

Jobs market full of opportunity

The New Zealand job market continues to thrive, according to an analysis of over 50,000 roles listed on Trade Me Jobs in the first quarter of 2014.

Head of Trade Me Jobs, Peter Osborne, said the number of job listings on the site had lifted 21% year-on-year, following on from a 17% lift in the final quarter of 2013.

“The national employment market is flourishing with Auckland, Wellington and Canterbury all seeing positive growth,” Mr Osborne said. “With more roles being advertised, Kiwis hunting that dream job are looking well-placed to consider their next career move.

“Our analysis aligns with recent data from [Westpac McDermott Miller](#) which found that employment confidence is at an all-time high since the recession. The New Zealand job market is looking very rosy.”

Mr Osborne said there was plenty of opportunity for employers too with recent research commissioned by Trade Me Jobs finding that 45% of employees were willing to relocate for a new job. “Employers should be confident there are plenty of potential candidates willing to consider the right role even if they’re not on the doorstep.”

More than half of employees (62%) cited better pay as their primary motivation for considering moving to a new location, but other factors included being made redundant, career development and a desire to relocate. “With the surge in job listings, now is a good time for anyone contemplating that next great role to put their thinking into action.”

The national picture

The Auckland region remains the powerhouse of the national job market, said Mr Osborne. “The City of Sails saw a 20% boost in job listings when compared to the same period last year, with central Auckland and Manukau experiencing significant jumps in year-on-year growth.”

Those working in central Auckland could also expect the highest average pay of the country, taking home an average annual salary of \$72,302. This was ahead of previous leader central Wellington (\$70,234), and New Plymouth (61,143).

Canterbury job listings were up 24% on the same time last year, with Christchurch city’s available roles also ticking up 24%. “It’s been a long process, but the rebuilding efforts in the area are still the primary motivators for activity in the employment market,” said Mr Osborne. Industries that experienced growth in Christchurch city included manufacturing (up 59%), transport (up 45%), trades (up 37%) and construction (up 34%).

Mr Osborne said Wellington was recently revealed as the most desirable New Zealand destination to head to for a new job. “We saw 18% of respondents choose the capital, while the Bay of Plenty was next with 14% of the vote,” he said. “The job market in Wellington is in good shape for new arrivals, with a 26% tick up in advertised roles on a year ago.”

There was also good news for the deep south. "We saw a huge lift in advertised roles in Southland, with a 41% increase," he said. "We saw good growth in agriculture, trades, and healthcare. Jobs out on the pasture aren't in short supply either, with advertised roles for farming up 113%."

The number of roles advertised in the Taranaki region also lifted significantly, up 16% on a year ago.

In the sectors

"The need for skilled IT workers is reflected in the sector's dominance of average pay packets," Mr Osborne said. "Four of the top five are filled by IT architects, IT sales, IT project managers and IT managers, all taking home an average pay packet between \$128,000 and \$134,000 a year."

Sectors seeing increased listings this quarter when compared to the same period last year included IT sales (up 166%), journalism (up 156%) and retail department manager roles (up 131%).

The future

Mr Osborne said the stand-out motivation for Kiwis to shift roles was remuneration. "As mortgage rates rise, so too does the desire for a better pay check at the end of the week. With perceptions of job opportunities markedly improving, and recent signs that firms are looking to step up their hiring efforts, it's becoming a job hunter's market.

"High salaries in IT are great for people working in those sectors, but research has also shown they are among the least likely of professions to move roles. Combined with a real skills shortage, this can only mean that IT professionals will continue to dominate the high salaried roles in the foreseeable future and in contrast to many other sectors the industry will find it increasingly difficult to land good, experienced IT staff."

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More info:

1/ To arrange an interview with Peter Osborne, please contact Jeff Hunkin at Trade Me on 04 803 2702 or 021 778 403, or email jeff@trademe.co.nz

2/ The full Trade Me Jobs employment survey results are set out below.

Trade Me Jobs employment survey results: Jan - Mar 2014

1. Listings growth by job: Q1/2014

Job	Year-on-year %change Q1/2014 vs Q1/2013
Accounting	2.5
Agriculture, fishing & forestry	34.0
Banking, finance & insurance	- 9.7
Construction & architecture	26.9
Customer service	22.6
Education	22.0
Engineering	6.5
Government & council	- 18.9
Healthcare	6.5
Hospitality & tourism	27.1
HR & recruitment	45.7
IT	13.3
Legal	- 18.0
Manufacturing & operations	35.8
Marketing, media & communications	29.4
Office & administration	16.0
Other	- 5.5
Property	9.9
Retail	20.8
Sales	8.5
Science & technology	17.1
Trades & services	40.4
Transport & logistics	28.4
Overall	21.0

2. Average rates of pay by job (full-time jobs only): Q1/2014

	Highest paid	Pay rate (\$)
1	Doctors & specialists	147,928
2	IT architects	134,547
3	IT sales & pre-sales	130,174
4	IT project managers	130,079
5	IT managers	128,309
	Lowest paid	Pay rate (\$)
1	Kitchen staff	33,322
2	Caregiving	33,477
3	Reception & front desk	34,430
4	Labourers	35,558
5	Retail assistants	35,986

3. Listings growth by region for Q1/2014

Region	% change vs Q1 2013
Auckland	20.1
Bay of Plenty	24.1
Canterbury	23.9
Gisborne	3.8
Hawke's Bay	3.2
Manawatu/Wanganui	7.1
Marlborough	12.8
Nelson/Tasman	16.1
Northland	10.1
Otago	19.0
Southland	41.3
Taranaki	15.8
Waikato	20.1
Wellington	25.5
West Coast	22.8

4. Average rates of pay by region (full-time jobs only): Q1/2014

	Highest paid	Pay rate (\$)
1	Auckland City	72,302
2	Wellington	70,234
3	New Plymouth	61,143
4	Buller	59,742
5	Waikato	57,616
	Lowest paid	Pay rate (\$)
1	Porirua	44,483
2	Horowhenua	44,968
3	Rodney	45,696
4	Upper Hutt	45,736
5	Hurunui	46,125

NB: Segments with less than 50 jobs excluded.

About Trade Me Jobs

Since launching back in 2006, Trade Me Jobs has become a great success averaging over 50,000 daily unique visitors*. We're proud to provide opportunities galore for our 3 million plus members to find the job of their dreams.

Full details of pay by profession for full-time jobs listed between July and December 2013 are in the [Trade Me Jobs Salary Guide](#).

*Source: Nielsen Market Intelligence, Avg. daily UB's, Jan – Dec 2013.