

3RD ANNUAL EDITION



U.S. Job Industry Recap & Outlook

2020 – 2021



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Introduction

Welcome to the third annual edition of **iHire's U.S. Job Industry Recap and Outlook**.

Needless to say, 2020 was a tumultuous year for the labor market, as COVID-19 completely changed the face of the economy, the modern workplace, and the world at large. Indeed, the sunny economic outlook and steady job market described in last year's report did not last. However, there is reason to be hopeful – and the proof is in the numbers.

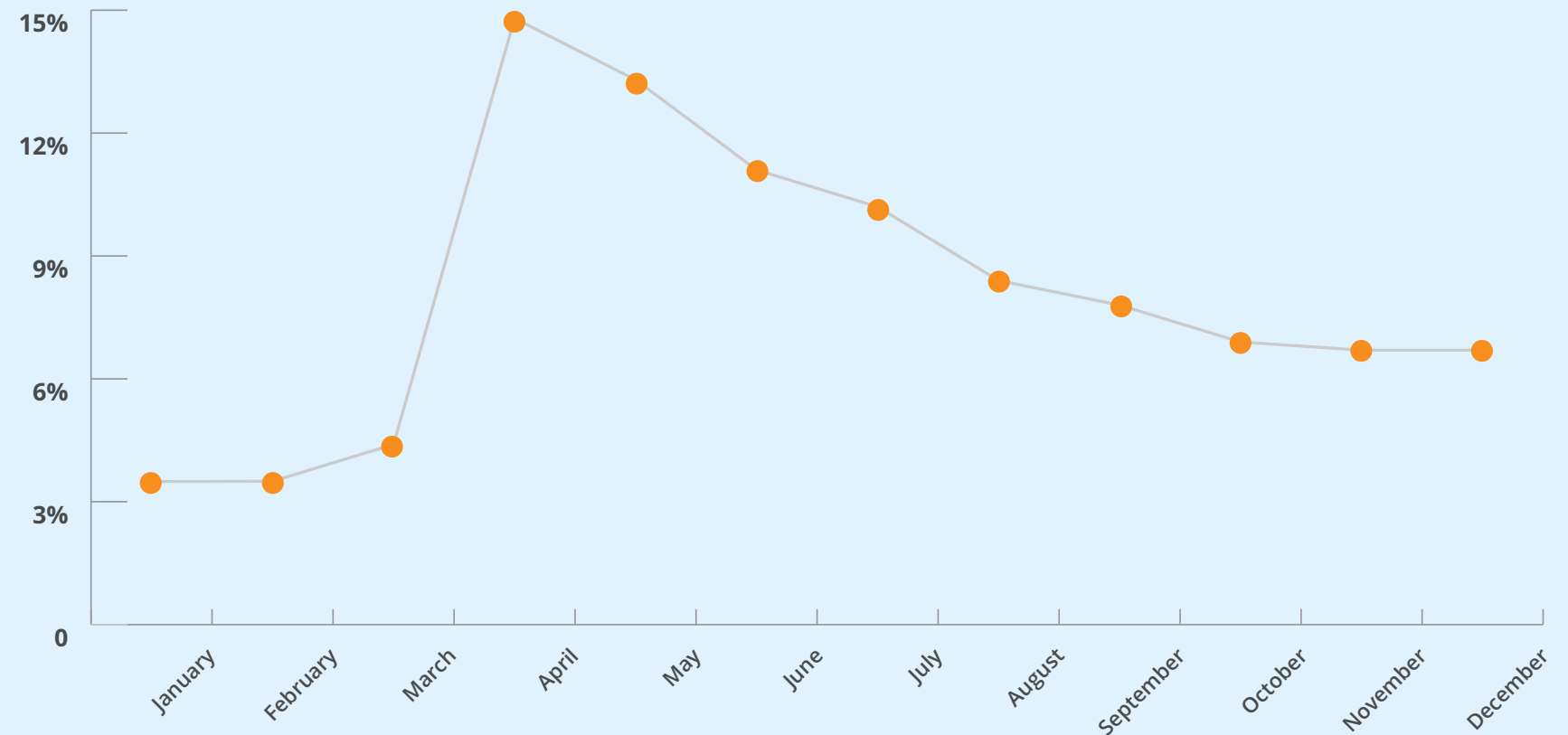
Herein, you'll find data-driven insights into job industry and recruitment trends from the past 12 months – drawn from iHire's job and job seeker databases – as well as guidance for both employers and job seekers to make 2021 a successful year for the labor market, business recovery, and career growth.



U.S. Job Market: Change & Challenges

Based on the numbers alone, the labor market looked dramatically different in 2020 versus 2019. According to the Bureau of Labor Statistics (BLS), the U.S. unemployment rate sat at 6.7% at the end of the year, compared to 3.5% in 2019. All things considered, we ended the year in a far better spot than we may have imagined back in April when unemployment rates soared to 14.8%, an all-time high.

