marketing Representatives]

- ❖ Managers - [Branch, various types of Assistant Managers, Restaurant, Operations and Sales Managers]
- ❖ Customer Service Personnel - [Customer Care Associates or Consultants] (See Table 2)
- ❖ Supervisors - [Sales, Security, Production and Shift Supervisors]
- ❖ Teachers - [Mathematics, English Language, Early Childhood, Biology and Spanish Teachers]
- ❖ Officers - [Marketing, Credit, Quality Assurance, Administrative, Loans and Project Officers]

2. **Service Workers, Shop and Market Sales Workers** whose 'hot occupations' comprised:

- ❖ Sales Representatives, Security Officers, Chefs/Cooks and Bartenders (See Table 2)

3. **Elementary Occupations** have consistently demanded persons in Sales, Household Services and Casual Work, that is:

- ❖ Domestic helpers and Day Care Attendants (See Table 2)

Top Ten Jobs Advertised: April 1 to June 30, 2014

The April 1 to June 30, 2014 and January 1 to March 31, 2014 quarters were similar as Sales Representatives and Security Officers/Guards accounted for the highest number of vacancies (See Table 2). Other notable vacancies were Customer Care Associates, Chefs/Cooks, Drivers, Bartenders, Domestic Helpers, Cashiers, Receptionists and Child Care Workers.

TOP TEN OCCUPATIONS: APRIL 1 to JUNE 30, 2014 and JANUARY 1 to MARCH 31, 2014
TABLE 2

January 1 to March 31, 2014		April 1 to June 30, 2014	
Occupations	Vacancies	Occupations	Vacancies
Sales Representatives	659	Sales Representatives	304
Security Officers	150	Customer Care Associates/ Customer Service Consultant	202
Drivers	121	Security Officers	131
Chefs/Cooks	112	Chefs/Cooks	119
Food Servers	108	Drivers	115
Bartenders	98	Bartenders	107
Cashiers	94	Domestic Helpers	85
Packers	91	Cashiers	79
Domestic Helpers	71	Receptionists	70
Masseuse	70	Child Care Workers	69

Source: Sunday and Wednesday *Gleaner* and *Observer* newspapers January 1 to June 30, 2014

Top Ten Jobs Advertised by Occupational Sub-Groups

The ten leading positions were tabulated into the Top Ten Occupational sub-groups during the period April 1 to June 30, 2014. The specific category of workers was placed in the list below and also Table 3 highlights the qualification being requested for each sub-group.

- 1) Marketing and Sales Workers [489]
- 2) Customer Service Workers [397]
- 3) Food and Beverage Workers [357]
- 4) Managers [275]
- 5) Accounting Specialists and Clerks [254]
- 6) Teachers and other Educators [247]
- 7) Household Workers [215]
- 8) Personal Care Specialists [155]
- 9) Supervisors [145]
- 10) Security Service Workers [137]

QUALIFICATIONS FOR TOP TEN OCCUPATIONAL SUB-GROUPS: APRIL 1 TO JUNE 30, 2014

TABLE 3

Occupational Sub-Groups	Qualification Requested		Most Requested Qualification
	Highest	Lowest	
Sales Executives/ Merchandisers/ Marketing Representatives	Masters Degree.	CXC/GCE Subjects/Completed Secondary School.	Bachelor's Degree.
Customer Care Associates	Tertiary Level Education.	High School Diploma.	CXC/GCE Subjects.
Chefs/Food and Beverage Specialists	Bachelor's Degree.	Formal Training with Food Handler's Permit.	Certificate (primarily HEART/NTA).
Managers	Post Graduate Studies.	CXC/GCE subjects.	Bachelor's Degree.
Accountants/Auditors/Accounting Clerks	Masters Degree.	CXC/GCE subjects/High School Diploma.	ACCA/CAT/AAT/ CPA.
Lecturers/Teachers	PhD.	Teacher's Diploma/NCTVET Level 2 or 3 Diploma.	Bachelor's Degree.
Domestic Helpers/Caregivers	Certified.	Literate.	Literate.
Masseuse/Facial Specialists	Certified and licensed.	Tertiary level training.	Certified/Licensed.
Supervisors	Bachelor's Degree.	CXC/GCE subjects/High School Diploma.	CXC/GCE Subjects.
Security Guards/Security Officers	PSRA License.	Literate.	PSRA License.

