

Administration and marketing roles dominate the Freelancer.com Fast 50 for Q1 2019

SYDNEY, 9 May, 2019: The shift toward a leaner office culture is readily apparent in 2019, with companies increasingly turning to freelancers for vital administration and marketing operations. Traditional companies are rapidly adapting to the digital revolution and its disruption of labor markets, and larger companies are turning to freelancers to get jobs done in areas such as Telemarketing, Virtual Assistance or even Customer Support, according to [Freelancer.com](https://www.freelancer.com)'s latest Fast 50 Report.

The Freelancer.com Fast 50 Report charts the quarterly movement of the top 50 fastest growing and declining job type categories within Freelancer.com's online marketplace, which today includes more than 32 million people across 247 countries, regions and territories around the world. In the Q1 2019 Fast 50 Report, Freelancer.com's data scientists and engineers have analyzed more than 410,000 jobs posted on the site to understand the cause behind the biggest changes in demand, as well as identify the up-and-coming trends in the online job market.

"As the world's largest freelancing and crowdsourcing community, Freelancer.com is in the best position to analyze and understand the major trends and movements of the global online jobs market. With more than 1,350 available skills that are being demanded and supplied through our platform, The Freelancer Fast 50 is the leading forward indicator of trends in online jobs related to industries, technologies, products, and companies," Freelancer.com Chief Executive Matt Barrie said.

The Top Freelancing Jobs Of The First Quarter Of 2019

The top 10 jobs which have shot up the scale this year are **Telemarketing, Virtual Assistant, Code Igniter, Customer Support, Metatrader, Unity 3d, Email Handling, Google Adwords, Web Search, and Internet Research**. In addition to these skills, freelancing jobs related to **Electrical and Electronic Engineering, Augmented Reality and Shopify** are Q1 2019's rising stars, managing to gain significant traction over the quarter.

As the Fast 50 Report reveals, most of the jobs that gained popularity over this quarter are closely related to the marketing and corporate world. Large enterprises are becoming more flexible when it comes to hiring freelancers who can handle both management and marketing tasks, a trend that was uncommon just a few years ago.



1. Telemarketing

The dominant trend in the Fast 50 Report is companies turning to freelance workers for day-to-day operations in administration and marketing. Given this trend, it's not surprising that Telemarketing has managed to grab a lot of attention during Q1 2019. Demand for this skill has risen 32.79% (from 1,476 to 1,960 jobs). Recent Labor Department¹ figures show that roles for US telemarketers have more than halved in the last decade. But demand for the skill is on the rise as companies turn to freelancers to get their products marketed and sold with the help of a huge army of independent contractors, using **Telemarketing** as a direct and efficient sales channel. **The rise in demand suggests that 2019 will be the year of freelance telemarketers.**

2. Virtual Assistant

Carrying on the trend toward utilizing freelancers for core office functions, **Virtual Assistant** jobs saw demand rise by a solid 30.89% (from 4,768 jobs to 6,241). A growing number of employers are realizing that it is better, more efficient and more productive to hire freelance virtual assistants rather than having an in-house assistant, saving resources while yielding excellent results. In fact, **Virtual Assistants** perform almost the same managing and organizing tasks as in-house assistants, but can be hired on demand and for specific days or tasks.

3. CodeIgniter

Shifts in freelancer demand for the first quarter weren't limited to administrative tasks. Tech skills also proved attractive to employers. The demand for **CodeIgniter** experts has gone up by 26.22% (from 1,438 to 1,815 jobs) over the first quarter of 2019. **CodeIgniter** is an open-source PHP framework built for developers and used to create dynamic websites. According to Clutch², among small businesses without a website, 58% plan to build one in 2019. Demand is rising for fast and inexpensive websites for small and medium sized businesses to promote their products and attract potential clients.