2020 U.S. Unemployment Rate by Month

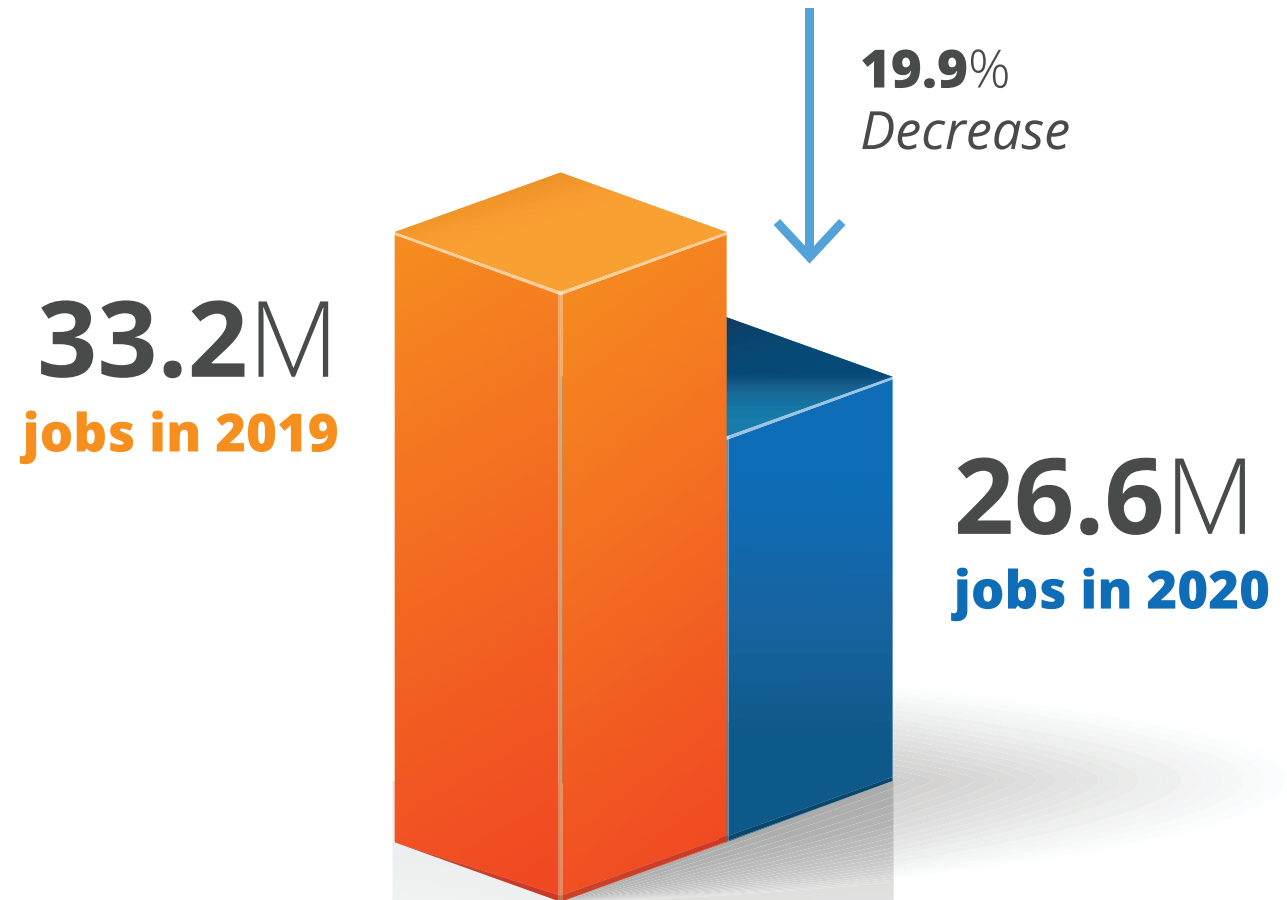


Data Source: Bureau of Labor Statistics (BLS)

