



# Business Analysts

*A specialist sector spotlight*

**peoplebank**  
*Specialist Technology & Digital Recruitment*

# Recruitment Trends



## Insights from Paul O'Donovan: Manager, Technology, Peoplebank Christchurch

### Business Analysts

The IT market is as busy as ever, and it's a great time to be a Business Analyst (BA), with the skillset the most demand in the market across contract and permanent recruitment. The BA market has been consistently busy for several years, even before the Covid-19 'Job Boom' in the last 24 months.

Good, solidly skilled Business Analysts are worth their weight in gold to a business. They are the middle person between the business and the technology team. We are seeing more and more BAs working to redesign business processes and look for inefficiencies, meaning they quickly become paramount to a business's success, and integral to teams very easily. Business Analysts also tend to be key relationship holders with suppliers and stakeholders, since they have usually been part of projects from the beginning, making them a key part of business moving forward, too.

### Market Movement

The pay spike we have been seeing in the past couple of years is still going, with candidates mostly only considering offers of 20% increases or more to move roles. On an encouraging note, we are seeing businesses and hiring managers doing what they should to secure top talent, including speeding up the recruitment process, communicating clearly to candidates, and moving quickly on great candidates. This is great to see as it keeps both the candidate and hiring manager satisfied with the process.

### Vacancies & Candidates

Vacancies on leading job boards are starting to trend downwards, as detailed in the following pages, most likely due to the end of the financial year and businesses pushing hiring through for the end of the year, hence we are beginning to see it slow down ever so slightly in the last couple of months. The prediction is that this will pick up again as business projects build up.

The one section of the Business Analyst sector that really is tricky is Junior Business Analysts. It is impossible to find a Junior BA. There is an interesting need for Junior BAs to get into the market, take on the more junior tasks and grow within a business. Any IT candidate who can get experience working in ERP projects is a great way to ensure your career growth.

### Predictions

Business Analysts are going to continue to be in high demand in the market. As a candidate, if you are thinking of contracting, now is a great time. Over the last 12 months, for the first time in 11 years of recruitment, is the first time that businesses are open to waiting four weeks for permanent candidates to leave and move to contracting – so, take the opportunity if you can.

With the amount of project work happening in the market, as a Business Analyst, your opportunities are endless.

# Vacancy & Candidate Trends

## The IT market - Seek statistics

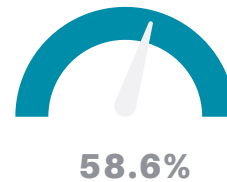
When we look at IT jobs advertised on Seek vs the total jobs advertised on Seek (below) we see that these jobs have followed very similar trends. What is surprising is the growth of jobs advertised overall. Prior to Covid, a standard week of jobs advertised on Seek was in the vicinity of 20k-22k jobs.

When Covid first hit, this dropped to under 10k jobs per week, however, since mid-2021, we have regularly seen total jobs advertised on Seek exceed 30k. What is even more surprising is that in Jan '22, when advertising would normally take a seasonal drop off, the total jobs advertised exceeded 34k, with IT jobs reflecting the same record levels.

In March and April this year, for the first time in a while, we have seen the "total jobs" number start to decline versus the highs of the prior months. However, both months are still in excess of 30k jobs and up over 70% versus the prior year.

Job ad growth for the Information & Communication Technology classification has increased 17% year on year. While demand for IT staff is trending up for 2022, candidate availability has hit extremely low rates, putting extra strain on the industry.

