

# Sonoma County Job Market Tracker

December 1 2015 – December 31 2015 | Sonoma County

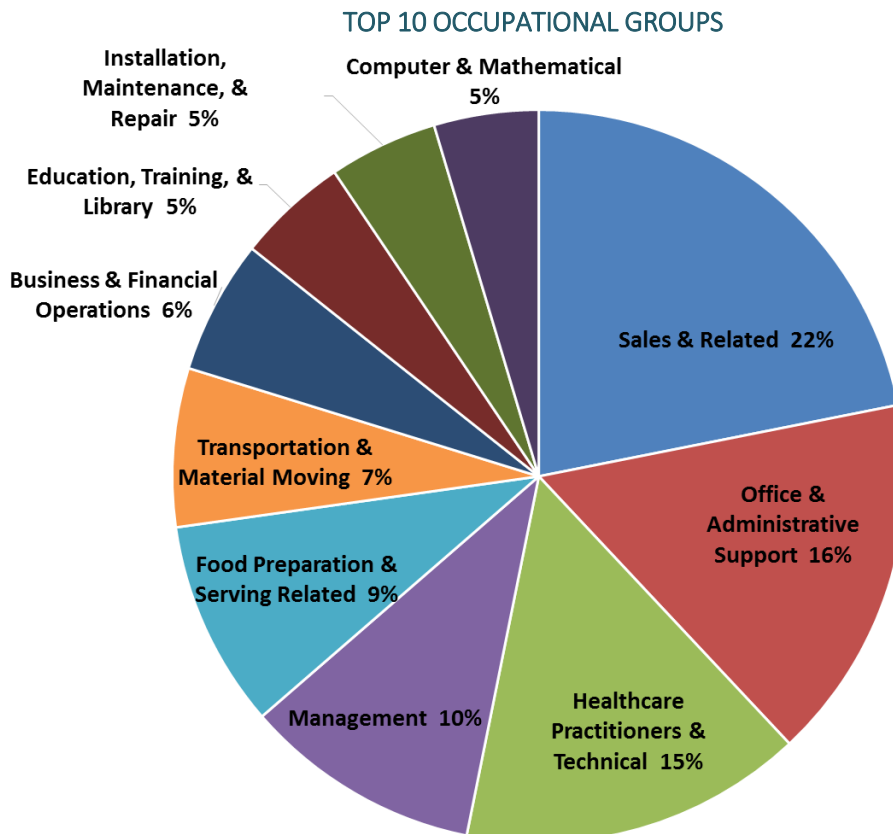
The *Sonoma County Job Market Tracker* is a monthly overview analyzing historical job data and real-time online job posting data to provide insights into current workforce demands of the local economy.

## HIGHLIGHTS

- Nearly 9,000 available job openings during the December 2015 monthly reporting period, an increase of over 1,700 postings compared to the same period last year capping a year of strong employment growth.
- The Retail Trade industry registered the highest number of available job postings with 844 openings, making up 9.6% of available jobs in December.
- The Agriculture, Forestry, Fishing and Hunting industry experienced the fastest growth with a 108% increase in available job openings over the previous period.
- Local unemployment remained steady at 4.2% in November 2015, down from 5.3% in 2014.

**MONTHLY TRENDS:** There were 8,979 available job openings during the December 2015 monthly reporting period, approximately 28% were new postings.