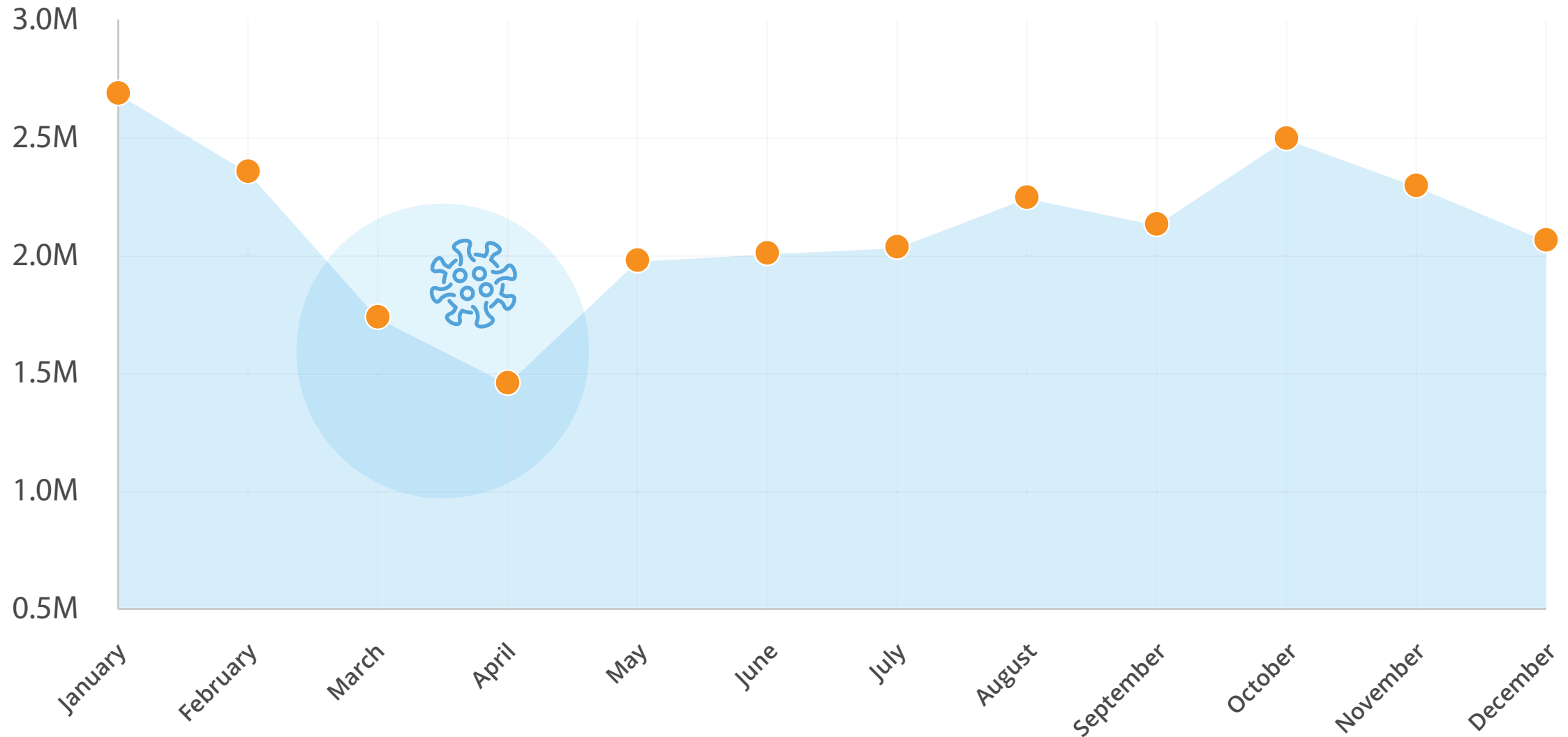
Total Jobs on iHire

In 2020, iHire's platform comprised a total of 26.6 million job postings across 56 industries – a 19.9% decrease from 2019's total and a direct impact of COVID-19.

However, the job totals alone do not tell the full story. Observing the numbers month-by-month depicts a strong start to 2020, followed by a sharp decline in March and April, a rebound in May, and a steady second half of the year.



