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U.S. Job Industry Recap & Outlook

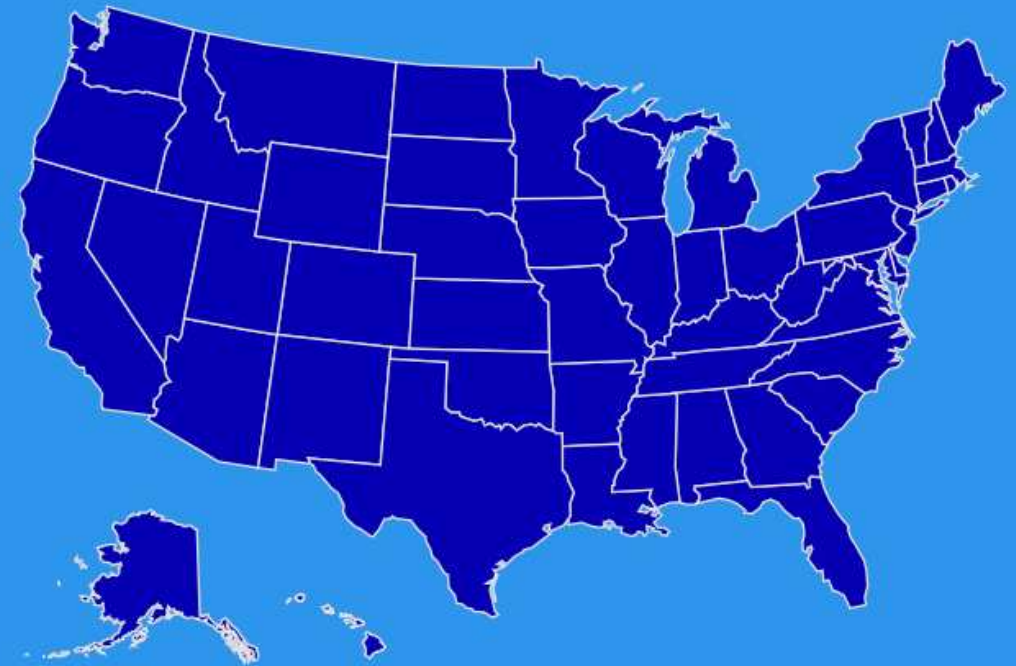## 2018-2019

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Booming. Flourishing. Competitive. Exciting. Fierce.

No matter how you describe it, 2018 will go down in history as a monumental year for jobs.

✓ Unemployment rate fell to **3.9%**

✓ Payroll employment increased by **312,000** in December 2018 alone

✓ Wages increased **3.1%** — the highest rate of growth in decades

✓ The U.S. averaged **200,000+** new jobs per month since the start of 2018

✓ **6.9 million job openings** remained in Q4 2018

Source: Bureau of Labor Statistics (BLS)

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This growth led us to do a little research of our own. We pulled from our job and job seeker database comprising **56** industry-specific talent communities to find:
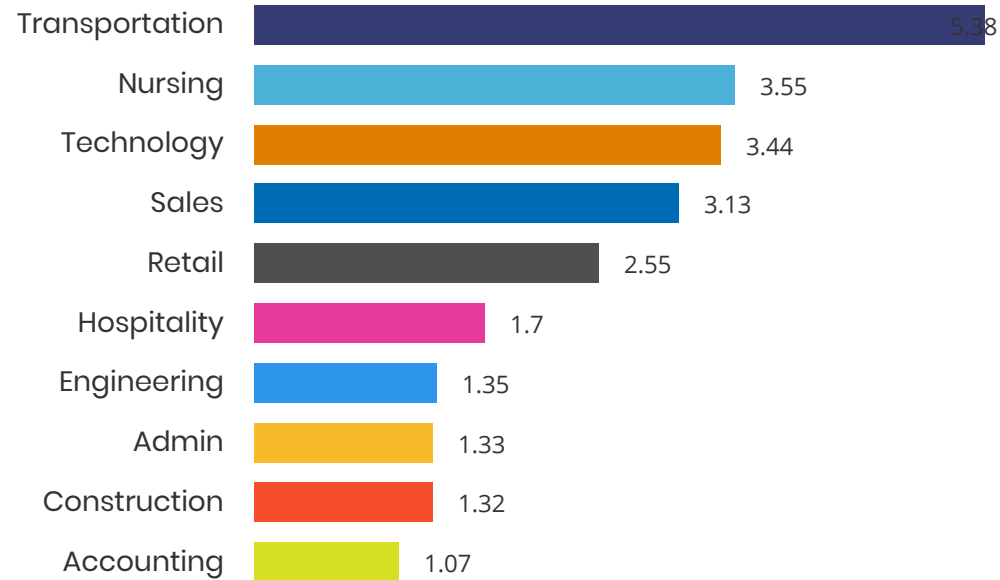
- Which industries had the most job openings in 2018?
- Which U.S. metropolitan areas were hiring hot spots?
- Were any sectors particularly turbulent or exciting?
- Which skills were in high demand?
- And more...

