

Freelancer.com unveils the fastest growing online jobs in Q3 2018

SYDNEY, 1 October, 2018: Web development continued to be one of the dominant growth areas of the online labour market in the third quarter of 2018, while social media-related jobs and creative skills saw a sharp surge in popularity, 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 30 million people across 247 countries, regions and territories around the world.

Freelancing offers skilled professionals an extensive and almost inexhaustible pool of potential clients with which to work. However, the broader business market can be dynamic, with demand for particular skills increasing and decreasing depending on market cycles and longer-term trends. This is why it is important for both freelancers and Freelancer.com to closely monitor the quarterly online jobs trends.

Analysis of nearly 500,000 jobs posted on Freelancer.com, the world's largest freelancing and crowdsourcing marketplace, during the three months ending September 2018 has unveiled the highest-growth categories of jobs online, with work involving web development, digital creative skills, and social media among the top movers during the quarter.

"As host to the world's largest single freelancing and crowdsourcing community, Freelancer.com has unique insight into the major trends and shifts of the global online jobs market. With jobs in over 1,000 categories in disciplines such as science, engineering, the arts and business, Freelancer.com provides perhaps the most granular and detailed view of the freelancing market around the world," Freelancer.com CEO and Chairman Matt Barrie said.

Whole lotta web development

Jobs involving website development and internet applications were among the highest growth categories within the [Freelancer.com](https://www.freelancer.com) marketplace ecosystem during the quarter, with **ASP** (or active server pages), the server side script engine often used for web pages that are dynamically created, taking third place in terms of growth during the three-month period.

There were 2,138 **ASP** jobs posted on Freelancer.com in the third quarter, up from the number of **ASP** jobs posted the previous quarter, representing a quarter-by-quarter increase of 21.75%.



ASP topped the Fast 50 in Q2 2018, and appears to show no sign of diminishing in popularity any time soon.

Meanwhile, **React.js**, the open-source JavaScript library often employed to develop user interfaces for mobile applications or single page applications (SPAs) on the web, ranked second in terms of growth during the quarter.

React.js jobs experienced 25.73% growth over the three month period ending September, compared to the previous quarter, with 2,121 **React.js** jobs posted in the more recent period.

At the same time, jobs featuring fellow JavaScript-based web application framework **Angular.js**, which assists with the creation of single-page web applications, grew by 7.78% during the quarter, to 4,750, with **Angular.js** ranked as the 22nd fastest growing category.

Adobe Flash, meanwhile, also featured prominently during the quarter. Jobs featuring **Adobe Flash**, often used to create web applications, along with animations for web pages and online multimedia content, experienced the fourth-highest level of growth of any job category on [Freelancer.com](https://www.freelancer.com) during the quarter, representing a 19.54% change from the previous quarter.

It should be noted, however, that the total number of **Adobe Flash** jobs over the quarter came to 1,890, substantially fewer than the 8,811 jobs involving **HTML5**, which has grown in popularity since Adobe confirmed in 2017 that it would discontinue **Flash** in 2020, as reported by [Wired](https://www.wired.com).

Over the past quarter, **HTML5** jobs experienced a 1.58% increase, compared to the previous quarter, making it the 69th fastest growing job category in the period.

Something about social

Some of the world's largest social media platform operators, such as Facebook and Twitter have been under immense scrutiny in the wake of accusations the platforms have been used improperly to influence elections.

As noted by [CNET](https://www.cnet.com), Facebook COO Sheryl Sandberg and Twitter CEO Jack Dorsey testified during a hearing held by United States lawmakers in September 2018, fielding questions about their respective businesses, and what was being done to reduce the effect of internet trolls and online provocateurs.

Despite this intense scrutiny -- or perhaps because of it -- social media-related jobs saw substantial growth during the September quarter.

Social Networking, a broad job category that could involve a number of skills, such as general help with social networks, designing apps, creating pages or expanding a social network fan page, ranked as the seventh highest growing job category during the quarter. **Social Networking** jobs experienced a 16.90% surge compared to the previous quarter, to 2,283.

Facebook Marketing came in just under **Social Networking** as the eighth fastest growing category in this quarter's Fast 50 list. **Facebook Marketing** grew at least a couple of percentage points slower than **Social Networking**, at 15.05%. However, there were 6,733 **Facebook**



Marketing jobs posted during the quarter – well in excess of the 2,283 **Social Networking** jobs posted during the period – reflecting the broader popularity of **Facebook Marketing** as a job category.