Source: Sunday and Wednesday *Gleaner* and *Observer* newspapers April 1 to June 30, 2014

Vacancies by Industry

During April 1 to June 30, 2014 approximately 59.1 percent of the total vacancies were linked to the "Other Community, Social and Personal Services", "Wholesale & Retail, Repair of Motor Vehicles, Motorcycles and Personal and Household Goods", "Hotels and Restaurants", "Real Estate, Renting and Business Services" and "Manufacture" industries. Table 4 lists the top ten vacancies that were found in each of the five industries.

TOP TEN VACANCIES IN FIVE LEADING INDUSTRY: APRIL TO JUNE 2014

TABLE 4

INDUSTRY	TOTAL VACANCIES IN EACH INDUSTRY	TOP TEN VACANCIES IN EACH INDUSTRY	TOP TEN VACANCIES	
			NUMBER OF VACANCIES	PERCENTAGE OF THE INDUSTRY
Other Community, Social and Personal Services	665	<ol style="list-style-type: none"> 1. Security Officers 2. Supervisors (primarily Security) 3. Officers (primarily Marketing, Chief Executive and Public Relations) 4. Nail Technicians 5. Managers (primarily Project, Marketing and Operations) 6. Team Leaders 7. Coaches (Job) 8. Masseuse 9. Barbers 10. Hairdressers 	191	28.7
Wholesale and Retail, Repair of Consumer and Household Goods	650	<ol style="list-style-type: none"> 1. Sales Representatives 2. Managers (primarily Assistant Managers, Branch/Store/Brand/Sales) 3. Supervisors (primarily Sales and Gas Station) 4. Technicians (primarily Air Conditioning) 5. Summer Workers 6. Customer Service Representatives 7. Cashiers 8. Delivery Contractors 9. Advertising Representatives 10. Store Clerks 	297	45.7
Hotel and Restaurants	508	<ol style="list-style-type: none"> 1. Managers (primarily Assistant Managers, Food & Beverage, Restaurant, Sales and General) 2. Chefs 3. Bartenders 4. Supervisors (primarily Housekeeping, Shift) 5. Sales Representatives 6. Waiters/Waitresses 7. Team Leaders 8. Directors (primarily Assistant, Food & Beverage, Human Resources, Rooms) 9. Servers 10. Kitchen Assistants 	204	40.2

Real Estate, Renting and Business Services	404	<ol style="list-style-type: none"> 1. Customer Care Associate 2. Managers (primarily Project, Property and Sales) 3. Accountants/Auditors 4. Analysts (primarily Business, Quality Assurance) 5. Sales Representatives 6. Graphic Artists 7. Officers (primarily Administrative) 8. Legal Secretary 9. Promoters 10. Secretary 	267	66.1
Manufacture	393	<ol style="list-style-type: none"> 1. Sales Representatives/Salespersons 2. Supervisors (primarily Production, Sales) 3. Managers (General, Maintenance, Operations and Production) 4. Drivers 5. Factory Workers 6. Machine Operators 7. Dressmakers 8. Officer (Quality Control/Assurance) 9. Sales Executives 10. Sales and Marketing Representatives 	169	43.0

Source: Sunday and Wednesday *Gleaner* and *Observer* Newspaper April 1 to June 30, 2014

Work Permit Approvals

A work permit is mainly approved on the premise that local workers in specific occupations are in short supply. The demand for work permits during April 1 to June 30, 2014 was primarily for management personnel as mentioned in the list below. The majority of work permit approvals granted were to the following ten occupations:

1. Managers (Department and General Managers)
2. Construction Labourers
3. Engineers (Civil and Electrical Engineers)
4. Cooks
5. Fishermen
6. Mechanics
7. Carpenters
8. Dancers
9. Technicians
10. Bricklayers

Vacancies Advertised via The Internet

The three electronic job-matching websites which were reviewed during the period April 1 to June 30, 2014 were SplashJamaica.com, Electronic Labour Exchange (www.lmis.gov.jm) and CaribbeanJobs.com. Table 5 shows the top

ten most frequently advertised occupational areas and the related positions. A large number of the vacancies advertised via the internet belonged to the occupational group "Professionals, Senior Officials and Technicians" and over 400 jobs were posted on these websites during the quarter.