The numbers are in...
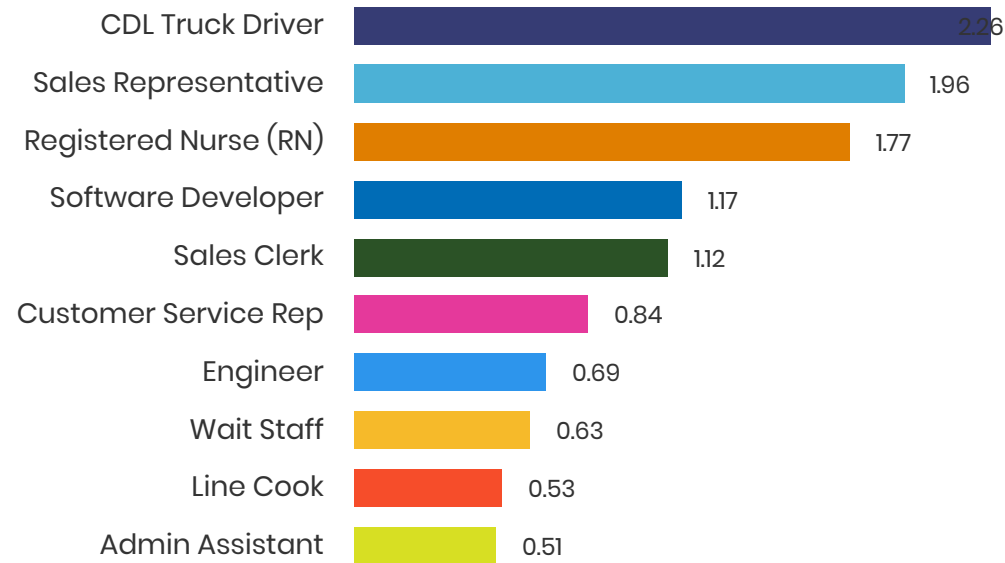
35
Million
Job Postings in 2018

Top Hiring Industries

Industry	Value (millions)
Transportation	5.38
Nursing	3.55
Technology	3.44
Sales	3.13
Retail	2.55
Hospitality	1.7
Engineering	1.35
Admin	1.33
Construction	1.32
Accounting	1.07

Values in millions indicate number of job ads within each industry

Top Hiring Career Titles

Career Title	Value (millions)
CDL Truck Driver	2.26
Sales Representative	1.96
Registered Nurse (RN)	1.77
Software Developer	1.17
Sales Clerk	1.12
Customer Service Rep	0.84
Engineer	0.69
Wait Staff	0.63
Line Cook	0.53
Admin Assistant	0.51

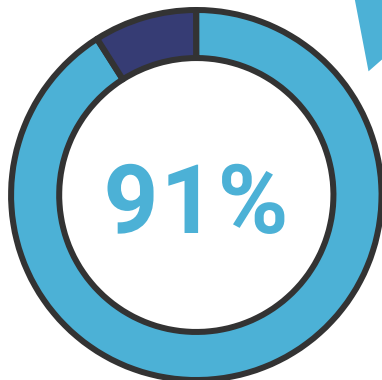Values in millions indicate number of job ads for each title

OUR TAKE

The 2018 job market was hot for the transportation industry (logistics, trucking, and freighting) due in part to the rise in e-commerce and consumer demand for fast shipping and handling.

