

ONLINE JOB POSTINGS ANALYSIS :

INSIGHTS FROM THE LAGOS STATE :

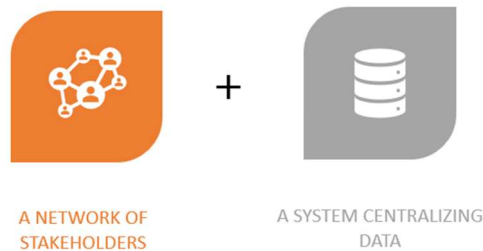
LABOUR MARKET INFORMATION SYSTEM (LMIS)



Introduction: the Lagos State Labour Market Information System [LMIS]

Underemployment, difficulty to access decent jobs or to make a living out of ones' work are familiar challenges for Lagos residents. Several Lagos State Ministries, Departments and Agencies (MDAs) provide information about the economic and labour market landscape; and the Lagos State Employment Trust Fund [LSETF], in collaboration with the Ministry of Wealth Creation & Employment, and the Ministry of Economic Planning and Budget, participates to this effort in hosting and developing the Lagos State Labour Market Information System. The system aims at centralizing more precise, local and timely labour market data to help economic decisions in Lagos and strengthen LSETF programmes.

The LMIS is two things at once:



So many different organizations, from ministries, employment services, universities, training centres, to HR services, job portals, large companies, professional associations and trade unions, collect data about their users, clients or members, and would benefit from insights coming from all these data combined to make better informed decisions. The LMIS project offers to centralize relevant data and make them publicly available.

For more information and to explore the LMIS, visit <https://lagoslmis.ng/>.

Everyone makes economic decisions, about work, money, education, housing or transportation. Good jobs in Lagos are not easy to find or to create but looking at data can help with taking a step in the right direction.

Parents decide what their children will study; jobseekers decide to relocate, to study further, or maybe to start a business. Universities decide how many classes they have in different fields, and how they will modernize their curriculum or purchase new equipment. LSETF decides to provide training in certain sectors. Knowing what job is trending or what the situation of the people who struggle to get employed is, are key to make better choices in all these situations.



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This report is prepared by the Lagos State Employment Trust Fund's LMIS Team.

For more information on insights, contact info@lsetf.ng.

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Key Highlights

Here are some key insights from our analysis of online job postings:

- **There are many job offers online**, we analyse 22,692 issued in 2023 and 2024.
- **Not all of them with good salary conditions**, out of 4,410 public salary offers, 50% pay less than 125,000 NGN monthly.
- **More specialized occupations pay better**, Management and Professionals jobs pay 50% more than others.
- **Large differences in salary exist for the same occupation**, Accountant monthly salary ranges from 50,000NGN as intern to 875,000NGN as Chief Financial Officer (CFO).

Some immediate takeaways for jobseekers are that:

- Their education and experience matter: upskilling and referrals make a difference,
- Finding good job offers is key: using the right job portals and getting faster and better at online applications is a door to more opportunities.

And for employers:

- Below-par salary level might explain the difficulty of some companies in retaining good candidates,
- Exploring salary level by sectors, or salary range by occupation, can help them tailor their HR strategy.

Methodology & Limitations



22,692 Online Vacancies

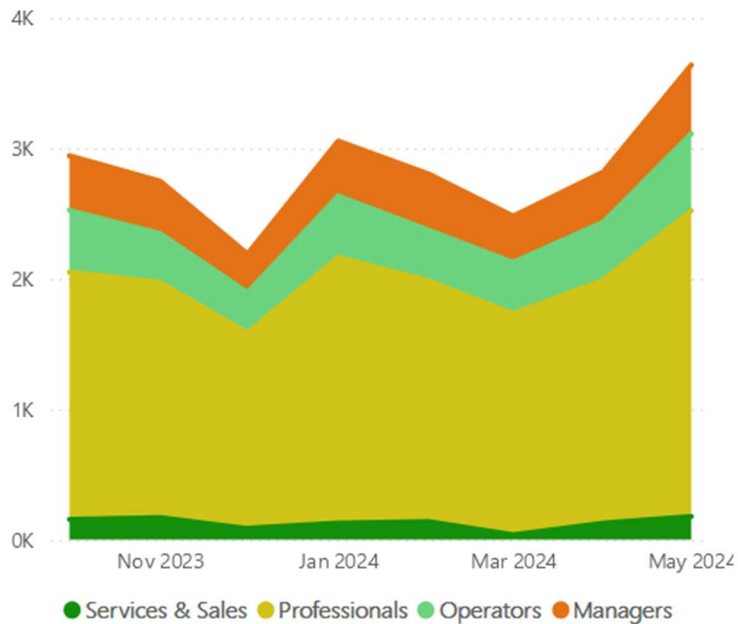
This report relies on data collected from 22,692 Online Vacancies in Lagos State from January 1, 2023, to May 30, 2024. The data was collected using publicly available sources.