**TOP TEN OCCUPATIONAL AREAS AND RELATED POSITIONS ADVERTISED VIA THE INTERNET:
APRIL TO JUNE 30, 2014**

TABLE 5

OCCUPATION	Posts Advertised
Managers	Branch, Brand, General, Human Resources and Product Managers.
Teachers	Accounts, Mathematics, Biology, Chemistry, Geography and other CXC and CAPE subject teachers.
Officers	Business Development, Field and Marketing Officers
Analysts	Business, Financial, Quality and Workforce Analysts
Customer Service Personnel	Customer Care Agent, Customer Service Executive, Customer Service Representatives
Coordinators	Human Resources, Information Systems, Key Account, Marketing, Service Delivery, Special Events Coordinators
Directors	Accounting and Finance, Corporate, Human Resources, Information Technology, Marketing Director and Executive/Managing Directors
Financial Advisors	Financial Advisors, Insurance Sales Advisors
Supervisors	Accounts, Customer Retention and Collections, Maintenance, Production, Restaurant, Shop and Warehouse Supervisors
Information Technology Specialists	Information Technology (IT) Officer, IT Support Technician, IT Infrastructure Administrator

Sources: www.splashjamaica.com, www.lmis.gov.jm and www.caribbeanjobs.com from April 1 to June 30, 2014

From the above list of occupational areas posted on the internet during the quarter, the most advertised positions were:

- Product Managers,
- CXC/CAPE Subject Teachers,
- Field/Business Development/Marketing Officers,
- Business/Financial/Workforce Analysts,
- Customer Service Representatives.

Table 6 provides a breakdown of the occupations, qualifications, experiences and skills specified in each of the top ten occupational areas advertised via the internet.

**TOP TEN OCCUPATIONS ADVERTISED VIA THE INTERNET IN THE HIGHLIGHTED OCCUPATIONAL AREAS
BY QUALIFICATION, EXPERIENCE AND SKILL: APRIL TO JUNE 2014**

TABLE 6

Occupation	Qualification	Experience	Skill Specified
Product Manager	Bachelors Degree in a Business or related area/ other Tertiary Level Certification relevant to the specialized area.	Two to five years experience in relevant area.	<ul style="list-style-type: none"> • Computer literate with working knowledge of Microsoft Word, Excel and PowerPoint. • Excellent verbal and written communication and good presentation skills. • Excellent problem solving skills and strong analytical skills. • A valid driver's license.
Teacher	Trained Graduate Teacher.	Have at least two years experience in preparing students for CSEC, CAPE, SAT and GSAT examinations.	<ul style="list-style-type: none"> • Superior oral and written communication skills. • Must be innovative and resourceful. • Able to work on own initiative.
Business Development Officer	Bachelor's Degree in Sales and Marketing or other relevant area.	A minimum three years work experience.	<ul style="list-style-type: none"> • Computer literate. • Customer focused. • Excellent communication and interpersonal skills. • Ability to meet targets and deadlines. • Ability to work as part of a team. • Own a reliable motor vehicle.
Financial Analyst /Credit Risk Analyst	Bachelor's Degree in Economics, Banking and Finance or Management Studies or equivalent qualification.	Three to five years working experience in a senior technical capacity in a banking or related environment.	<ul style="list-style-type: none"> • Proficient in Microsoft Office. • Relevant analytical skills. • Good managerial skills. • Excellent written and verbal communication skills. • Good time management, critical thinking and problem solving skills.
Customer Service Representative	Diploma in Business Management or related studies with minimum six CXC/GCE O Level subjects including English Language and Mathematics.	A minimum of two years of customer relations experience within the industry.	<ul style="list-style-type: none"> • Computer literate with competency in Microsoft Office Suite. • Positive attitude and willingness to work in a team environment. • Ability to multitask.

