



Rwanda Talent Insights Report

Finance Sector - Priority Skills

RDB IN PARTNERSHIP WITH LINKEDIN - JUNE 2020 TO JUNE 2021

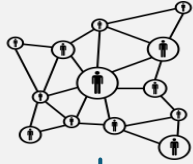


- Background on LinkedIn Partnership
- An Overview of finance professionals
- Data limitations and recommendations

LinkedIn Partnership with RDB

Bridging the information gaps and improving labour market matching and Analytics

Project Framework



Why LinkedIn

- LinkedIn is the largest professional networking platform.
- The platform has over **756 million users, over 57 million employers, and over 20 million job postings worldwide.**
- In Rwanda, available data indicates that they are **over 252,000 users** with LinkedIn profiles.



Talent Insights

- Is a LinkedIn Product that allows for the extraction of **macro-level data on the local labor market trends.**
- The macroeconomic data provides an outlook of the current local labor market insights which inform evidence-based policy decisions in the country.



The finance Sector Report

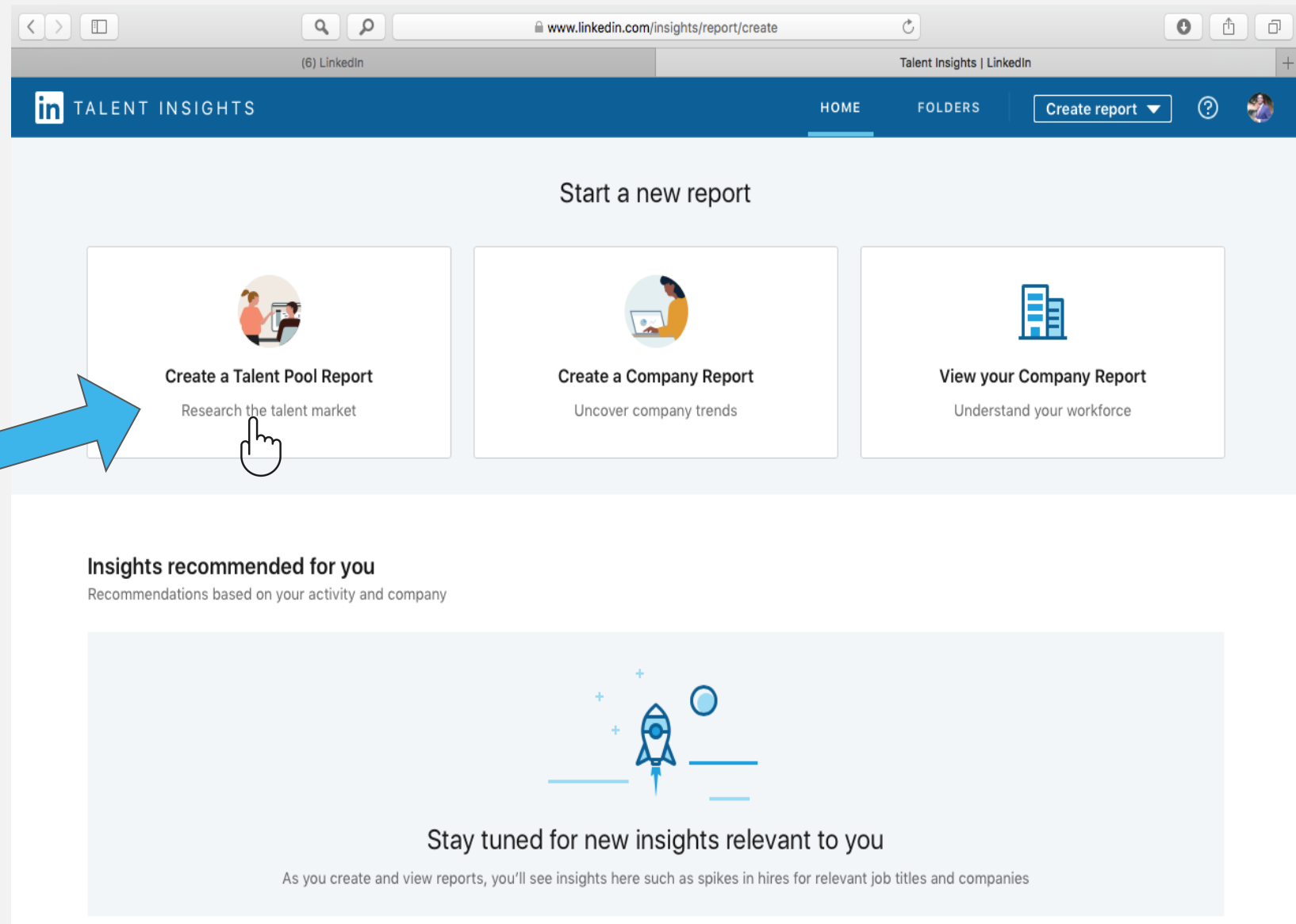
- Analyzes and provides an overview of the talent trends of professionals in the sector for the last twelve months.
- Identifies critical skills and provides insights on the talent mobility across sectors, countries, and the suppliers of **professionals in the sector.**

Methodological approach

This talent insight report provides an outlook of stock of finance professionals in the sector on LinkedIn. It indicates talent mobility within and across the sector.

The following steps indicates how key information on the finance professionals in Rwanda are generated from LinkedIn:

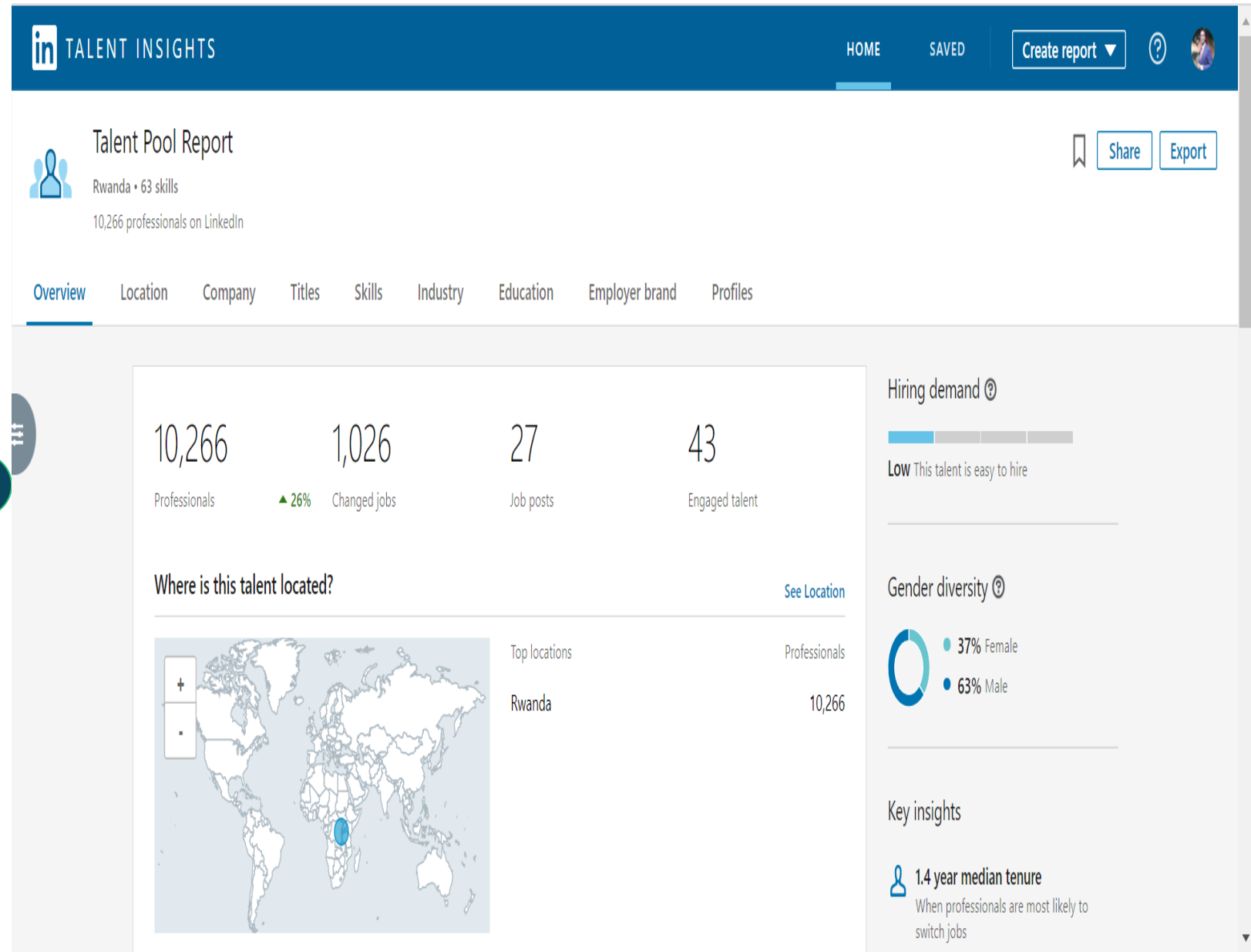
- Create a Talent pool report.
- Use different filters (**Job title, Location, Skills, Industry, Function**) to narrow down the data/search/ to your preference.



The picture displays an overview of data for finance professionals in the sector

This data highlights:

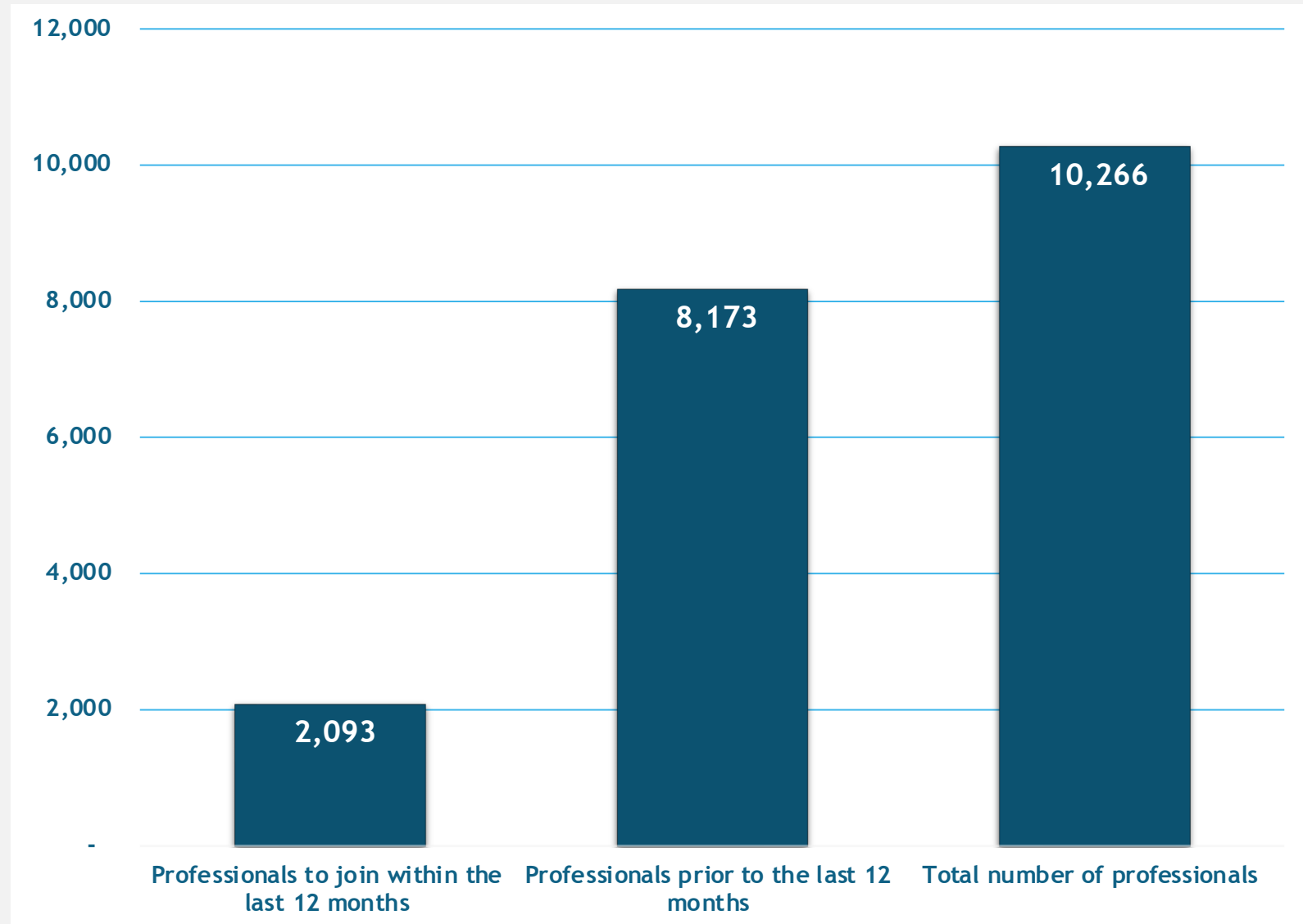
- 1) Where Rwanda is gaining and losing professionals;
- 2) Top recruiting firms;
- 3) Top titles;
- 4) Top skills;
- 5) Top industries;
- 6) Education details.





