



# JOB MARKET TRACKER

February 2017



The Sonoma County Economic Development Board prepares the **Sonoma County Job Market Tracker** Monthly Report to provide insights into current workforce demands of the local economy by analyzing *online job posting data and historical job data.*

## CONTENTS

- 2** Highlights
- 2** Local Employers
- 3** Occupation Groups
- 4** Occupations
- 5** Skills & Certifications
- 6-7** Industry Spotlight ~ Hospitality
- 8** Workforce Resources
- 9** Appendix A ~ Hospitality Occupations

*Disclaimer:* Data used to inform the development of this report was collected on 2/3/17. Data may not be a comprehensive set of all online job postings because of continued data processing by data provider, Economic Modeling LLC, dba Emsi. The EDB is confident of the accuracy of the data at the time it was collected. Data from the Bureau of Labor Statistics, O\*NET OnLine, CareerOneStop (U.S. Department of Labor), and other government resources was also used to support a complete analysis.

# HIGHLIGHTS

## OVERALL JOB POSTINGS

More than 9,700 and 9,600 job postings were advertised in November and December 2016, an increase of 9.0% and 19.6% compared to the same period in 2015.

## POSTINGS BY OCCUPATION GROUP

With 1,620 postings, the Healthcare Practitioners and Technical Occupations had the most job postings in December 2016. For November 2016, Sales and Related Occupations had the most with 1,497 postings.

## POSTINGS BY LOCATION

In the two-month period from November 1 to December 31, 2016, Santa Rosa had 134 more job postings than reported a year ago and continues to have nearly double the number of job postings of any other Sonoma County city.

# LOCAL EMPLOYERS

## TOP 20 BY JOB POSTING VOLUME

*From November 1 - December 31, 2016*

Rank	Employer	Posting Volume	Rank	Employer	Posting Volume
1	St. Joseph's Healthcare, Inc.	360	11	Target Corp.	154
2	Lyft	249	12	Sunrise Senior Living, Inc.	139
3	Sutter Health	195	13	CVS Caremark Corp.	136
4	Swift Transportation Co., Inc.	183	14	Santa Rosa City School Dist.	133
5	Kaiser Permanente	173	15	The Home Depot, Inc.	133
6	Brookdale Senior Living, Inc.	168	16	Taco Bell Corp.	131
7	County Of Sonoma	168	17	PetSmart, Inc.	126
8	Blitz Media, Inc.	158	18	Supplemental Health Care	126
9	Keysight Technologies, Inc.	158	19	United Parcel Service, Inc.	125
10	Mary's Pizza Shack	157	20	Sears Holdings Corp.	123

# OCCUPATION GROUPS

## TOP 5 BY JOB POSTING VOLUME

November 2016

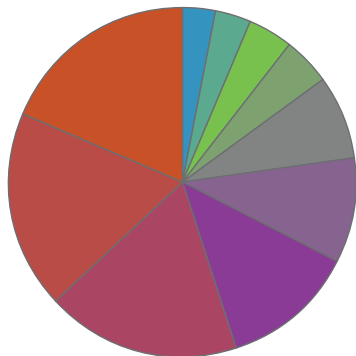
	Occupation Group	Posting Volume	Prior Year
1	Sales and Related Occupations	1,497	3.0%
2	Healthcare Practitioners and Technical Occupations	1,489	12.4%
3	Transportation and Material Moving Occupations	1,459	82.6%
4	Office and Administrative Support Occupations	1,015	-4.0%
5	Management Occupations	791	11.7%

December 2016

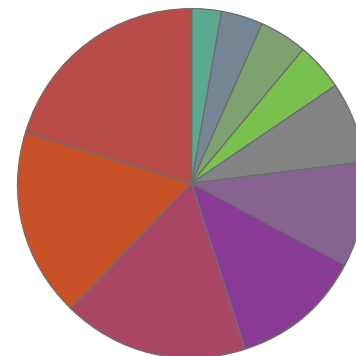
	Occupation Group	Posting Volume	Prior Year
1	Healthcare Practitioners and Technical Occupations	1,620	6.4%
2	Sales and Related Occupations	1,410	4.7%
3	Transportation and Material Moving Occupations	1,372	89.2%
4	Office and Administrative Support Occupations	994	21.2%
5	Management Occupations	776	27.6%

