



The 2026 Ghana Job Market Report:

Degree Requirements, Emerging Skills,
and What Employers Really Want.



About Jobberman

Founded in 2012, Jobbermans' services have grown over the years with attendant success rate which has helped us to remain the No. 1 recruitment platform in Ghana, with **756,000+ candidates** and **27,000+ employers**.

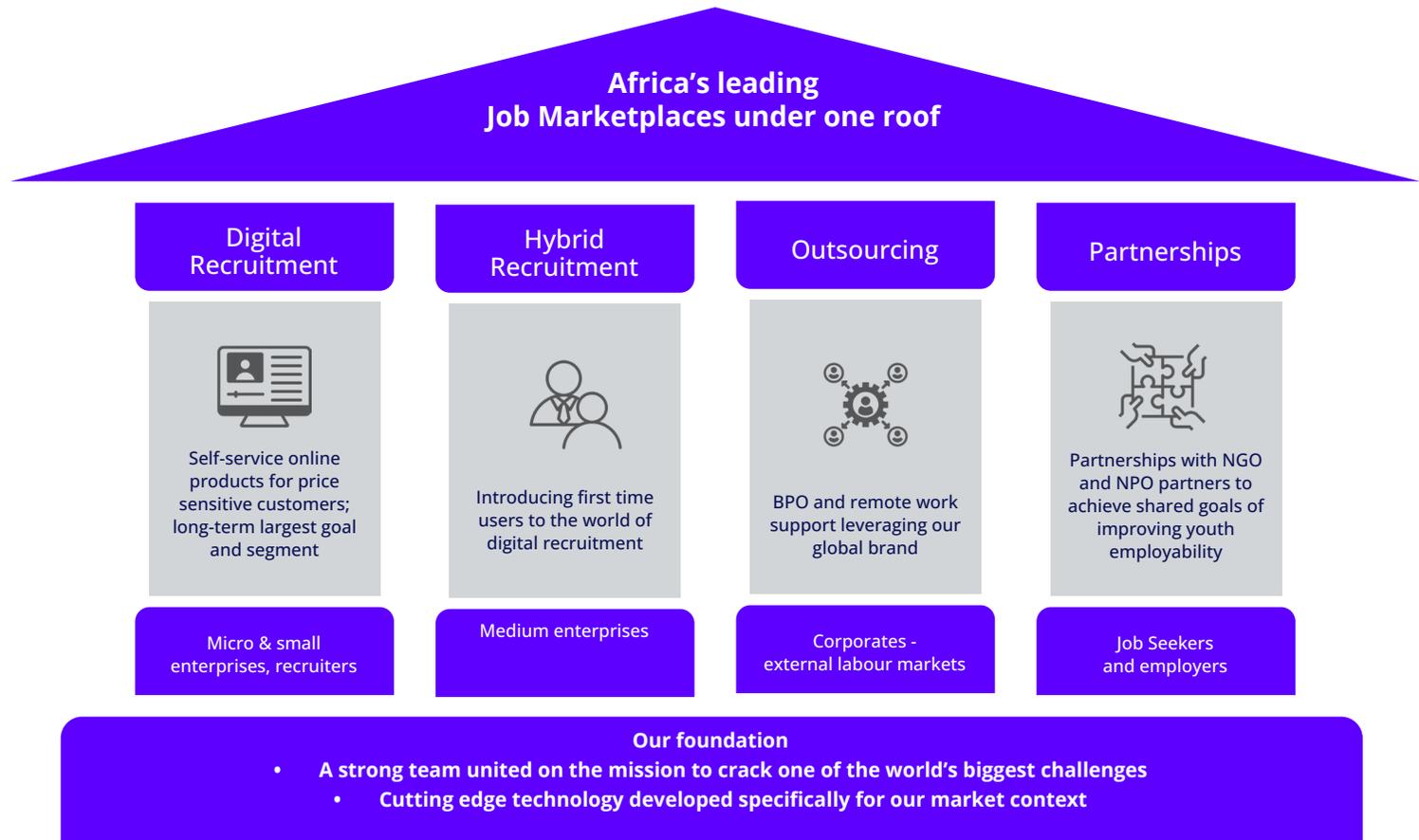
We are part of the The African Talent Company (TATC). TATC is a group of pan-African businesses working together to solve the talent gap in Africa, with unique, home grown solutions.

We consider ourselves PACE setters and thus our core values: Transparency, Respect, Courage, Customer Obsession and Teamwork.

Jobberman offers solutions for all recruitment needs: online, executive search, assessment tools, employer branding, salary surveys and staffing. Our four pillars evolve around: **Digital Recruitment, Manpower Outsourcing, Hybrid Recruitment and Partnerships.**

We Are Part of the African Talent Company, Which Focus on 4 Core Areas.

TATC leverages deep expertise and market leading positions
to match candidates to roles both locally and abroad



TATC Comprises the Largest Career Platforms on the Continent, With a Focus on Young People.