Occupation	Qualification	Experience	Skills Specified
Human Resource Coordinator	Bachelor's Degree in Human Resource Management or any related discipline.	One to three years experience in Human Resources.	<ul style="list-style-type: none"> • Proficient in Microsoft Office Suite of applications. • Ability to maintain confidentiality, with tact and discretion. • Ability to prioritize and multitask. • Strong verbal and written communication skills. • Highly organized and able to exercise good judgement.
Marketing Director	Bachelor's Degree in Marketing, Communication or other related field.	Minimum of five years experience in the industry.	<ul style="list-style-type: none"> • Strong communication and presentation skills. • Self motivated with ability to work independently. • Ability to motivate and influence people at all levels. • Strong work ethics, dynamic, disciplined and goal oriented.
Financial Advisor	Tertiary Level Education or minimum six CXC/GCE O Level subjects including a numeric subject.	Previous sales experience is an asset especially in Ordinary Long Term and Equity Portfolios.	<ul style="list-style-type: none"> • Sound knowledge of computer applications software. • Excellent customer service and teamwork skills. • Ability to communicate effectively, both orally and in writing. • Ability to multitask. • Good interpersonal and negotiation skills. • Valid Driver's license.
Accounts Supervisor	ACCA Level 1 Certification.	Three to five years with at least two years at the supervisory level.	<ul style="list-style-type: none"> • Proficient in the use of Microsoft Office Suite with strong knowledge of Excel and accounting softwares. • Well developed oral and written communication skills. • Able to work within deadlines.
IT Specialist	Bachelor's Degree in Computer Studies or Computer Science or equivalent qualification.	Two to three years experience in the installation and support of Windows based networks; and technical background in Web technologies and protocols.	<ul style="list-style-type: none"> • Strong team player with problem resolution skills. • Excellent customer service and time management skills. • Excellent communication and interpersonal skills • Exceptional organizational skills and multitasking abilities.

Sources: www.splashjamaica.com, www.lmis.gov.jm and www.caribbeanjobs.com from April 1 to June 2014

Hot Occupations - Distribution By Parish

April 1 to June 30, 2014

An analysis of 'Hot Occupations' was completed for the parishes in Jamaica which showed the highest demand for workers in the urban and town areas. Below is a summary compiled from the Sunday and Wednesday *Gleaner* and *Observer Newspapers* during the period April 1 to June 30, 2014.

Advertised Vacancies by Parish

Table 7 shown below highlights the number of the vacancies advertised in the parishes along with the percentage of the total in each parish, Kingston and St. Andrew being the highest.

TABLE 7

PARISH	NUMBER OF ADVERTISED VACANCIES	PERCENTAGE (%) IN EACH PARISH
Kingston and St. Andrew	1,289	48.7
St. Thomas	36	1.4
Portland	42	1.6
St. Mary	38	1.4
St. Ann	214	8.1
Trelawny	38	1.4
St. James	256	9.7
Hanover	21	0.8
Westmoreland	54	2.0
St. Elizabeth	33	1.3
Manchester	108	4.1
Clarendon	61	2.3
St. Catherine	153	5.8
Portmore	302	11.4
Total	2,645	100.0

Source: *Gleaner* and *Observer* newspapers April 1 to June 30, 2014

Top Ten Occupations in the Urban Centers: Kingston and St. Andrew, St. James, St. Ann, St. Catherine and Portmore

Urban Centers

As seen in Table 8, the leading occupational sub categories in the KSA region were Teachers, Managers and various Officers.

TABLE 8 The Top Ten Occupational Sub-Groups Advertised in Kingston and St. Andrew, April to June 2014:

OCCUPATIONAL SUB-GROUPS	NUMBER OF ADVERTISED VACANCIES
Teachers - [Mathematics, Spanish, English Language and Information Technology]	70
Managers - [Branch, Brand, General, Marketing, Project, Restaurant and Retail Sales]	59
Officers - [Credit, Human Resources, Records and Administrative Officers]	59
Supervisors - [Sales, Security Services, Customer Service Operations and Shift Supervisors]	33
Directors - [Audit, Campus and General Directors; Technical Director, Managing Director and Director General.	19
Analysts - [Business, Financial, Quality Assurance and Reporting Analysts]	16
Lecturers - [Ecology, Education, Humanities, French/Language Arts, Guidance and Counselling, Music and Dance and Nursing Lecturers]	12
Technicians - [Air conditioning, Auto mechanic, Equipment, Repair, Audiometric/Audiovisual and Laboratory Technicians]	10
Coordinators - [Training, Sales and Promotions, Project and Inventory and Procurement Coordinators]	9
Instructors - [Food Preparation including Commercial Food Preparation and Gym Instructors]	8

Source: *Gleaner* and *Observer* newspapers April 1 to June 30, 2014

A list of the top ten occupations was tabulated during the period which showed Receptionists in the greatest demand, followed by drivers and security guards. The top ten occupations advertised in Kingston and St. Andrew for the period April to June 2014 is showed below.

