AURA

US TMT JOB MARKET SIGNALS REPORT

May 2025

EXECUTIVE SUMMARY

OVERVIEW

The TMT job market in April 2025 signaled a shift from broad expansion to precision hiring, with companies balancing stability in core regions against unexpected surges in niche geographies. Emerging patterns in skills and roles pointed to a recalibration toward scalability, strategic talent, and operational adaptability.

KEY TAKEAWAYS

01 **Job Posting Trends:** While core states like California and Washington plateaued, short-term spikes in Illinois and Missouri signaled tactical hiring surges. Leading employers showed concentrated bursts likely aligned with product and media cycles.

02 **Skill Trends:** Demand spiked for foundational engineering skills and infrastructure-focused capabilities, especially around software robustness and scalability. The inclusion of business-integrated tools like Salesforce highlights a convergence of tech and GTM priorities.

03 **Role Trends:** Engineering hiring slowed slightly, while HR gained momentum as firms invested in internal structure. Warehouse jobs dominated new titles, revealing a dual-track expansion—high-volume ops on one end and strategic tech roles on the other.
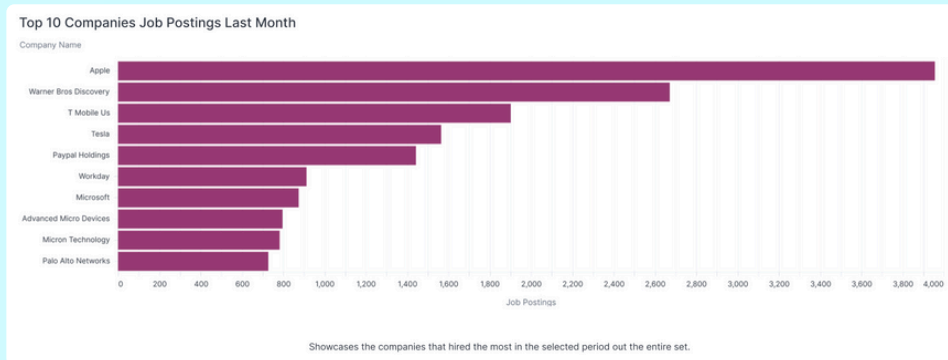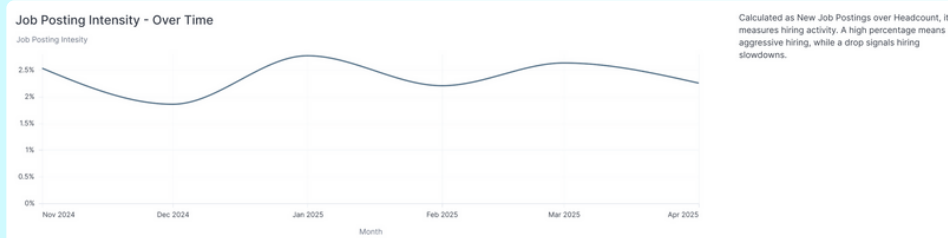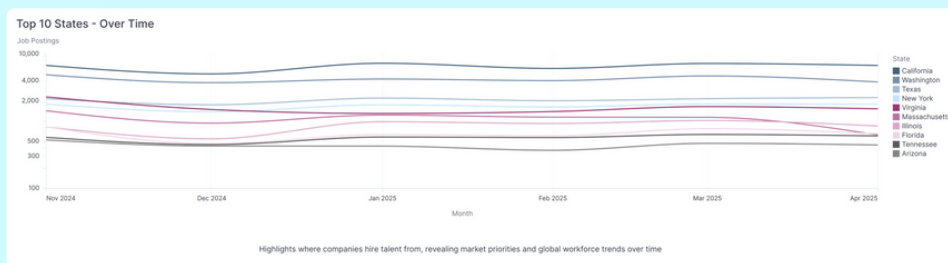
Filters

- **Report Month:** In the past 1 complete months
- **Lookback Period:** In the past 6 complete months
- Based on 60 large-cap publicly traded companies in the TMT sector

Give us your feedback

JOB POSTING TRENDS

- California and Washington maintained their leadership in job volume, but postings remained almost flat compared to March, suggesting these states may be reaching a hiring saturation point or reevaluating growth strategies. Companies may be opting to optimize existing talent rather than expanding headcount broadly.
- Illinois and Missouri showed extreme weekly deviations in job postings, ranking in the top 2% of historical variance—indicating unexpected, possibly tactical hiring bursts that signal short-term shifts rather than volume-based growth.
- Job posting intensity peaked around January and March 2025, but has been trending downward into April—indicating a shift from aggressive hiring toward a more conservative hiring.
- Apple and Warner Bros Discovery were the top employers by volume last month, with over 3,900 and 2,600 postings respectively. Their strong demand likely aligns with product launches and seasonal media production cycles.

