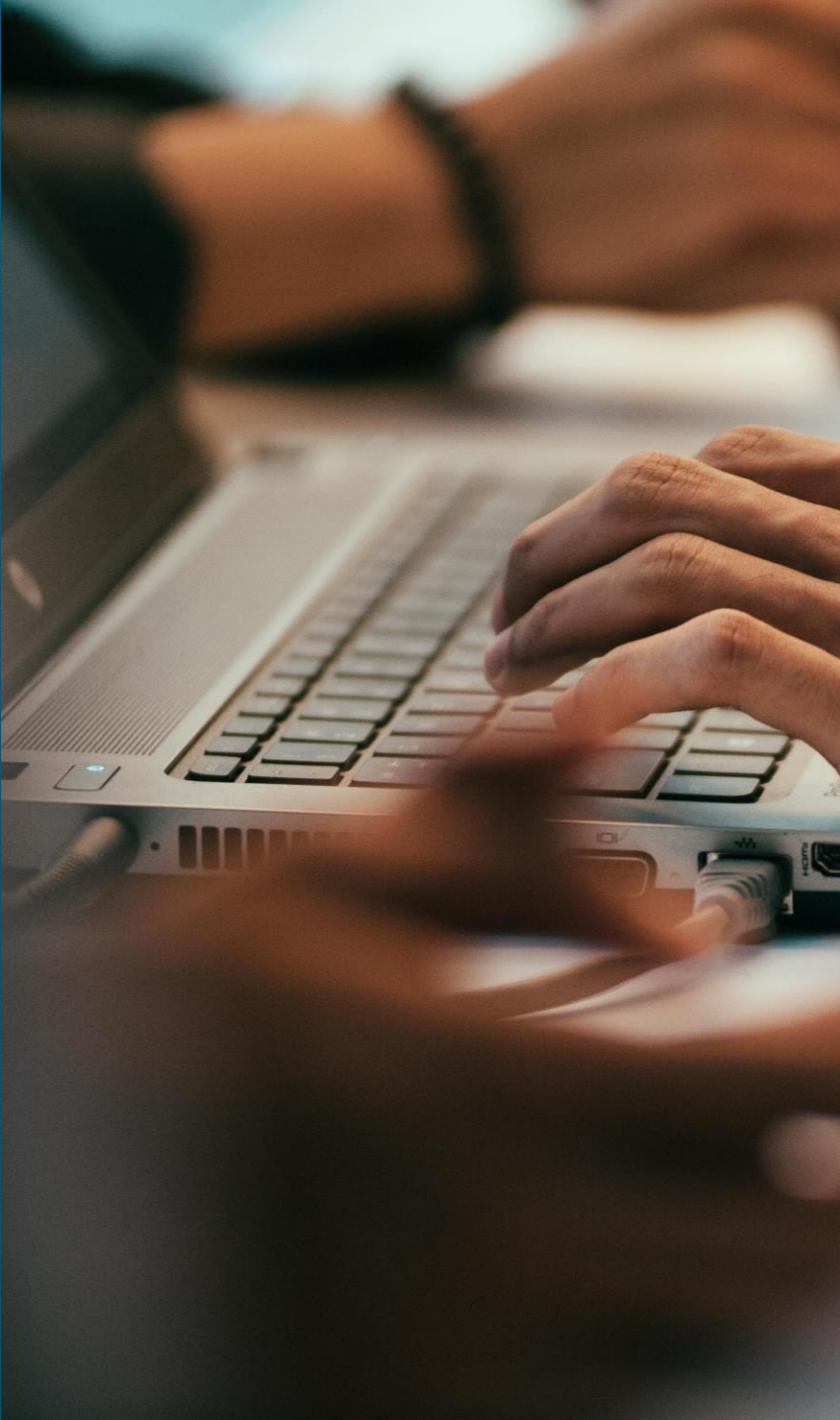




Rwanda Talent Insights Report

Central Government - Priority
Skills

RDB IN PARTNERSHIP WITH LINKEDIN - JULY 2022 TO SEPTEMBER 2022

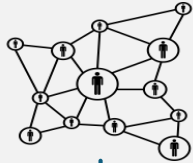


- **Background on LinkedIn Partnership**
- An Overview of Central Government professionals
- Data limitations and recommendations

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 **850 million users, over 57 million employers, and over 20 million job postings worldwide.**
- In Rwanda, available data indicates that they are **over 400,000 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 Central Government Sector Report