Jobs involving **Twitter**, meanwhile, were the 13th fastest growing during the quarter, with the category seeing 10.95% growth, quarter-on-quarter. The total number of **Twitter**-related jobs during the quarter came to 2,747, far fewer than those relating to fellow social media network operator, **Facebook**.

The **Social Media Marketing** jobs category ranked as the 14th fastest growing area of work over the three month period, seeing a 10.17% increase quarter-on-quarter. With a quarterly tally of 6,867 jobs during the quarter, **Social Media Marketing** claimed slightly more jobs during the period than those involving **Facebook Marketing**, which claimed 6,733 jobs.

Drumming up digital creative skills

Quality content still appears to be king, with creative jobs involving digital tools such as Adobe's ubiquitous **Photoshop** and **Illustrator** editors also among the faster-growing broad skills areas on the [Freelancer.com](https://www.freelancer.com) marketplace during the quarter.

Skills involving **Illustrator**, Adobe's vector graphics editor, appear to be among the most perennially popular on [Freelancer.com](https://www.freelancer.com), with the job category seeing an 13.74% surge during the quarter compared to the previous quarter. In the three-month period, 27,948 **Illustrator** jobs were posted.

Jobs involving **Photoshop Design**, Adobe's popular raster graphics editor, are also among the more consistently in-demand skills areas on the [Freelancer.com](https://www.freelancer.com) marketplace. **Photoshop Design** jobs saw a 7.29% increase compared to the prior quarter, with 11,607 jobs posted during the three months ending September.

Video Production is another creative skills area utilising digital tools that saw notable growth during the September quarter. Coming in above **Photoshop Design** in terms of growth rate at number 20, **Video Production** experienced 8.29% growth, quarter-on-quarter, to 3,905 jobs over the three-month period.

The rise of video production comes roughly a year after members of [Forbes'](https://www.forbes.com) Young Entrepreneur Council [suggested in late 2017](#) that live video and Instagram's IGTV vertical video application were among the top 10 digital marketing trends entrepreneurs should be watching – just one of the many areas in which video production demand is on the rise.

Jobs on the slide

At the other end of the spectrum, jobs involving mathematical skills have seen a sharp swing south. Jobs involving **Mathematics** as a standalone discipline, for example, experienced a 31.17% quarter-by-quarter fall, to 1,948 during the three-month period.



Mathematica and **Matlab**, two software packages related to mathematics that are used in engineering, scientific and mathematical branches of study, experienced an even sharper decline of 34.16% quarter-on-quarter, to 2,170.

At the same time, **Statistical Analysis** and **Statistics** jobs declined by 26.30%, to 1,166 and 25.82%, to 1,652, respectively, compared to the previous quarter.

Also involving mathematical skills, **Algorithm**-related jobs saw a 27.85% quarter-by-quarter fall, to 2,153 for the three-month period.

Meanwhile, writing jobs in a number of disciplines experienced a slide in popularity during the quarter, with **Report Writing** experiencing a 31.15% decline, with 5,076 jobs posted during the period.

Moreover, **Academic Writing** experienced a 28.66% decline, claiming 1,755 jobs and **Research Writing** jobs fell by 19.53%, although the category itself remained relatively popular, claiming 12,274 jobs during the quarter.

Business Plans, **Business Writing** and **Technical Writing** all saw a decrease in jobs posted during the period, experiencing declines of 23.23%, 18.68% and 16.14%, respectively.

Two other areas that saw notable declines during the three months to September 2018 were **Electrical Engineering** and **Mechanical Engineering**, which saw a fall of 23.57% and 24.12%, respectively.

Trends on the horizon

Blockchain has received a lot of attention over the past few years, with the cryptographically-enabled technology being considered for applications as far reaching as insurance, real estate, banking and even advertising, according to [Forbes](#). The various cryptocurrencies **Blockchain** underpins, such as bitcoin, have also received a lot of attention, thanks largely to the volatile nature of the value associated with these digital currencies.

While not among the top 50 movers during the quarter, jobs involving **Blockchain** fell by 1.36% to 1,302 over the three-month period, compared to the prior quarter. This could have something to do with the spectacular tumble the cash value of bitcoin has taken since it peaked in December last year. As reported by [Bloomberg](#), bitcoin fell to a nine-month low in September 2018.

