

Nigeria's rapidly growing online job search market

By [Loy Okezie](#)

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When you start talking about online employment sites, you're likely to mention global behemoths such as Monster.com and CareerBuilder.com, both originating from the United States. Or perhaps you think about the UK's Reed.co.uk or India's Naukri.com. But with the success of these online career sites as an example, Nigerian entrepreneurs are finally keying into the online job search market.

Today there are probably over 100 online job sites in Nigeria, all offering to match employers and employees, but with different business models and technical functionality. Some of the most popular online job sites in Nigeria include Jobberman.com, CareersNigeria.com (which I helped start in August 2007), and NigerianJobHub.com, while across the wider continent, popular African job search portals include [FindAJobInAfrica.com](#), [ZebraJobs.com](#) and [WazobiaJobs.com](#).

All of these sites have one thing in common: they offer job seekers and employers an opportunity to fulfill their employment needs. But some do it so much better than others.

Upside

Some of these online job sites were launched to try and emulate the success of the leading job search engines. Their success can be measured in terms of the great value they provide to job seekers, recruiters and advertisers.

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