19m sessions
in 2024

11m Users Served
in 2024

1.7m Leads
Connected
in 2024

250k listings

Onsite Performance (Monthly)



Users
895K



Page views
5.6M

Devices



Desktop
28%

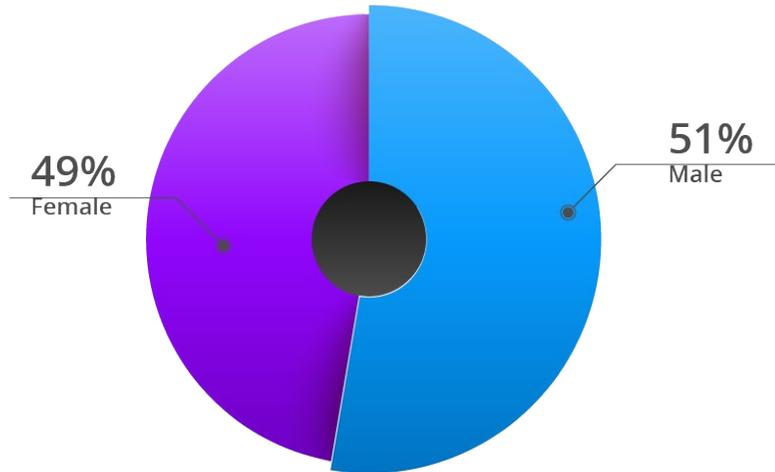


Tablet
1%

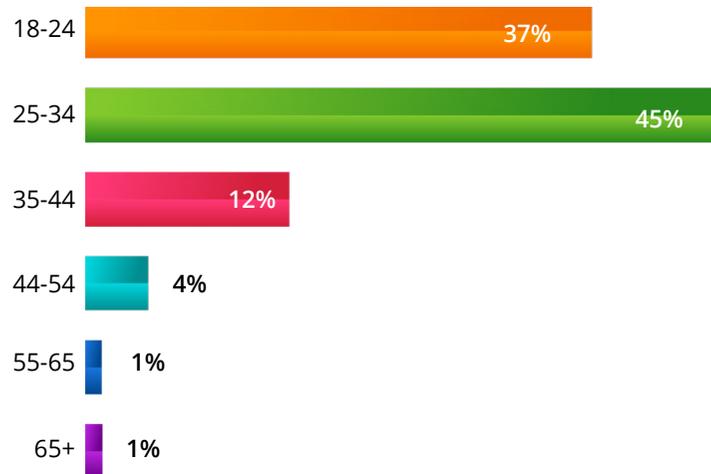


Phone
71%

Engagement By Gender



Engagement by Age



Our Brands



About Nexford

Nexford University is a 100% online American university, licensed and accredited in the United States, offering globally recognised Bachelor's, Master's, and MBA degrees designed for the future of work.

Unlike traditional universities that rely heavily on theory, Nexford operates a future-focused, competency-based learning model. This means students develop hands-on, practical skills aligned with what employers actively demand across business, technology, data, entrepreneurship, and leadership. Every course is designed around real-world applications, ensuring graduates are prepared not just to earn a degree, but to perform from day one.

Built for working professionals and ambitious learners, Nexford offers flexible, self-paced learning that allows students to study from anywhere while balancing work, family, or business commitments. New sessions start on the 1st of every month, eliminating long admission wait times and enabling learners to begin when they are ready.

Nexford's tuition model is intentionally accessible and transparent: Bachelor's degree students pay per course, while MBA and Master's students pay monthly, making higher education more predictable and manageable.

With a global community of over **13,000** learners from **110+** countries, including hundreds of learners in Ghana, Nexford provides a truly international learning experience without requiring relocation. Students also benefit from personalised academic and learner support, including access to advisors and faculty committed to student success.

For Ghanaians seeking a globally recognised Bachelor's degree that directly supports career growth, Nexford University offers a modern, practical, and highly relevant pathway to opportunity.

The Degree Demand



Report Overview - Why the Ghanaian Job Market Is Quietly Leaving Non-Degree Holders Behind.

The 2025 job market shows a clear and consistent trend: employers continue to prioritise degree-level qualifications as the standard requirement for most job openings. This shift reflects evolving organisational needs, the rise of knowledge-driven roles, and the growing emphasis on specialised competencies across sectors.

Our data reveals that **degree holders dominate applicant pools** at nearly every career stage. Notably, **69%** of candidates with 1–5 years of experience possess a university degree, signalling that tertiary education remains a critical gateway for early-career professionals seeking upward mobility. Even more striking is the pattern at the entry level: **37%** of applicants with no or only 1 year of experience already hold degrees.

This indicates that young job seekers are increasingly recognising the competitive advantage that a bachelor's degree, such as a

BBA, provides from the onset of their career journey.

The implication is clear: while technical and soft skills remain vital, a university degree remains a foundational requirement for both employability and long-term career progression. Employers view **degree qualifications** as a strong indicator of readiness, discipline, and foundational knowledge, making it more challenging for non-degree applicants to stand out unless they possess highly specialised skills or vocational certifications.

In conclusion, this analysis is based on job listings and applicant activity from the Jobberman Ghana website, reflecting real-time employer demands and talent behaviours in Ghana's evolving labour market.

Your Degree Decides Your Career Ceiling More Than You Think. This Is Why a Degree Matters.



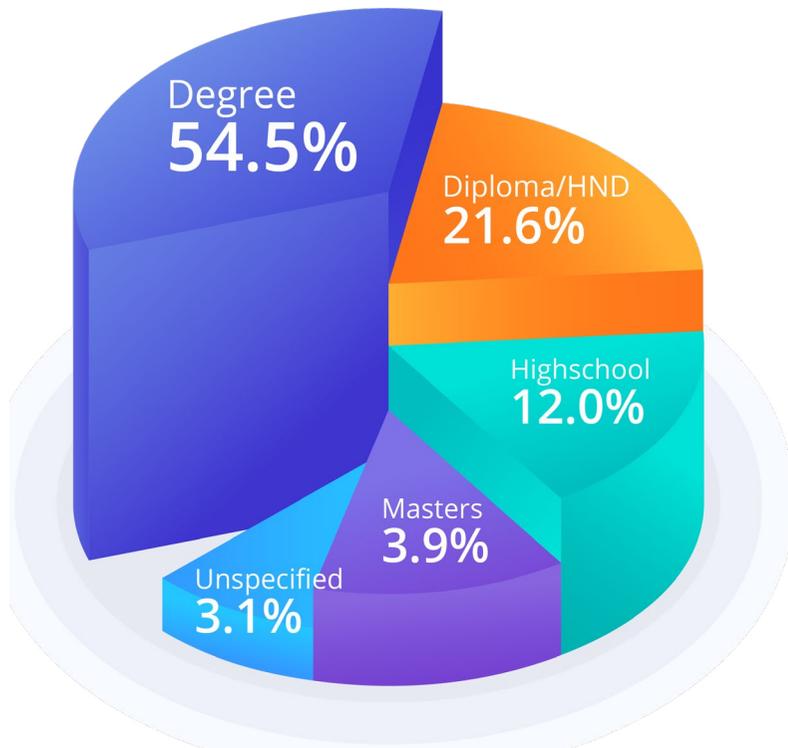
What this means for aspiring professionals:

The data is clear: employers are not just hiring for roles, they are hiring for readiness, versatility, and long-term potential. A bachelor's degree is increasingly the baseline that signals all three.

