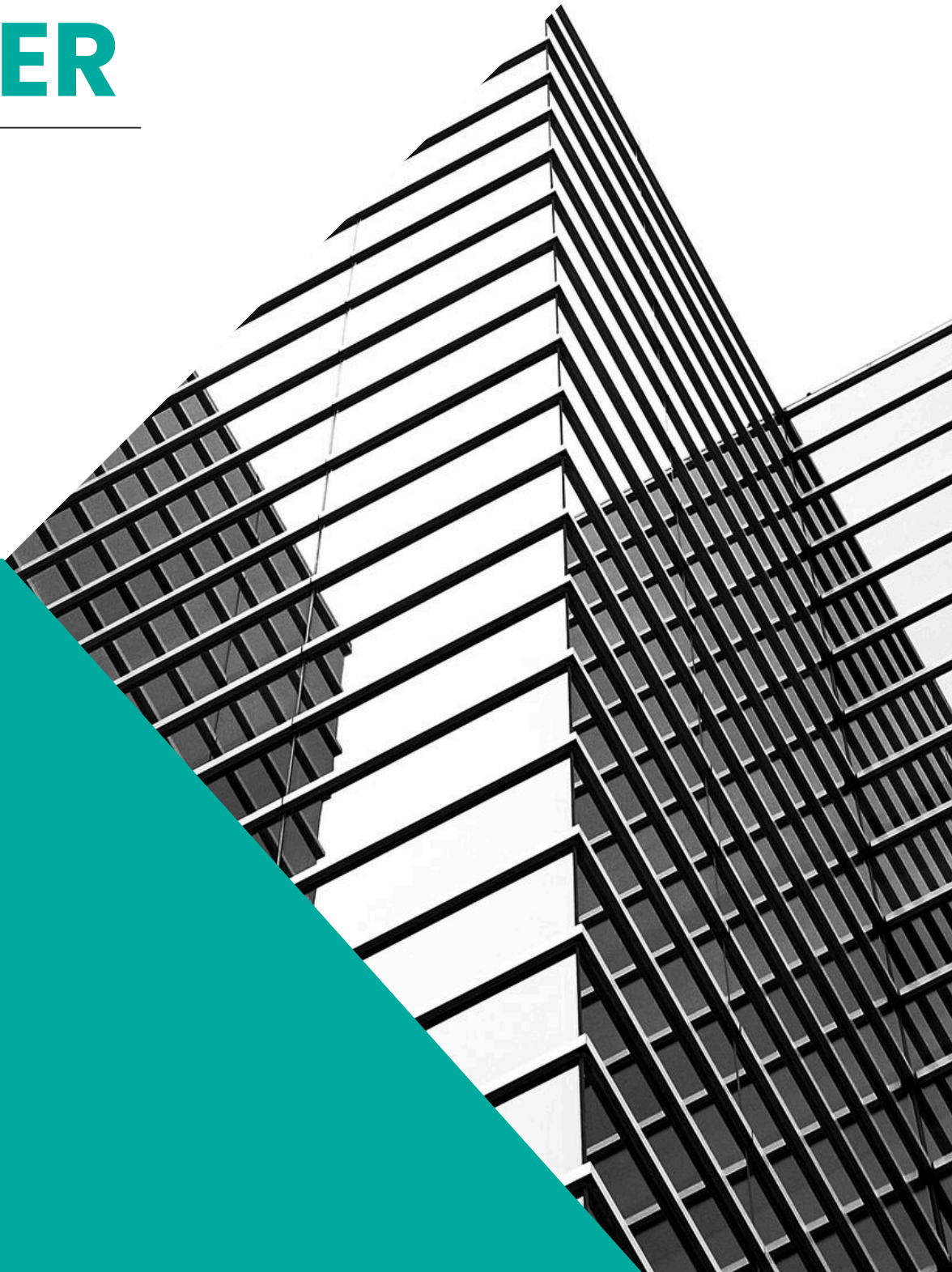




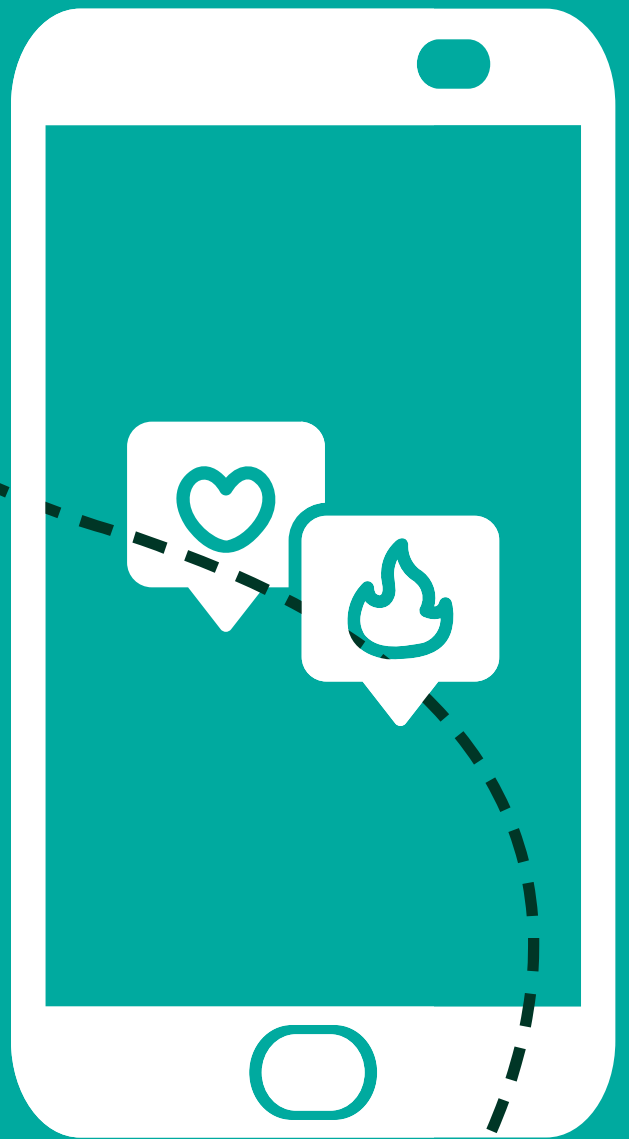
# NEWS LETTER

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JULY  
2025



# What's trending?



Let's find out!

# South African Employment Highlights:

**-4%**

Hiring activity decreased by **-4%**, from Mar. to Apr. 2025.

**-8%**

Recruitment activity decreased by **-8%** when compared to Apr. 2024.

PNET -

## TOP 5 Trending Jobs that Showed an Increase in Demand for Workers and Professionals:

1. Senior Management  
(Business & Management)



2. Nursing /  
Professional Care Giving  
(Medical & Health)



3. Graphic / Print /  
Packaging Design  
(Design, Media & Arts)




4. IT Project Admin / Management  
(Information Technology)



5. Business Analysis  
(Information Technology)



A grayscale photograph of medical equipment, including a stethoscope, a syringe, and a vial, set against a light gray background. A large teal diagonal shape covers the bottom-left portion of the image, containing white text.