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Annual trends of professionals in the finance sector



In Rwanda, there was total Talent pool of 10,266 finance professionals in the Sector on LinkedIn, out of which 2,093 joined within the last 12 months of the analysis

In the last 12 Months, the stock of finance professionals increased by 26%.

Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of professionals in Rwanda

Gained Talents:

In the last 12 Months,

- Rwanda has gained a total of **334 professionals** from around the world. Mainly from the **United States (59)**, **Kenya (39)** and **India (26)**.

Lost Talents:

In the last 12 months

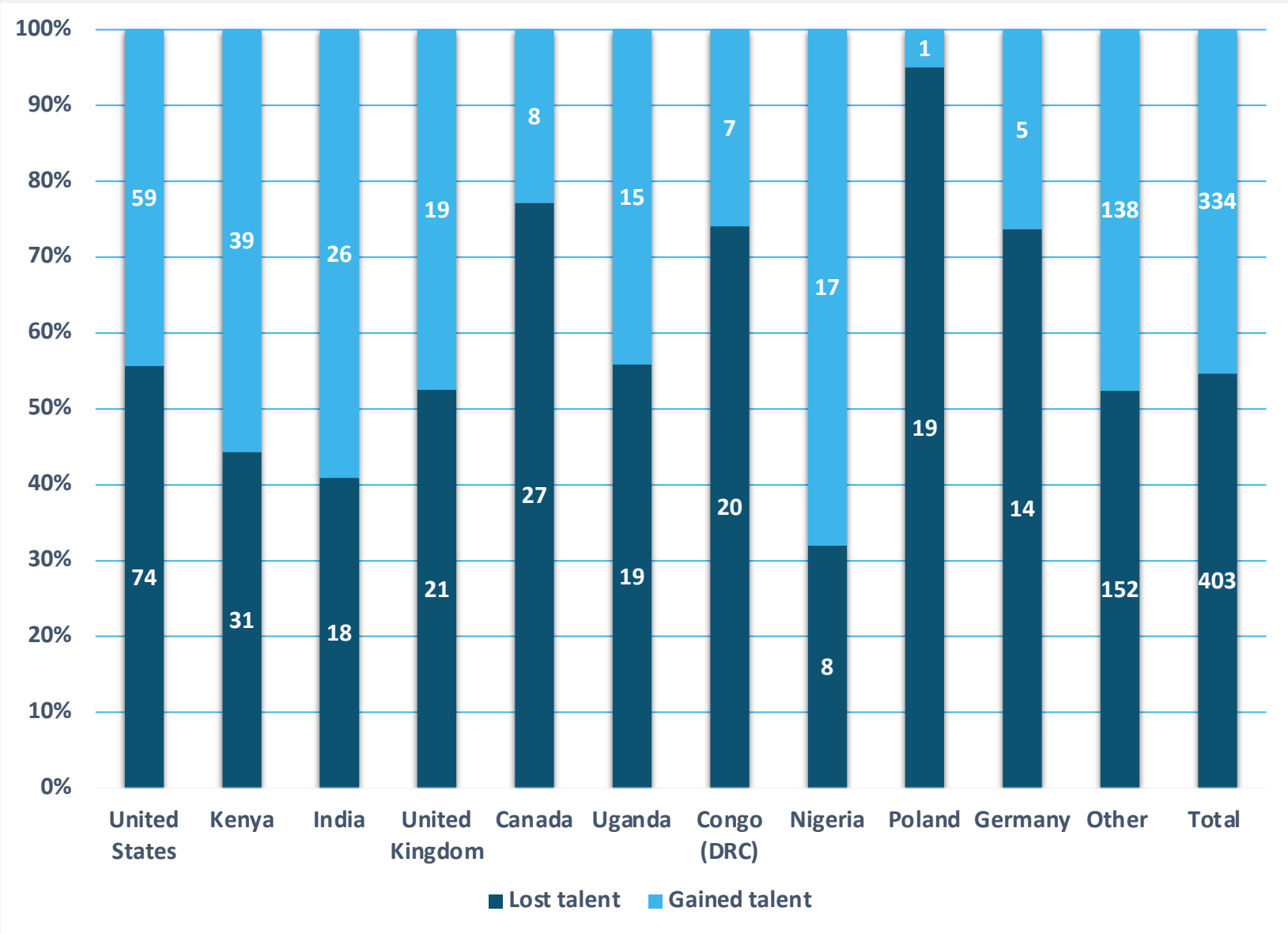
- Rwanda lost a total of **403 professionals** to countries around the world. Mainly to the **United states (74)** followed by **Kenya (31)**, and **Canada (27)**.

Other countries (not displayed on the graph):

- Rwanda gained a total of **(138) professionals** and lost a total of **(152) professionals** from other countries, notably: **South Africa**, **France** and **Côte d'Ivoire** to name a few.