Programs like Nexford University's Bachelor of Business Administration (BBA) are designed around exactly these employer demands, combining core business skills, digital fluency, and global relevance to prepare graduates for today's and tomorrow's job market.

Roles that Require a Bachelor's Degree.

Percentage Breakdown of Education Levels Requirements For Listings



55% of the Roles advertised require a Bachelor's degree

Degrees are the Industry Standard:

Without a degree, you're competing in a smaller, riskier job market. With over half of all roles (54.5%) held by degree holders, a university degree is the benchmark qualification for most professional jobs, reflecting employer expectations across sectors.

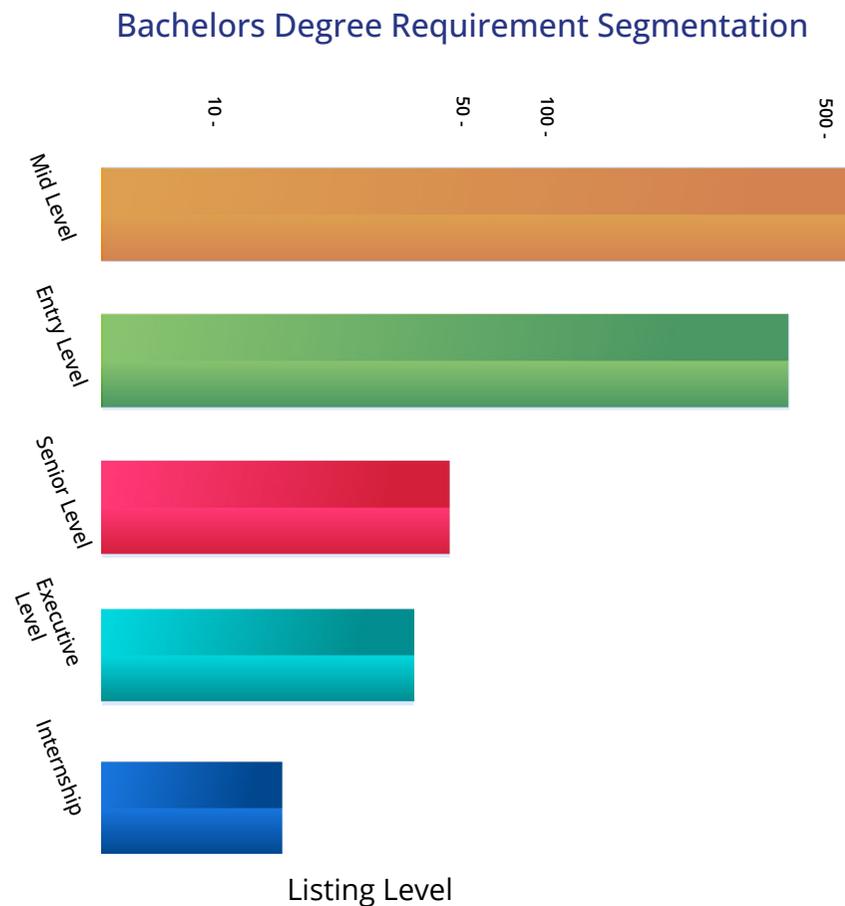
Competitive Edge in the Marketplace:

Graduates with a university degree stand out among applicants, giving them a clear competitive edge in recruitment, especially as advanced degrees remain rare among job seekers.

Employability and Upward Mobility:

The data demonstrates that a university degree not only improves employability but also positions graduates for a broader range of roles and better upward mobility within organizations.

Entry And Mid-Level Roles Show the Highest Demand for Bachelor's Degree as a Minimum Requirement.



Bachelor degrees Open Doors Across All Career Stages:

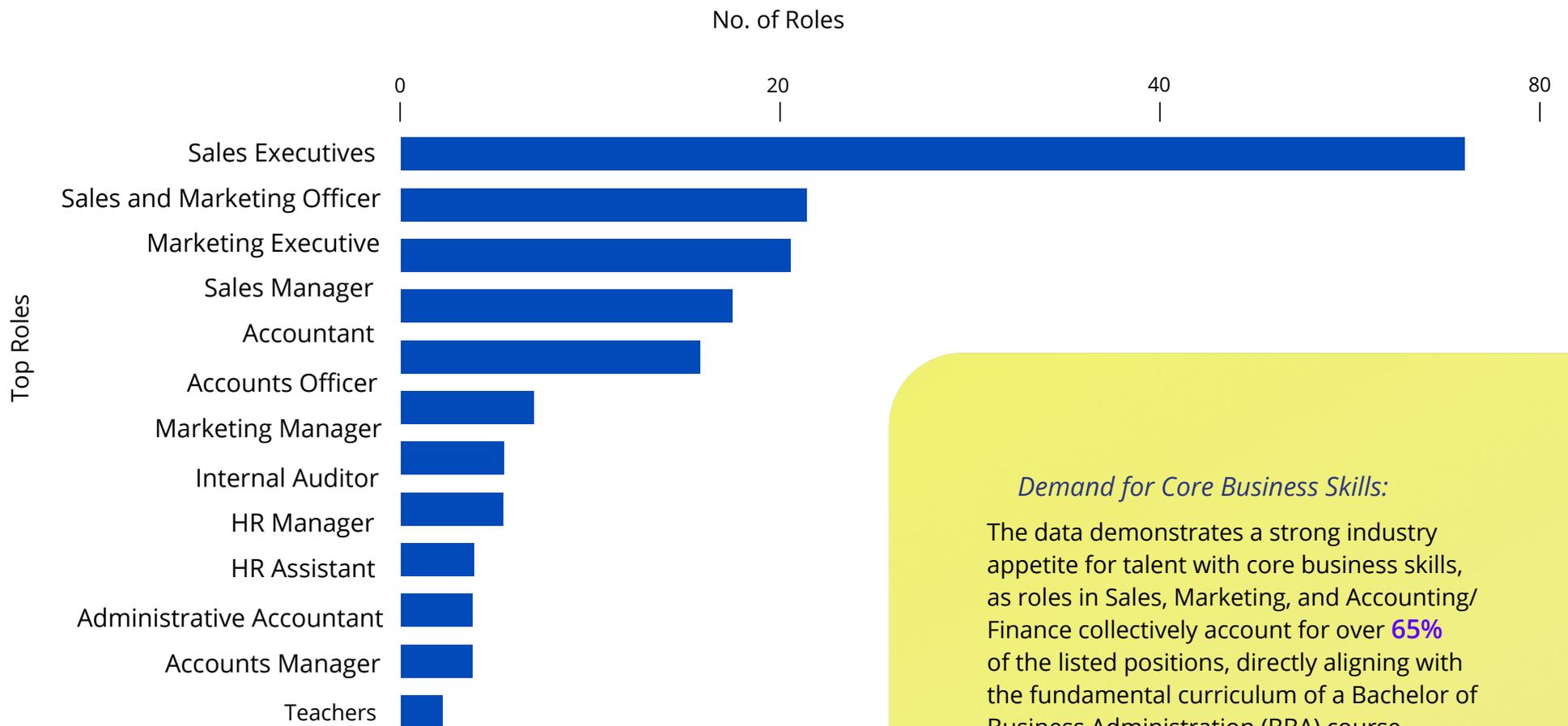
Degree holders are represented at every career level—from entry (473 roles) and mid-level (598 roles) to senior (334 roles) and executive positions (32 roles).

This demonstrates that a Bachelor's degree is valuable not just for starting a career, but for advancing into leadership. Strongest Impact at Mid and **Senior Levels**.

The highest concentration of degree-required roles is at the mid-level (598), followed by a significant presence at the senior level (334). This indicates that as professionals progress, a degree is essential to advancing your career.

The Roles Employers Are Hiring for - and the Degree that Unlocks Them.

Most In demand Roles that require a Bachelors degree



Demand for Core Business Skills:

The data demonstrates a strong industry appetite for talent with core business skills, as roles in Sales, Marketing, and Accounting/ Finance collectively account for over **65%** of the listed positions, directly aligning with the fundamental curriculum of a Bachelor of Business Administration (BBA) course.

Why Leadership Roles Rarely go to Employees Without Advanced Training

Top Jobs That Require Advanced Level of Education

- Head of Operations
- Head of Customer Experience and Operations
- Senior Legal Counsel
- Finance Manager
- University Academic Positions (Lecturer / Senior Lecturer)
- Service Engineer Drill Equipment (mining Machinery)
- Senior Technical Project Manager
- Senior Software Engineer
- Senior Operations Officer - Partnerships and Fundraising, Africa
- Senior Full-stack Engineer



What separates senior professionals from future leaders.

Roles at this level require more than experience. They demand structured thinking, advanced financial judgment, strategic execution, and the ability to lead in complex, data-driven environments. Increasingly, employers expect evidence of continuous learning and advanced business training.

Nexford University's postgraduate programs are built for professionals at this stage, focusing on leadership, AI-enabled decision-making, and real-world business execution to help experienced professionals move from operational roles into strategic leadership.

Top Industries and Education Level Requirements

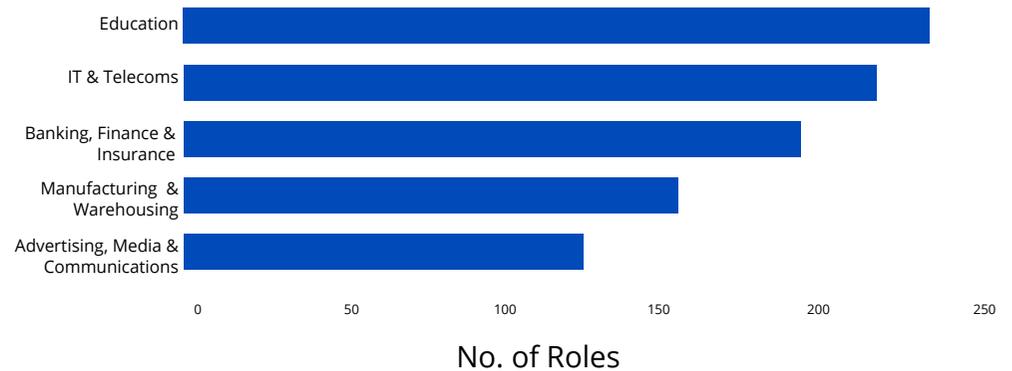
All Top Industries Require Core Business Skills

Although the sectors differ — education, technology, finance, manufacturing, media — all rely on: Budgeting & financial management, Human-resource or project-team coordination, Strategic communication and marketing. a BBA builds transferable managerial, financial, and analytical skills applicable across more than five diverse sectors represented.