Online job postings are a visible pool of opportunities for job seekers but are likely biased in consideration of the following situations:

- Employers using online job portals are aware of such services, can use them (they bear the access costs, are familiar with usage, and trust the service), and are confident in their ability to screen unknown applicants. These employers can be expected to be more formal, larger and more often offering “white collar” jobs: desk jobs requiring a university degree or operating in sector involving technological skills.
- We cannot rule out the existence of scams or fake job offers, even though we can screen out outliers for credibility and readability.
- Even job postings are scattered through several websites, and we only access a sample of the existing postings:
if you host online postings, please reach out to us for your data to be included in our analysis (info@lsetf.ng)

Observation 1: There are jobs available

Figure 1 Sample of new online job postings over the period [Oct23 to May24]



Several thousands of new jobs are advertised online every month. We observed this happening with a dip around the Christmas period in 2023, but overall, with a strong regularity and rising towards summer 2024.

Lagos demonstrates a high frequency of job postings across various sectors. In Figure 1, we see that **Professionals** are the major group in our sample of online postings. Professionals are composed of occupations usually requiring specialised and advanced skills and degrees, for example: engineers, healthcare professionals, lawyers, etc.

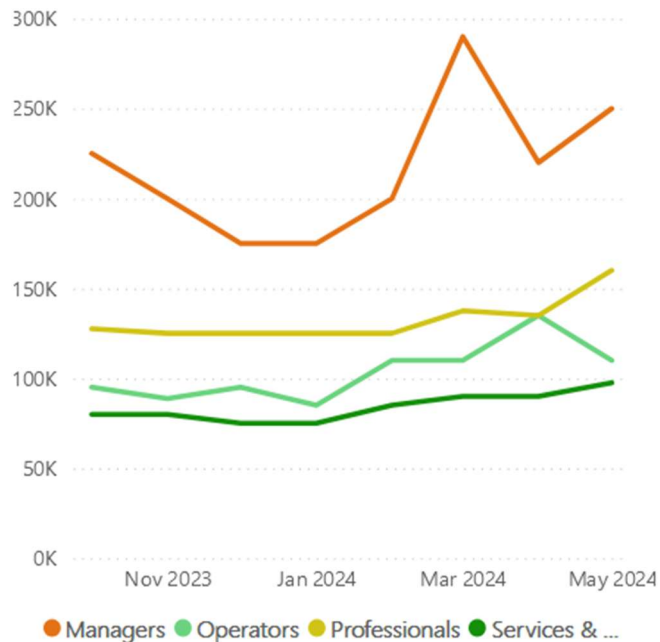
For more information about job classification choice and method, you can explore the International Standard Classification of Occupations, hosted by the International Labour Organization at <https://isco.ilo.org/>.

Recommendation [to Employment Services & Jobseekers]

Identify and reduce barriers jobseekers face in finding and applying to online job offers.

Observation 2: Wages are often low

Figure 2 Median Salary by occupation groups during the period [Oct23-May24]



With the same occupation groups, the analysis of salary displayed in Figure 2 reveal generally modest salaries, with a slightly upward trend in 2024. Here, we display the median salaries per occupation group, meaning that half of job postings offer a salary below the lines shown in the figure.

Half of all salaries recorded are below 125,000NGN monthly, while **Services & Sales**, a category that entails retail jobs as well as clerical services, non-qualified admin jobs and educational services, has the lowest median salary.

Operators, which entails technicians, industry employees, vehicle operators etc. are just above, while **Professionals** have a better situation, only topped by the **Managers**, significantly better paid but with more fluctuation over the period.

Recommendation [to Policy Makers, Trade Unions & Professional Associations]

Advocate for enforcement of minimum wage law and disseminate salary benchmarks.

Observation 3: experience and degree matter

Figure 4 Number of online job postings during the period [Oct23-May24] by occupations

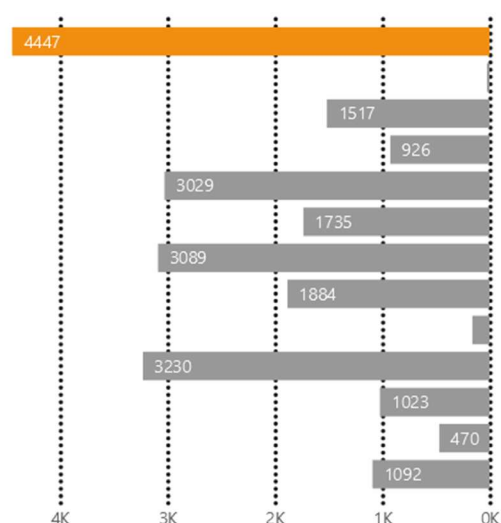
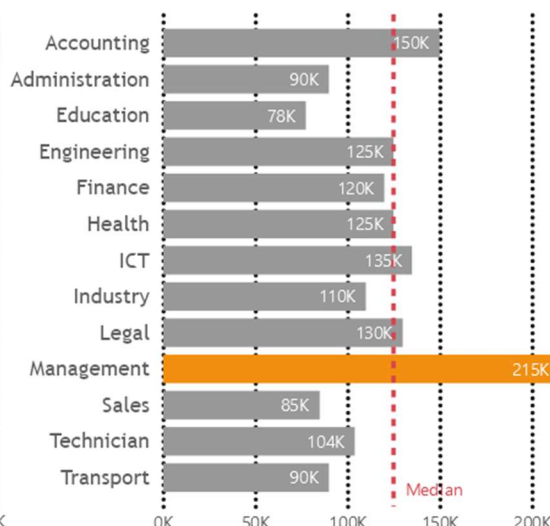