## MEDICAL & HEALTH

- This sector saw a **+21%** increase in hiring activity when compared to April 2024.

## Job Sectors That Experienced Increased Hiring Activity

---

A consistent rise in hiring activity is a sign of trust in the local economy and an indication of business expansion.

PNET -

# Sector Statistics - Sales

## EE Candidates



## Candidates in Gauteng



## Willing to Relocate



## Tertiary Qualification



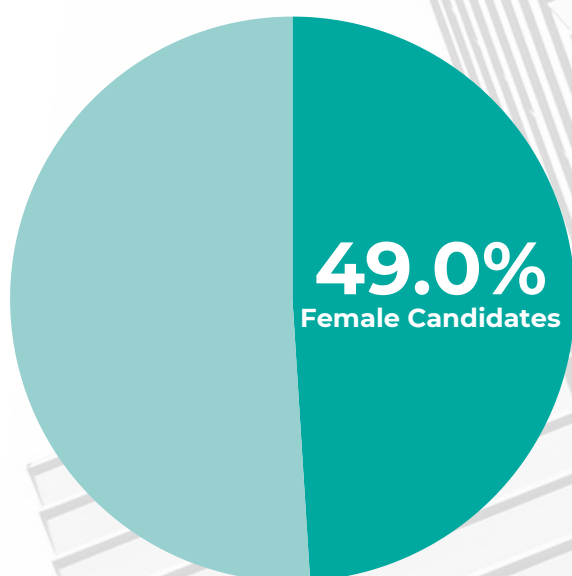
### Market-related monthly salaries (CTC) for TOP 3 in demand roles

Technical Sales Rep R21 614 - R28 474

Sales Admin R15 954 - R21 523

Merchandiser R10 694 - R13 840

## Sales Candidates



# 2 Years 10 Months

The Average Stay of Sales  
Candidates in Their Roles



**The youth are not  
just the future -  
they're the pulse of  
the present. If we're  
listening, they'll tell  
us where the world is  
headed.**