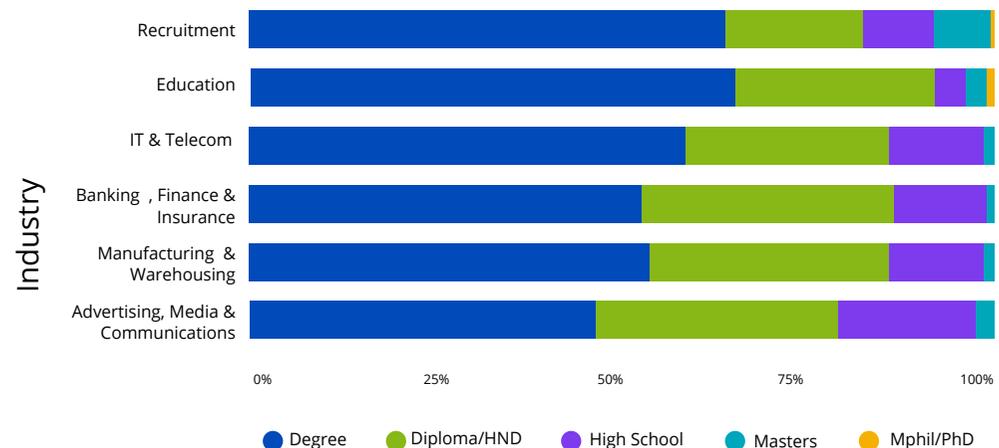
Dominance of Degree Holders

In all listed industries, the Degree qualification is the single largest category of candidates, often by a significant margin. This strongly suggests that a Bachelor’s degree is the de facto minimum standard for entry and advancement in these top sectors.

Top Industries

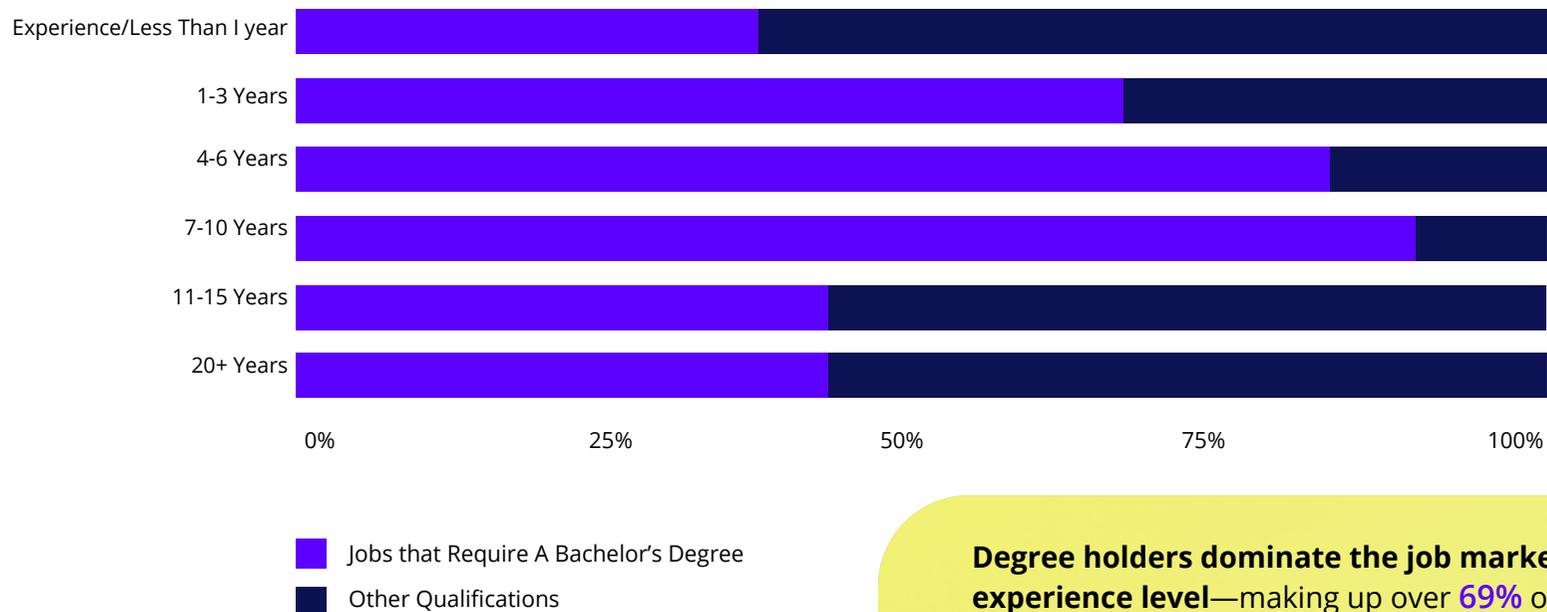


Top 5 Industries and Education Level Requirements



69% of Roles Required a Bachelor's Degree in the Last 12 Months in Ghana (Based on Years of Experience).