### JOB AD GROWTH (VS 5 YEAR AVERAGE)

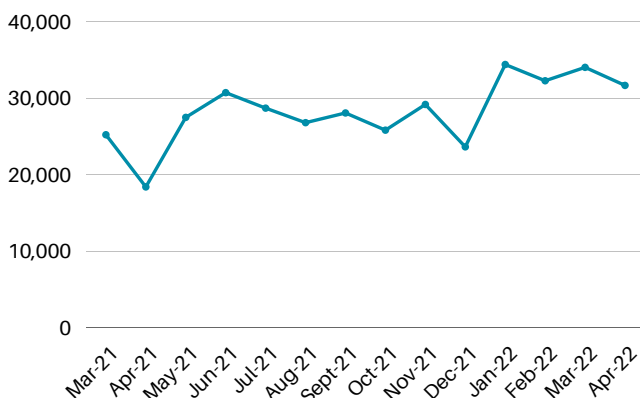


### CANDIDATE AVAILABILITY (VS 5 YEAR AVERAGE)

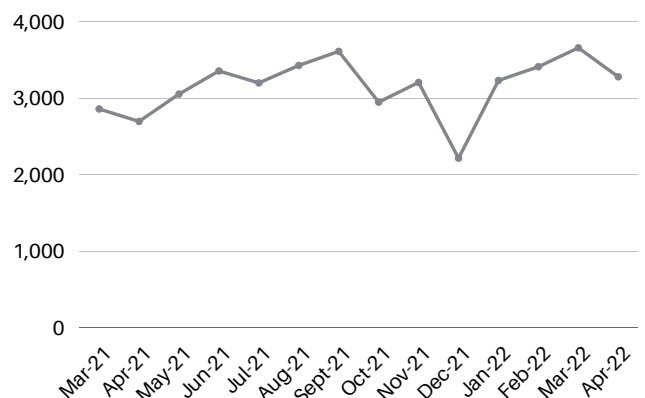


## SEEK TOTAL JOBS VS ICT JOBS (MAR '21 - APR '22)

Total Jobs



Information, Communication, and Technology Jobs



# Salary & Category Trends

## The IT market - Seek statistics

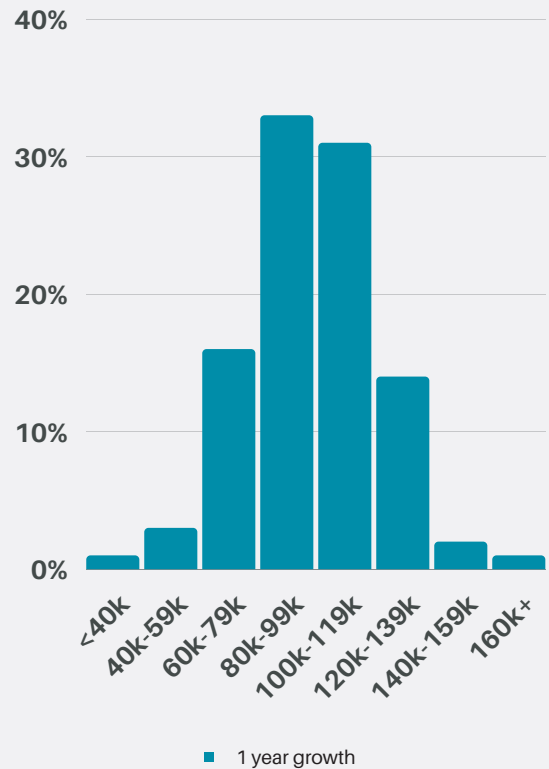
Salaries in the Business Analyst space have had some flexibility, often depending on projects and existing team structures.

The graph to the right illustrates the last 12 months' worth of advertised salaries, showing the majority of roles are offering between \$80k-\$119k per annum. This shows that, as a hiring manager, if you can offer a great candidate above \$119k, then you can give them a competitive market offer.