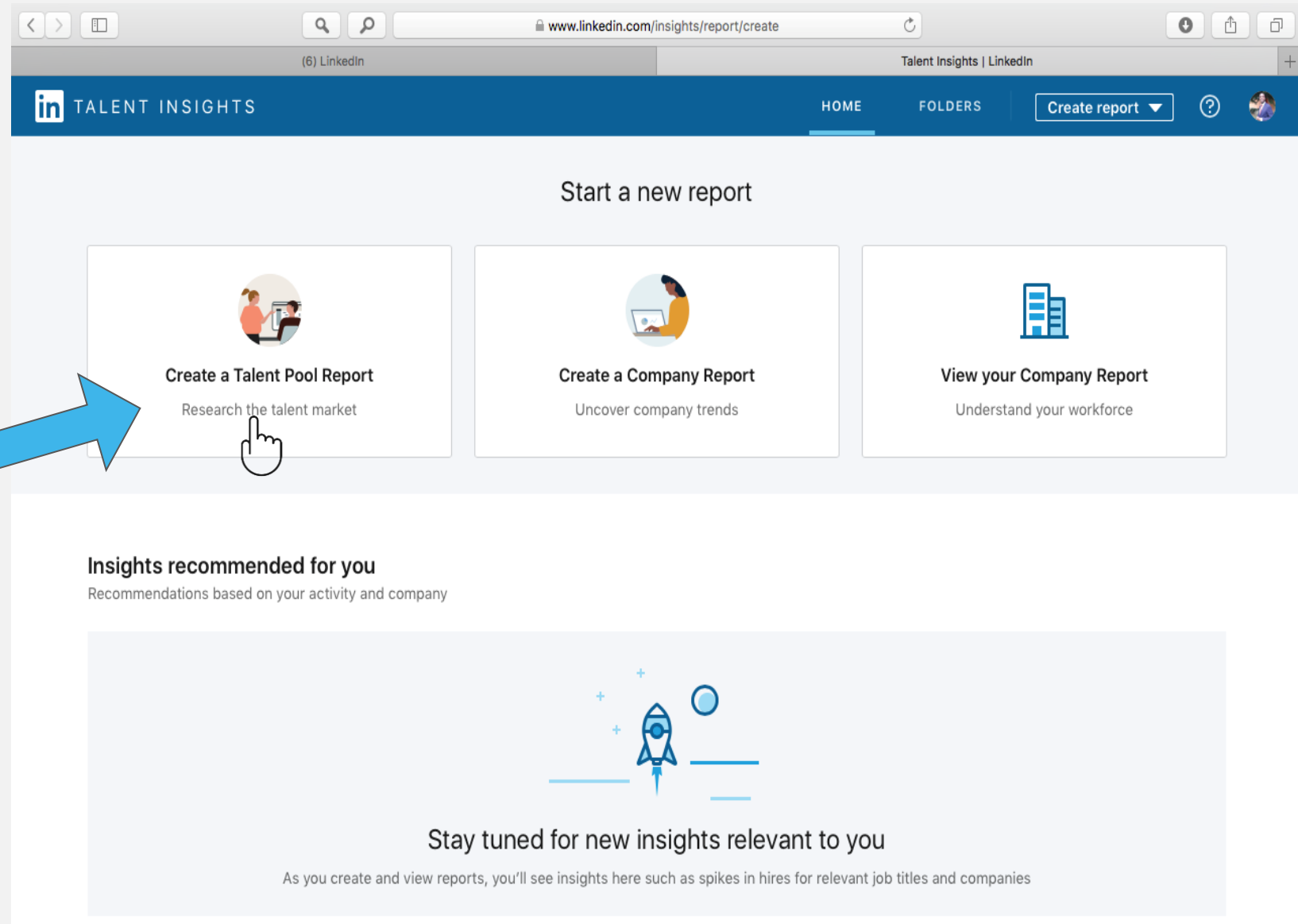
- Analyzes and provides an overview of the talent trends of professionals in the sector for the last twelve months.
- Identifies critical skills and provides insights on the talent mobility across sectors, countries, and the suppliers of **professionals in the sector.**

Methodological approach

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

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

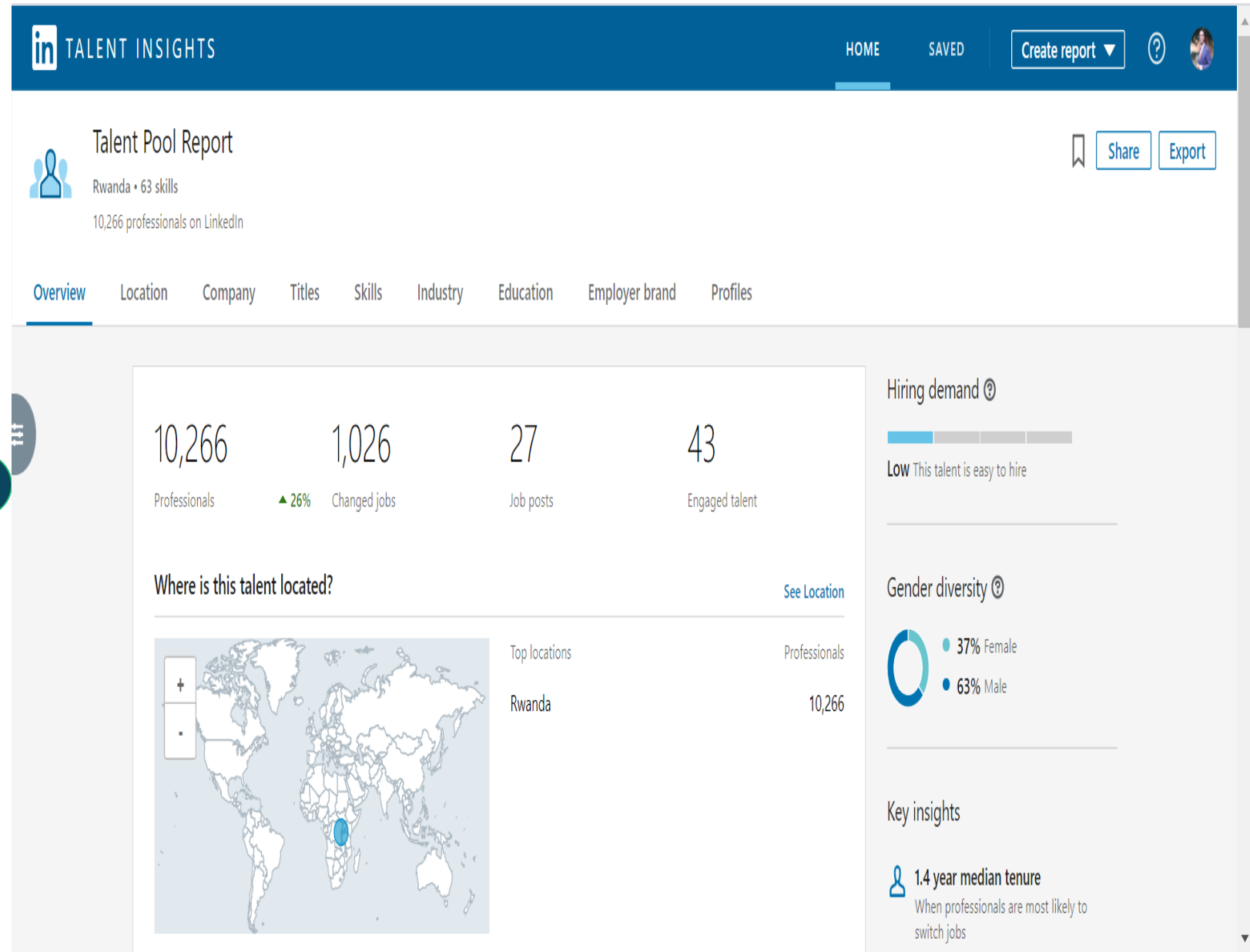
- Create a Talent pool report.
- Use different filters (**Job title, Location, Skills, Industry, Function**) to narrow down the data/search/ to your preference.