2020 Jobs on iHire by Month

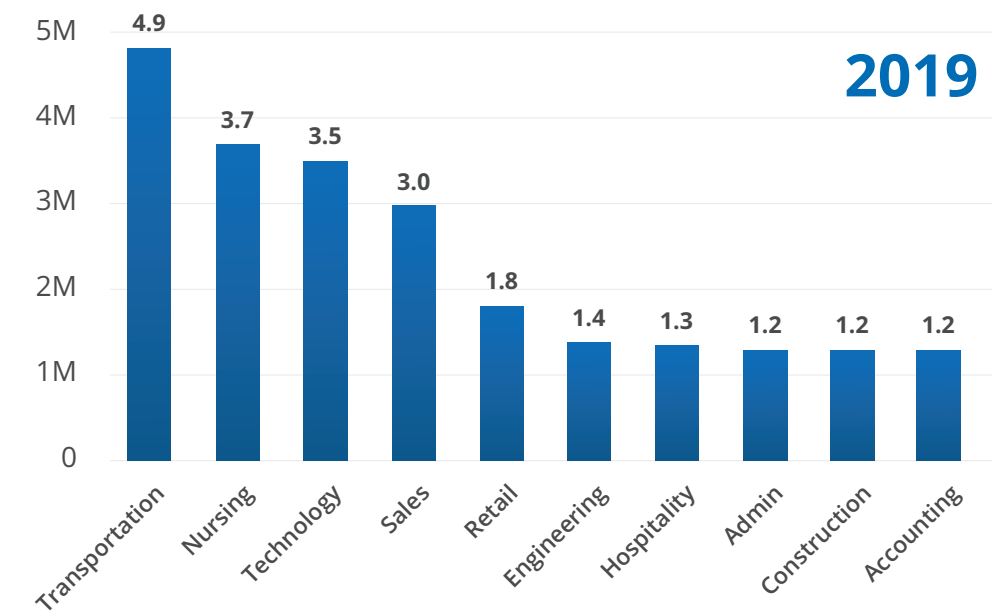
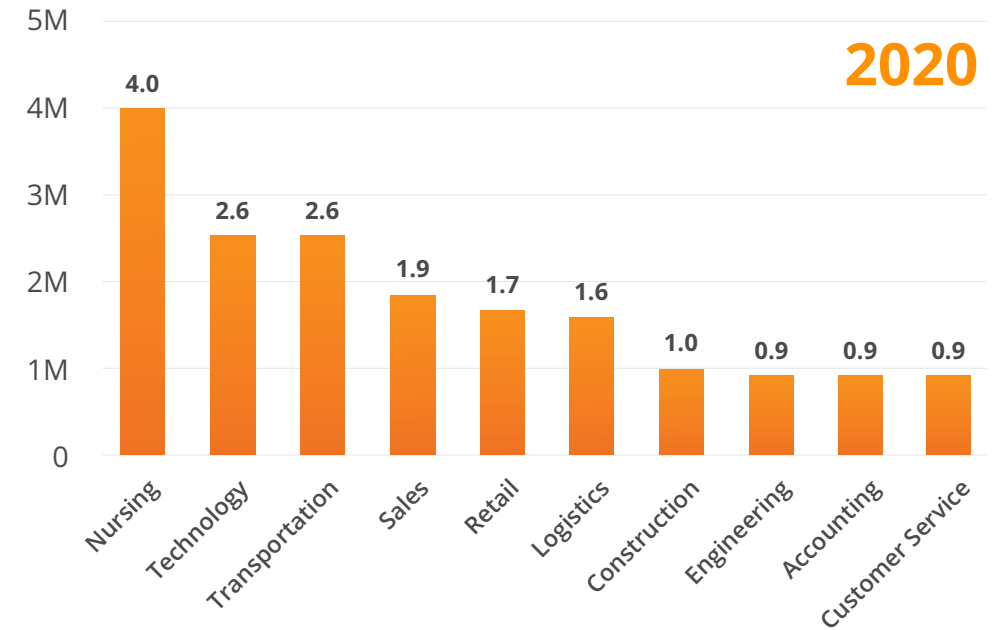


Top Hiring Industries

OUR TAKE

Nursing overtook Transportation as the top hiring industry for the first time in two years with 4 million job postings on iHireNursing in 2020. Technology also held strong throughout the pandemic, as many tech jobs can be performed from virtually anywhere.

