



Sector Spotlight

A deep dive into the Project Services sector

peoplebank

Specialist Technology & Digital Recruitment



Diving into the Project Services Sector

The Technology sector has been growing rapidly in recent years. Technology and Digital as a standalone sector has changed, and has developed into a business enabler, allowing businesses to embrace change such as cloud computing, data and systems, and enterprise transformation.

As a result of this, needs and wants of businesses and candidates have changed, with businesses looking for project management skills, and candidates hunting for growth and development opportunities.

Types of roles we recruit:

- Programme, Portfolio, and Project Management
- Agile Coaches/Consultants
- Business and Systems Analysts & Data Analysts
- Scrum Masters
- Product Owner and Managers
- Change/PMO Analyst and Managers
- Chapter and Tribe Leads
- Value Stream Leads/ Agile Delivery Leads
- Project and Programme Co-Ordinators/ Administrators

Recruitment Trends



Insights from Clare O'Sullivan: Consulting Manager, Peoplebank Auckland

Navigating a business through new and existing operational and technological changes is a talent, increasing in necessity as businesses move through customer purchasing behaviour and transformational changes. This is also true as they navigate through lockdowns, working from home, changing alert levels / light systems and more.

We saw this back in 2008/2009, after the GFC and watched the realisation that organisations coming out the back of the recession needed to do things differently.

Project and Change Management can be a very transferrable set of skills, and with the level of new projects and changes companies are undergoing, there is a very high demand in the market currently, particularly in the Business Analyst space. In the last 18 months, businesses have been relying on experienced Project Services employees more than ever to manage this transition, and to successfully manage projects while working apart from their teams.

As with most of the IT sector in the current climate, there is a shortage of skilled candidates, and job boards have seen a steady increase in job ad growth and salary expectations. Whilst money may not be everything, salary and remuneration is still the greatest driver of attraction for candidates in the IT industry.

We have heard stories of up to \$40k p/a increases for candidates getting counter offered although the average is about 15-20%. As I predicted in June 2020, it is about now that we would start to see the impacts of the lack of immigration. Due to the inability of overseas candidates to enter New Zealand with border closures and MIQ, we are seeing a vast shortages in certain skills within Project Services. This has put the power in local candidates hands to negotiate job offers and make sure they are getting everything they want from their next opportunity.

"We have heard stories of up to \$40k per annum increases for candidates getting counter offers"

I've seen a lot of change in my time recruiting Technology roles in the NZ market, but this last two years has certainly been unique. It is a great time to be involved in Project recruitment as we see organisations going through change and trying to combat the improvement of customer satisfaction and digitising their channels. I can't wait to see what the next 2 years brings

For more information on current market drivers, candidate movements, and salary information, get in touch with our Peoplebank NZ team now.

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Vacancy Trends

Spotlight on

Let's firstly have a look at what's going on in the overall job market. Seek, because of its dominance in the NZ market is a good barometer of the health of the advertised jobs market.

As we can see from the chart below*, when Covid first hit NZ in 2020, advertised jobs in the project services sector had a very minor dip, but stayed consistent throughout our first lockdown. The drop in advertised jobs happened throughout 2020, hitting an all time low in late 2020-early 2021. Throughout 2021, jobs were back on the rise as businesses went through technological changes and have surpassed pre covid rates as of the latest data.