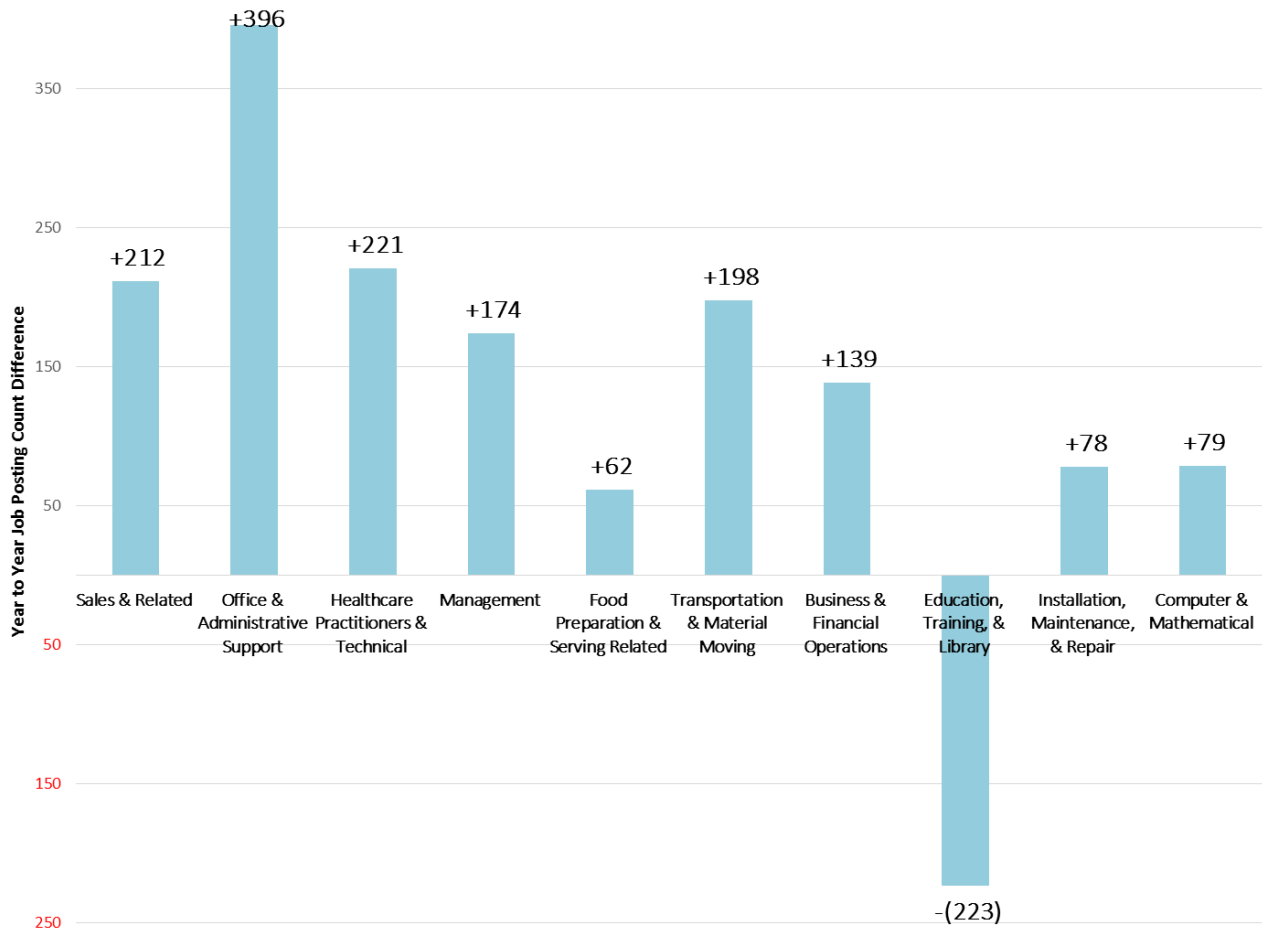
**TOP OCCUPATIONAL GROUPS:** The top occupational group is **Sales and Related Occupations** with 1,517 jobs representing 17% of all available jobs. This is followed by **Office and Administrative Support Occupations** with 1,119 available jobs, and **Healthcare Practitioners and Technical Occupations** with 1050 available jobs. The **Healthcare Support Occupations** saw the highest growth rate over the past year by 115%.



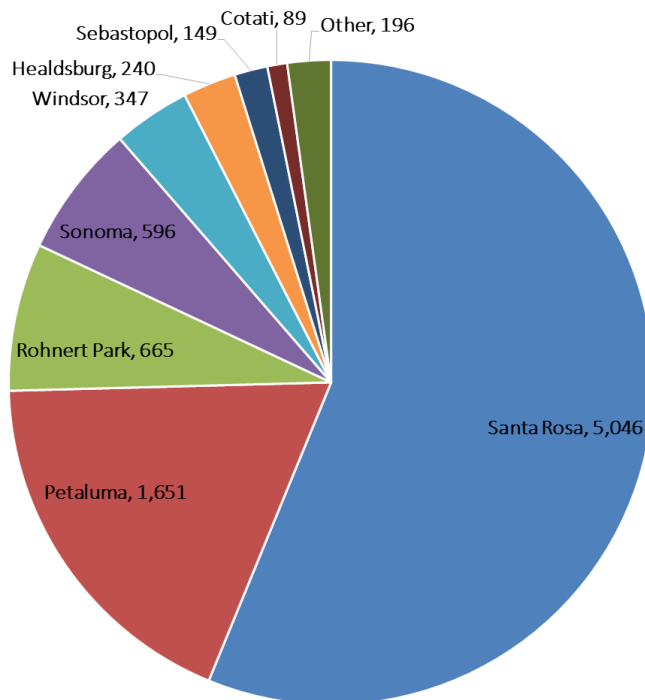
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## TOP 10 OCCUPATIONAL GROUPS