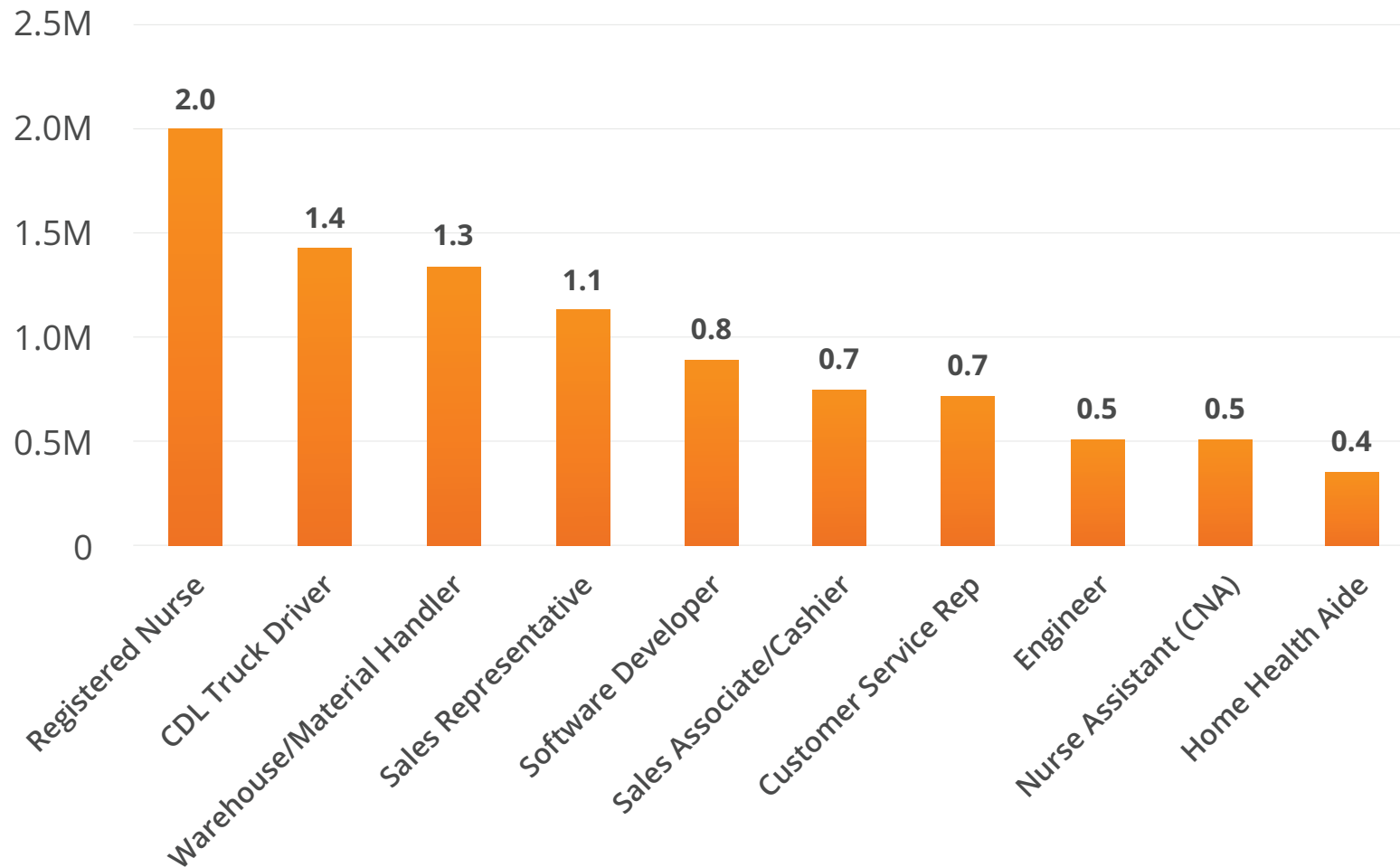
Additionally, Logistics and Customer Service broke iHire's top 10 in 2020. For Logistics, the rise in e-commerce during COVID-19 drove an increased need for material handlers and warehouse operators. Customer Service jobs also soared, with more call centers operating with distributed workforces. Not surprisingly, Hospitality fell out of the top 10 due to the various lockdowns and closures of hotels and food service establishments across the country.



Values indicate the number of job postings in millions for each industry.

Top Career Titles

2020



Values indicate the number of job postings in millions for each title.