Nursing was another exciting field, given the emergence of telenursing and telehealth jobs that add new elements of flexibility in this career. We also saw continued growth in the technology sector, and sales, retail, and hospitality showed no signs of slowing down.
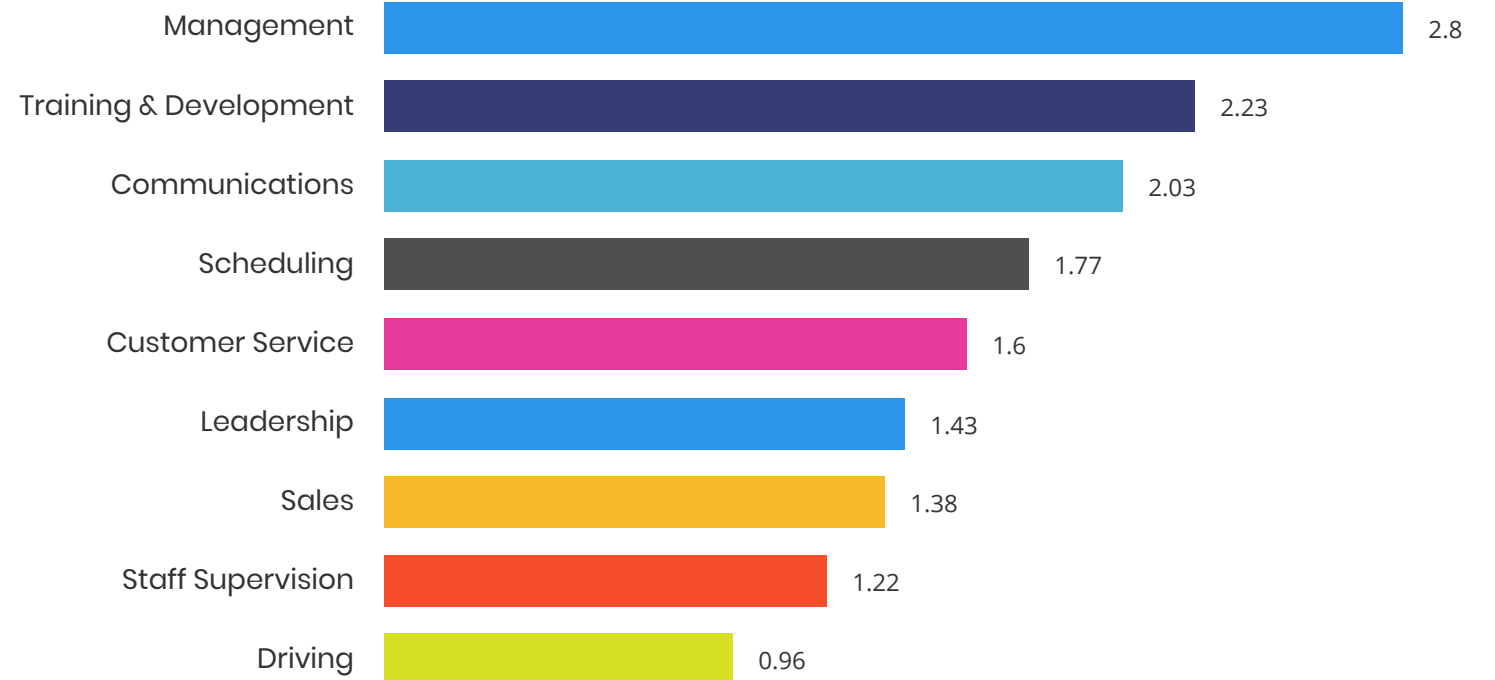
OUR TAKE

The skills gap is certainly no myth, as approximately **6.9 million jobs** remained unfilled in late 2018, according to the BLS. In an attempt to bridge that gap, we'll see an increased focused on training and upskilling employees in the new year.

91% of 2018 job postings sought **full-time** employees

91%

Top Desired Skills

Skill	Value
Management	2.8
Training & Development	2.23
Communications	2.03
Scheduling	1.77
Customer Service	1.6
Leadership	1.43
Sales	1.38
Staff Supervision	1.22
Driving	0.96

