

Advertising and marketing tops job list

Vacancies up 32.9% in 1Q23 from 7.3% in 4Q22

ECONOMY

PUTRAJAYA: Strong demand is seen for the advertising and marketing as well as administrative associate professionals type of jobs in Malaysia in the first quarter of 2023 (1Q23).

This is according to a study done by the Statistics Department based on job vacancies advertised online by several popular private recruitment portals.

This was seen in both the professionals as well as technical and vocational education and training (TVET) type of jobs posted.

"The hottest jobs during the quarter with higher demand were advertising and marketing professionals, managing directors and chief executives, accountants and auditors, administrative associate professionals and software developers," the Statistics Department said in a statement.

The study by the department is titled Big Data Analytics Job Market Insights and My Job Profile: Job Vacancies Advertised Online in Malaysia.

Popular jobs offered in the TVET category were advertising and marketing professionals occupation (17,409), which registered the highest number of vacancies, followed by administrative associate professionals (8,261) and software developers (6,528), it said.

"Almost half of the vacancies were concentrated in the professionals category at 47.9% or 101,214.

"This was followed by technicians and associate professionals (17.5%), managers (13.8%) and clerical support workers (8.7%)," the department said.

Job vacancies by overall economic sectors showed that more than half were

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largely in the services sector, accounting for 54.9% or 116,163 of the vacancies in the first quarter.

The department's analysis of job vacancies by economic activity shows that the largest number was posted by wholesale and retail trade (35,956), followed by manufacturing (21,499), professional, scientific and technical activities (13,852) as well as financial and insurance or takaful activities (13,326).

Meanwhile, the highest demand jobs for the science, technology, engineering and mathematics (STEM) category were for technicians (2,005), project managers (1,667) and software engineers (1,643).

In the critical occupation list, the top three jobs that were asked for were advertising and marketing professionals (17,409), managing directors and chief executives (9,335) as well as accountants and auditors (8,605).

When based on location, the department said Federal Territory of Kuala Lumpur continued to record the highest number of job vacancies at 62,727 for the first quarter.

This was followed by Selangor and Johor,

which registered 39,990 and 12,150 vacancies, respectively, it said.

The Federal Territory of Labuan recorded the lowest number of job vacancies with 125 advertisements, the Statistics Department noted.

According to the department, the number of job vacancies advertised online posted an increase of 3.5% in 1Q23 to a total of 211,509 job vacancies.

On a year-on-year basis, the number of job vacancies registered double-digit growth of 32.9% compared to 7.3% in 4Q22.

Meanwhile, it said job applicants can also take note and equip themselves with the highly demanded skills in the labour market as these can increase the success of an individual's career path.

"Hence, according to these statistics, the most in-demand soft skills stated by the employers are English, communication, Bahasa Malaysia, marketing and planning.

"Meanwhile, Mandarin, analysis, filing, Microsoft Office and project management were the top demanded hard skills during the period," the Statistics Department said.