**Let's find out!**

# Youth Employment in SA: The Crisis and the Opportunity

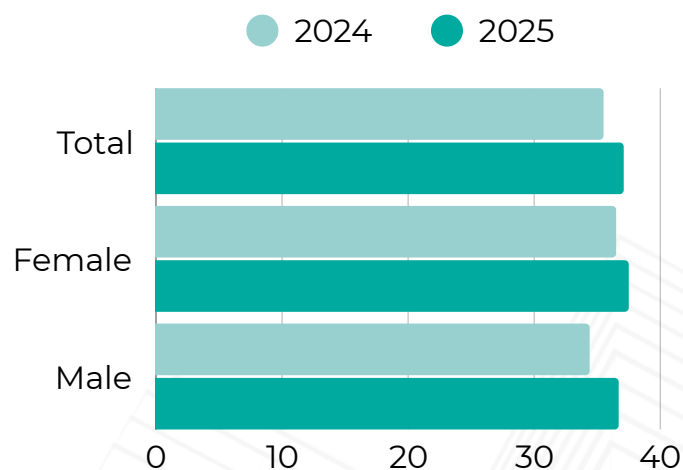
Youth unemployment in South Africa remains a significant challenge to economic growth and social stability. According to the latest data from Stats SA (Q1 2025), nearly 1 in every 2 young people aged 15 to 34 are *not in employment, education or training* (NEET) - a staggering **45.1%** NEET rate.

Among younger youth (15–24), the NEET rate sits at **37.1%**, marking a 1.6 percentage point increase from the previous year. These figures are more than just numbers. They represent millions of young South Africans disconnected from the economy, often before they've had a fair chance to participate in it.

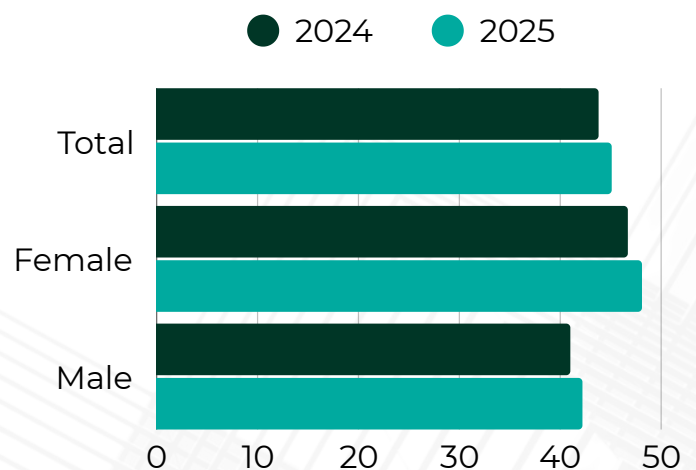
Quick stats:

- Female youth remain worse off, with consistently higher NEET rates than their male counterparts.
- Graduates still face rising unemployment: the rate climbed to 11.7%, a 3-point jump year-on-year.
- Youth in provinces like North West (56.0%), Limpopo (48.6%), and Mpumalanga (49.3%) face the highest expanded unemployment rates in the country.

## NEET rate for youth aged 15–24



## NEET rate for youth aged 15–34

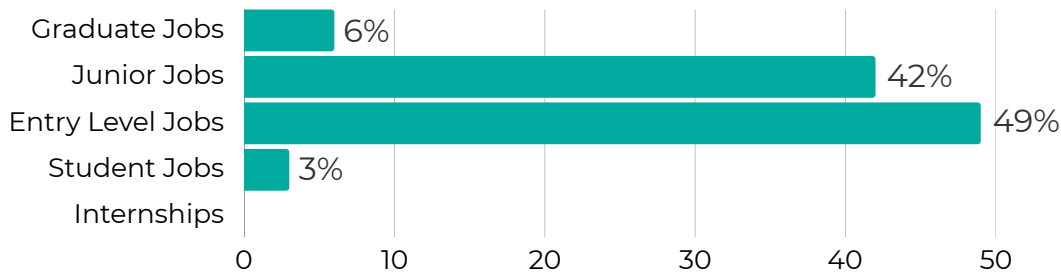


This is more than just a skills gap - it's a structural challenge. And without targeted entry points into the labour market, millions of young people remain sidelined.

## Where the Door Is Slightly Open: Sectors Offering Youth a Way In

Despite the bleak headlines, there are sectors making room for early-career talent. According to Pnet's 2025 Job Market Trends, roughly 10% of all advertised vacancies are geared toward youth with little to no work experience.