The picture displays an overview of data for Central Government 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.



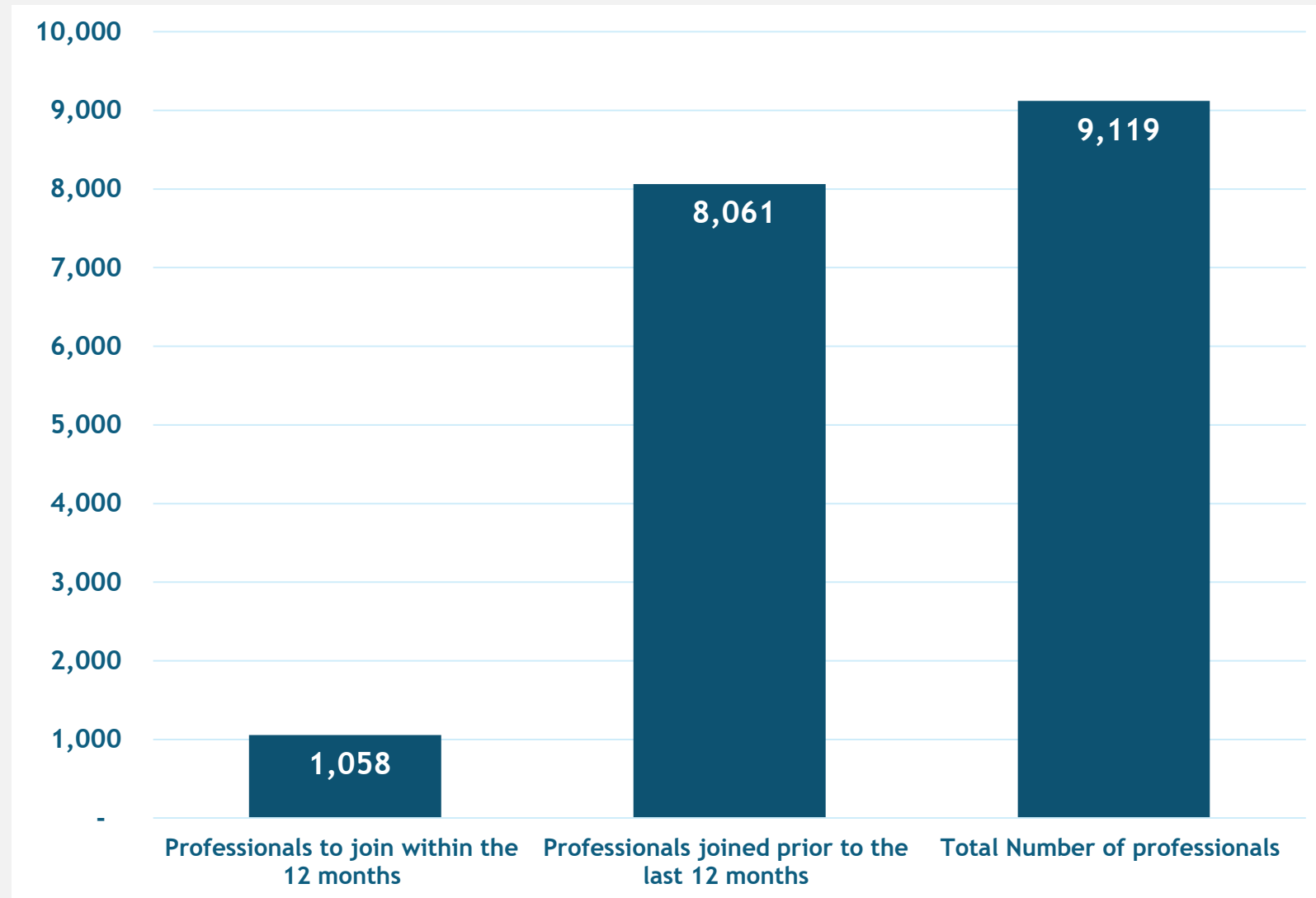


- Background on LinkedIn Partnership
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Annual trends of professionals in the Central Government sector