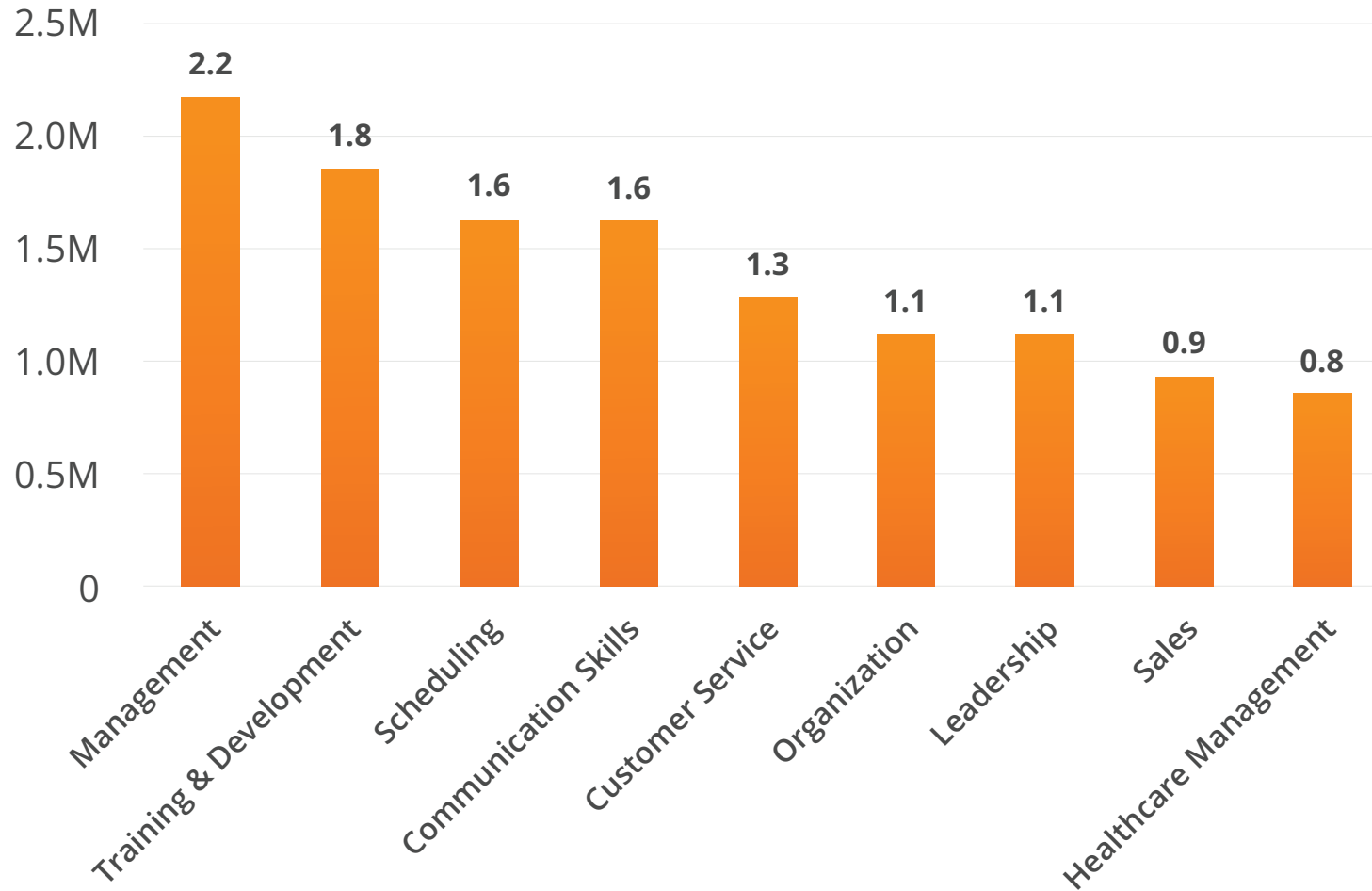
OUR TAKE

Top career titles in iHire's job postings were consistent with the top 10 hiring industries. Notably, Home Health Aide emerged in 2020 as a popular career title – another result of COVID-19.



