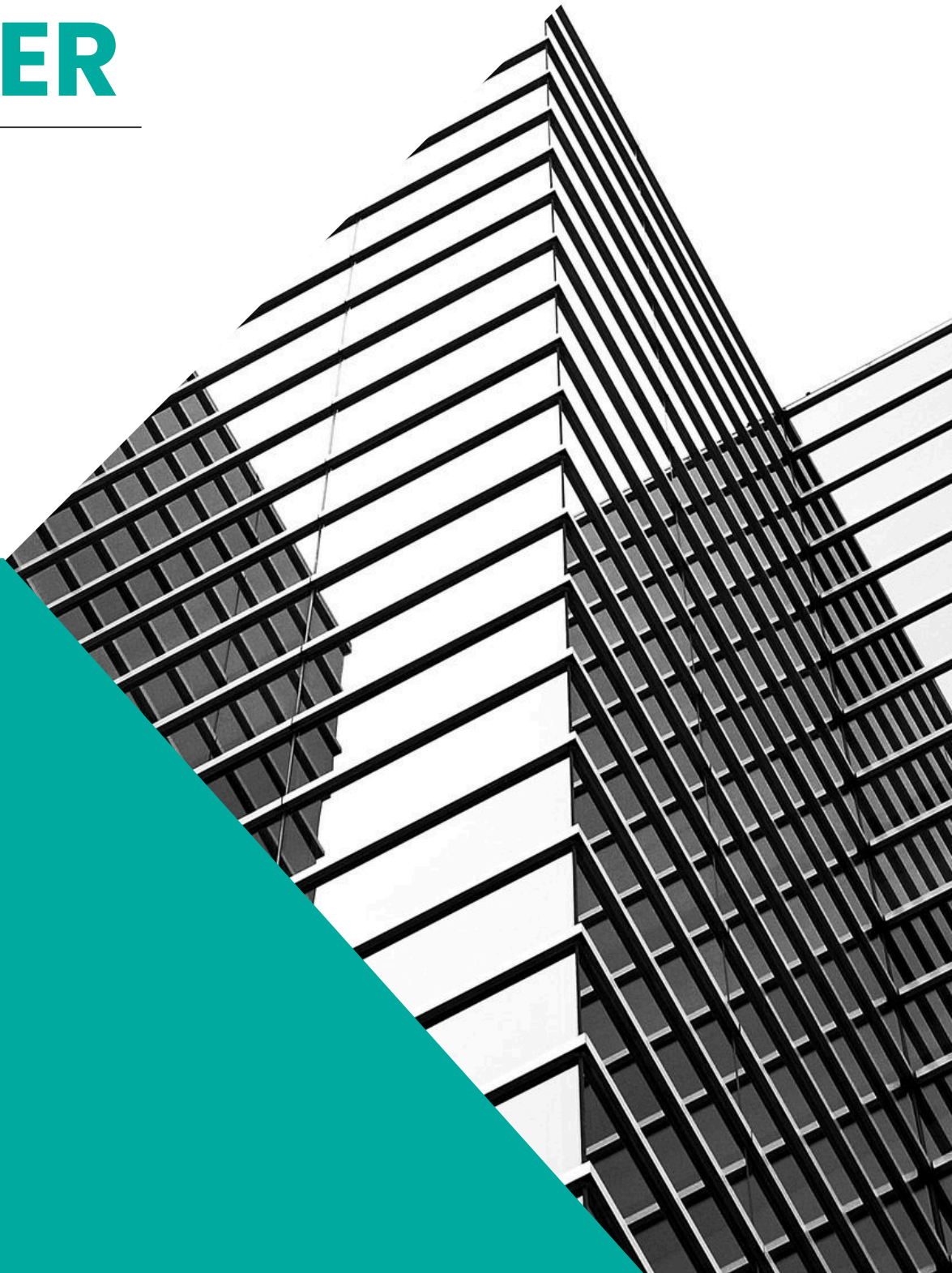




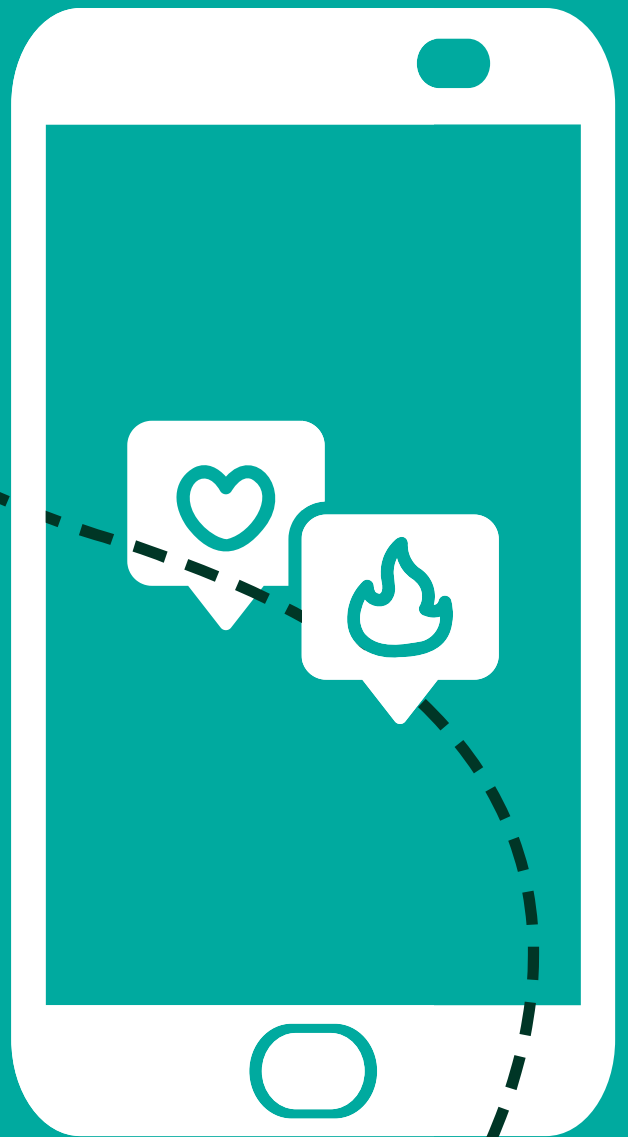
# NEWS LETTER

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MARCH  
2025



# What's trending?



Let's find out!

# South African Employment Highlights:

**+4%**

Hiring activity increased by **+4%**, from Dec. to Jan. 2025.

**+9%**

Recruitment activity increased by **+9%** when compared to Jan. 2024.

PNET -

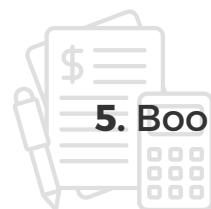
## TOP 5 Trending Jobs that Showed an Increase in Demand for Workers and Professionals:

**1. Secretary**

(Admin, Office & Support)

**2. Personal Assistant**

(Admin, Office & Support)

**3. Warehouse Operations**  
(Warehousing & Logistics)**4. Account  
Management (Sales)****5. Bookkeeping**  
(Finance)





## Warehousing & Logistics

- This sector saw a **+55%** increase in hiring activity when compared to January 2024.



## MEDICAL & HEALTH

- This sector saw a **+49%** increase in hiring activity when compared to January 2024.



## Marketing

- This sector saw a **+45%** increase in hiring activity when compared to January 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 - Medical & Health

## EE Candidates



## Candidates in Gauteng



## Willing to Relocate



## Tertiary Qualification



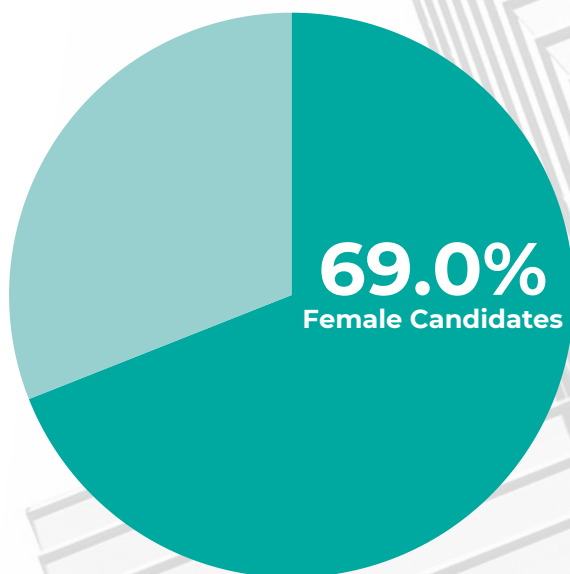
### Market-related monthly salaries (CTC) for TOP 3 in demand roles

General Practitioner R47 826 - R64 800

Registered Nurse R22 000 - R41 547