Top Hiring States, Companies, and Hiring Intensity

Top 10 States - Over Time

Job Postings

State: California, Washington, Texas, New York, Virginia, Massachusetts, Illinois, Florida, Tennessee, Arizona

Highlights where companies hire talent from, revealing market priorities and global workforce trends over time

Job Posting Intensity - Over Time

Job Posting Intensity

Calculated as New Job Postings over Headcount, it measures hiring activity. A high percentage means aggressive hiring, while a drop signals hiring slowdowns.

Top 10 Companies Job Postings Last Month

Company Name

Apple, Warner Bros Discovery, T Mobile Us, Tesla, Paypal Holdings, Workday, Microsoft, Advanced Micro Devices, Micron Technology, Palo Alto Networks

Job Postings

Showcases the companies that hired the most in the selected period out the entire set.

SKILL TRENDS

- Computer Science and Python were the top two demanded skills, appearing in over 3,000 postings. This confirms ongoing emphasis on software development and technical foundation skills.
- Python remains dominant with more than double the demand of the next software skill, reaffirming its versatility across AI, data, and backend development. The strong presence of both low-level (C, C++) and high-level (SQL, Java, APIs) skills highlights a need for full-stack and systems-oriented engineers.
- Notably, Salesforce's entry into the top 10 suggests rising demand for integrated customer and enterprise tech skills, blending software development with business operations.

Top Skills in Demand

Top 10 Most Demanded Skills Last Month

Skill Name	Job Postings ↓
Computer Science	3170
Python (Programming Language)	2705
Marketing	2474
Selling Techniques	2115
Project Management	2005
Automation	1802
Scalability	1724
Software Engineering	1670
Artificial Intelligence	1627
Debugging	1532

Shows which skills have been demanded the most during the report month.

Top 10 Most Demanded Software Skills Last Month

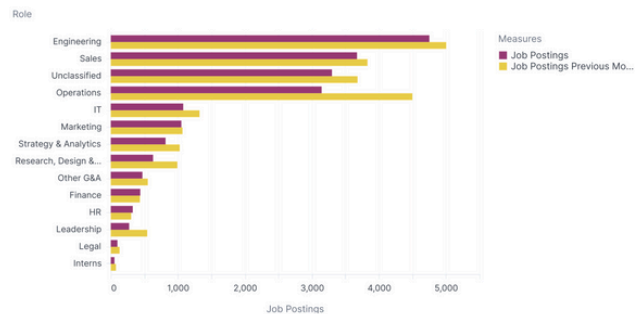| Skill Name	Job Postings ↓
Python (Programming Language)	2705
C++ (Programming Language)	1313
SQL (Programming Language)	1075
Amazon Web Services	1061
Java (Programming Language)	1050
Microsoft Azure	1048
C (Programming Language)	950
Operating Systems	944
Application Programming Interface (API)	875
Salesforce	862

Shows the most demanded software skills for the company set during the report month.

ROLE TRENDS

- Engineering topped the role chart again with over 4,700 postings, though this represented a modest 5% drop from March. This suggests that while still a priority, many firms have reached short-term capacity in engineering teams. Operations roles experienced a sharp decline of over 30%, likely due to automation initiatives and cost optimization efforts.
- HR roles saw nearly 8% growth, the strongest among tracked functions. This indicates increased investment in talent strategy, possibly to support upcoming internal restructures or cultural initiatives.
- The top new job titles in Polish, are warehouse-related roles, suggesting a localized bulk hiring event likely tied to logistics or fulfillment operations. These postings sharply contrast with the lower-frequency yet more specialized roles—like "consulting architect network virtualization" and "technical sourcing manager"—which imply niche, strategic expansions in advanced tech. This split reflects simultaneous growth at both operational and strategic ends of the workforce spectrum.

Top Roles in Demand

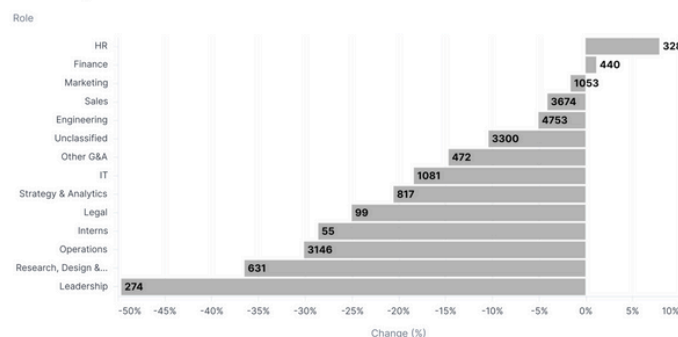### Job Postings by Role - Month Over Month

Role

Engineering	
Sales	
Unclassified	
Operations	
IT	
Marketing	
Strategy & Analytics	
Research, Design &...	
Other G&A	
Finance	
HR	
Leadership	
Legal	
Interns	

Measures
- Job Postings
- Job Postings Previous Mo...