4. Customer support

The next administrative skill that saw a remarkable rise in the first quarter of 2019 is freelance **Customer Support**, growing 25.82% (from 1,979 to 2,490 jobs). **Customer Support** freelancers are being hired by companies from different countries and timezones to respond to their customers on an almost 24/7/365 basis. With freelance **Customer Support**, companies are now able to respond rapidly and efficiently to their customers across the globe. Given the growth in demand for this skill freelancers should consider this one of the most attractive earning fields they can land in.

¹ <https://www.governing.com/topics/mgmt/gov-automation-disappearing-jobs-cities.html>

² <https://clutch.co/website-builders/resources/small-business-websites-2018>



5. Metatrader

A recent Reuters report shows Forex traders are now earning more from emerging markets than from G10 currencies³. The development bodes well for freelancers skilled in **Metatrader**, which saw a rise in demand of 25.14% (from 1,050 jobs to 1,314). **Metatrader** is an electronic platform which allows the trading of different products. It has gained popularity over the years as interest grows in online retail and foreign exchange. The software is licensed to foreign exchange brokers, making it simple to carry out FX operations, make money, avoid additional charges and operate legally, all at the same time.

6. Unity 3D

Unity 3D has also seen strong growth in popularity and demand. Freelancer experts in this field are well positioned, as demand has risen 24.45% (from 2,008 to 2,499). **Unity 3D** is a powerful graphics engine used to create 3D games and applications. Statista figures forecast the global video game market to top US\$131 billion in 2020⁴, meaning freelancers well versed in game creation will only see demand for their skills grow..

7. Email Handling

Next in the list of growing jobs comes **Email Handling**, with an increase of 23.47% compared to Q4 2018 (from 1,483 to 1,831). **Email Handling** is a vital task for multinational and large organizations, and companies are hiring freelancers to manage emails and categorize them in accordance of their priority level.

8. Google Adwords

Google Adwords, commonly known as Google ads, has also shown a huge increase over the past quarter, rising 21.03% (from 2,634 to 3,188 jobs). The rise is unsurprising given Google's recent upgrades to its Google Ads Editor and Keyword Planner, giving online marketers even more tools to engage their audience. This increase shows that Google is still dominating the online advertising world, and its reign doesn't seem to be threatened by any other competitor in the short-term.

The Freelance Jobs that Showed a Fall

There are several freelance jobs which have decreased dramatically in demand over the last quarter compared to Q4 2018. Some of these jobs are: **Mathematics, jQuery/Prototype, Statistics, R Programming Language, API, Statistical Analysis, Blockchain, Writing, Bitcoin, and Design.**

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<https://www.reuters.com/article/uk-global-forex-emerging/emerging-market-forex-revenues-eclipse-g10-for-first-time-idUSKCN1RT0Y9>

⁴ <https://www.statista.com/statistics/246888/value-of-the-global-video-game-market/>



Notably, **Bitcoin** saw the second-largest decline in demand of any skill, falling by 36.01%. This is not surprising considering the cryptocurrency's volatility and the big losses suffered by investors in 2018. And despite its recent rally, UBS analysis⁵ suggests **Bitcoin** bulls may be waiting 22 years for the cryptocurrency to surpass its historic highs. Freelance workers skilled in all things **Bitcoin**-related could be in for a wait as well.

However, in the ever-changing world of freelancing, it's too early to call time on demand for freelancers in these fields. Market changes could see these declining trends rally in the near future. It seems certain, though, that freelancers would be well served to develop their skills in multiple fields to hedge their bets against declines in demand. It is vital freelancers keep a close eye on market trends every quarter in order to determine which jobs are in demand and which are falling out of fashion.

Rising stars: the emerging jobs to watch

Electrical and Electronic Engineering:

The recent launch of **Arrow Plus powered by Freelancer** has generated a lot of buzz in the engineering field. **Arrow Plus** guides creativity and innovation for more than 200,000 top technology manufacturers and service providers from all around the globe. This new partnership provides much-needed engineering solutions to all of its client companies. While the partnership is still newly launched, it's already garnering strong attention from companies in need of engineering solutions. Freelancers with backgrounds in **Electrical and Electronic Engineering** can expect to see demand for their skills rise sharply.