## JOB OPENINGS BY LOCATION

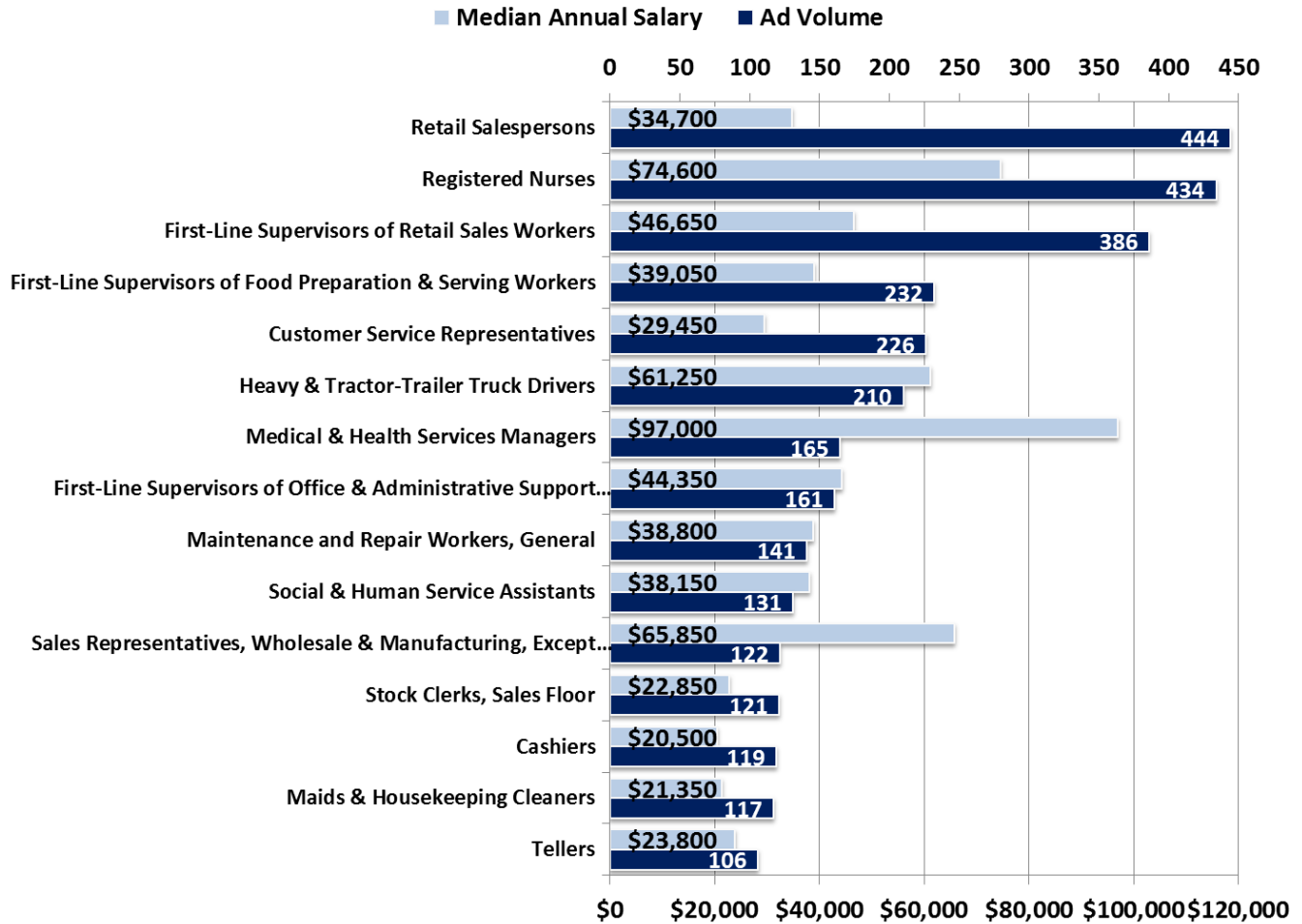


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**TOP 15 JOB OPENINGS:** Retail Salespersons has the most available job openings with 444 positions, reflective of retail’s busiest time of the year. This is followed by Registered Nurses, and First Line Supervisors of Retail Sales Workers. Both, Customer Service Representatives and Retail Salespersons added more than 100 jobs sequentially. The top employers hiring Customer Service Representatives are *Dollar Tree, Gap Inc, Target, CVS Health, and Rite Aid*. *Target, RadioShack, Sears Holdings, AT&T, and Best Buy* make up the top 5 employers posting jobs for Retail Salespersons. Top job openings in the middle to high income salary range include Registered Nurses, First-Line Supervisors of Retail Sales Workers, Retail Salespersons, and First-Line Supervisors of Food Preparation and Serving Workers.