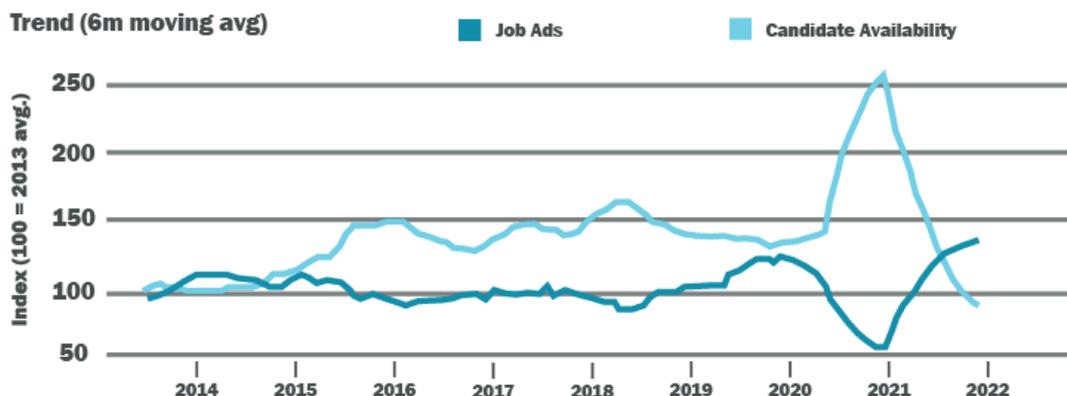
Adding fuel to the fire, the same graph* shows candidate availability peaked between 2020 and 2021, presumably with Covid-19 having an effect on unemployment, but has since dropped dramatically to an all time low coming into 2022.

Businesses in 2022 are expected to continue to make bold changes to infrastructure, networks, and applications, bringing an ongoing need for Project Managers and Business Analysts to join teams to assist with these changes.

The challenge in 2022, like many sectors, will be navigating the increase in job vacancies against the shortness of available candidates.

Seek Statistics for Programme and Project Management Categories:

Number of Job Advertisements vs Candidate Availability



Candidate Availability (vs 5 year average)



Employer Demand (vs 5 year avg)



Candidate Supply (vs 5 year avg)



*Seek Insights - data received 5/12/21

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Vacancy Trends

Spotlight on LinkedIn

Typically, professionals in Project Services are embedded within businesses, and work with many teams within a business to implement projects, therefore being based within offices in the main centres is key, to ensure smooth communication and collaboration.

Lockdown, and working from home has added an extra challenge for teams having to collaborate, as the teamwork element to many project services roles have suffered.

With the challenge of a candidate short market, recruitment strategies are now using sourcing and LinkedIn to search and approach and shoulder tap experienced candidates to apply for their vacancies.

Candidates have expressed how often they are getting approached via LinkedIn within the technology sector, so be careful using this tactic, or better yet, let us do it for you!

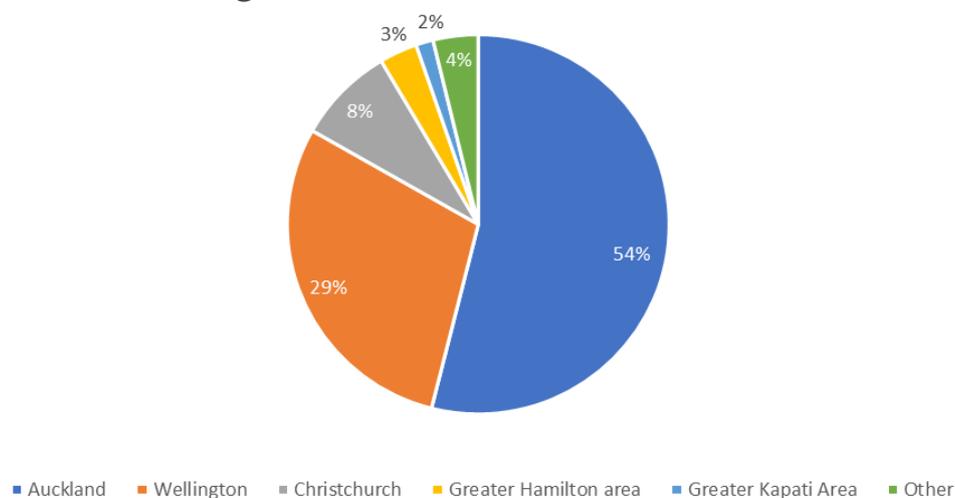
Tips for Hiring Managers:

- Develop your company page on LinkedIn. Candidates you approach on LinkedIn will look up your company. Prepare accordingly
- If approaching candidates via InMail, don't copy and paste your message. Be personal, mention their experience and why you want to talk to that specific candidate
- Make sure to specify 'why them', and reiterate why you are considering that particular candidate for your role. What interests you about their particular resume?