## TOP 10 BY JOB POSTING VOLUME PERCENTAGE

November 2016



December 2016

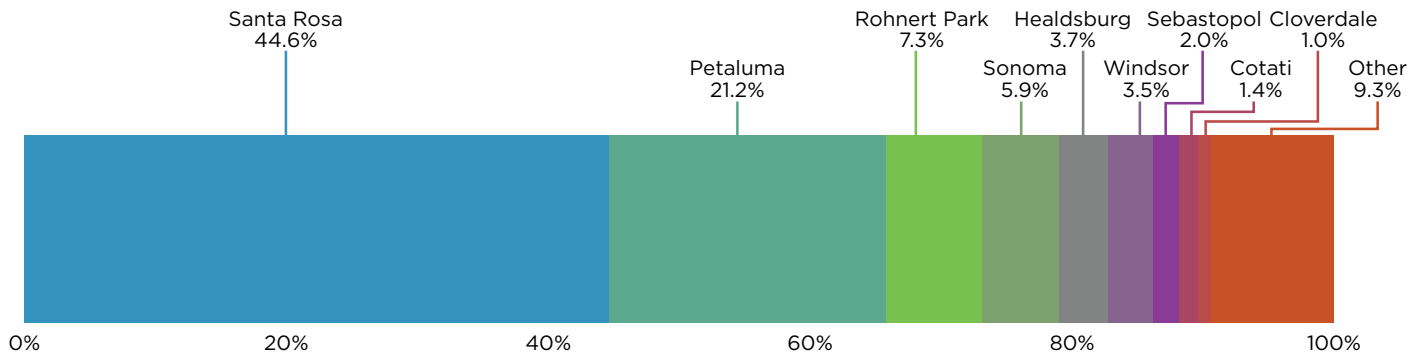


<span style="color: #C8513E;">■</span> Healthcare Practitioners and Technical Occupations	16.8%	<span style="color: #A52A2A;">■</span> Sales and Related Occupations	15.4%
<span style="color: #A52A2A;">■</span> Sales and Related Occupations	14.7%	<span style="color: #C8513E;">■</span> Healthcare Practitioners and Technical Occupations	15.3%
<span style="color: #8B4513;">■</span> Transportation and Material Moving Occupations	14.3%	<span style="color: #8B4513;">■</span> Transportation and Material Moving Occupations	15.0%
<span style="color: #6A329F;">■</span> Office and Administrative Support Occupations	10.3%	<span style="color: #6A329F;">■</span> Office and Administrative Support Occupations	10.4%
<span style="color: #483D8B;">■</span> Management Occupations	8.1%	<span style="color: #483D8B;">■</span> Management Occupations	8.1%
<span style="color: #696969;">■</span> Food Preparation and Serving Related Occupations	6.3%	<span style="color: #696969;">■</span> Food Preparation and Serving Related Occupations	6.4%
<span style="color: #6B8E23;">■</span> Business and Financial Operations Occupations	3.7%	<span style="color: #6B8E23;">■</span> Computer and Mathematical Occupations	3.6%
<span style="color: #9ACD32;">■</span> Computer and Mathematical Occupations	3.7%	<span style="color: #6B8E23;">■</span> Business and Financial Operations Occupations	3.4%
<span style="color: #3CB371;">■</span> Installation, Maintenance, and Repair Occupations	3.2%	<span style="color: #4682B4;">■</span> Unclassified Occupation	2.8%
<span style="color: #1E90FF;">■</span> Healthcare Support Occupations	2.5%	<span style="color: #3CB371;">■</span> Installation, Maintenance, and Repair Occupations	2.7%
All Others	16.4%	All Others	16.9%