Figure 3 Median Salary by occupations



Median salaries rise significantly with higher qualifications and years of experience. Jobs with advanced experience like **Management (Highest median salary)** position or requiring advanced and specialised degrees in **Accounting (Largest number of openings)**, Finance and generally Science, Technology, Engineering and Mathematics [STEM] fields tend to be more in demand and to offer higher wages.

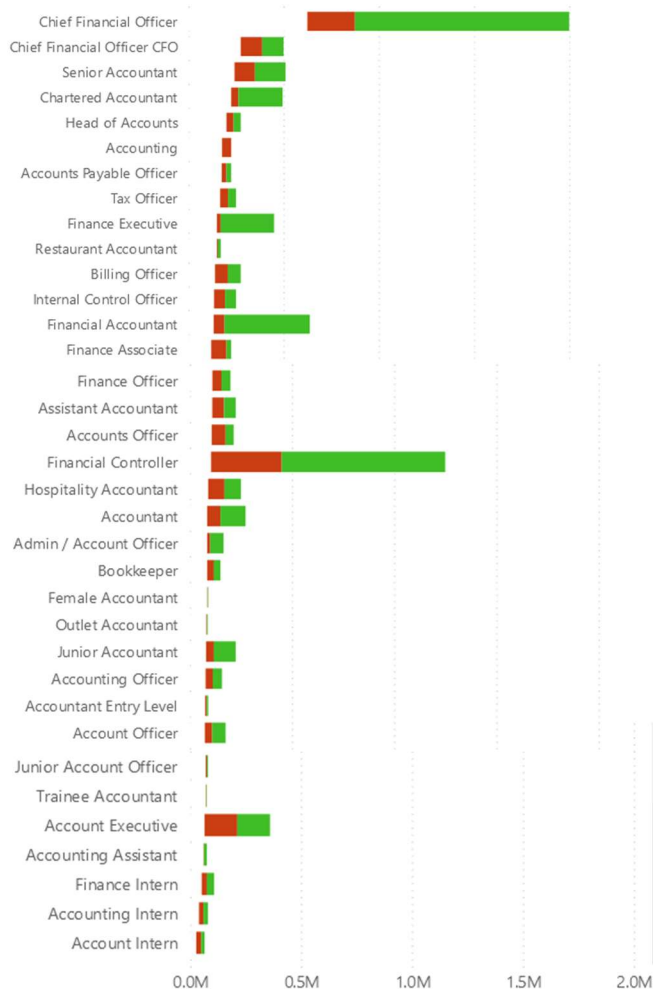
Recommendation [to Employment Services & Educational Institutions]

Expand access to:

- 1) Mentorship & Career Counselling services, and to
- 2) Management, Finance/Accounting and STEM education and certification programs.

Observation 4: same job titles, different conditions

Figure 5 Zoom on Accounting wages range by job title



Significant disparities exist in salary within a role or occupation. Factors such as company size, location, and industry might participate in these variations.

Figure 5 displays salary range as per the job title just within the Accounting occupation category. The **red** part covers the range from the 10th lowest percent to the median, while the **green** part captures the median to the 10% highest percent.

For example, Chief Finance Officer job postings have salaries ranging from about 600,000NGN to 1,700,000NGN per month (bottom 10% to top 10%), while Junior Accountants have salaries ranging from less than 100,000NGN to 150,000NGN per month.

To explore further and find out about your own sector and role, read the numbers, using our public dashboard at <https://lagoslmis.ng/>.

Recommendation [to Job Portals, Placement Services & Employers]

Promote transparency in job postings to reduce information asymmetry.

Recommendations and next steps

For Jobseekers:

- Improve digital literacy and familiarity with job portals.
- Seek mentorship programs and networking opportunities to enhance employability.

For Employers:

- Provide competitive salaries and benefits to attract talent.
- Use labour market insights to tailor recruitment and retention strategies.

For Policymakers:

- Integrate internships and placement opportunities into the curriculum to address inadequate work experience.
- Offer scholarships for women in STEM to address gender disparities.
- Enforce anti-discrimination laws and ensure compliance with minimum wage standards.

For Stakeholders:

- Enhance collaboration between educational institutions and industries to align curricula with market needs.
- Establish regular labour market surveys to update data and refine strategies.

By implementing these strategies, Lagos State can work towards a more inclusive and dynamic labour market.