Trends of talent mobility in the last 12 months

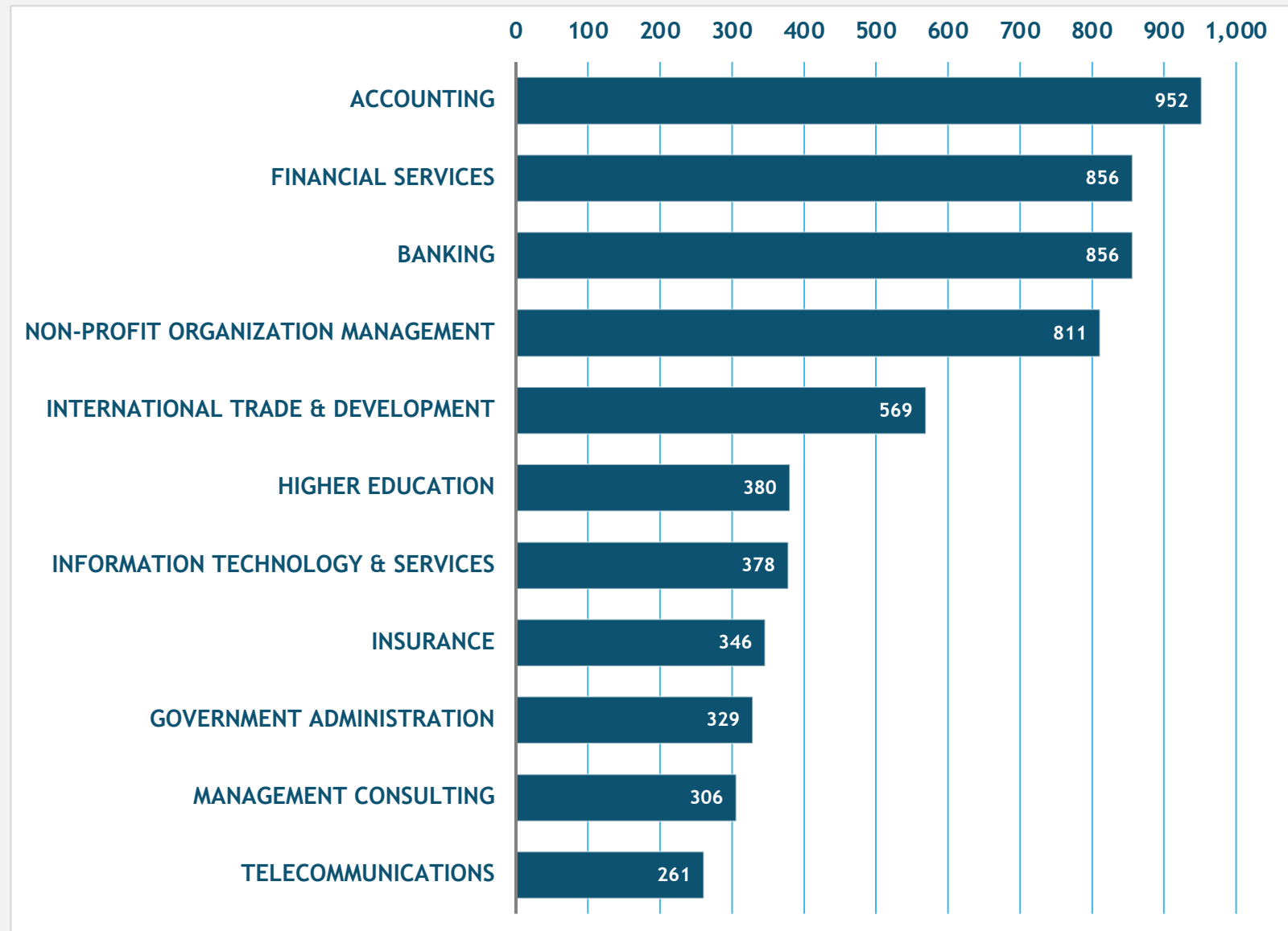


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total talent mobility of these professionals in Rwanda

Top industries employing professionals from this talent pool are Accounting, financial services, banking & NGO's.

Other interesting industries to not make the top 10 were; **Education management (261), International relations (206) & research (172)**

Top Industries Employing these Professionals

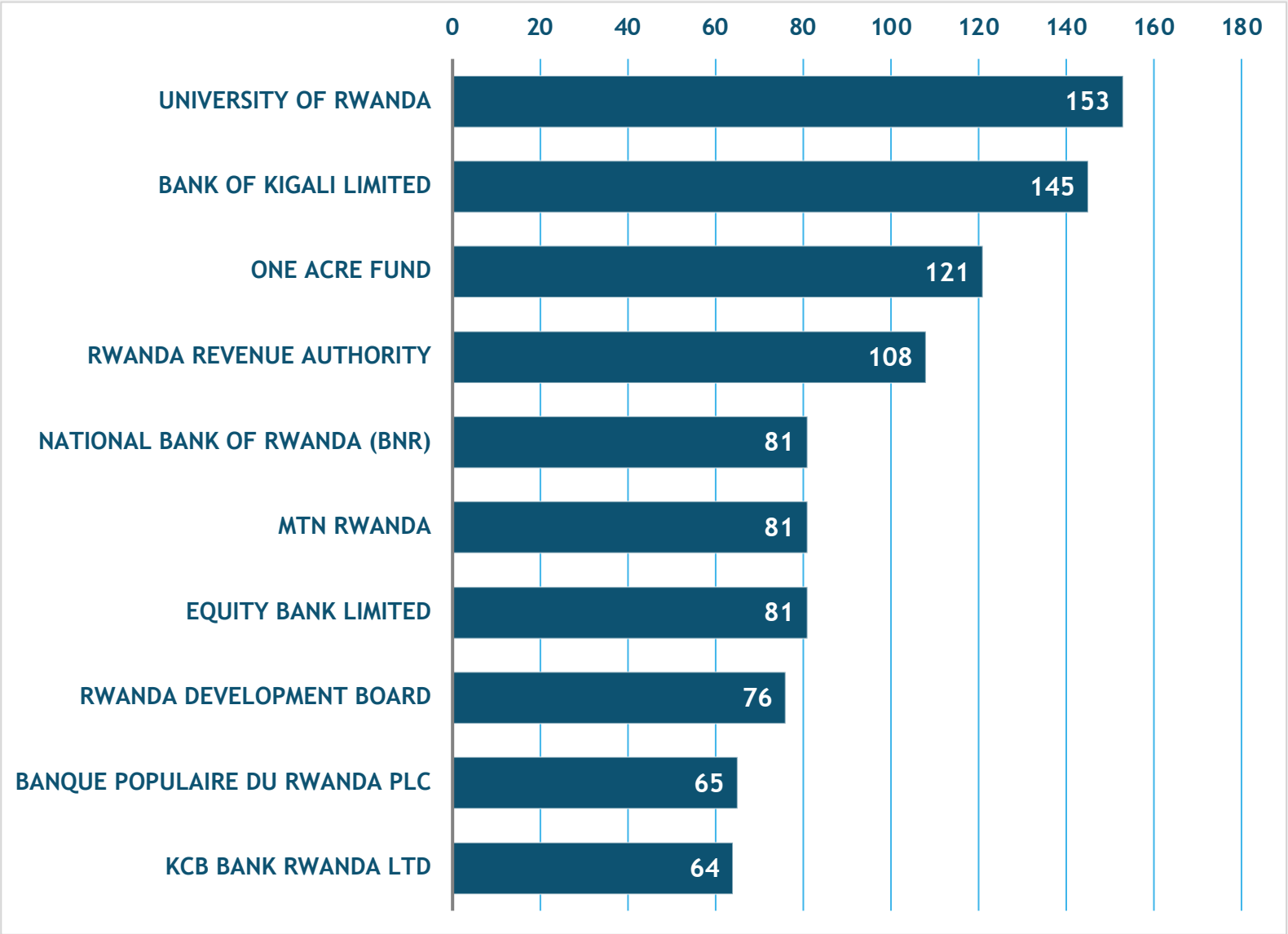


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of industries employing in this talent pool in Rwanda