## TOP 15 JOB OPENINGS AND ANNUAL MEDIAN SALARIES

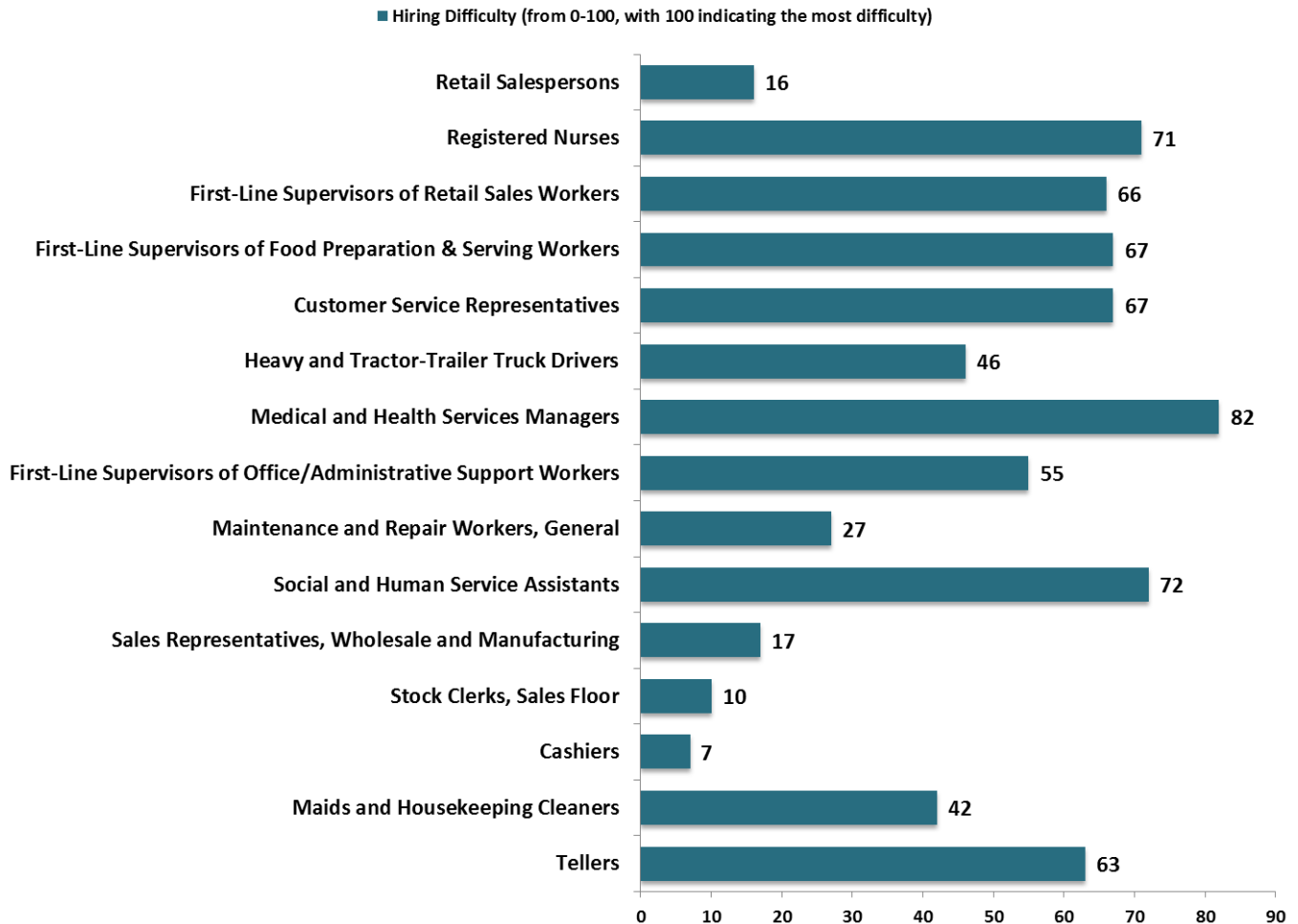


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**TOP 15 JOB OPENINGS AND HIRING DIFFICULTY:** Out of the top 15 job openings in Sonoma County, **Medical and Health Services Managers, Social and Human Service Assistants, and Registered Nurses** had the highest hiring difficulty.

## TOP 15 JOB OPENINGS AND HIRING DIFFICULTY



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**TOP 10 HARD SKILLS IN DEMAND:** **Bilingual** is the most sought after hard skill, with **Bilingual Spanish** receiving the 4<sup>th</sup> most mentions in online job postings. **Behavioral Health, Geriatrics, and Pediatrics** are all representative of an expanding health care sector.

**TOP 10 SOFT SKILLS IN DEMAND:** **Oral and written communication skills** dominate the soft skills list, representing the most wanted skills that employers are actively looking for. **Microsoft Office** experienced the largest increase over the prior year, followed by **Detail oriented** and **Marketing**.

## TOP 10 IN-DEMAND HARD SKILLS & SOFT SKILLS

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	415	10.08%	Oral and written communication skills	2,385	16.46%
2	Quality Assurance	321	40.79%	Detail oriented	982	32.17%
3	Behavioral health	287	53.48%	Customer service oriented	935	8.72%
4	Bilingual Spanish	252	18.87%	Marketing	926	24.63%
5	Food preparation	142	-8.97%	Integrity	831	10.51%
6	Geriatrics	116	16.00%	Microsoft Office	698	43.92%
7	Quality control	108	-8.47%	Team-oriented, teamwork	642	16.09%
8	Pediatrics	108	8.00%	Problem solving	617	13.42%
9	Technical support	107	48.61%	Work independently	607	17.64%