In Rwanda, there was total Talent pool of 9,119 Central Government professionals in the Sector on LinkedIn, out of which 1,058 joined within the last 12 months of the analysis

In the last 12 Months, the stock of Central Government professionals increased by 11.6%



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

Trends of talent mobility in the last 12 months

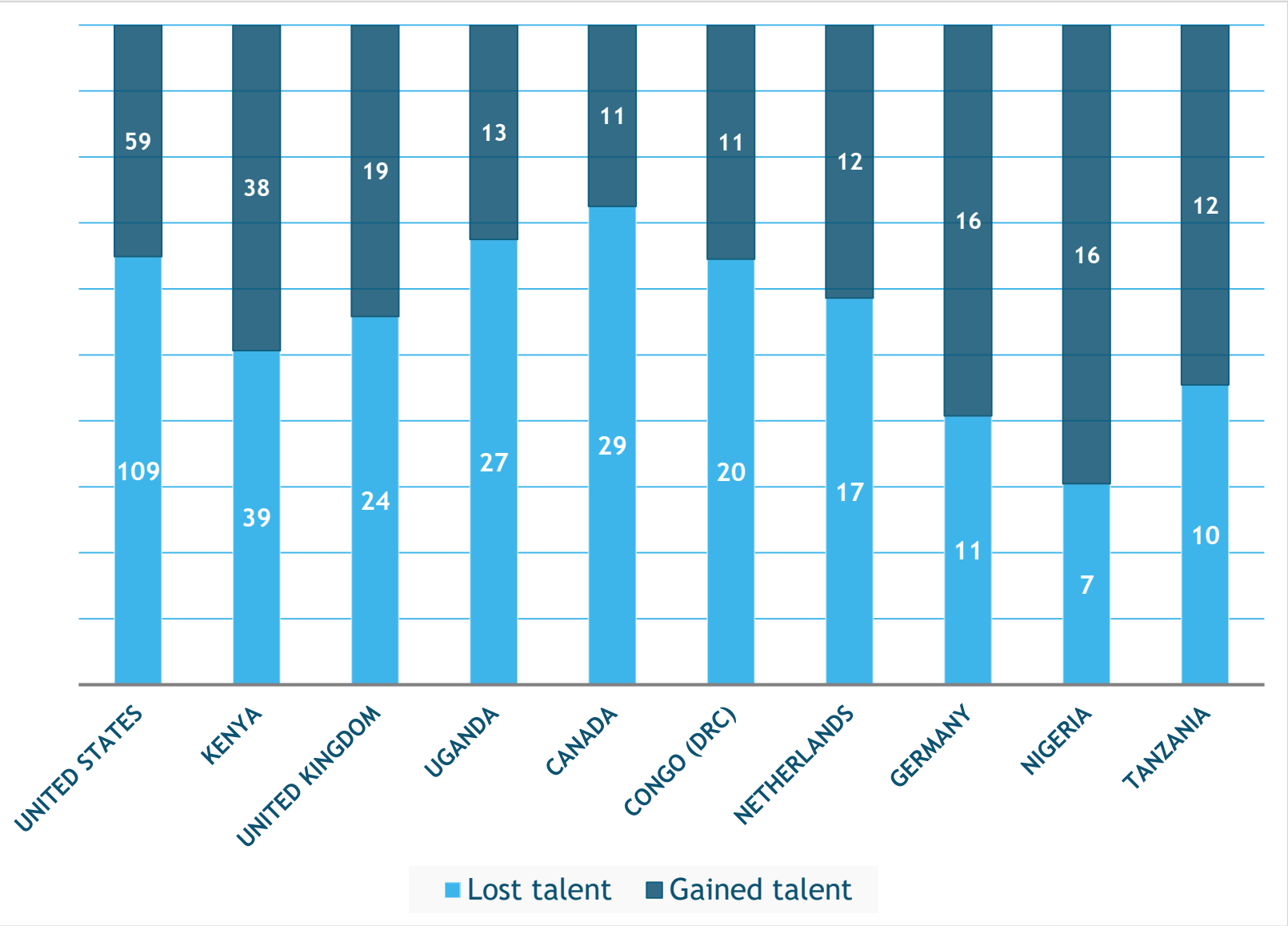
Gained Talents:

In the last 12 Months, Rwanda Gained 59 talents from the USA, 38 from Kenya, and 19 for the United Kingdom.

Lost Talents:

In the last 12 months:

- Rwanda lost a total of 197 professionals to countries around the world. Mainly to the United States (109) followed by Kenya (38), and Uganda (29).