The top employers in the finance sector are widely distributed among different sectors

- The top 10 employers only employ 9.6% of total Professionals from this talent pool. Reason being either one or two of the following:
- 1) Widespread of employers employing one or two employees from this talent pool
 - 2) A good number of these professionals are self-employed or have not listed a place of work.

Top Employers among these Professionals

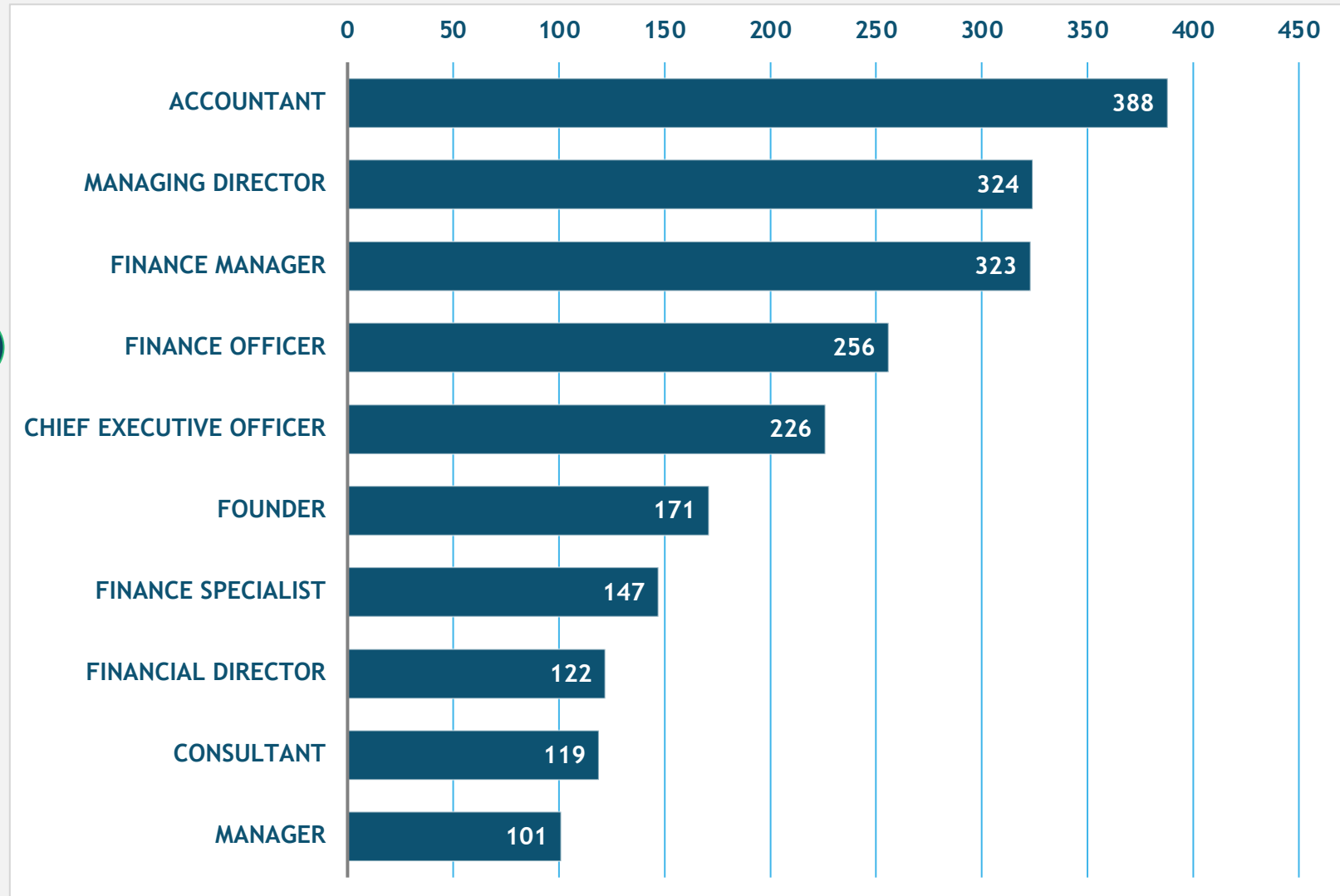


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Top Job titles among these professionals

The most common titles among this talent pool are accountants, managing director, finance manger & finance officer.

A good % of these professionals within this talent pool are leaders within their organizations as you can see titles like: directors, managers, CEO's and founders.