### Types of Jobs Geared Towards Youth



While internships remain scarce, there's a growing number of entry-level and junior roles being offered across several industries.

Some industries are far more open to young jobseekers than others. While sectors like Business & Management still require high expertise, fields such as Design, Architecture, Finance, Sales, Admin, IT, and Construction are actively offering footholds.

For employers, this isn't just a hiring trend - it's a strategic opportunity to build tomorrow's workforce today.

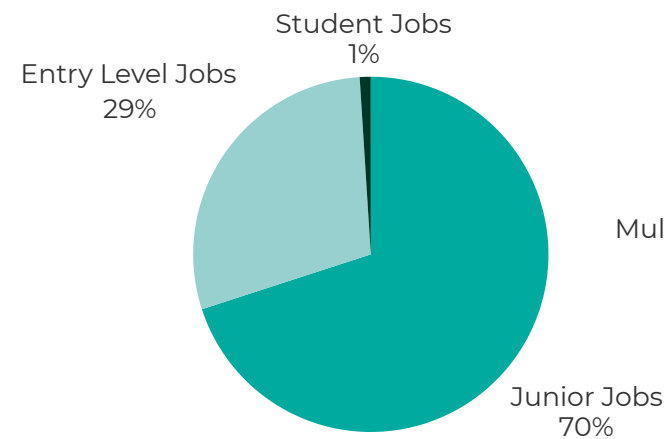
### Mindset Shifts Employers Need to Make

- From: *"They're not work-ready."*
  - To: **"No one is work-ready without a chance to learn. Let's build them up."**
- From: *"They lack experience."*
  - To: **"They have potential. And potential scales better than past experience."**
- From: *"They're always on their phones."*
  - To: **"They understand where the world is headed. Let's tap into that."**
- From: *"We don't have time to train."*
  - To: **"We don't have time not to. Tomorrow's workforce depends on today's investment."**
- From: *"We're not a training ground."*
  - To: **"We're a business that shapes the future of work - starting with the youth."**