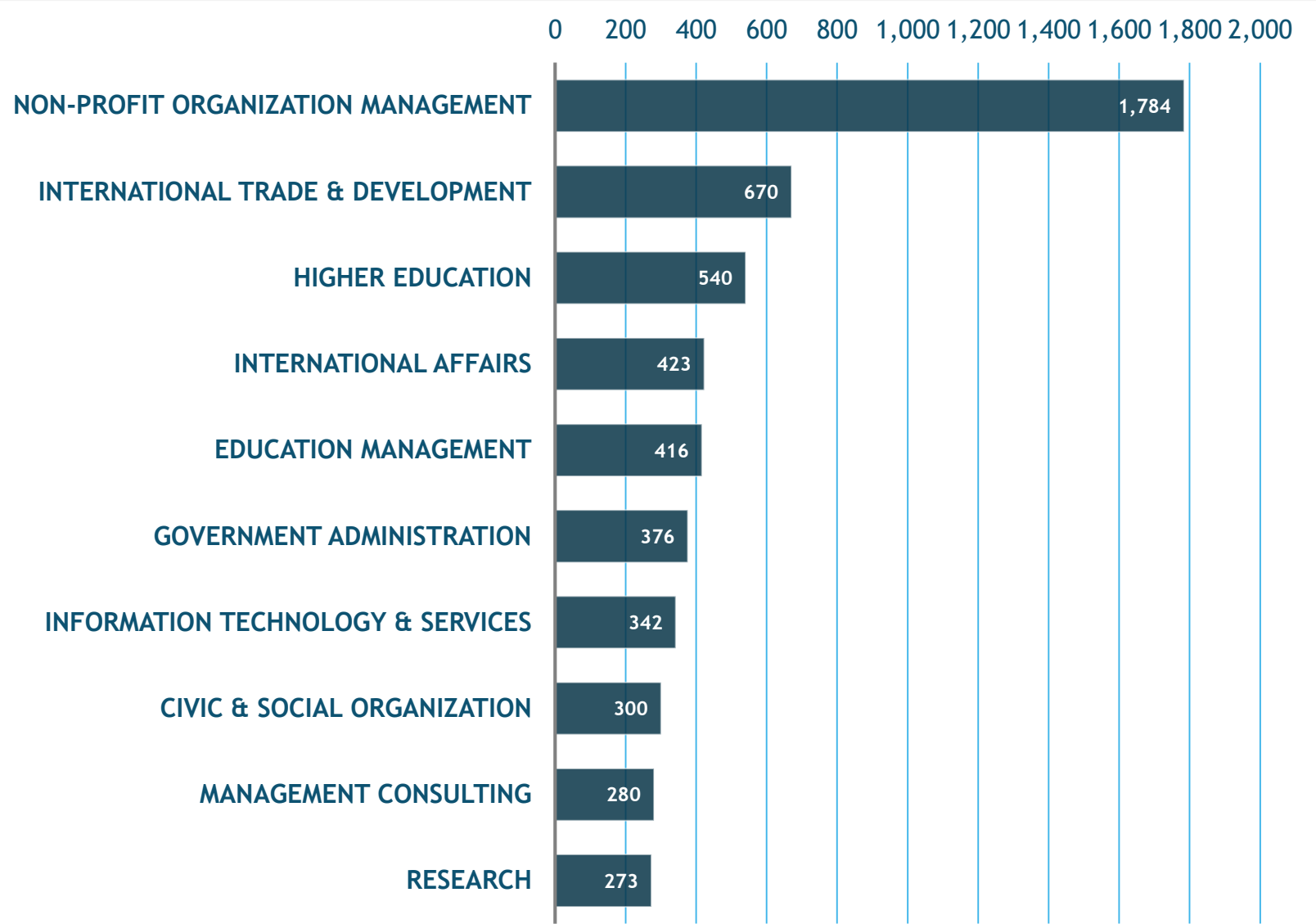


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total talent mobility of these professionals in Rwanda

Top industries employing professionals from this talent pool are; Education & NGOs and International Trade and Higher Education.



Top Industries Employing these Professionals



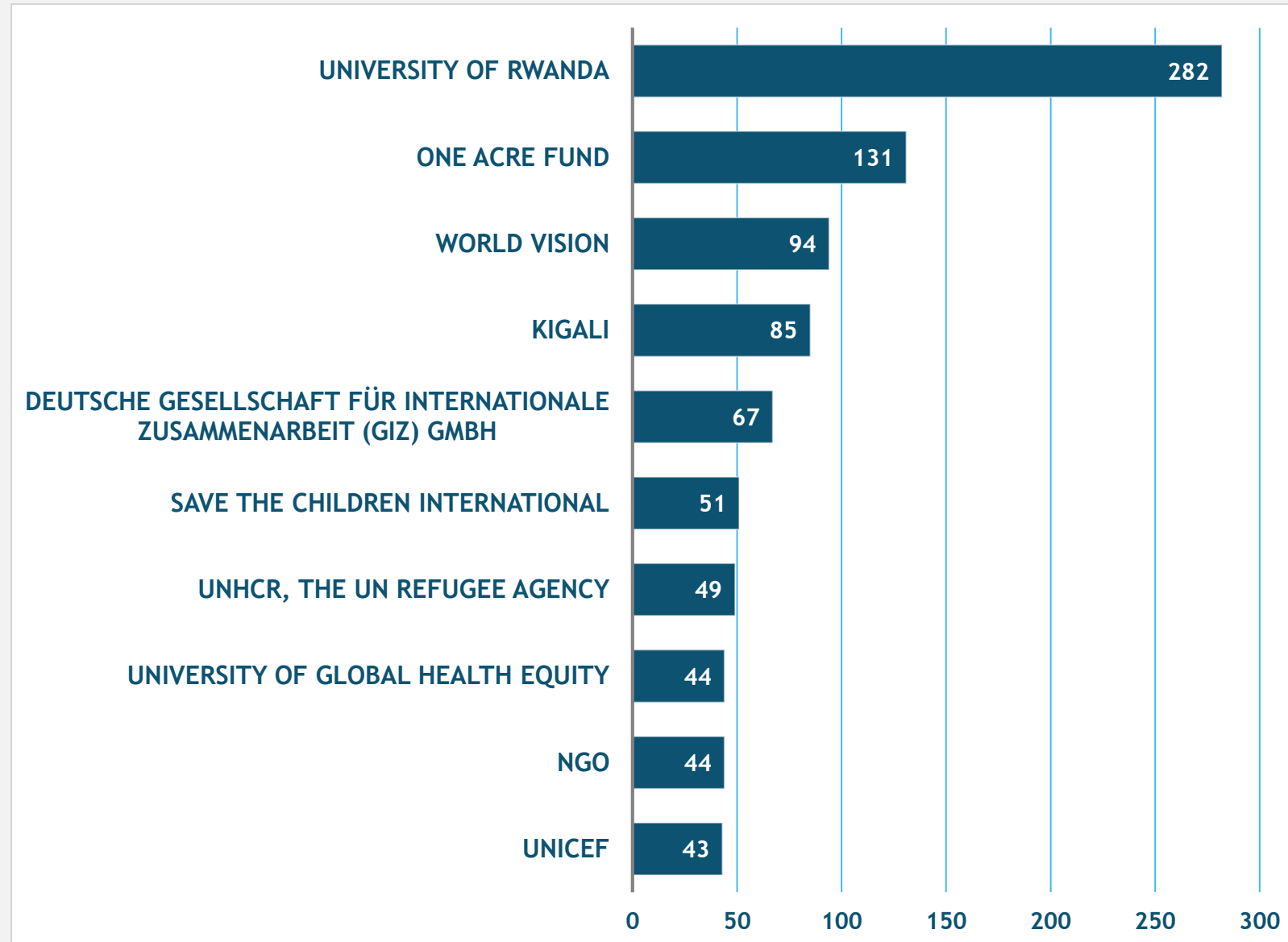
Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of industries employing in this talent pool in Rwanda