# OCCUPATIONS

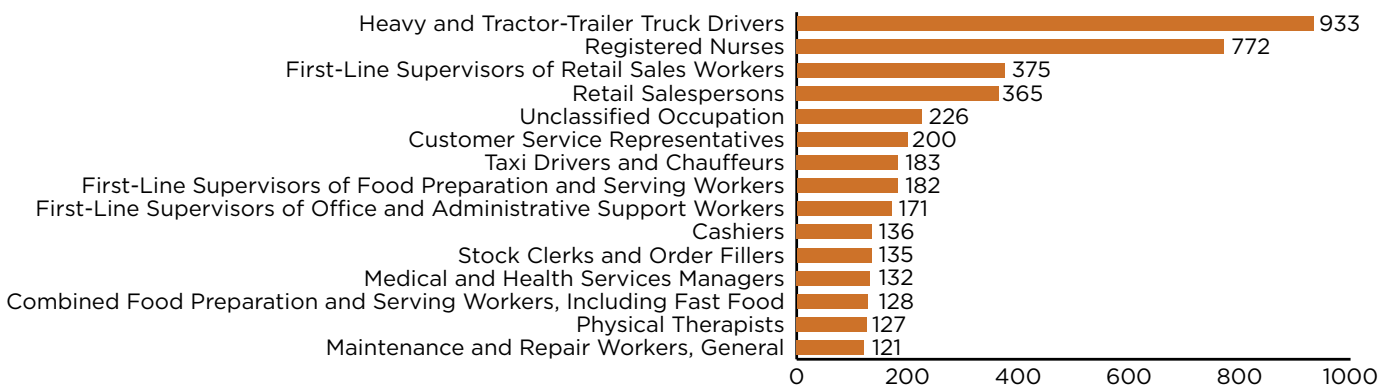
## CITY JOB POSTING PERCENTAGE

TWO MONTH PERIOD: November 1 - December 31, 2016



## TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

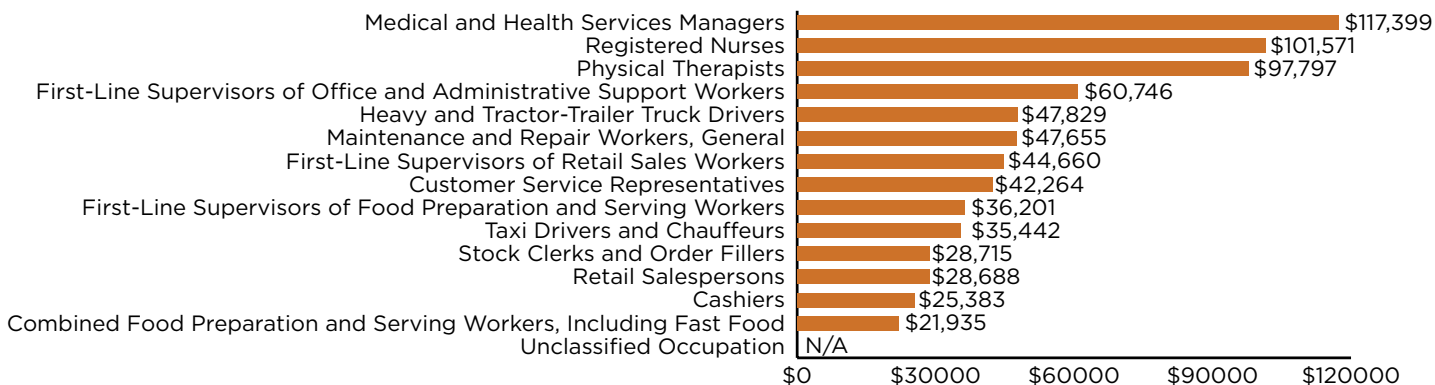
December 2016



## TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ December 2016

Median Salary Data ~ 2016 Q1



# SKILLS & CERTIFICATIONS

## HARD & SOFT SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: November 1 - December 31, 2016

	Hard Skills	Posting Volume	Prior Year
1	Management	4,912	13.0%
2	Sales	4,125	14.7%
3	Recruitment	3,711	49.5%
4	Customer Service	3,446	14.6%
5	Training	3,268	13.4%
6	Retailing	3,025	41.9%
7	Communications	2,947	16.6%
8	Operations	2,068	4.4%
9	Insurance	2,014	35.3%
10	Health Care	1,951	6.0%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	3,474	22.7%
2	Leadership	1,798	15.8%
3	Leading	1,030	48.2%
4	Learning	773	24.5%
5	Listening	573	28.5%
6	Cleanliness	545	56.2%
7	Coordinating	508	18.1%
8	Ethics	432	77.8%
9	Creativity	203	-17.8%
10	Critical Thinking	167	51.8%

## CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: November 1 - December 31, 2016

	Certifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	1,164	75.3%
2	Registered Nurse	906	35.0%
3	Licensed Vocational Nurses	116	22.1%
4	Nurse Practitioner	98	-1.0%
5	Licensed Practical Nurse	91	133.3%
6	Certified Nursing Assistant	57	7.5%
7	Board Certified	51	-8.9%
8	Patient Care Technician	37	48.0%
9	Master Of Business Administration (MBA)	36	-16.3%
10	Licensed Clinical Social Worker (LCSW)	32	68.4%

# INDUSTRY SPOTLIGHT ~ HOSPITALITY

Each month, the EDB focuses on a specific industry to highlight job posting and occupation patterns. The Industry Spotlight for February 2017 is hospitality. The set of occupations used to analyze the hospitality industry can be found in Appendix A on page 9.