Tips for Candidates:

- Include your experience on your LinkedIn profile, using key search terms like project services, project management, business analysis or agile
- Treat every message like an opportunity, and apply regardless if you are interested or not! Be polite, to the point, and ask questions if you are unsure

Location of Project Services and Business Analyst professionals throughout New Zealand on LinkedIn*



*LinkedIn Talent Insights - data received 19/1/22

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Salary/Remuneration Trends

Salary trends have been an interesting watch in the Technology sector overall, and Project Services has been no different. With border closures and the inability for overseas candidates to make their way to New Zealand, local candidates have the power to negotiate, with salary being the key component.

The importance of moving quickly when great talent comes into the talent pool has never been higher. Our latest blog [Need For Speed](#) dives deeper into this topic.

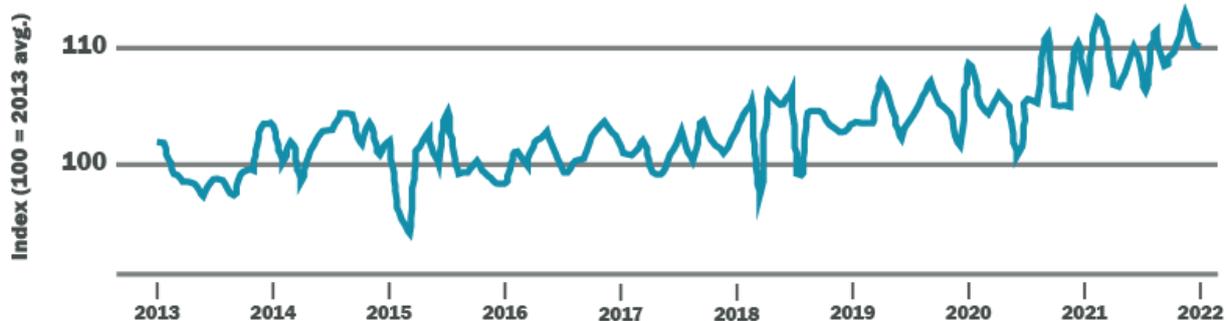
We can see from the chart below*, salaries in Project Services are steadily increasing, with a slight drop in 2020 (likely due to Covid-19), and a jump back up to <\$110k looking likely in the coming months of 2022.

Hiring Managers need to keep in mind that candidates in this area know their worth, and are prepared to negotiate their salary. As always, for great candidates, be prepared to offer competitive rates for contractors, and competitive salaries for permanent staff.

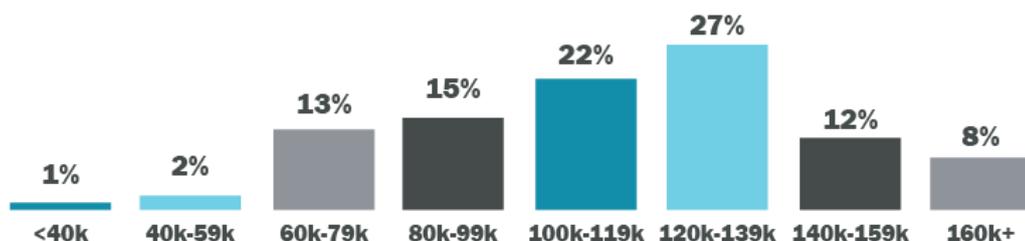
This includes rewarding your current team, as they will be getting approached by recruiters and other businesses. Check in against the market, or visit our [salary checker](#) for up-to-date market salaries. If possible, offer your team higher remuneration to ensure they feel appreciated and are happy in their role.

Seek Statistics for Programme and Project Management Categories:

Average Advertised Salary in Project Services Sector



Salary Distribution (\$) 12 months to October 2021*



*Seek Insights - data received 5/12/21

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About Peoplebank

Local experience, global support.

Peoplebank New Zealand are 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 Kiwi-based 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.

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