Medical Administrator R13 322 - R18 063

## Female Sales Candidates



**3** Years  
**2** Months

**The Average Stay** of Medical &  
Health Candidates in Their Roles

# 6-Month Regional & Provincial Trends: Top In-Demand Professionals & Salaries



## International

1. Business & Management
2. Finance
3. Information Technology
4. Sales



## Remote work:

1. Business & Management
2. Information Technology
3. Finance

## Gauteng:

1. Finance
2. Business & Management
3. Information Technology

## North West:

1. Business & Management
2. Finance

## Free State

1. Business & Management
2. Finance
3. Admin, Office & Support
4. Sales

## Northern Cape:

1. Business & Management
2. Architecture & Engineering
3. Finance
4. Admin, Office & Support

## Limpopo:

1. Business & Management
2. Finance
3. Building & Construction
4. Sales

## Mpumalanga:

1. Business & Management
2. Sales
3. Cleaning, Maintenance & Repair
4. Manufacturing & Assembly

## Kwazulu-Natal:

1. Business & Management
2. Finance
3. Sales
4. Admin, Office & Support

## Eastern Cape:

1. Business & Management
2. Finance
3. Information Technology
4. Sales

## Western Cape:

1. Business & Management
2. Information Technology
3. Admin, Office & Support
4. Finance
5. Sales

## Average Monthly Salaries

Admin, Office & Support - R23,906  
 Architecture & Engineering - R46,650  
 Building & Construction - R 42,222  
 Business & Management - R47,132  
 Cleaning, Maintenance & Repair - R20,800