Values in millions indicate number of job ads for candidates with skill

83% of 2018 job postings sought "**experienced**" candidates
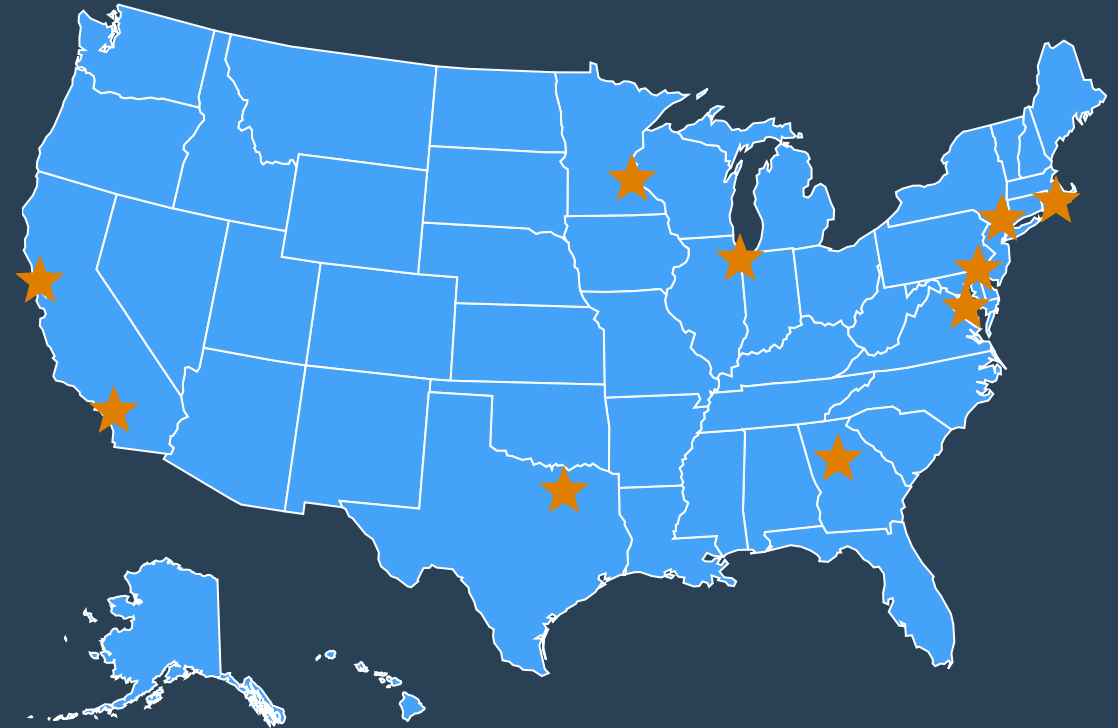
83%

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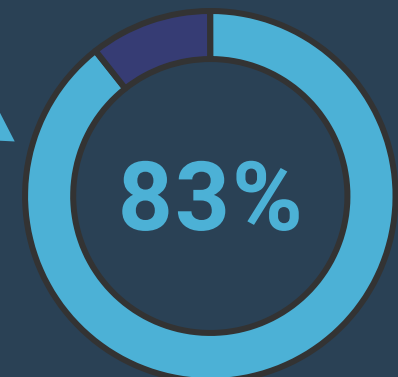
Where are the jobs?

Top Hiring States
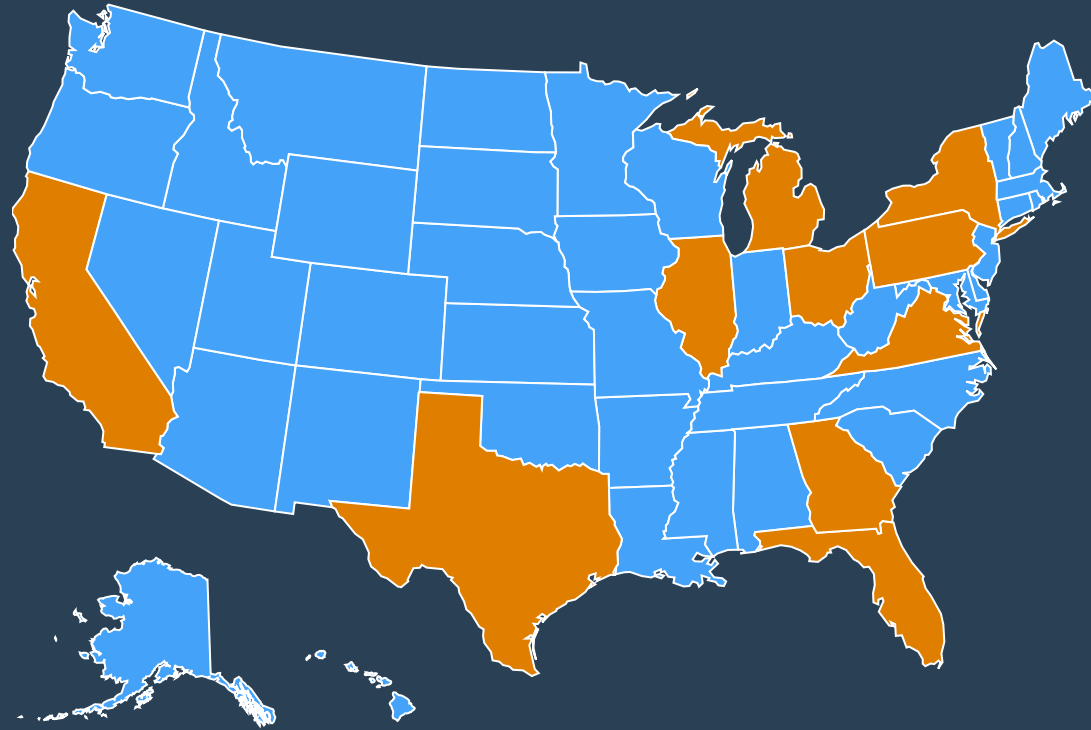
California
Texas
Florida
New York
Ohio
Illinois
Pennsylvania
Virginia
Georgia
Michigan

