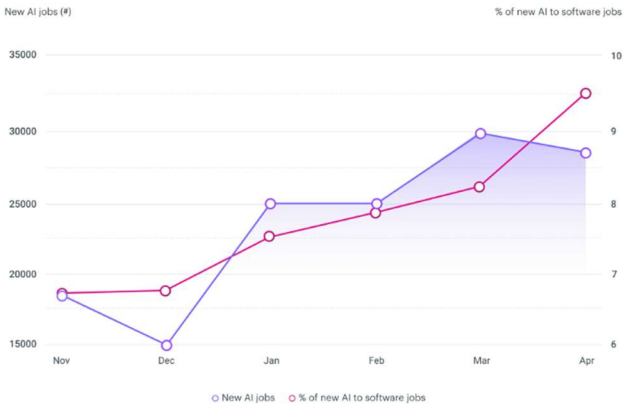# Unlock the Power of Workforce Intelligence.
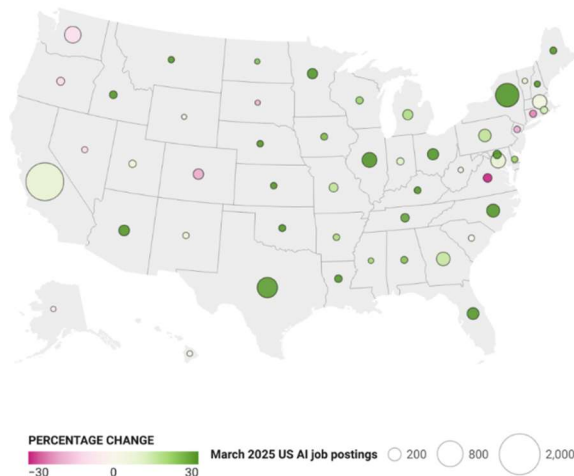
AURA

Overall AI Job Trends For Past 6 Months

AI Job Share Reaches All-Time High Despite a Plateau in Openings

Over the last six months, the share of AI jobs among all new software roles rose steadily, reaching its highest point in April at just over 10%. Interestingly, this peak came despite a slight decline in the absolute number of new AI job postings from March to April.

The trend suggests that while overall software hiring may be cooling, AI roles are becoming increasingly prioritized. This could reflect a shift toward efficiency-driven innovation, where companies double down on automation and AI capabilities even as broader hiring slows amid economic uncertainty.

Overall AI Job Trends in US by State

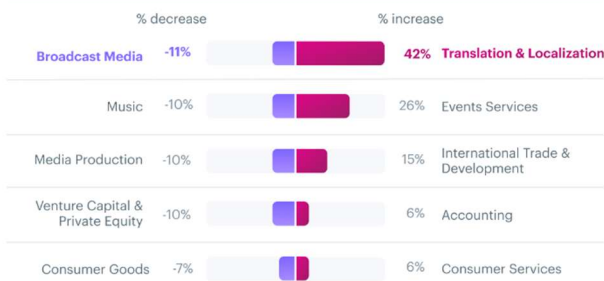*AI Talent Demand Spreads Beyond Tech Hubs with Southern States Surging*

The map of AI job trends across U.S. states in March 2025 reveals strong growth not only in established tech hubs like California, New York, and Washington, but also in emerging regions such as Texas, Florida, North Carolina, and Georgia. These southern and southeastern states are showing both high AI job posting volumes and notable percentage increases, as indicated by the large and dark green circles.

This shift reflects the ongoing decentralization of AI talent demand, driven by the rise of remote work, favorable business climates, and state-level incentives. Regions with vibrant startup ecosystems and leading research institutions—such as North Carolina's Research Triangle and Texas's Austin tech corridor—are particularly well-positioned to capitalize on this growing demand for AI expertise.

Top 5 Industries by % Change in New AI Job Postings Last Month

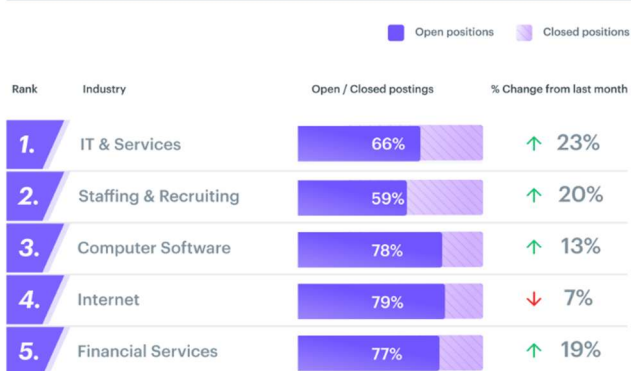| Industry	% decrease	% increase	
Broadcast Media	-11%	42%	Translation & Localization
Music	-10%	26%	Events Services
Media Production	-10%	15%	International Trade & Development
Venture Capital & Private Equity	-10%	6%	Accounting
Consumer Goods	-7%	6%	Consumer Services

Language Tech Booms While Creative Sectors Retreat from AI Hiring

Among industries, Translation & Localization saw a massive 42% increase in AI job postings last month, outpacing all others. This aligns with the growing global demand for multilingual AI tools and LLM-driven localization services.

In contrast, creative industries like Broadcast Media, Music, and Media Production posted double-digit declines, possibly due to budget realignments or caution around AI disruption in content creation workflows. The sharp contrast suggests that sectors leaning into AI to scale human effort are hiring aggressively, while those facing AI-induced restructuring may be slowing down to reassess roles and responsibilities.

Top 5 Industries by New AI Job Postings Last Month

Open positions / Closed positions

Rank	Industry	Open / Closed postings	% Change from last month
1.	IT & Services	66%	↑ 23%
2.	Staffing & Recruiting	59%	↑ 20%
3.	Computer Software	78%	↑ 13%
4.	Internet	79%	↓ 7%
5.	Financial Services	77%	↑ 19%

IT, Staffing, and Software Drive AI Hiring Momentum Across Openings

The top five industries for new AI job postings in April reveal robust hiring activity in IT & Services, Staffing & Recruiting, and Computer Software, with each showing strong shares of open positions and double-digit growth from February. These sectors are likely fueling and fulfilling the AI transformation needs of enterprises, with staffing firms acting as intermediaries for specialized talent.

Interestingly, despite high open role percentages, the Internet sector saw a 7% decline in new postings, possibly indicating a temporary correction after previous over-hiring. Across the board, demand for AI talent remains high in operational and growth-centric industries.