TABLE 9 The Top Ten Hot Occupations advertised in Kingston and St. Andrew, April to June 2014:

TOP TEN OCCUPATIONS	NUMBER OF ADVERTISED VACANCIES
Receptionists	38
Drivers	34
Security Officers	33
Bartenders	32
Sales Representatives	31
Accountants	28
Chefs	26
Domestic Helpers	23
Caregivers	21
Cashiers	19

Source: *Gleaner* and *Observer* newspapers April 1 to June 30, 2014

Below are the positions advertised frequently in other urban centers during the April to June 2014 quarter for:

St. James

1. Managers [Branch, Regional, Group, Store and Sales Managers]
2. Sales Representatives
3. Directors [Food and Beverage, Operations and Maintenance, Programme Director]
4. Supervisors [Regional, Collections, Housekeeping, Sales and Stores Supervisors]
5. Team members
6. Chefs [Executive, Sous, Asian, Chef de Partie, Pastry and Restaurant Chefs]
7. Drivers
8. Teachers [Accounts, Chemistry, English Language, Early Childhood, Mathematics, Information Technology, Sociology/History Teachers]
9. Bartenders
10. Sales Associates

St. Ann

1. Sales Representatives
2. Security Guards
3. Supervisors [Regional, Production, Customer Service, Sales and Security Supervisors]
4. Teachers [Music, Mathematics, Chemistry, Physics, Geography]
5. Advertising Representatives
6. Cashiers
7. Bartenders
8. Job Coaches
9. Dancers/Masseuse
10. Waiters

St. Catherine

1. Security Officers
2. Bartenders
3. Sales Representatives
4. Teachers [Cosmetology, Economics and Management of Business, Electricity/Electronics, History, Home Economics and Physics]
5. Packers
6. Chefs
7. Managers [Assistant Managers, Branch, Deputy HEART/NTA and General Managers]
8. Cashiers
9. Drivers
10. Supervisors [Assistant Restaurant and Store, Sales, Production and Security]

Portmore

1. Customer Care Associates
2. Bartenders

3. Drivers
4. Supervisors [Shift, Sales, Gas Station and Security Supervisors]
5. Chefs
6. Managers [Branch, Restaurant and Health Care]
7. Sales Representatives
8. Cashiers
9. Nail Technicians
10. Team Members

Rural Jamaica

An examination of the data from the Sunday and Wednesday *Gleaner* and *Observer Newspaper* for each of the other parishes showed consistency in the trends mentioned above. From the information available a breakdown of the highest occupations in demand in each rural parish is showed below in Table 4:

TABLE 4 Most Advertised Occupations In Rural Parishes, April to June 2014

PARISH	HOT OCCUPATIONS PER PARISH
St. Thomas	Sales Representatives, Secretaries, Security Guards and Supervisors [Sales and Security].
Portland	Sales Representatives, Teachers [English Language, Information Technology, Physical Education and Visual Arts], Job Coaches, Security Guards and Supervisors [Sales, Security].
St. Mary	Security Guards, Sales Representatives, Teachers [Building Technology, Chemistry, Electronics/Electrical, Mechanical, Technical Drawing], Delivery Contractors/Drivers, Farmers.
Trelawny	Sales Representatives, Security Guards, Teacher [Biology, English A & B, Geography, Spanish, Theatre Arts], Driver and Laboratory Technician
Hanover	Sales Representatives, Supervisors [Sales and Security], Security Guard, Driver/Delivery Contractors and Managers [Public Relations and Branch]
Westmoreland	Sales Representatives, Managers [Assistant Human Resources/Maintenance, Branch, Food and Beverage, Operations, Restaurant, Project], Supervisors [Sales, Security and Shift], Security Officers and Chefs.
St. Elizabeth	Sales Representatives, Security Guards, Drivers, Supervisors [Sales and Security], Nurse, Cashiers and Domestic Helpers
Manchester	Sales Representatives, Supervisors [Janitorial, Immigration, Production, Regional and Sales], Security Officers, Managers [Branch, Maintenance and Operations], Customer Service Representatives and Marketing Representatives.
Clarendon	Security Officers, Sales Representatives, Instructors [Agriculture, Cosmetology], Managers [Academy, Branch] and Teachers [Language Arts, Mathematics]

Source: *Gleaner* and *Observer* newspapers April 1 to June 30, 2014