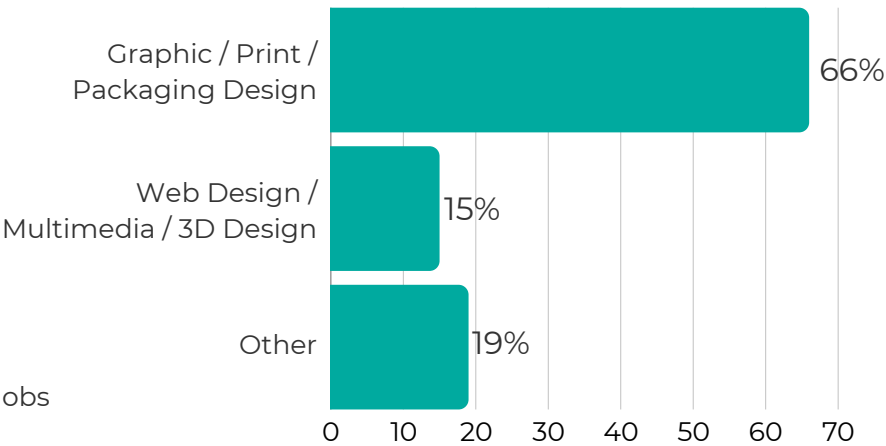


# Design, Media & Arts

Types of Jobs

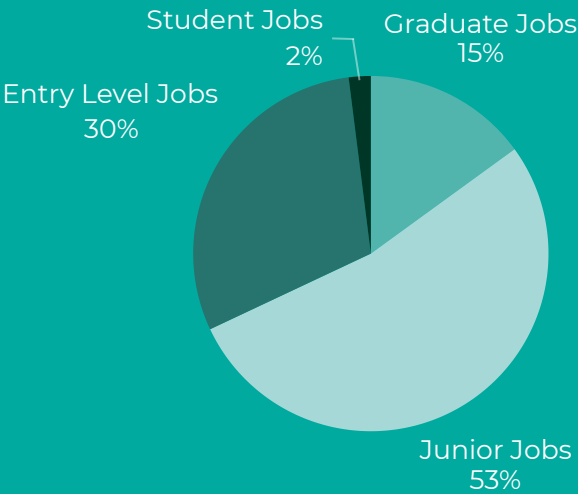


Top Job Roles

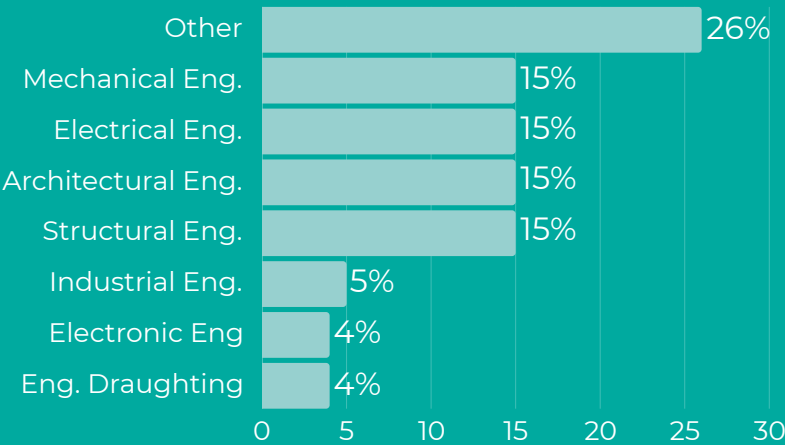


# Architecture & Engineering

Types of Jobs

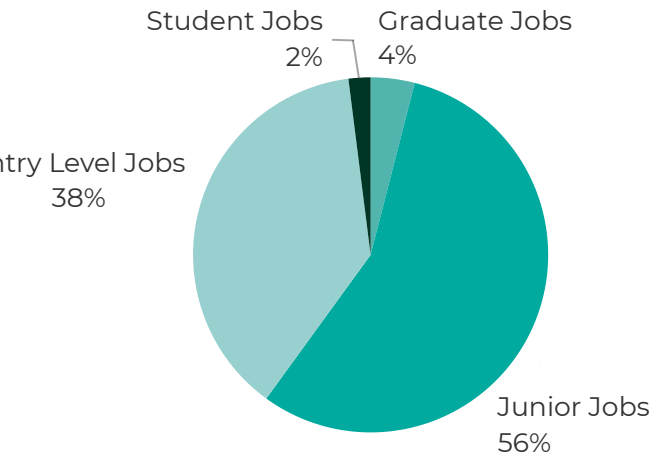


Top Job Roles

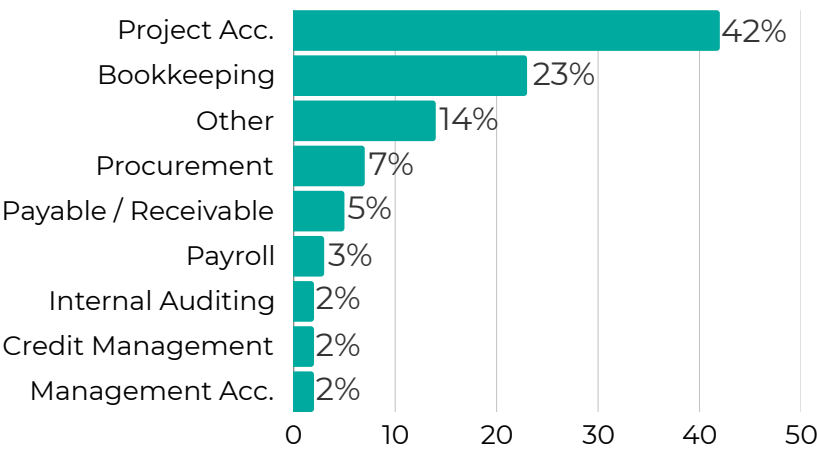


# Finance

Types of Jobs

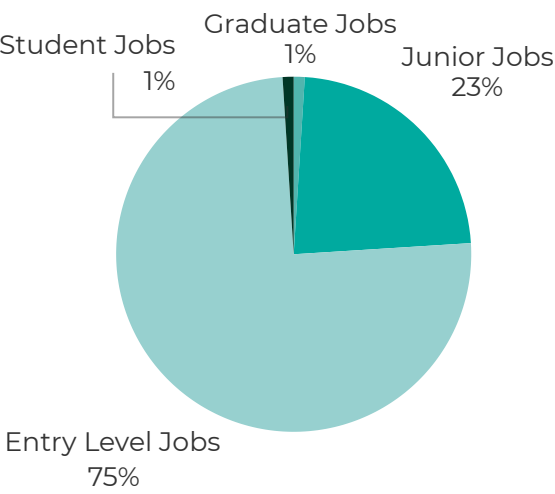


Top Job Roles

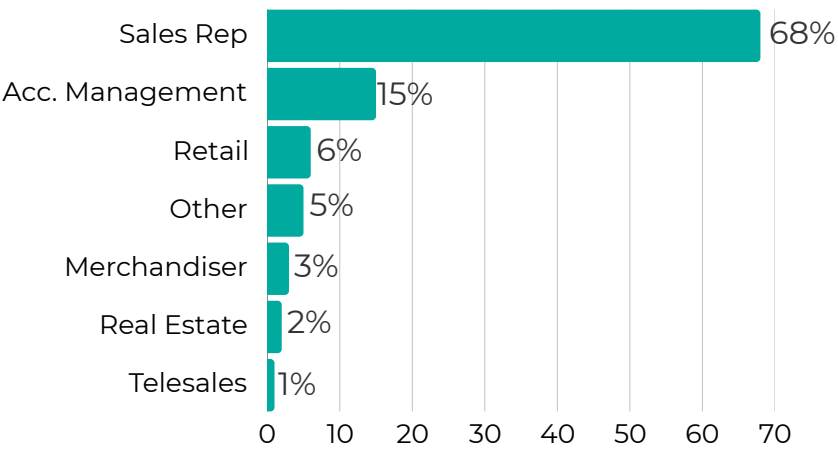


# Sales

Types of Jobs

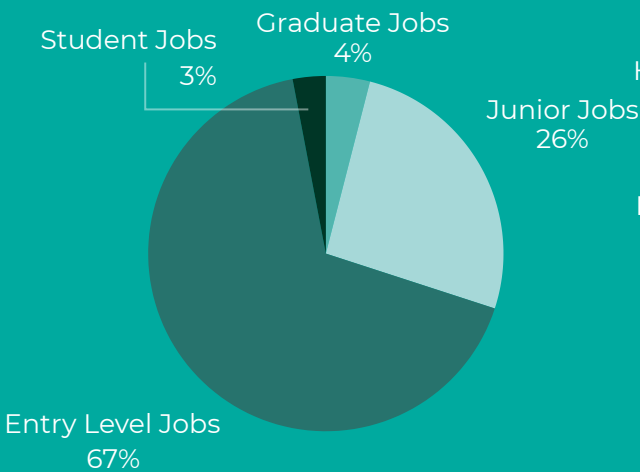


Top Job Roles

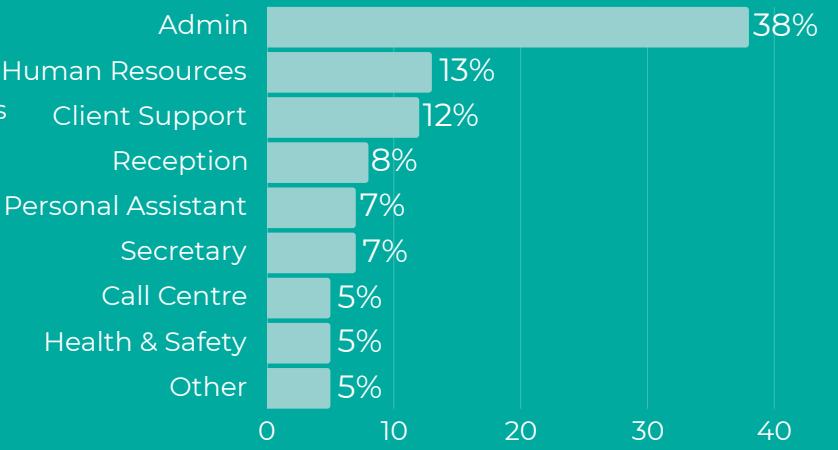


# Admin, Office & Support

Types of Jobs

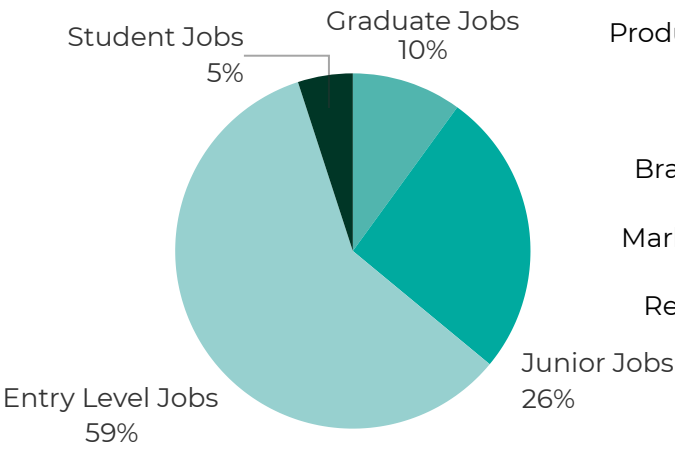


Top Job Roles

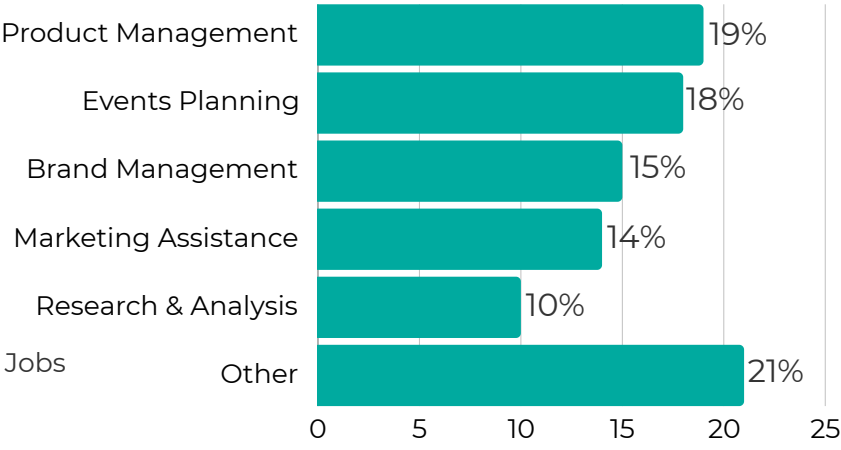


# Marketing

Types of Jobs

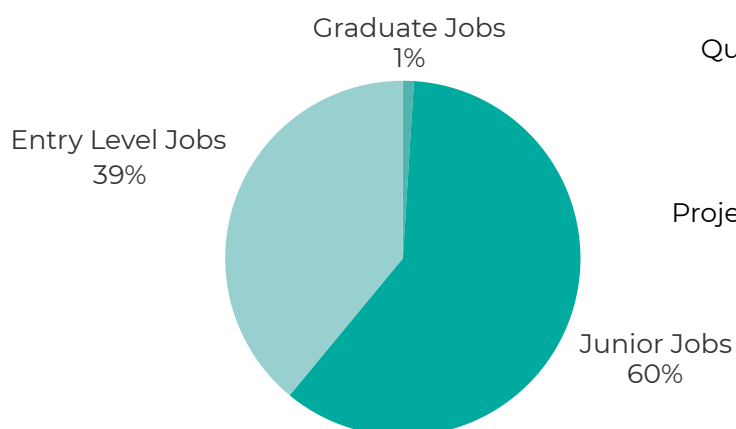


Top Job Roles

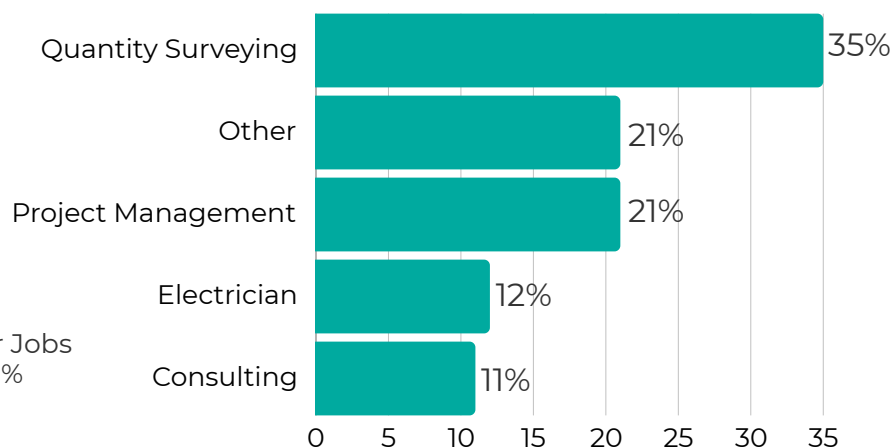


## Building & Construction

### Types of Jobs

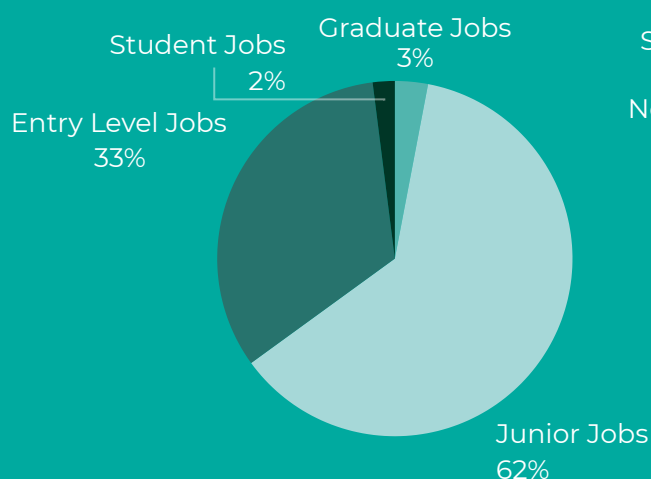


### Top Job Roles

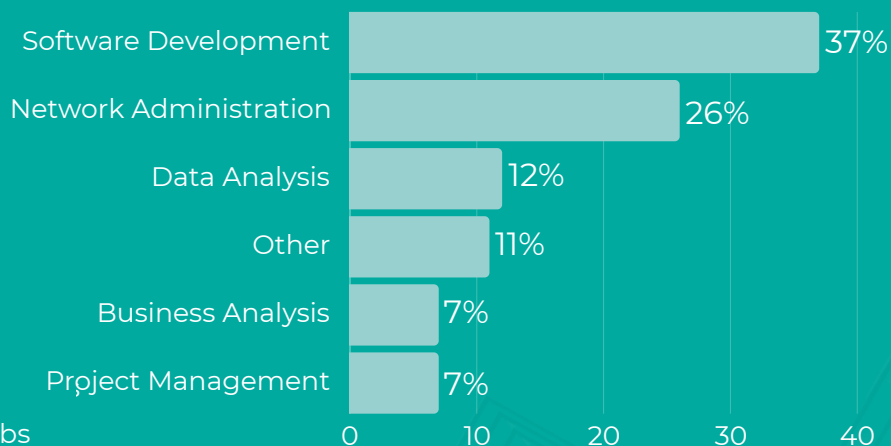