Shopify

The next upcoming trend is **Shopify**, the Canadian e-commerce company which provides a platform for online stores and companies, along with retail point of sale systems. This trend is only set to grow as more and more commerce moves into the digital realm.

AR or Augmented reality

AR, or augmented reality, is another skill set expected to grow in demand over 2019. Augmented reality inserts virtual objects into real-world settings. Companies are beginning to harness the power of this technology to grab consumers' attention and make them feel "part of the product" As more organizations begin to understand the potential of AR, freelancers with this skill will find themselves in high demand.

⁵ <https://www.businessinsider.com.au/bitcoin-price-may-take-22-years-to-recover-2019-4?r=US&IR=T>



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Name	Q4 2018	Q1 2019	Difference
Telemarketing	1,476	1,960	32.79%
Virtual Assistant	4,768	6,241	30.89%
Codeigniter	1,438	1,815	26.22%
Customer Support	1,979	2,490	25.82%
Metatrader	1,050	1,314	25.14%
Unity 3D	2,008	2,499	24.45%
Email Handling	1,483	1,831	23.47%
Google Adwords	2,634	3,188	21.03%
Web Search	7,137	8,631	20.93%
Internet Research	1,886	2,276	20.68%
Product Design	1,750	2,085	19.14%
Game Development	1,772	2,104	18.74%
Resumes	1,232	1,454	18.02%
Interior Design	1,714	2,003	16.86%
Illustrator	29,182	33,985	16.46%
Copy Typing	4,244	4,931	16.19%
Customer Service	1,685	1,957	16.14%
Book Writing	1,759	2,041	16.03%
Product Descriptions	1,790	2,067	15.47%



PRESS RELEASE



Name	Q4 2018	Q1 2019	Difference
Email Marketing	1,794	2,071	15.44%
Web Development	2,161	2,490	15.22%
Leads	2,875	3,305	14.96%
Legal	1,260	1,448	14.92%
German	2,167	2,485	14.67%
Django	1,145	1,311	14.50%
PCB Layout	1,225	1,147	-6.37%
Coding	1,031	957	-7.18%
Electrical Engineering	3,721	3,453	-7.20%
PhoneGap	1,195	1,108	-7.28%
Branding	2,078	1,908	-8.18%
App Developer	1,158	1,063	-8.20%
Adobe Illustrator	1,766	1,618	-8.38%
Technical Writing	6,546	5,984	-8.59%
Research Writing	14,194	12,919	-8.98%
Engineering	4,162	3,782	-9.13%
Matlab and Mathematica	3,048	2,761	-9.42%
Business Cards	3,208	2,904	-9.48%



Name	Q4 2018	Q1 2019	Difference
Algorithm	2,902	2,573	-11.34%
iOS Development	1,261	1,115	-11.58%
Report Writing	6,802	6,013	-11.60%
Mathematics	2,631	2,258	-14.18%
jQuery / Prototype	3,073	2,576	-16.17%
Statistics	2,212	1,852	-16.27%
R Programming Language	1,033	851	-17.62%
API	1,111	869	-21.78%
Statistical Analysis	1,611	1,258	-21.91%
Blockchain	1,209	919	-23.99%
Writing	1,506	1,097	-27.16%
Bitcoin	1,097	702	-36.01%
Design	1,336	829	-37.95%

For more information, please contact:

Sebastián Siseles

Vice President, International

+1 415 801 2271

sebastian@freelancer.com



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Helma Kusuma

Communications Manager, Asia
+62 812 104 9853
helma@freelancer.com

Bea Rodriguez

Communications Manager, Philippines
(+63) 908-894-1554
bea@freelancer.com

About Freelancer ®

Twelve-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and jobs posted. More than 32 million registered users have posted over 15 million jobs and contests to date in over 1,350 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing.

Freelancer owns StartCon, Australia's largest startup conference, expo and entrepreneur community established in 2009, WarriorForum.com, the world's largest Internet marketing community & marketplace, and Escrow.com, the world's largest provider of secure online escrow and online transaction management for consumers and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