Finance - R34,450  
 Information Technology - R42,460  
 Manufacturing & Assembly - R37,813  
 Sales - R21,842

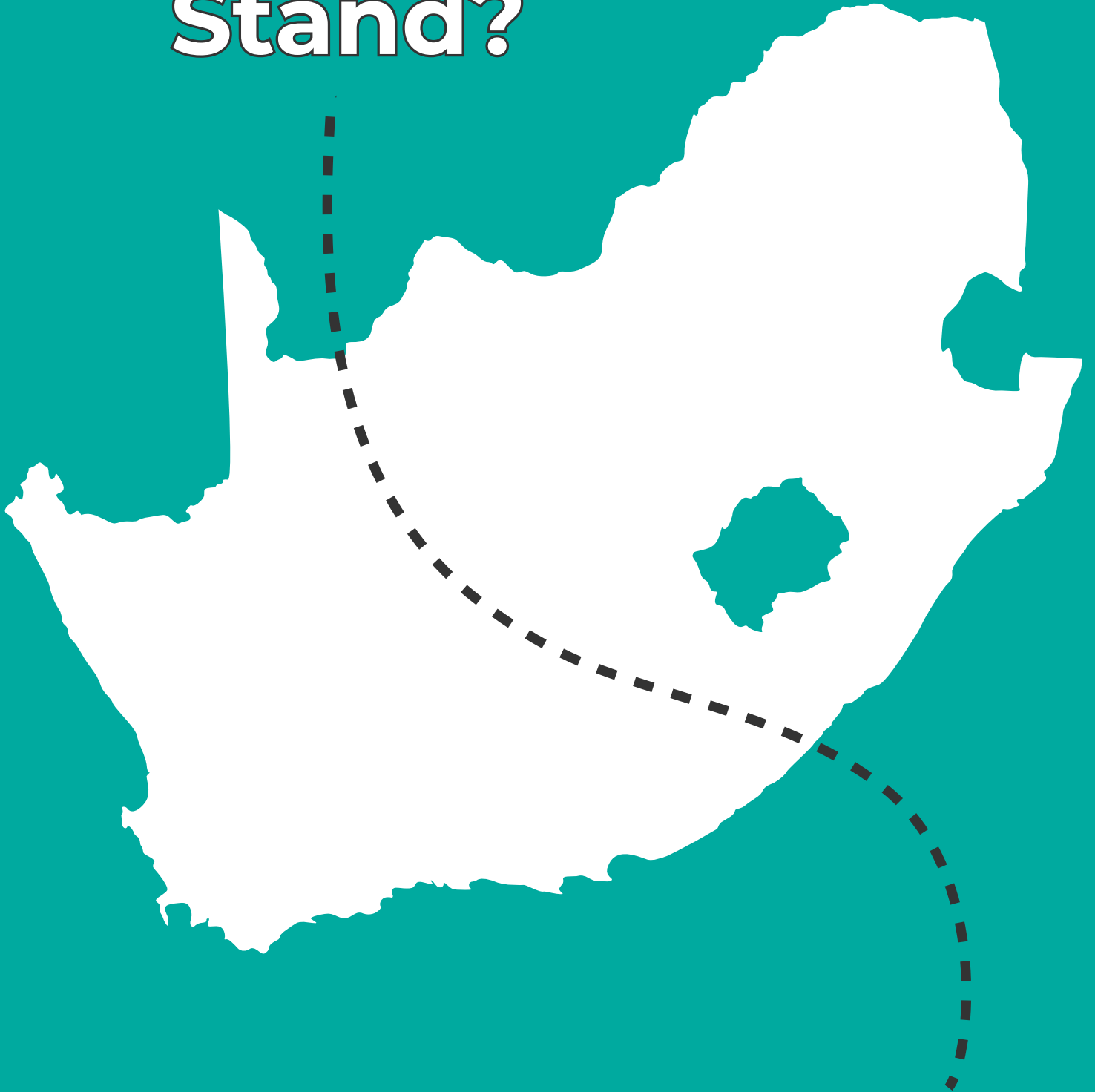




Business Management										
	Experience				Talent Pool					
Middle / Department Management	■	■	■	■	■	■	■	■	■	■
Senior Management	■	■	■	■	■	■	■	■	■	■
Team Leader & Supervisor	■	■			■	■	■	■	■	■
Business Development	■	■			■	■	■	■	■	■
Executive Management / Director	■	■	■	■	■	■	■	■	■	■
Staff Recruitment / Selection	■				■	■	■	■	■	■
Infrastructure / Operations Consulting	■				■	■				
Sales										
	Experience				Talent Pool					
Representative / Sales Consulting	■				■	■	■	■	■	■
Account Management	■	■			■	■	■	■	■	■
Retail	■				■	■	■	■	■	■
Building & Construction										
Building Project Management	■	■			■	■	■	■	■	■
Electrician	■				■	■	■	■	■	■
Finance										
Financial / Project Accounting	■	■			■	■	■	■	■	■
Bookkeeping	■				■	■	■	■	■	■
Accounts Payable / Receivable	■				■	■	■	■	■	■
Purchasing & Procurement	■				■	■	■	■	■	■
Cost & Management Accounting	■	■	■		■	■	■	■	■	■
Credit Management	■	■			■	■	■	■	■	■
Internal Auditing	■	■			■	■	■	■	■	■
Payroll & Wages	■				■	■	■	■	■	■
Financial Analysis	■	■			■	■				
Investment Management	■	■	■		■	■				
Admin, Office & Support										
Admin Clerk	■				■	■	■	■	■	■
Human Resources	■				■	■	■	■	■	■
Client / Customer Support	■				■	■	■	■	■	■
Personal Assistant	■				■	■	■	■	■	■
Health, Safety & Environment	■	■	■		■	■	■	■	■	■
Secretary	■	■			■	■	■	■	■	■
Switchboard / Reception	■				■	■	■	■	■	■