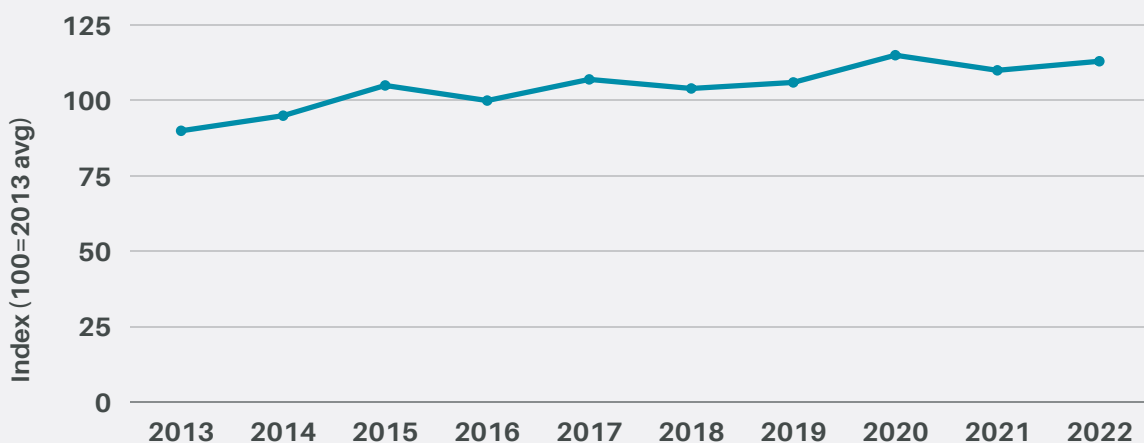
The graph below also illustrates the growth of average advertised salaries of Business Analysts over the last 10 years, showing that they were always in the higher end of salary brackets, but especially over the last 3-4 years, the average salary has climbed to sit at approximately \$115k per annum.

Factors to consider in terms of salary are also inflation, cost of living in the area the candidate lives, and availability of top talent. To secure the best candidates, consider offering an above-market rate.

### SALARY DISTRIBUTION - 12 MONTHS



### SALARY GROWTH



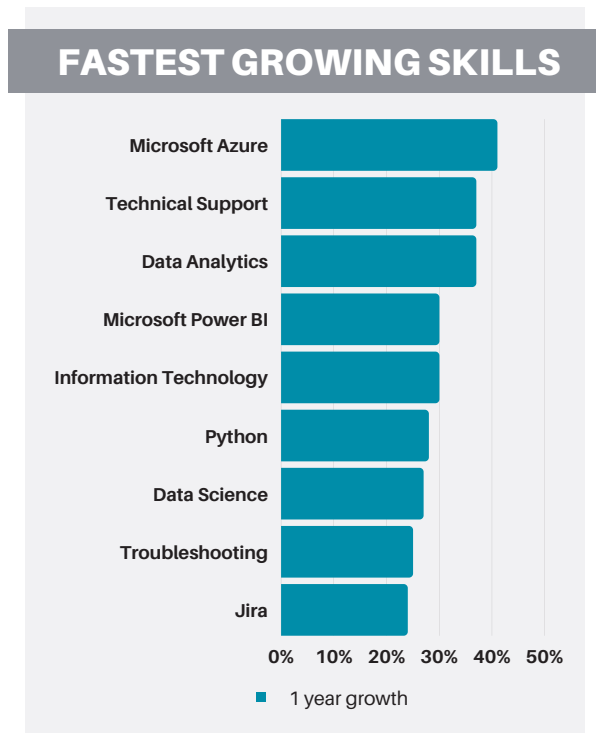
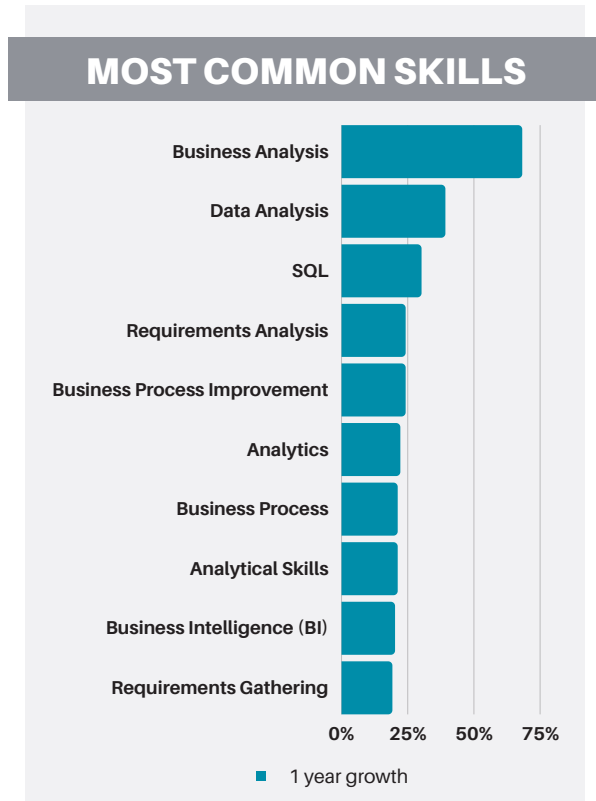
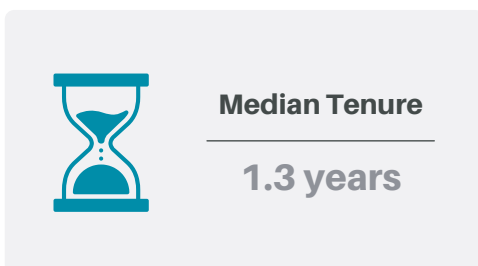
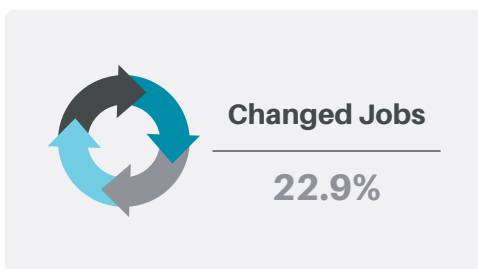
# Skills, Tenure & Attrition Trends