10	Preventative maintenance inspections	92	39.39%	Creativity	563	11.05%

**TOP 10 CERTIFICATIONS IN DEMAND:** **Driver's License** trumps as the most wanted certification in Sonoma County, and **Commercial Driver's License** comes in 5<sup>th</sup>. The biggest increase has been in **Certification in Cardiopulmonary Resuscitation**, with **Certified Registered Nurse** and **Basic Life Support** rounding out the top 5 certifications in demand for December; a reflection of the continually brimming healthcare sector.

## TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,263	63.18%
2	Certified Registered Nurse	455	5.57%
3	Certification in Cardiopulmonary Resuscitation	365	78.92%
4	Basic Life Support	325	35.98%
5	Commercial Driver's License	230	78.29%
6	First Aid certification	212	-4.50%
7	Continuing Education	162	25.58%
8	HAZMAT	149	21.14%
9	Advanced Cardiac Life Support	147	16.67%
10	Occupational Safety & Health Administration	117	37.65%

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## TOP EMPLOYERS

Top 20 Employers	Ad Volume
Kaiser Permanente	187
St. Joseph Health System	161
Santa Rosa City Schools	152
Target Corporation	151
Perdue Farms, Inc.	142
Medtronic	137
Sutter Health	125
County Of Sonoma	125
Santa Rosa Junior College	117
Keysight Technologies	105
State Of California	104
Brookdale Senior Living	89
Sutter Pacific Medical Foundation	87
Mary's Pizza Shack of California	84
St. Joseph's Home Care	74
Calix	73
Wells Fargo	72
CVS Health	67
Sears Holdings Corporation	58
Taco Bell	56

For more information, please contact Juan Nieto at [juan.nieto@sonoma-county.org](mailto:juan.nieto@sonoma-county.org)

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