# South Africa: Where Do We Stand?



Let's find out!

# Struggling to Secure Sufficient Work Hours: Time-related Underemployment in SA

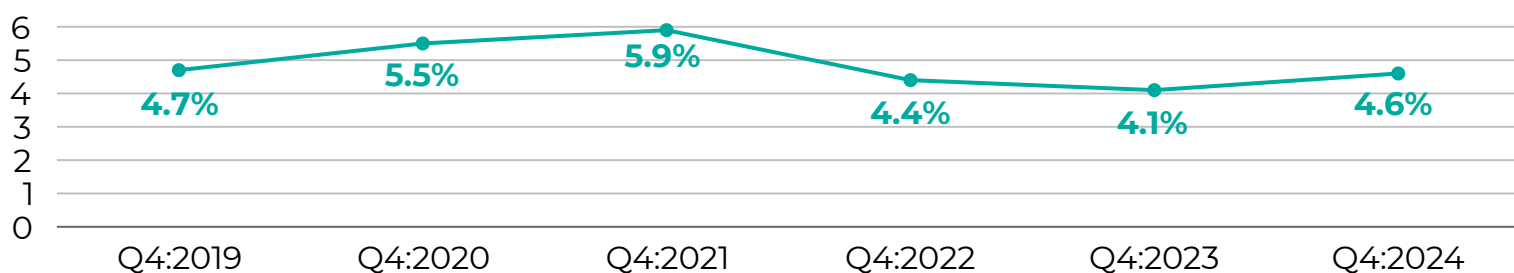
Time-related underemployment refers to individuals who are employed but are working fewer than 35 hours a week. Despite being willing and available to work additional hours, these individuals are unable to secure the extra work during the reference period.

As highlighted by The Quarterly Labour Force Survey (QLFS), 4.6% of employed individuals were time-related underemployed, meaning they worked less than 35 hours a week but wanted to work more. The 4.6% time-related underemployment rate reflect approximately 788 000 employed South Africans struggling to secure enough working hours in Q4 of 2024.

## 4.6%

Employed South Africans were time-related underemployed in Q4: 2024. This reflects approximately **788 000** employed South Africans struggling to secure enough working hours.

### Historical Trends:



### Demographic Differences:

#### BY GENDER:

SA's women face an underemployment rate of 5.4%.

♀ **5.4%**

The underemployment rate for men in South Africa was 4.0%.

♂ **4.0%**

The Quarterly Labour Force Survey (QLFS) attributes this disparity to the higher proportion of women in informal and domestic work, caregiving duties, and broader gender inequalities in the labor market.