Most Desired Candidate Skills & Credentials

2020

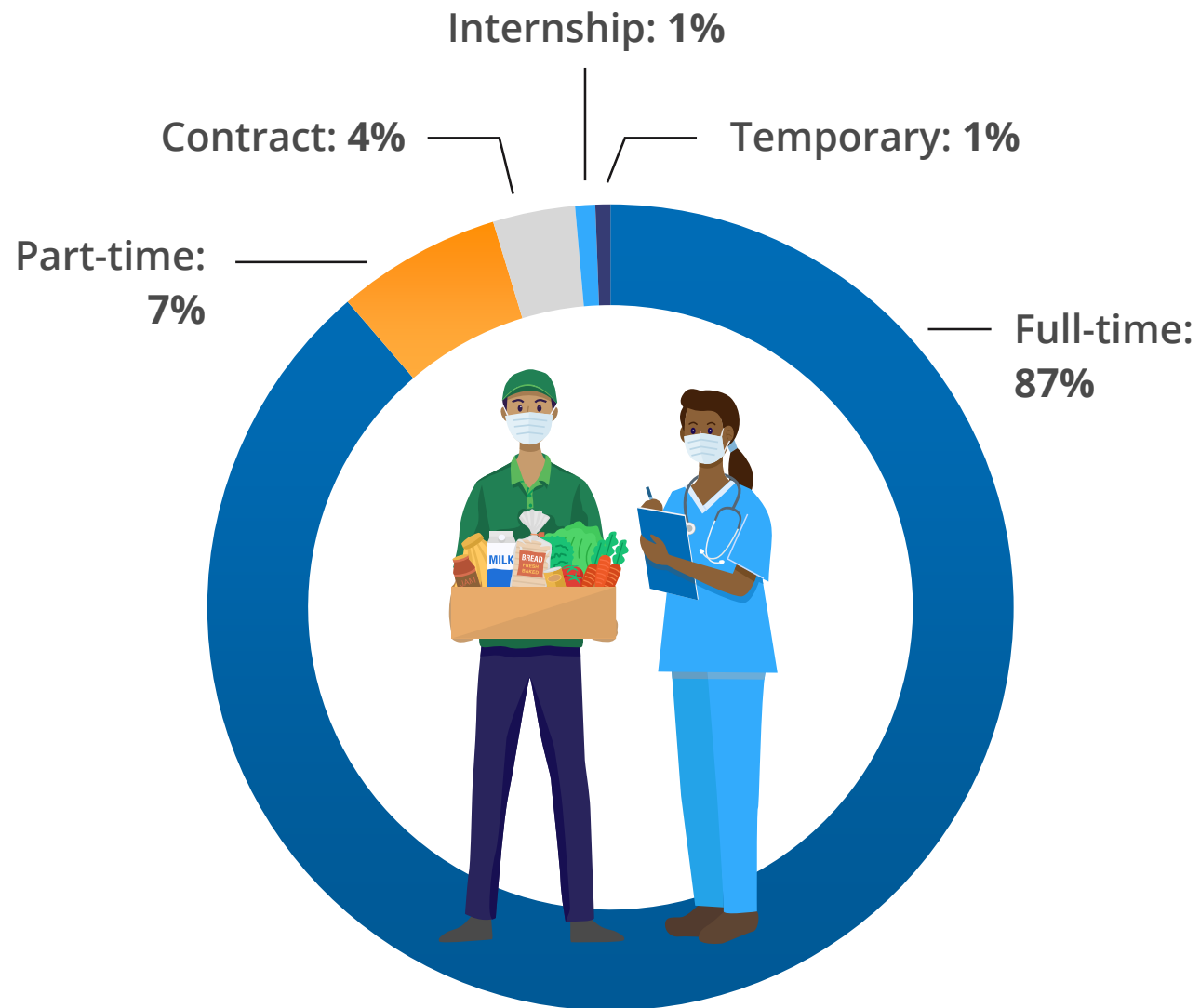


Values indicate the number of job postings in millions for each skill.

OUR TAKE

12.4% of job postings on iHire sought candidates with management experience or leadership skills, a testament to employers' reliance on industry-specific recruiting to attract the most qualified talent. Healthcare Management also made the list, as hospitals and medical practices augmented staff in response to COVID-19.

Employment Types



OUR TAKE

The proportion of job postings for each employment type on iHire remained similar, year over year. Full-time positions fell just 1% in 2020, but contract and part-time jobs rose 0.7% and 0.4%, respectively. While these figures are small, the jump in contract and part-time postings supports the notion that employers and job seekers are embracing different types of work to keep their businesses operating and paychecks coming.

Top Hiring States & Cities

Which geographic areas had the most jobs in 2020? Job seekers in the following states and cities didn't have to look too far for opportunities.

TOP HIRING STATES

- | | |
|-----------------|------------------|
| 1. California | 6. Illinois |
| 2. Texas | 7. Ohio |
| 3. Florida | 8. Massachusetts |
| 4. Pennsylvania | 9. Virginia |
| 5. New York | 10. Georgia |



TOP HIRING CITIES

- | | |
|----------------|---------------------|
| 1. New York | 6. San Francisco |
| 2. Houston | 7. Washington, D.C. |
| 3. Chicago | 8. Seattle |
| 4. Atlanta | 9. Phoenix |
| 5. Los Angeles | 10. Dallas |



Remote Jobs

In the wake of COVID-19, remote work exploded. And, 82% of companies say they plan to allow employees to work remotely at least part of the time once they reopen, according to a [Gartner survey](#).

In 2020, iHire saw more than 776,000 job postings for remote work opportunities. Technology and Customer Service led the way with 150,000 and 130,000 remote jobs, respectively. Nursing also had an abundance of remote opportunities due to a rise in telehealth during COVID.

776,000
Remote Jobs

Top Industries for Remote Jobs

1	Technology	150,000
2	Customer Service	130,000
3	Insurance	92,500
4	Sales	90,100
5	Nursing	47,200
6	Engineering	31,800
7	Accounting	31,800
8	Administration	25,300
9	Human Resources	19,100
10	Banking	16,900

Values indicate number of remote job postings per industry.

Top Remote Job Titles

1	Sales Agent/Associate	87,100
2	Customer Service Representative	63,100
3	Call Center Representative	61,600
4	Sales Representative	46,100
5	Software Developer	45,900
6	Registered Nurse (RN)	23,000
7	Account Executive/Account Manager	20,860
8	Engineer	20,500
9	Database Administrator	13,400
10	Tax Specialist	11,300

Values indicate number of remote job postings for each job title.

Job Seeker Snapshot

iHire's platform now comprises more than 14.1 million job seekers, with 1.8 million new candidates added in 2020 alone. This surge is not only an effect of high unemployment rates, but also the result of an increase in workers looking to change careers. According to iHire's [2020 Talent Retention Report](#), 61.8% of workers are considering making a major change in 2021, many in industries dramatically impacted by COVID-19.

1.8M
candidates
added in 2020

14.1M
candidates total

Top iHire Talent Communities

1	iHireAdmin	359,000
2	iHireConstruction	262,000
3	iHireHR	248,000
4	iHireAccounting	242,000
5	iHireTechnology	221,000
6	iHireNursing	191,000
7	iHireSalesPeople	153,000
8	iHireDental	117,000
9	iHireManufacturing	107,000
10	iHireLogistics	100,000

Values indicate number of candidates in each community.

Most Desired Career Titles

1	Administrative Assistant	137,000
2	Receptionist	132,000
3	Office Manager	102,900
4	Sales Associate	92,200
5	Secretary	78,600
6	Sales Representative	66,300
7	Project Manager	64,500
8	Accountant	63,100
9	Manager	61,300
10	Clerk	57,300

Values indicate number of candidates seeking each career title.