Jobs that require a Degree vs other qualifications

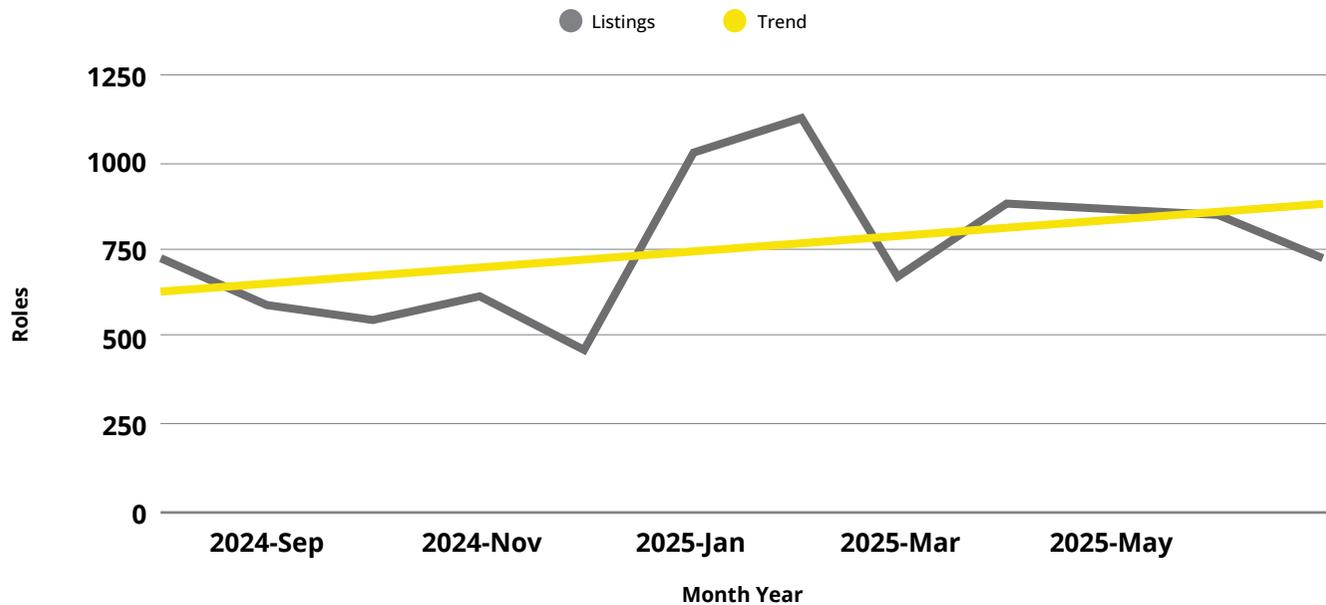


Degree holders dominate the job market at almost every experience level—making up over 69% of applicants even within the 1–5-year range. Notably, 37% of entry-level candidates (no or <1 year experience) already hold degrees, underscoring how a university education, such as BBA, provides a clear competitive edge from the very start of one's career.

NB: the other qualifications are Diploma/HND, High School, Masters, MPhil / PhD

Why Versatile Degrees Outperform Narrow Specializations During Job Market Fluctuations

Business Skills Requirement Growth Overtime (Aug 2024 - Jul 2025)



Job Listings Per Month (12-Month Average): **758**

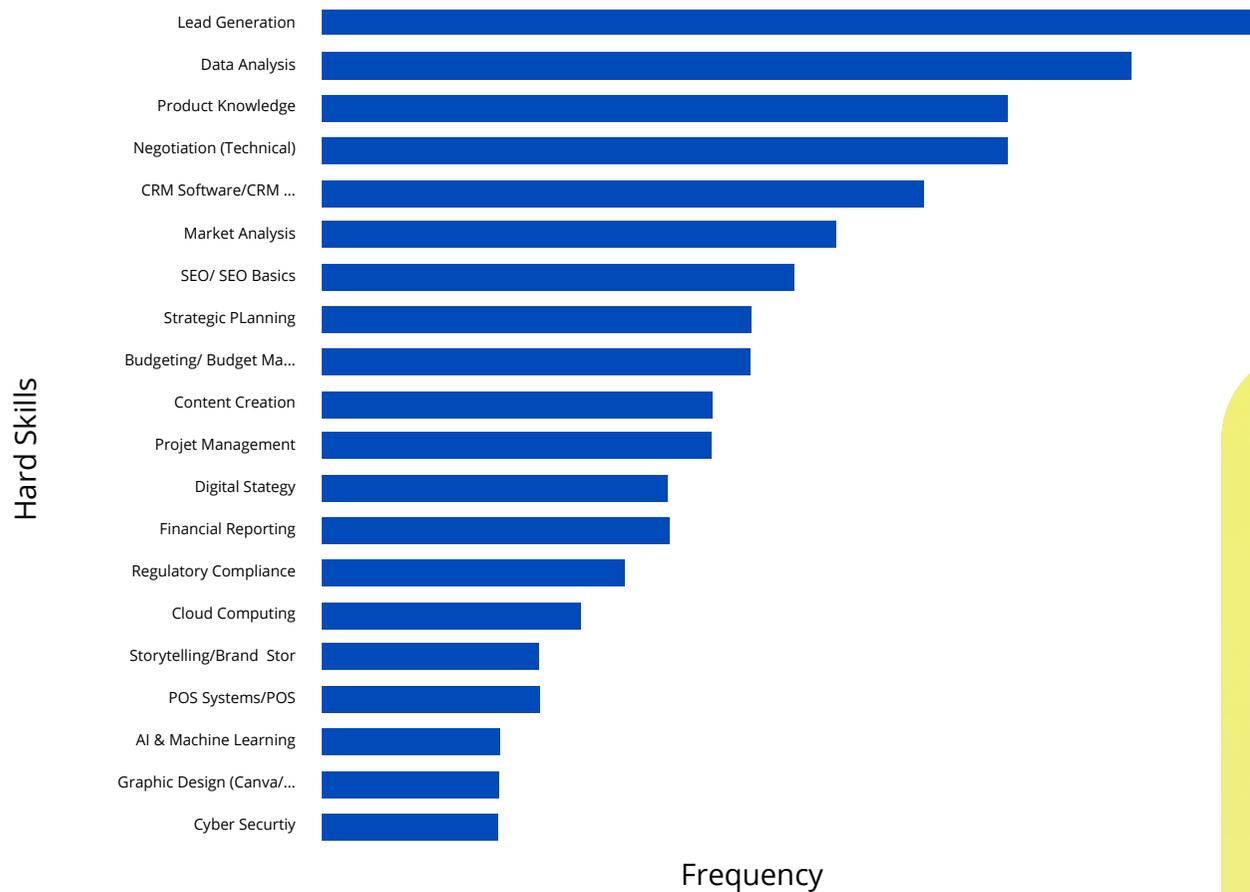
Averagely over **12-month 758 listings /month.**

This shows continued, year-round demand for business-related roles — finance, marketing, operations, project coordination, etc.