However, it remains to be seen whether **Blockchain**-related jobs will continue to fall in volume, regardless of how bitcoin and other cryptocurrencies perform over the coming months and years. According to [TechRepublic](#), IT industry association CompTIA has ranked **Blockchain** among the top 10 types of technology that could offer the greatest potential business operations success.

Machine Learning, another job category that saw a quarter-on-quarter slide over the three months ending September, declining by 6.65% to 1,698, may yet see an uptick in coming



quarters, as demand for artificial intelligence and machine learning skills continues to grow. Indeed, in [CompTIA's list](#) of the top tech trends to watch in 2018, artificial intelligence was ranked third, well above **Blockchain**, which it ranked ninth on the list.

As noted earlier in this report, **HTML5** jobs are likely to continue seeing growth as the 2020 date for the discontinuation of **Adobe Flash** draws closer. In April 2018, [CloudPro](#) reported that data provided by web technology survey site W3Techs suggests at least 95% of websites no longer use **Flash**, and instead are more likely to be using alternative options such as **HTML5** and **CSS3**.

It's likely that jobs involving these **Adobe Flash** alternatives will continue to increase, while **Adobe Flash** jobs will continue to decline. It should be noted, however, that in the Fast 50 report for the three months ending September, **CSS3** jobs actually fell by 3.22%, quarter-on-quarter, to 1,113.

The full **Fast 50 Q3 2018 Report** ranking can be found below.

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Freelancer.com's Fast 50 Report: The 50 Fastest Moving Jobs in Q3 2018

Rank	Job Category	2018 Q2	2018 Q3	Change (%)
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1	Copy Typing	4090	5203	27.21
2	React.js	1687	2121	25.73
3	ASP	1756	2138	21.75
4	Adobe Flash	1581	1890	19.54
5	Word	2939	3439	17.01
6	Data Processing	11353	13282	16.99
7	Social Networking	1953	2283	16.90
8	Facebook Marketing	5852	6733	15.05
9	Illustrator	24571	27948	13.74
10	node.js	3394	3825	12.70
11	Customer Service	1452	1627	12.05
12	Virtual Assistant	5299	5927	11.85
13	Twitter	2476	2747	10.95
14	Social Media Marketing	6233	6867	10.17
15	Data Entry	24425	26884	10.07
16	Amazon Web Services	2726	2988	9.61
17	Django	1109	1215	9.56
18	PDF	2452	2685	9.50
19	Customer Support	1947	2125	9.14
20	Video Production	3606	3905	8.29
21	Visual Basic	3339	3608	8.06
22	Angular.js	4407	4750	7.78
23	Photoshop Design	10818	11607	7.29
24	Blog	6379	6833	7.12
25	Web Hosting	2064	2209	7.03
26	Technical Writing	6927	5809	-16.14
27	SQL	3528	2953	-16.30
28	Programming	2549	2116	-16.99
29	Adobe Illustrator	2958	2416	-18.32
30	Finance	2348	1913	-18.53
31	Business Writing	1991	1619	-18.68
32	Business Analysis	3153	2538	-19.51



33	Research Writing	15252	12274	-19.53
34	Database Programming	1491	1195	-19.85
35	Magento	3960	3148	-20.51
36	C++ Programming	8391	6617	-21.14
37	Business Plans	2858	2194	-23.23
38	Electrical Engineering	3785	2893	-23.57
39	Supplier Sourcing	1240	941	-24.11
40	Mechanical Engineering	2409	1828	-24.12
41	Windows Desktop	3821	2895	-24.23
42	Engineering	4969	3727	-24.99
43	Statistics	2227	1652	-25.82
44	Statistical Analysis	1582	1166	-26.30
45	Algorithm	2984	2153	-27.85
46	Academic Writing	2460	1755	-28.66
47	Report Writing	7373	5076	-31.15
48	Mathematics	2830	1948	-31.17
49	R Programming Language	1038	706	-31.98
50	Matlab and Mathematica	3296	2170	-34.16

About Freelancer ®

Eleven-time Webby award-winning [Freelancer.com](https://www.freelancer.com) is the world's largest freelancing and crowdsourcing marketplace by total number of users and jobs posted. More than 30 million registered users have posted over 14 million jobs and contests to date in over 1,000 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.