The top employers in the Central Government sector are widely distributed among different employers

The top 10 employers only employ 10% of the 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 e.g. travel agents or have not listed a place of work.

Top Employers among these Professionals



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

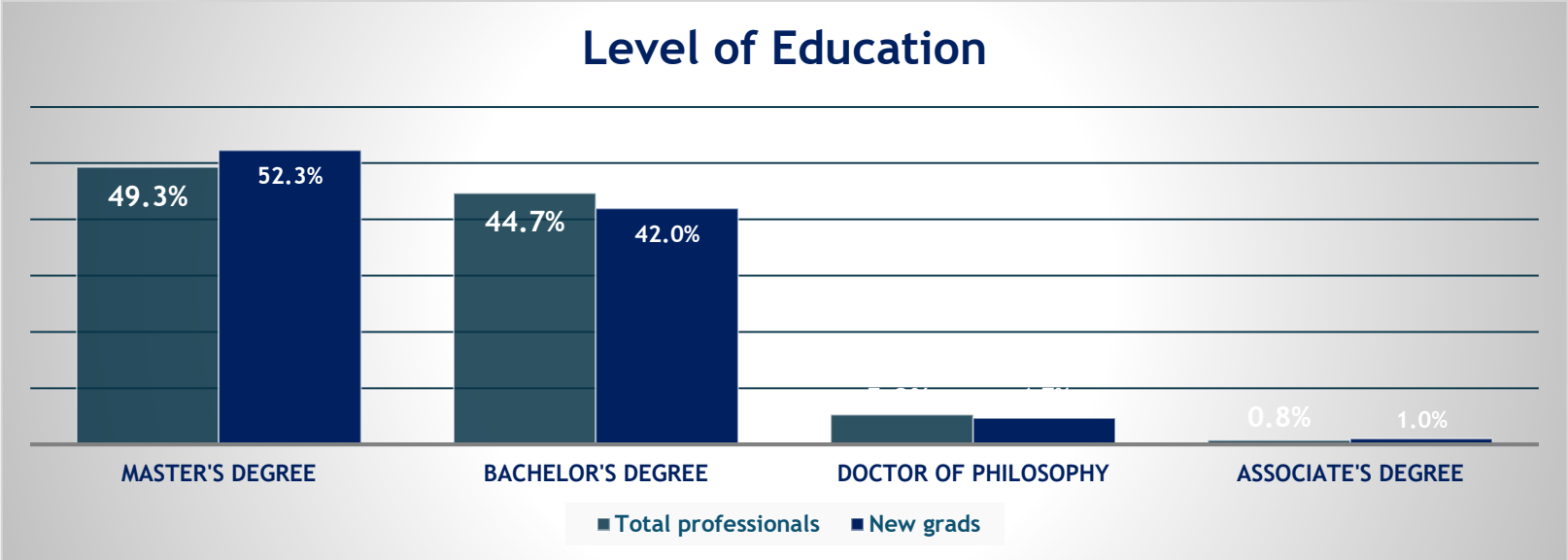
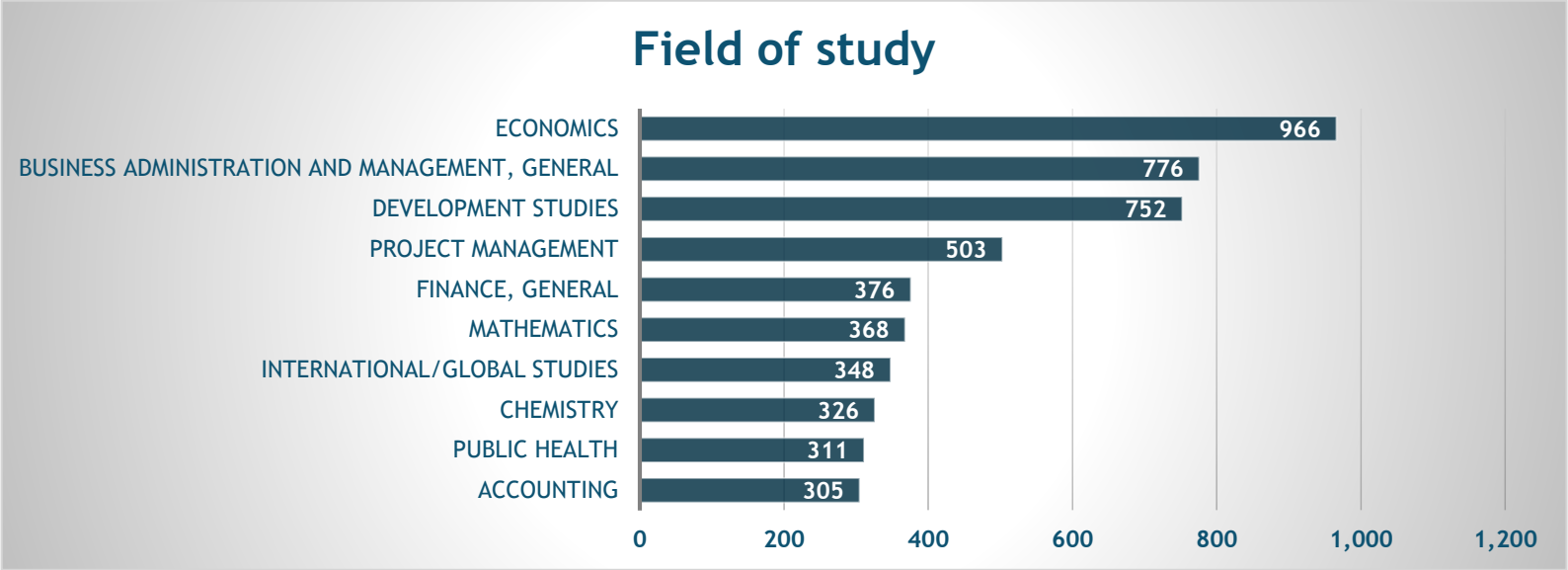
The majority of the talent pool have an education background in **Economics (966)**, **B-admin (776)** and **Development Studies (752)**