The ups-and-downs (e.g., Dec 2024 low - Feb 2025 peak) indicate that job markets fluctuate, those with narrow technical degrees risk downtime when their niche slows.

BBA graduates, however, can shift fields—finance, marketing, project coordination, HR—maintaining employability across cycles.

The Skills Employers Pay for - and Where Most Professionals Fall Short.



Hard Skills Driving Employability in
Ghana's Job Market

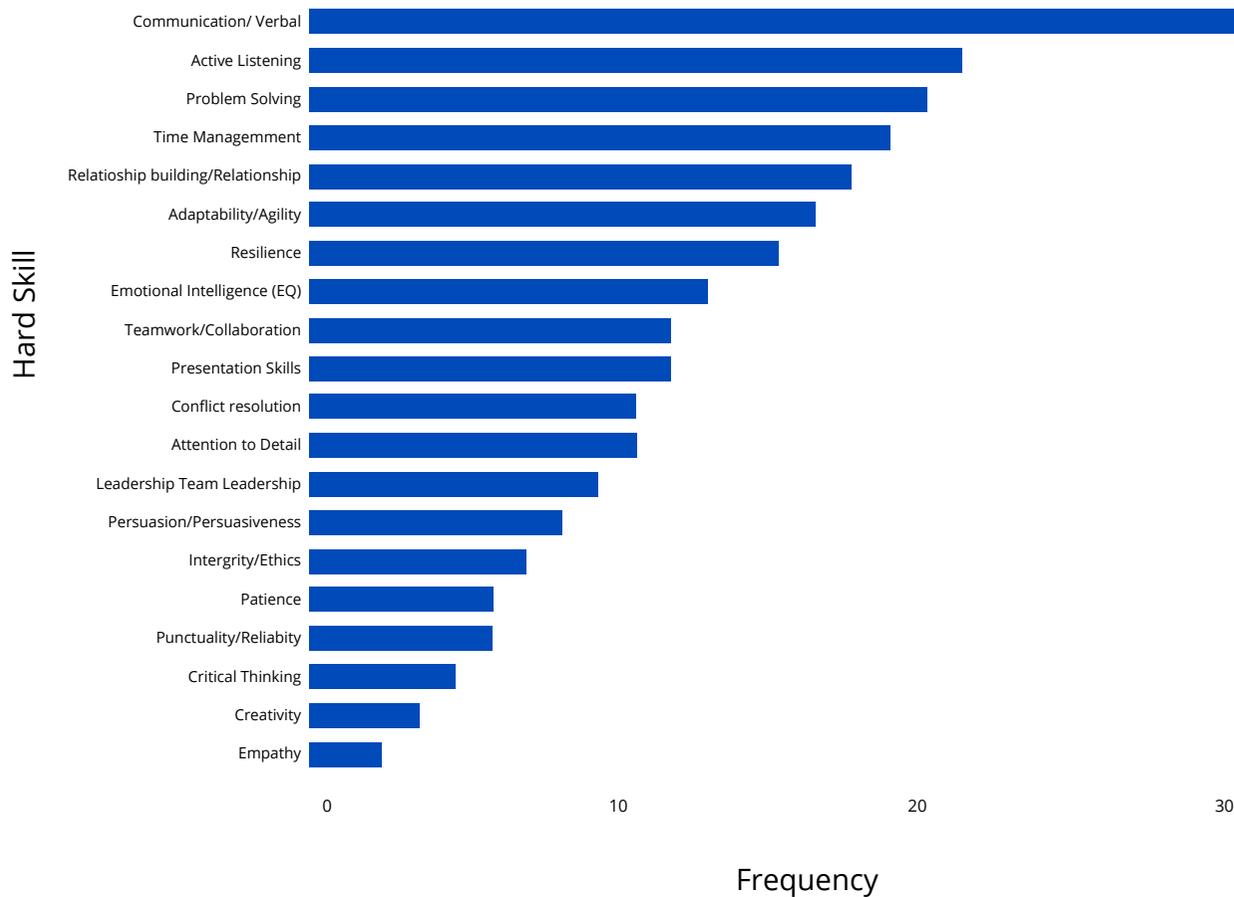
Employers prioritize sales and data-driven skills; led by Lead Generation, Data Analysis, and Negotiation.

Strong demand also exists for digital marketing and CRM expertise, reflecting business growth and digital transformation trends.

Emerging focus areas include cloud computing, AI tools, and cybersecurity.

Why Technical Skills Get You Hired - But Human Skills Get You Promoted.

Employer Soft Skills Required from Job Titles



Top Soft Skills Employers Value
Most in Ghana

Employers in Ghana place high value on **communication, active listening, and problem-solving**—signaling a need for professionals who can **collaborate effectively and think critically**.

Strong emphasis on **time management, adaptability, and emotional intelligence** reflects the importance of resilience in dynamic work environments.

Overall, success in Ghana's job market increasingly depends on a **blend of strong interpersonal abilities and emotional maturity alongside technical skills**.