#### BY AGE GROUP:

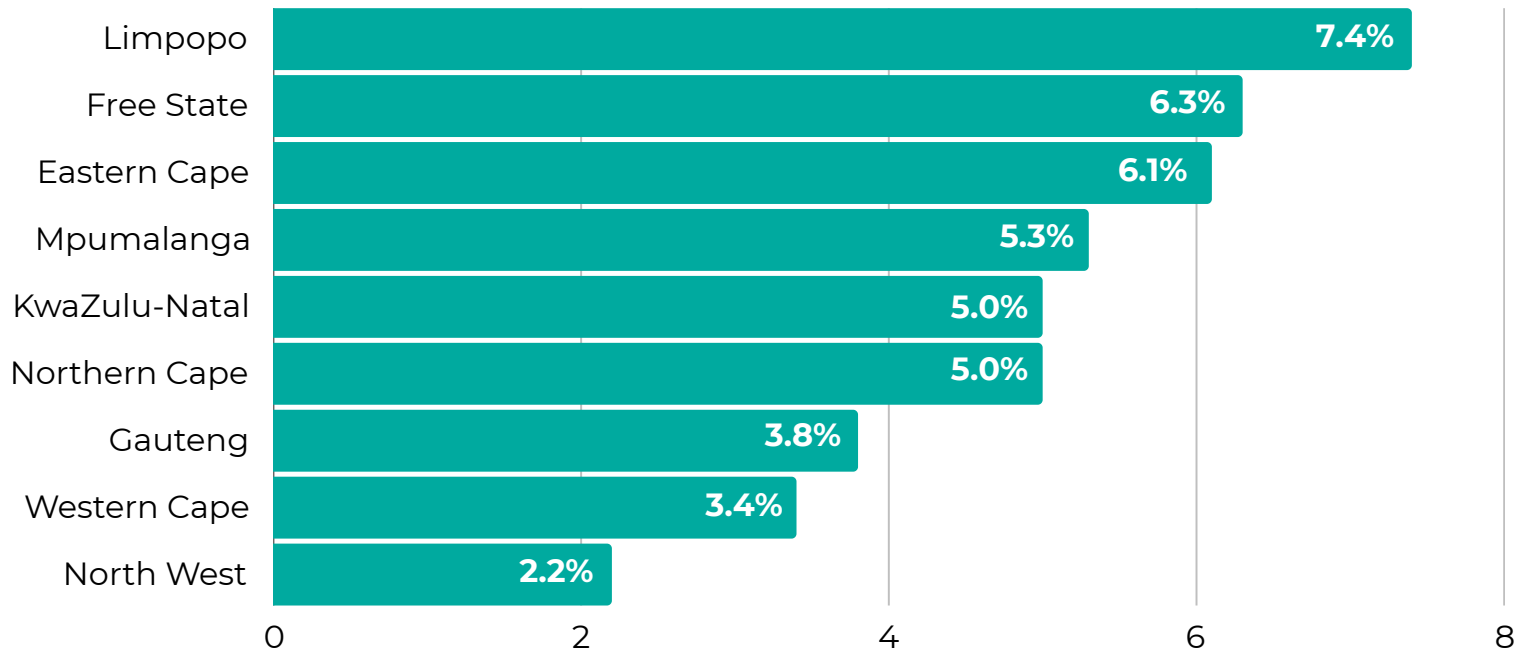
**4.3%**  
**15-34 years**

The underemployment rate for youth aged 15-34 was 4.3%, which is slightly below the national average.

**4.8%**  
**35-64 years**

Adults aged 35-64 faced a higher underemployment rate of 4.8%, indicating that adults are experiencing an even greater level of underemployment compared to the overall workforce.

## Provincial Variations:



## Industry-specific Underemployment:

Between the fourth quarter of 2019 and the fourth quarter of 2024, the QLFS reports that time-related underemployment trends varied widely across different industries.

Private households consistently recorded the highest underemployment rates, stabilizing at **17.4%** in Q4: 2024. The construction industry saw a significant rise to **11.3%** in Q4: 2021 before declining to **6.7%** in Q4: 2024. Industries like trade and community & social services maintained moderate levels of underemployment, while agriculture, manufacturing, and transport experienced steady declines. Mining exhibited volatility, peaking at **7.3%** in Q4: 2021 and then dropping to **0.2%** in Q4: 2023.

These trends highlight the uneven recovery across various sectors in SA's labor market.

## 7 Strategies for Combating Underemployment in South Africa

- 1. Flexible Work Arrangements:** Make it easier for employees to take on additional hours if needed by offering part-time, remote, and flexible schedules.
- 2. Skills Development:** Invest in employee training programs to enhance employees' skills, making them more versatile and capable of taking on additional responsibilities.
- 3. Job Sharing:** Implement job-sharing arrangements.
- 4. Career Advancement:** Create clear pathways for promotions and promote from within to motivate employees to take on more hours and responsibilities.
- 5. Employee Engagement:** Regularly seek feedback from employees to identify underemployment issues and address them proactively.
- 6. Workforce Planning:** Anticipate and address demand fluctuations to ensure that employees have sufficient work hours during peak periods and are not underemployed during slower times.
- 7. Educational Collaboration:** Partner with institutions for internships and apprenticeships.

# Hiring?



Remember This...



# 9 Tips for Working Effectively with a Recruitment Agency:

## Know Your Needs



Be crystal clear about the job requirements and what you're looking for in a candidate. This will help the recruiter find the perfect match.

## Invest Wisely



Don't skimp on recruitment fees. Paying for quality recruitment can save you time and money in the long run.

## Work with One Recruiter



Using a single recruiter can lead to better results than juggling multiple recruiters. It ensures a focused and dedicated search.

## Give a Detailed Briefing



The more information you provide about the job and company, the better the recruiter can find the right candidates.

## Commit 100%



Show full commitment to the recruiter. If you're dedicated to the process, the recruiter will be equally committed to finding the best candidate.

## Avoid Too Many Recruiters



Don't use too many recruiters at once. When recruiters compete, they may prioritize speed over quality, leading to rushed results.

## Allow Time for the Process



Recruitment takes time. Be patient and give the recruiter enough time to find the best candidate.