## Information Technology

### Types of Jobs



### Top Job Roles



## How Employers Can Create Youth Opportunities

- Create entry-level roles with realistic expectations – not every job requires prior experience.
- Offer short-term internships or job shadowing – even a two-week exposure programme can change a CV.
- Introduce mentorship structures – pair youth hires with experienced employees to guide and support their growth.
- Host open days or skills workshops – let young people engage with your business, learn about your sector, and explore career paths.
- Partner with TVET colleges and local training providers – build intentional feeder systems that match youth to business needs.
- Remove outdated barriers in job specs – terms like "2 years' experience required" eliminate capable, eager talent unnecessarily.

**In Other Words...**

# The Part That Isn't About Work

A poem, a quote, and quiet questions -  
because we're more than what we do.

## Diary of a Recruiter

I wake up each morning, coffee in hand,  
To hunt down talent across the land.  
Job specs vague? Oh, what a treat -  
"Must be fluent in Excel... and obsolete."

The client wants "a rockstar pro,"  
With ten years' skill... in a tech from last week, though.

The candidate's ghosted, left me on read -  
Probably abducted by LinkedIn instead.  
Interviews booked, then cancelled twice,  
"Can we reschedule?" "Sure, that's nice..."

I chase approvals, like cat and mouse,  
Why does HR live outside the house?

But when it clicks - it's recruiter bliss,  
A hire is made, and nothing's amiss.  
We cheer, we dance, we clink a glass...  
Then back to the madness - cause hiring's fast!

- Inspired by Isabel



## Motivation by Gillian

I would say don't be afraid  
to do something new!

Forget the Naysayers.

On a daily basis, I heard how old I was  
(when I started doing recruitment).

When we started Vital Element, we were  
still in the Covid lockdown.

There will always be challenges, and you  
may have to take a financial knock  
(starting a new career/endeavour).

However, if you have been retrenched or  
are in an unstable sector, you are facing so  
much uncertainty anyway!

## Food for Thought

**Don't be frightened of the unknown -  
you will grow...**

1. Who has been the most influential person in my life?
2. What would I do if I knew the world was ending in a year?
3. In what small way am I becoming the person I once needed?
4. What am I carrying that no longer belongs to me?
5. When was the last time I felt completely present - and what made it possible?
6. What do I define as "success," and has that definition changed over time?
7. If I weren't afraid, what would I try?
8. What is the best question I've ever been asked?
9. If I could have a superpower, what would it be?
10. What would I do differently if I truly believed I had time?



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## CONTACT US :



073 141 8004 / 083 959 0091



<https://www.vitalelement.co.za/>



[gillian@vitalelement.co.za](mailto:gillian@vitalelement.co.za) /  
[isabel@vitalelement.co.za](mailto:isabel@vitalelement.co.za)

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