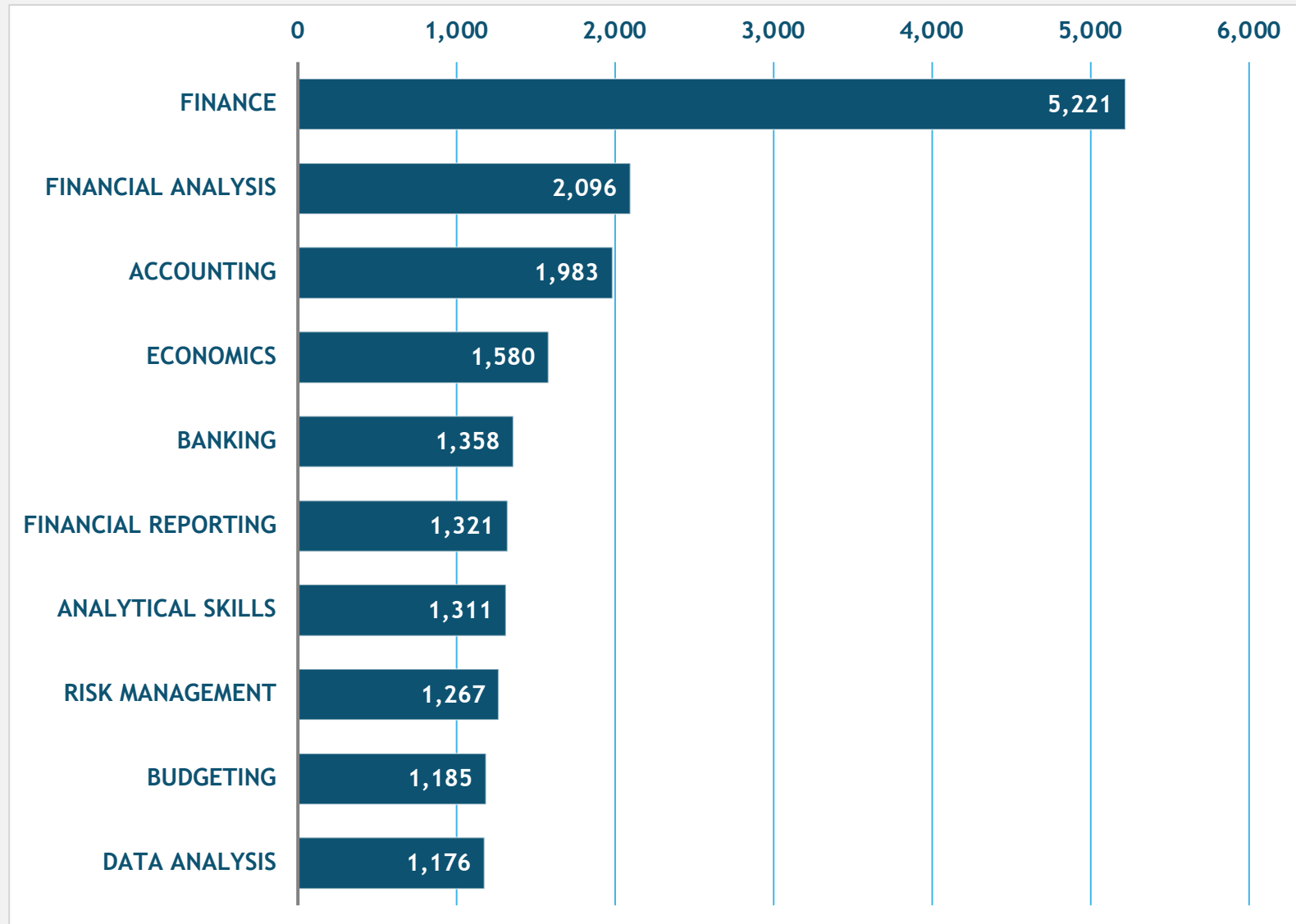


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of job titles among finance professions in Rwanda

Top 10 skills among these professionals

The most common skills among professionals of this talent pool are **finance (5,221)**; **financial analysis (2,096)**; & **accounting (1,983)**

Other interesting top skills related to this sector not displayed on the graph are: **program management (966)**; **auditing (922)**; **entrepreneurship (900)** & **Insurance (841)**.

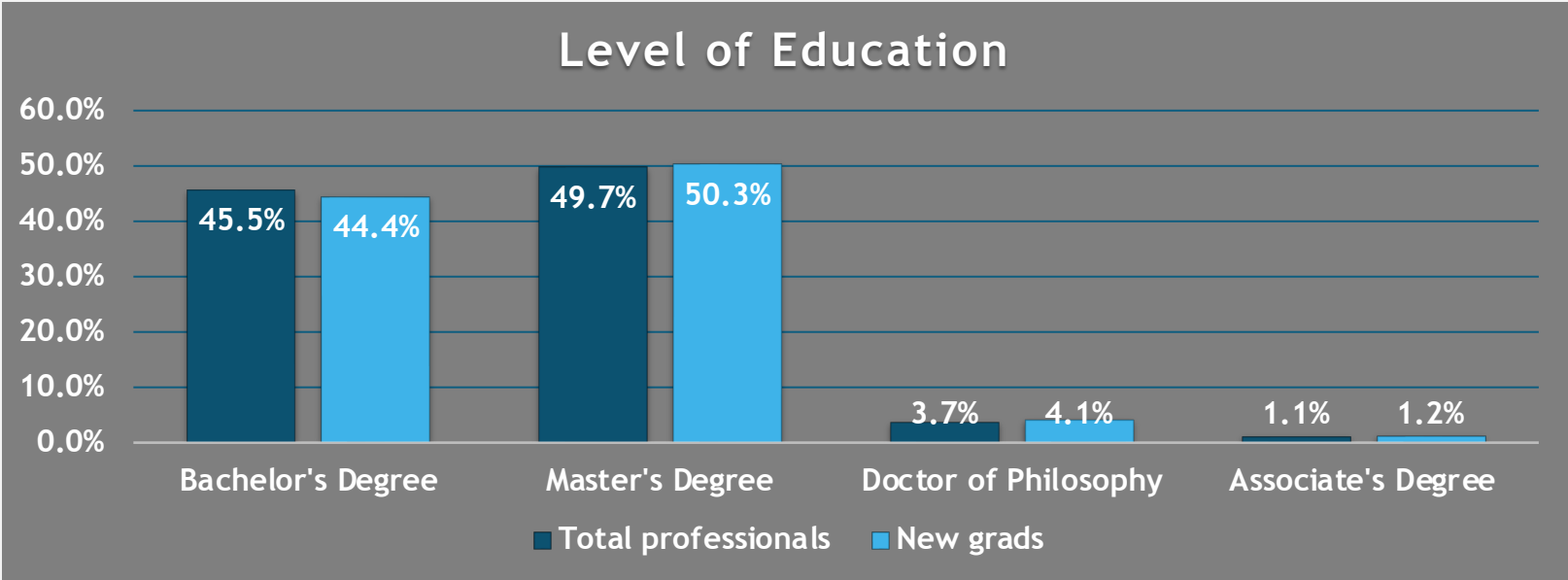
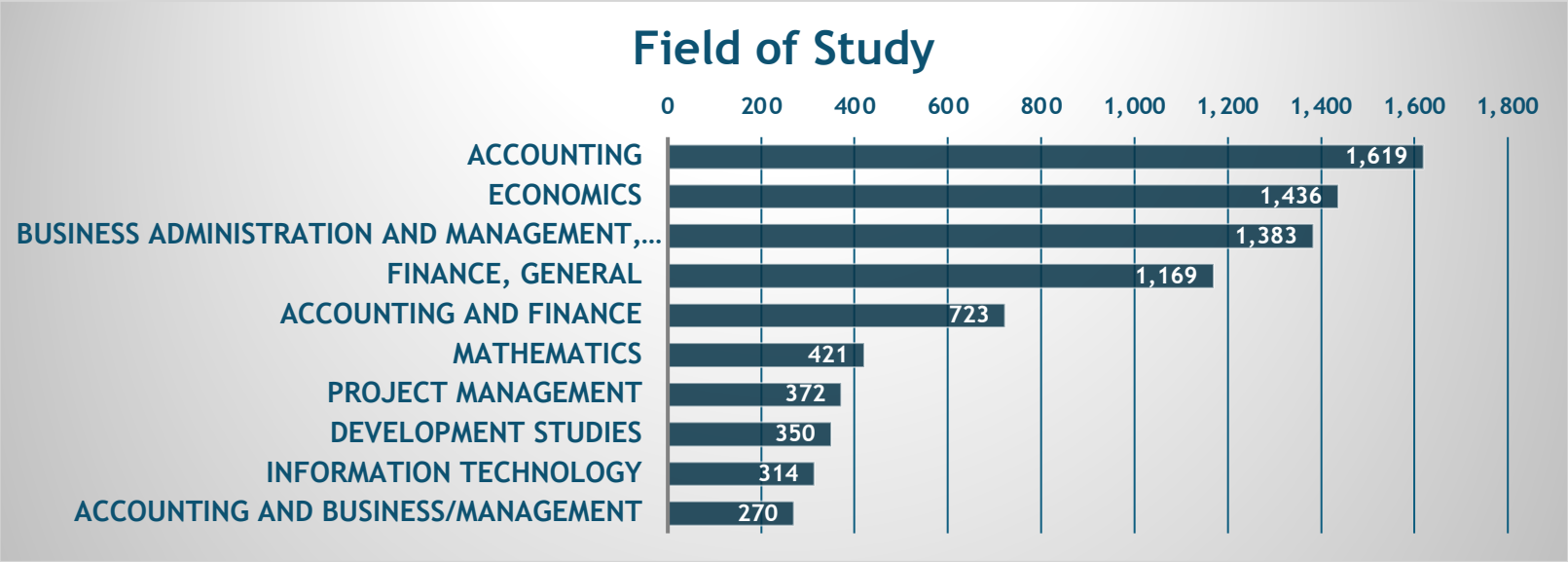