## Don't Fear a Decision



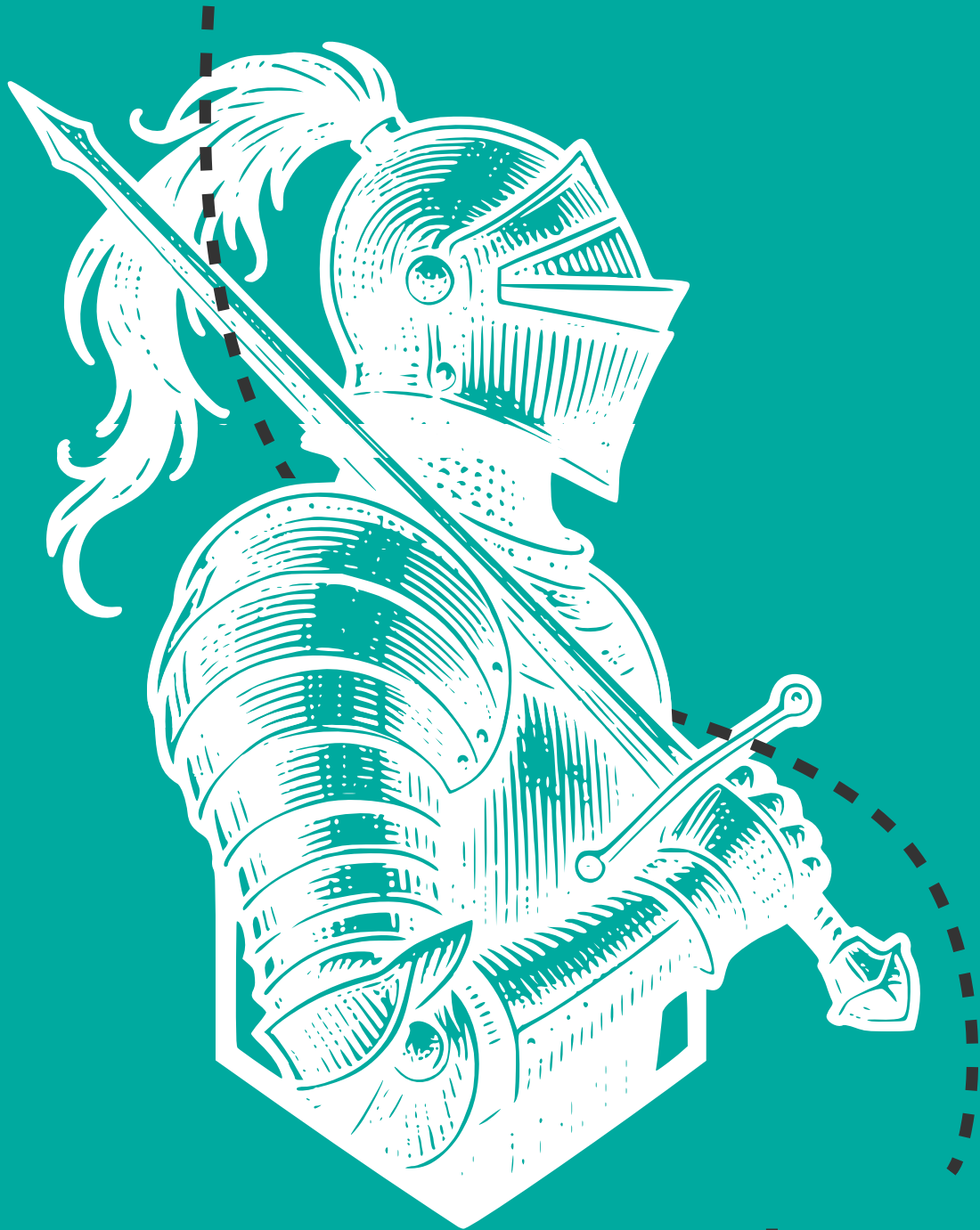
Once you've found the right candidate, don't hesitate to make an offer. Trust your choice and avoid the fear of missing out.

## Trust Their Expertise



Rely on the recruiter's knowledge and experience. If you have any doubts, discuss them openly with the recruiter.

# Entering The Gig Economy



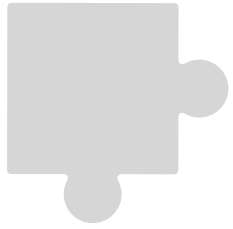
What You Need  
To Know

# Gig Employment & Hiring

## Freelancers: An Overview

The “gig economy” is a term that describes a labour market where short-term contracts or freelance work are more prevalent than permanent jobs. In this type of economy, individuals work on a project-by-project basis, often juggling multiple jobs at once. This is facilitated by digital platforms that connect freelancers with potential clients.

### Key Characteristics of the Gig Economy:



#### Variety:

The gig economy includes a wide range of jobs, from ride-sharing and food delivery to programming and design.



#### Independence:

Gig workers are typically independent contractors, which means they're responsible for their own taxes and benefits.



#### Global Reach:

Thanks to digital platforms, workers can offer their services to clients around the world, not just in their local area.



#### Flexibility:

Workers have the freedom to choose when, where, and how much they work..

**"Today is your opportunity to build the tomorrow you want."**

- Ken Poirot

# The Advantages vs Disadvantages of This Agreement for Employers

The gig economy presents both advantages and disadvantages for employers:

## Advantages

- **Cost-Effectiveness:** Employing gig workers can be more cost-effective as it eliminates expenses such as employee benefit packages, retirement plans, and paid sick leaves.
- **Flexible Labor Force:** Gig workers can be hired on demand, allowing companies to scale quickly in response to fluctuations in demand.
- **Access to a Wide Range of Skills:** The global reach of the gig economy allows employers to access a diverse range of skills and expertise.
- **A Diverse Pool of Flexible Workers:** Companies can tap into a varied and adaptable workforce.
- **Access to Technology Without Having to Purchase It Themselves:** Employers can leverage gig workers' personal technology, reducing the need for company investments in tech resources.