## The IT market - LinkedIn statistics

LinkedIn Talent Insights can provide an interesting look into candidate retention and attrition, and in the case of the IT sector, it shows that 22.9% of candidates have changed jobs, and employees are typically staying in roles for just shy of 1.5 years.

The most common skills for professionals in the project management and BA space include business and data analysis, and SQL. The fastest growing skills, on the other hand, are technical skills such as Azure, data analytics, power BI and Python. This tells us that candidates who have the analysis and project management skills may already exist in the industry, and are proactively upskilling in the latest technical requirements to perform in these roles.

When looking for candidates in this space, it is important to consider both analytical and technical skills to set candidates up for success.





# About Peoplebank

*Local experience, global support.*

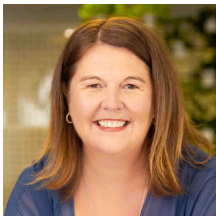
Peoplebank New Zealand is the New Zealand based arm of the global Peoplebank Group. Supported globally throughout Asia Pacific, we are passionate about ethical recruitment, helping businesses grow, and coaching candidates towards their perfect next career step.

We are specialists, not generalists, and our consultants have been recruiting in New Zealand for over 70+ years collectively. By focusing on specialist areas throughout the technology and digital sector, we are experts at candidate care and helping kiwi businesses thrive by matching top talent with top businesses.

In this candidate-short market, our networks are our difference. The team are excited to continue to deliver project and technology recruitment to New Zealand clients and candidates.

## Peoplebank Specialists

**Auckland** - Level 8, Aon Centre, 29 Customer Street West, Auckland CBD



**Clare O'Sullivan**  
Consulting Manager  
021 425 273  
clare@peoplebank.co.nz



**JP Browne**  
Principal Consultant  
027 591 1677  
jp@peoplebank.co.nz



**Eloise Gantuangco**  
Principal Consultant  
021 145 7433  
eloise@peoplebank.co.nz



**Neelam Lata**  
Talent Manager  
020 4112 6764  
neelam@peoplebank.co.nz

**Wellington** - Level 5, 3 Hunter Street, Wellington Central



**Mat Domney**  
General Manager - Wellington  
027 551 9599  
mat@peoplebank.co.nz



**Rita Forsythe**  
Consultant  
027 243 4430  
rita@peoplebank.co.nz



**Jordan Gibson**  
Consultant  
027 279 7838  
jordan@peoplebank.co.nz



**Rachel Hamilton**  
Talent Manager  
020 4091 6227  
rachel@peoplebank.co.nz

**Christchurch** - 22 Papanui Road, Merivale, Christchurch



**Paul O'Donovan**  
Manager - Technology  
027 704 8094  
paul@peoplebank.co.nz



**Daniel Harte**  
Talent Manager  
022 493 5857  
daniel@peoplebank.co.nz



**Nardeen Bessada-Georgy**  
Talent Manager  
021 109 1447  
nardeen@peoplebank.co.nz