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of people with these skills in Rwanda

The majority of the talent pool have an education background in accounting(1,619), economics (1,436), & business administration and management degrees (1,383).

- For the level of Education, prior to the last 12 months 49.7% professionals had masters, 45.5% bachelors 3.7% doctorates & 1.1% associate degrees.
- For those graduated in the last 12 months 50.3% had Masters, 44.4% had bachelors, 4.1% doctorates & 1.2% associate degrees.
- Associate degrees relate to undergraduate degrees usually lasting 2-3 years. The level of qualification is between high school diploma and bachelors

finance sector -
Field and Education Level

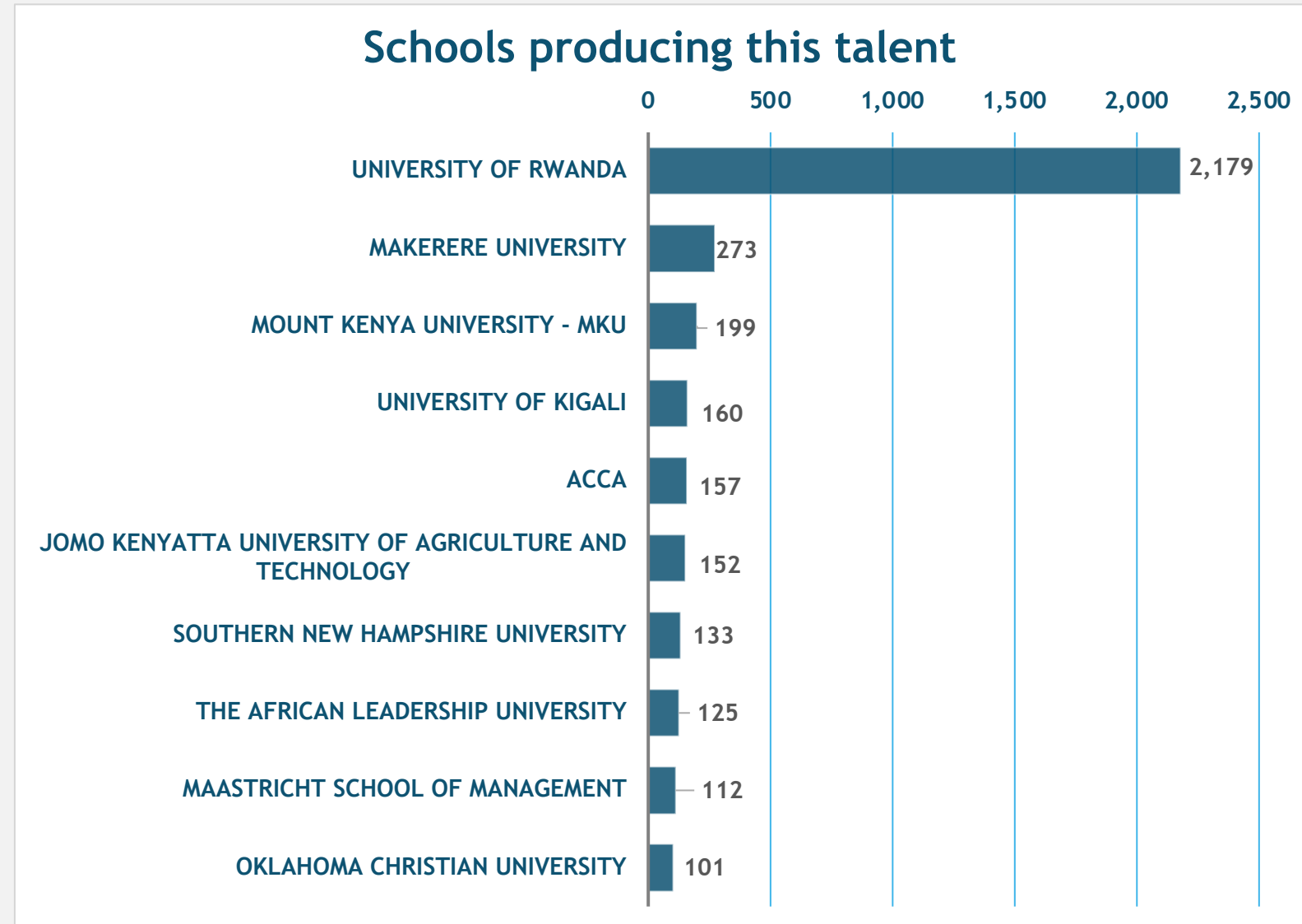


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total education levels or fields of study

Finance Sector Report - Education II

University of Rwanda is the biggest Institution producing talent with 21% of the total talent.