## Disadvantages

- **Reliability and Dependability:** Gig workers, due to the nature of their work, may not show the same level of commitment as full-time employees. Sometimes it might be difficult to vet freelancers in terms of reliability.
- **Higher Compliance Risks:** Employers need to be clear on all the regulations and laws governing independent contractor status.
- **Inconsistent Quality of Work:** Since gig workers may juggle multiple clients, the quality and consistency of their work can vary.
- **Training and Integration:** Gig workers might lack familiarity with a company's specific processes and culture, requiring more time and effort to train and integrate them into projects.

## Maximizing Efficiency: Projects and Tasks Ideal for Gig Workers and Freelancers

- Web Development and Design
- Marketing and Social Media Management
- Administrative Support
- Consulting and Professional Services
- Software and App Development
- Creative and Artistic Projects
- Research and Analysis
- Sales and Lead Generation
- Translation and Language Services
- Event Planning and Coordination
- Customer Experience and User Testing
- Education and Training
- Health and Wellness Services





# Overcoming Challenges in Hiring Gig Workers and Freelancers: 11 Effective Strategies for Success

## Finding Qualified Candidates:

- Challenge: The sheer volume of gig workers can make it difficult to identify those with the right skills and experience.
- Strategy: Utilize specialized professionals and communities dedicated to freelance work. Vet candidates through detailed portfolios, reviews, and sample projects.

## Inconsistent Quality of Work:

- Challenge: Quality and consistency of work can vary, as gig workers often juggle multiple clients.
- Strategy: Set clear quality expectations and standards, provide detailed project briefs, and conduct thorough interviews and assessments before hiring.

## Reliability and Commitment:

- Challenge: Gig workers may not show the same level of commitment as full-time employees.
- Strategy: Establish clear deadlines, maintain regular communication, and build a strong working relationship to foster reliability.

## Training and Integration:

- Challenge: Gig workers may lack familiarity with the company's processes and culture.
- Strategy: Develop a streamlined onboarding process, provide necessary training, and assign a mentor or point of contact for support.

## Integration into Company Culture:

- Challenge: Freelancers often work remotely, making it difficult for them to integrate into the company's culture and values.
- Strategy: Create opportunities for virtual team-building activities, and include freelancers in key meetings and communications to foster a sense of belonging.

## Confidentiality Concerns:

- Challenge: Risks related to sensitive information and intellectual property.
- Strategy: Use confidentiality agreements and ensure secure communication channels.

## Limited Availability:

- Challenge: Gig workers may not be available when needed, especially during peak times or urgent projects.
- Strategy: Plan ahead, build a pool of reliable gig workers, and maintain clear communication about availability and project timelines.

## Higher Compliance Risks:

- Challenge: Employers need to navigate regulations and laws governing independent contractor status.
- Strategy: Stay informed about relevant laws, consult with legal experts, and draft clear and compliant contracts.

## Lack of Team Cohesion:

- Challenge: Heavy reliance on gig workers can impact team cohesion and collaboration.
- Strategy: Involve gig workers in team meetings and activities, and encourage collaboration and open communication.

## Cost Management:

- Challenge: Freelancers may have varying rates, and costs can quickly add up.
- Strategy: Set clear budgets and negotiate rates upfront. Use fixed-price contracts where feasible and track expenses meticulously.

## Limited Long-Term Planning:

- Challenge: Short-term engagements with gig workers can make it difficult to plan for long-term goals and strategies.
- Strategy: Balance gig worker engagements with long-term staff, and consider extending contracts or offering repeat projects to reliable gig workers.

# The Often Underrated Aspects of Gig Work

In today's rapidly changing job market, gig work and freelancing are often viewed through a narrow lens, missing out on their multifaceted benefits and potential.

## 1. Gig Work & Freelance as a Strategy to Combat Unemployment and Underemployment:

In the evolving landscape of employment, gig work and freelancing have emerged as vital strategies to combat unemployment and underemployment.

These avenues provide unique opportunities for individuals to maintain financial stability while offering businesses access to a diverse talent pool. The flexibility and accessibility of gig work make it an attractive option for many. Individuals with caregiving responsibilities, students, or those with part-time commitments can seamlessly integrate gig work into their schedules.

Unlike traditional employment, which often involves lengthy hiring processes, gig work offers immediate opportunities, enabling individuals to earn income quickly. For example, a person might drive for a ride-sharing service while freelancing as a graphic designer, thereby diversifying their income streams and reducing reliance on a single employer.

Moreover, gig work allows individuals to leverage their existing skills or acquire new ones. For instance, a teacher could tutor online or create educational content, utilizing their expertise in innovative ways.

Gig workers also contribute significantly to the economy by filling gaps, meeting demand in various sectors, and providing services that might otherwise go unmet. This economic contribution underscores the importance of gig work as a viable employment strategy.

## 2. Highly Skilled Freelancers in Various Fields

Contrary to popular belief, not all freelancers are entry-level or intermediate. Many highly skilled individuals, having reached their full potential in conventional employment, seek the autonomy that freelancing offers.