Top Hiring Metropolitan Areas

New York-Newark-Jersey City
Chicago-Naperville-Joliet
Washington-Arlington-Alexandria
Los Angeles-Long Beach-Anaheim
Boston-Cambridge-Newton
Dallas-Fort Worth-Arlington
San Francisco-Oakland-Fremont
Philadelphia-Camden-Wilmington
Atlanta-Sandy Springs-Marietta
Minneapolis-St. Paul-Bloomington

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5

What's Next?

5 Hiring Trends & Predictions for 2019

1 Recruitment marketing will be a non-negotiable hiring strategy

To attract top talent and differentiate themselves from the competition, employers will treat candidates and job seekers as they would potential customers and sales leads. This involves engaging and nurturing potential employees *before* they even apply for a job, as well as providing a positive and transparent candidate experience – from the interview to the job offer and everywhere in between.
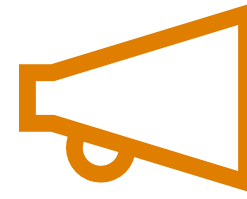
2 Employers will focus on employee retention

The tight labor market has led to an all-time high employee turnover rate of 19.3%, according to Salary.com, making employee retention just as important as talent acquisition. Employers will go the extra mile to introduce new job perks and programs, such as flexible work schedules, social events, and wellness initiatives, to keep existing employees onboard for the long haul.
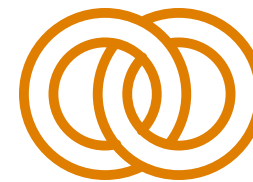
3

**Workplace culture will be the No. 1 competitive differentiator in the hiring process**

In 2019, employers will rely on workplace culture – not just rich benefits packages and 401(k) options – as a key selling point in recruiting. They will make a concerted effort to showcase their organization's personality, social initiatives, and unique work perks, such as flexible schedules, across all brand channels.

4

Data analytics will power more effective HR

HR has evolved from an administrative role into a strategic function of an organization. In 2019, HR departments will use advanced data analytics to power more effective decision making and showcase value to the C-Suite. Similarly, recruiting, hiring, and retaining employees will become data-driven processes tied to KPIs that are strategically aligned with corporate goals.
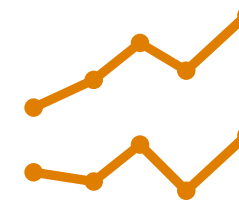
5 Companies will tackle the skills gap by offering free education and training

Education and training will become increasingly important in helping companies build their talent pipeline. The big players in the technology space, such as Facebook, LinkedIn, and Google, already have a sharp focus on workforce development, while we have also seen direct employers like Amazon launch training for *anyone* (not just candidates).

In 2019, we'll see more businesses offer free training to not only their own employees, but also to the general public. It's a win for their brand perception and way to fill positions.

The Final Word...
In 2019, we expect to see the number of job openings continue to increase, as companies not only look to quickly fill new positions, but also build their talent pipeline.

With millions of job openings and a widening talent gap, the race to hire qualified candidates will heat up in 2019. Don't get left behind.

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Job Seekers: Join iHire's network of 56 industry-specific job boards to find your dream career: https://www.ihire.com/network/directory

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