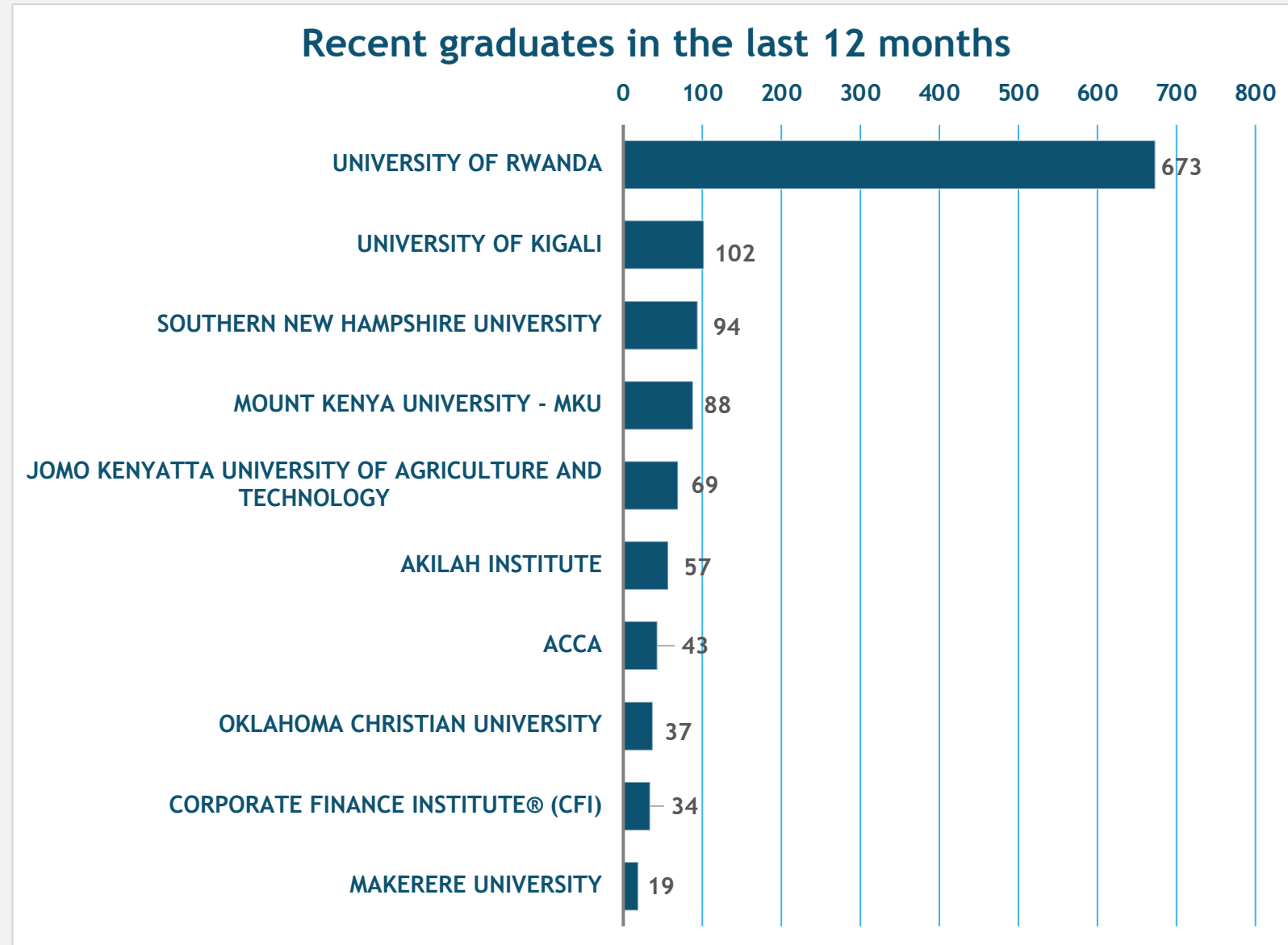
Most of the other Universities comprise mostly of international institutions with a few like Southern New Hampshire University (133), ALU(125), Maastricht School of Management (112) & Oklahoma Christian University (101).



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality, represent the total number of professional being produced by each University.

Finance Sector Report - Education III

These are the top 10 schools that produced talents from the last 12 months (Fresh Graduates).



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of graduates per University over the last 12 months



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Data Limitations

Currently, the number professionals within the finance sector on LinkedIn is moderately higher compared to other sectors but still quite low, with the total standing at 10,266 . However, recent trends are showing gradual increase. Its imperative to continue mobilization of individuals particularly professionals to join LinkedIn. This will improve labor market analytics and thus improve the labor matching within the finance sector in Rwanda. Here below, the report presents data limitations and suggested recommendations moving forward.

Sample Size

- > Limited number of users on LinkedIn in Rwanda
- > Small number of employers using LinkedIn

Quality of Data

- > Data is dependent on how individuals set up their profiles (i.e. employment status, location, etc)
- > Limited availability of search filters (tags, location, Rwandan Diaspora)

Data Analysis

- > Searches are real time (no time customization possible and no time series data)

Increase users on LinkedIn

Educate about the Platform

Improve and track matching

Recommendations

- > Outreach to Universities and Employers
- > Engage and encourage companies, recruitment agencies, and employment service centers to use LinkedIn
- > Offer trainings at Universities and Employers on how to use the platform
- > Conduct Sessions on Improving LinkedIn Profiles (“Rock your Profile” Sessions)
- > Publish content on social media
- > Generate data on the number of jobs matched through the platform

Thank you