Recruiting Resolutions for 2021

After the curveball that was 2020, iHire opted to take a different approach to our annual list of recruiting and job search predictions. While we are optimistic that 2021 won't bring too many surprises, we'd like to leave employers and job seekers with a few resolutions – goals for advancing their recruitment efforts and careers in the coming months, based on the trends and topics emerging across industries.

5 Resolutions for Employers



1. PERFECT YOUR VIRTUAL RECRUITMENT PROCESSES. Remote work is not going away anytime soon. Use 2021 to fine-tune your virtual recruitment practices, end-to-end – from screening and interviewing to onboarding.



2. FILL YOUR PIPELINE. Even if you're not actively hiring (yet), get a leg up on your competition by growing your talent pipeline with qualified candidates. Connecting with passive candidates and reaching out to previous applicants are two places to start. You'll be ready to fill future roles quickly while your competitors will be starting from square one.



3. COMMUNICATE WITH CANDIDATES. Communication is critical to a positive candidate experience, especially when job seekers are navigating the frustrating realm of unemployment. At the very least, strive to let candidates know when they are no longer in the running for a position, even if that's just through an automated email message. Pledge to make candidate communication a priority in 2021 (your employer brand will thank you later).



4. ALIGN YOUR BRAND WITH YOUR MISSION. Strengthen your employer brand in 2021 by establishing a clear company mission and purpose. Job seekers, now more than ever, want to work with companies whose values align with their own. Once you define your mission, seek opportunities to contribute to the community or a cause that supports that mission.



5. COMBAT UNCONSCIOUS BIAS. Diversity, Equity, and Inclusion (DE&I) took a spotlight in 2020, and such initiatives will continue. Make a conscious effort to remove unconscious bias in your recruiting process in 2021, and you will find yourself with a pool of untapped qualified talent.

5 Resolutions for Job Seekers



1. EXPAND YOUR SKILLS. Whether you're happily employed or in between jobs, focus on your own professional development in 2021. What can you learn to make yourself even more valuable to employers? Identify the skill set you'd like to acquire or the job you ultimately want, and seek opportunities to expand those skills.



2. FOLLOW UP ON APPLICATIONS. While it's the employer's obligation to keep you informed of your application's status, don't be afraid to follow up. With the influx of unemployed workers, it's more likely that your application could fall into the "resume black hole." If you don't hear back from an employer in two weeks, give them a call or send an email. This will put you top of mind and demonstrate your genuine desire to work for them.



3. PRACTICE VIDEO INTERVIEWING. Since many interviews will continue to be conducted virtually, devote time in 2021 to improving your video interviewing prowess. Practice maintaining eye contact, navigating video conferencing tools, and conveying the right body language to impress your next potential employer.



4. CUSTOMIZE EVERY RESUME FOR EVERY APPLICATION. Stand out in the crowded market and sail past applicant tracking systems (ATS) by taking the time to customize each resume you submit. Ensure your resume contains keywords found in the job description for the position, and double-check for typos and errors. Similarly, don't forget to include a customized cover letter, especially when the job posting specifically requests one.



5. EMBRACE FLEXIBILITY. If there's one lesson we learned in 2020, it is the importance of flexibility and adaptability in the workplace. Carry that flexibility over into 2021. Still unemployed? Find a gig or part-time job (or two). In a dwindling industry? Consider a career change. Explore all options and stay optimistic. Your dream job is out there – it may just take time to find it.

The Final Word

As we finally bid farewell to 2020, uncertainty and apprehension still surround the labor market. However, the steady number of job postings across iHire's platform provides reason to be hopeful for continued recovery. Yes, some industries have been hit harder than others, but the good news is that companies are still hiring and qualified candidates are still eager to find work. Employers and job seekers alike learned to be nimble and innovative these past few months, giving us optimism that we'll make the best of 2021, together.

Employers, find your next great hire.

[Get Started](#)

Job seekers, find your next great career opportunity.

[Get Started](#)



About iHire

iHire is a leading career-oriented platform that brings candidates and employers together in 56 industry-focused communities. We believe that by narrowing job seekers' and employers' searches within a specific industry, we can connect high-quality talent with the right opportunities faster, easier, and more effectively than a general job board. Everyone deserves to find work that is fulfilling, inspiring, and meaningful. Since 1999, we've combined cutting-edge technology with our expertise in the recruitment space and the invaluable insights of our members to achieve just that. Visit www.ihire.com for more information.



About the Data

Unless specified or linked to an external source, all data in this report is pulled from iHire's job and job seeker databases, which include information from jobs posted directly through iHire as well as jobs aggregated from 30,000+ online sources.