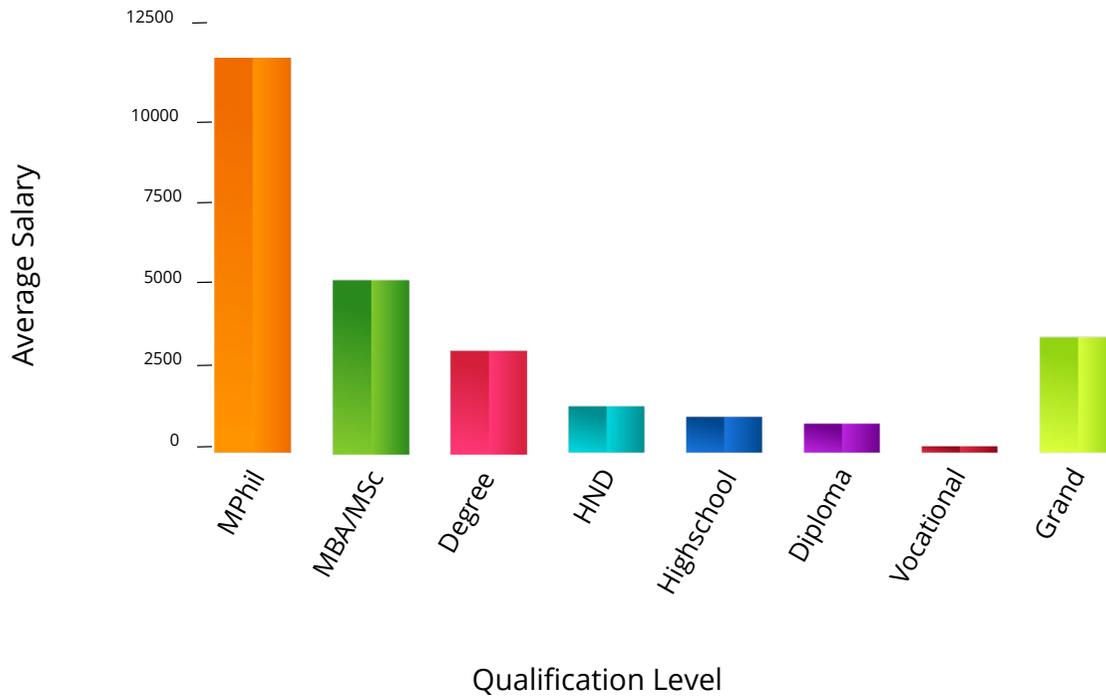
Skills Employers Value Most in Ghana (Combined Hard & Soft Skills).



The word cloud shows strong demand for management, marketing, sales, data, and communication skills, highlighting the value of leadership, digital expertise, and interpersonal ability**. Success today requires combining **business insight, technology use, and adaptability

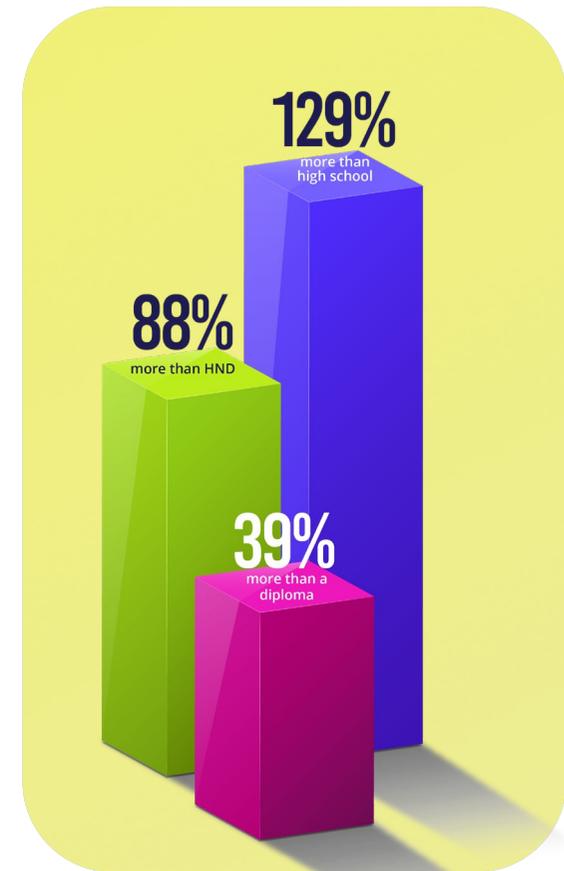
Earning Potential With a Degree

Average Salary (GHC) by Qualification Level



Pursuing a degree and even higher levels of education have shown a higher return on your education investment by giving you a greater average salary.

By getting a degree, your salary will be:



AI Won't Replace You but Professionals Who Know How to Use it Will.

The labour market is moving to skills-based hiring. Skills includes hard and soft skills, both of which you can obtain with a degree. Learning how to leverage AI in a new era of work will set you up for success, not replacement.

10 Essential Skills Developed Through a Bachelor of Business Administration	The Future of Business Administration: 10 Skills Being Transformed by AI	Future-Proofing Your Career with a Modern Degree and AI	From awareness to action
Business communication	Data analysis & interpretation	Learn faster with AI	<ul style="list-style-type: none"> Understanding how AI is reshaping business is no longer optional, but awareness alone is not enough. Professionals who succeed in this new era will be those who intentionally build AI-complementary skills, strengthen strategic judgment, and continuously upgrade their capabilities. Modern, flexible postgraduate programs like those offered by Nexford University integrate AI literacy, business strategy, and practical application, enabling professionals to work with AI, not be replaced by it.
Leadership & teamwork	Market research & customer insights	Build data & tech literacy	
Critical thinking & problem-solving	Financial modeling & forecasting	Strengthen human skills	
Financial literacy	Business communication (writing & presentations)	Automate repetitive tasks	
Marketing principles	Project planning & task management	Continuously upskill	
Data analysis & quantitative skills	Strategic decision-making	Practice responsible AI use	
Project management	Operations optimization	Combine expertise + AI fluency	
Strategic thinking	Marketing content creation		
Ethics & corporate responsibility	Problem-solving with simulation tools		
Operations & management skills	Workflow automation & productivity		