0   1,000   2,000   3,000   4,000   5,000

Job Postings

Showcases job postings from the report month compared to job postings from the previous month, to easily identify role demand changes.

Top 10 Most Demanded New Job Titles Last Month

Job Title	Job Postings ↓
magazynier	306
pracownik sortowni	294
pracownik magazynu praca od zaraz	293
tymczasowy pracownik magazynowy	136
supply chain scm implementation consultant principal cons...	66
side hustle high paying research jobs	55
employee relations representative	52
technical sourcing manager advanced thermal technologies	51
environmental officer	51
consulting architect network virtualization	51

Top 10 job titles that were demanded last month and were not demanded the previous month, showing market trends.

Growth by Role - Month Over Month

Role

Role	Value
HR	328
Finance	440
Marketing	1053
Sales	3674
Engineering	4753
Unclassified	3300
Other G&A	472
IT	1081
Strategy & Analytics	817
Legal	99
Interns	55
Operations	3146
Research, Design &...	631
Leadership	274

-50% -45% -40% -35% -30% -25% -20% -15% -10% -5% 0% 5% 10%

Change (%)

Zooms into role demand change month-over-month to clearly understand market trends regarding roles.

CONCLISION

TMT hiring trends point to a shift from aggressive growth to strategic consolidation. Slowing demand in engineering and operations, alongside rising HR and core software roles, suggests a focus on efficiency, stability, and foundational tech to navigate uncertainty. At the same time, sharp deviations in niche regions and roles indicate targeted experimentation without full-scale expansion. If sustained, this could signal a modular workforce approach.

Appendix

Weekly States Postings Distribution
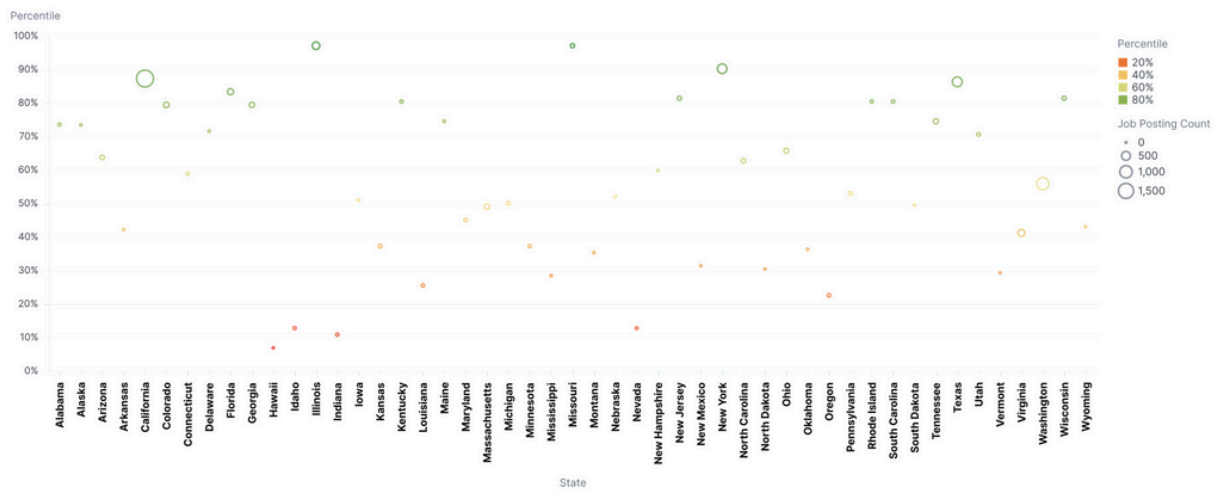
Percentile

Compares all states' percentiles in the selected week from a 104-week distribution, while also giving a sense of market-size with job posting demand.

Weekly States Deviations

State	Percentile	Job Posting Count
Illinois	97.06%	359
Missouri	97.06%	102

Weekly High-Posting Roles and States

State	Role Level 1	Percentile	Job Posting Count ↓
Alabama	Research, Design & Development	100%	6

Weekly Low-Posting Roles and States

State	Role Level 1	Percentile	Job Posting Count ↓
Virginia	Operations	1.96%	26
Oregon	Operations	0.98%	5
Wisconsin	Operations	0%	4
Utah	Operations	0.98%	4
Utah	Engineering	1.96%	2

Highlights states with job posting deviations that fall within the top 2% or bottom 2% of 104-week distribution, showcasing outlier performance in the job market for the week.