- For the level of Education, the total number of professionals from talent pool; **44.7% bachelors degrees**; **49.3% had masters degrees**, **5.3% had doctorates** & **0.8% had associate degrees**.

- For those that graduated within the last 12 months **42% had bachelors degrees**, **52.3% had masters degrees**, **4.7% had doctorates** and **1.8% had associate degrees**

- Associate degrees relate to undergraduate degrees usually lasting 2-3 years. The level of qualification is between high school diploma and bachelors

Central Government sector - Field and Education Level

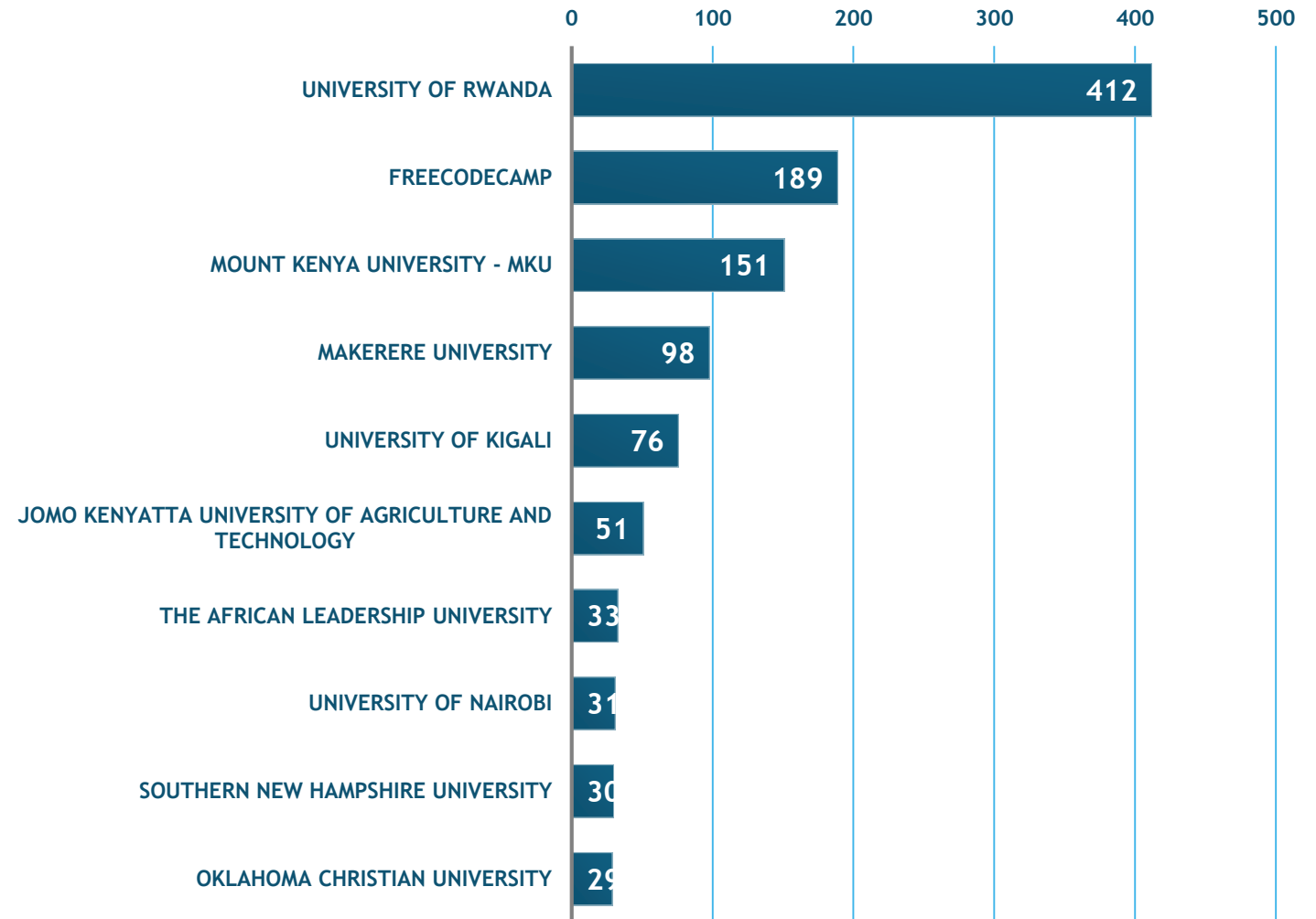


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total education levels or fields of study

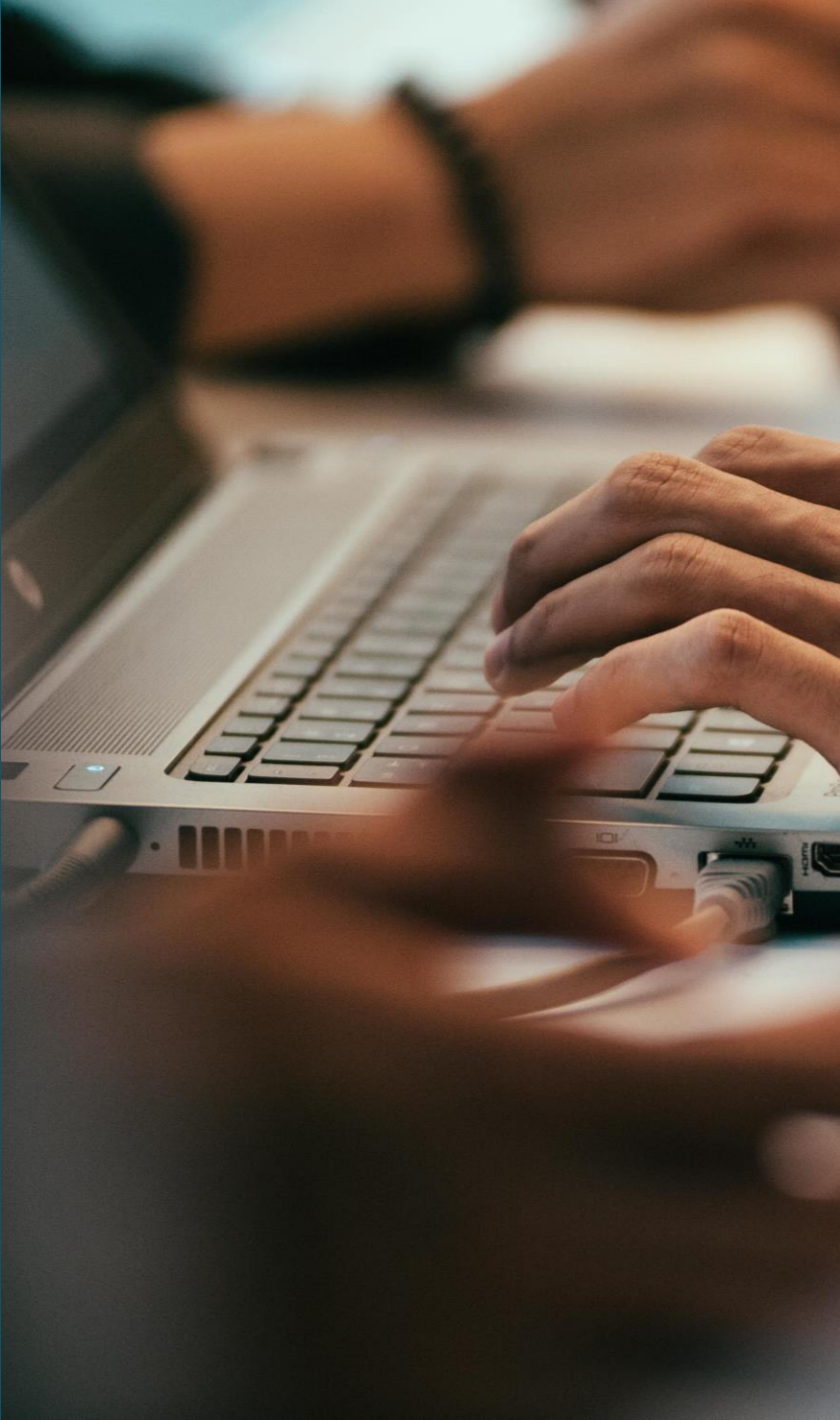
Central Government Sector Report - Education II - Schools producing talents

University of Rwanda is the biggest Institution producing 13% of the total talent.

Universities producing talents in the Central Government sector comprise a mix of local universities and international universities.



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.



- Background on LinkedIn Partnership
- An Overview of tourism Professionals
- **Data limitations and recommendations**

Data Limitations

Currently, the number professionals within the Central Government sector on LinkedIn is moderately low compared to other sectors, with the total number of professionals on LinkedIn in Rwanda standing at 9,119. 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 tourism 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