These freelancers bring a wealth of experience and expertise to their projects. For example, a seasoned financial analyst may choose to freelance, working on diverse projects and having greater control over their career.

Freelancing extends beyond the realms of marketing and creative fields. Professionals in finance, engineering, IT, and other sectors are part of the gig economy. A software engineer, for instance, might freelance to engage in innovative projects outside the constraints of a corporate environment. This entrepreneurial spirit drives many highly skilled freelancers to build their own brands and businesses, often developing niche specializations that provide high-value services to clients in need.

## 3. Establishing Long-Term Relationships with Gig Workers:

Establishing long-term relationships with gig workers can be highly beneficial for businesses. Partnering with a freelancer on a long-term basis offers consistency and reliability. The freelancer develops a deep understanding of the business operations, leading to more efficient and tailored work.

Additionally, offering repeat projects to a trusted freelancer can be more cost-effective than frequently onboarding new employees, as it reduces training costs and allows for streamlined project management.

Long-term relationships foster trust and collaboration. Practical examples of long-term partnerships include a startup engaging a freelance developer for ongoing app updates and maintenance, or a small business retaining a freelance accountant to manage its finances throughout the year.

These partnerships lead to mutual growth, with freelancers gaining steady work and professional development while businesses receive high-quality, reliable services.

#### 4. Accessing Gig Workers Beyond Online Platforms:

Accessing gig workers through means other than online platforms can also prove highly effective. We often assume that we must search on unfamiliar online platforms, which might seem foreign to many individuals, especially when searching locally.

Tapping into an existing network can be much more helpful. Searching on LinkedIn, conventional job postings, and especially partnering with a recruitment agency are excellent strategies.

Recruitment agencies can help with challenges previously discussed, such as finding qualified candidates, limited long-term planning, vetting candidates, and lowering compliance risks.

They have access to a vast pool of talent and can match businesses with the right freelancers based on their specific needs. Furthermore, recruitment agencies can handle administrative tasks and ensure that all legal and compliance requirements are met, providing peace of mind to both businesses and freelancers.

#### Conclusion

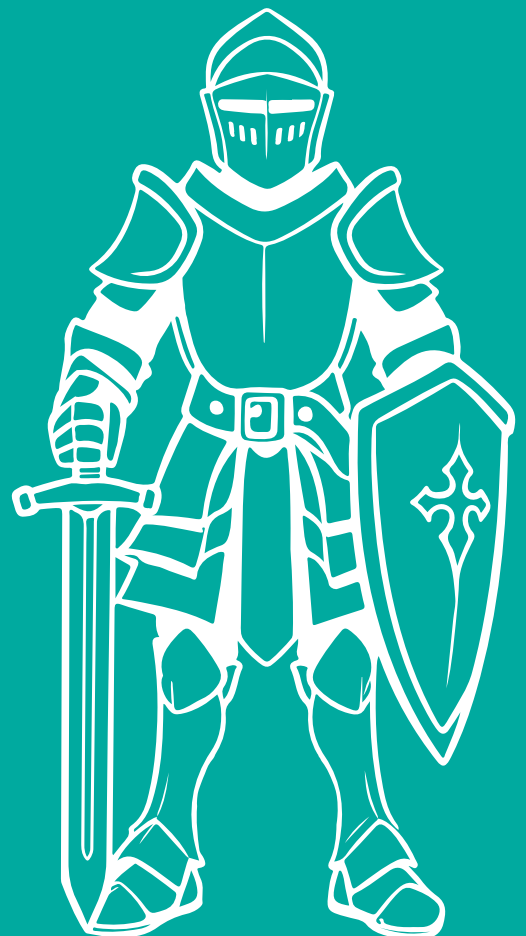
In conclusion, gig work and freelancing are not merely stop-gap solutions or options for those starting their careers. They offer strategic advantages for combating unemployment and underemployment, provide opportunities for highly skilled professionals, and can lead to fruitful long-term partnerships. By recognizing and leveraging these often underrated aspects, both gig workers and businesses can thrive in the evolving job market.

# Free•lanc•er

/ˈfriːlænsər/

*noun.*

The term “freelance” dates back to medieval times. It originally described a mercenary knight who was not bound by any lord or allegiance. Instead, these knights offered their services to the highest bidder, wielding their “free lance” in exchange for money.





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We have everything from Change Management Consultants to Web Developers, and Information Security Experts to Writers.

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Are you looking to hire a freelancer? GIGElement offers a verified and vetted talent pool to help you fill open roles with top-quality candidates. Explore our curated freelance portfolios and build partnerships for life!

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GIGElement is dedicated to building a top-quality talent pool, helping you find your ideal gig employee while fostering long-term partnerships. We prioritise the security and verification of user information, providing a reliable and trustworthy platform for all your freelancing needs.



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If you have any thoughts, ideas, or suggestions that you'd like to share, we encourage you to reach out to us. Whether it's a topic you'd like us to cover, a trend you've noticed, or simply your thoughts on our newsletter, we're all ears.

Please feel free to send your input to  
[Vitalwebmail@gmail.com](mailto:Vitalwebmail@gmail.com).

Thank you for your continued support  
and engagement.

We look forward to hearing from you!

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