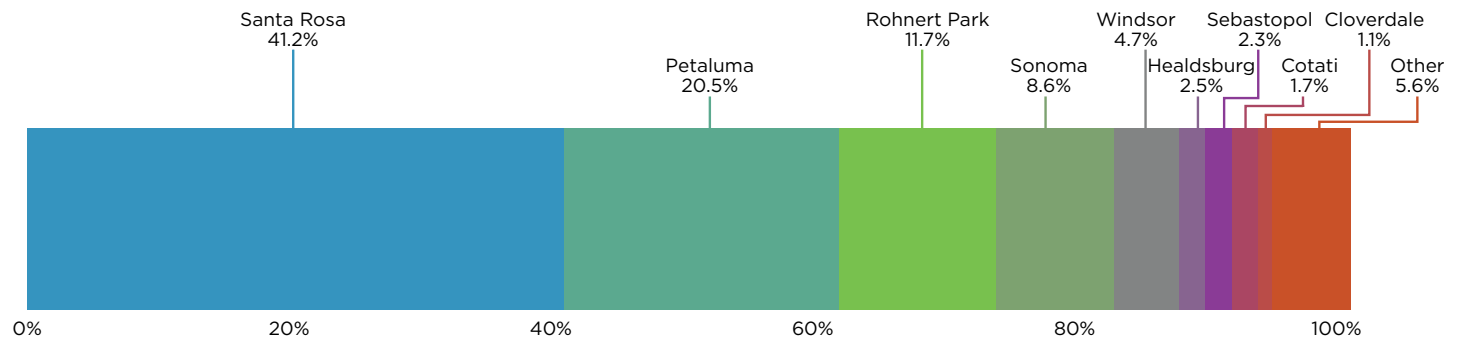
## LOCAL EMPLOYERS: TOP 20 BY JOB POSTING VOLUME

TWO MONTH PERIOD: November 1 - December 31, 2016

Rank	Employer	Posting Volume	Rank	Employer	Posting Volume
1	Lyft	221	11	Applebee's International, Inc.	71
2	Mary's Pizza Shack Corp.	133	12	Sunrise Senior Living, Inc.	67
3	Taco Bell Corp.	125	13	Panera Bread Company	65
4	Target Corporation	111	14	Brookdale Senior Living, Inc.	64
5	PetSmart, Inc.	102	15	Macy's, Inc.	63
6	Starbucks Corp.	90	16	Oracle Corp.	57
7	The Home Depot, Inc.	84	17	Fairmont Hotel & Resorts Int'l.	53
8	CVS Caremark Corp.	82	18	Jack in the Box, Inc.	53
9	Sears Holdings Corp.	77	19	Taco Bell	51
10	McDonald's Corp.	72	20	Dick's Sporting Goods, Inc.	49

## CITY JOB POSTING PERCENTAGE

TWO MONTH PERIOD: November 1 - December 31, 2016



# INDUSTRY SPOTLIGHT ~ HOSPITALITY

## HARD & SOFT SKILLS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: November 1 - December 31, 2016

	Hard Skills	Posting Volume	Prior Year
1	Customer Service	2,099	25.1%
2	Sales	2,029	14.6%
3	Retailing	1,825	47.3%
4	Management	1,757	18.2%
5	Training	1,226	27.3%
6	Communications	1,124	26.4%
7	Recruitment	986	29.2%
8	Operations	925	10.8%
9	Restaurant Operation	899	103.4%
10	Merchandising	871	6.1%

	Soft Skills	Posting Volume	Prior Year
1	Scheduling (Project Management)	1,356	34.7%
2	Leadership	635	20.3%
3	Cleanliness	418	40.7%
4	Learning	336	42.4%
5	Leading	335	7.7%
6	Listening	243	6.6%
7	Ethics	166	50.9%
8	Depth Perception	89	206.9%
9	Career Development	83	31.7%
10	Coordinating	79	17.9%

## CERTIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: November 1 - December 31, 2016

	Certifications	Posting Volume
1	Commercial Driver's License (CDL)	62
2	Certified Apartment Property Supervisor	6
3	National Registry Emergency Medical Technician	6
4	Certified Novell Salesperson	3
5	Certified Medical Assistant	2
6	Physical Fitness Specialist Certification	2
7	Radiation Oncologist	2
8	Registered Nurse	2
9	A+ Certification	1
10	Advanced Life Support	1

# WORKFORCE RESOURCES

## SONOMA COUNTY WAGE DATA

The most current wage data available for specific Sonoma County occupations is provided by the California Employment Development Department and can be found here:

[http://www.labormarketinfo.edd.ca.gov/file/occup\\$/oeswages/satr\\$oes2016.xls](http://www.labormarketinfo.edd.ca.gov/file/occup$/oeswages/satr$oes2016.xls)

## HIRING ASSISTANCE

The EDB can assist in your hiring process by providing current salary information, developing job descriptions and identifying potential candidates.

**CONTACT:** Heather LoBue ~ (707) 565-6415 or [heather.lobue@sonoma-county.org](mailto:heather.lobue@sonoma-county.org)

## EMPLOYEE TRAINING REIMBURSEMENT FUNDS

The EDB is working with Job Link to connect Sonoma County employers with funds to offset the cost of employee training. Funding is available for a wide range of training subjects.

**CONTACT:** Heather LoBue ~ (707) 565-6415 or [heather.lobue@sonoma-county.org](mailto:heather.lobue@sonoma-county.org)

## CALJOBS ONLINE JOB POSTING RESOURCES

The CalJOBS ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)) website is available for posting job listings, searching for qualified employees, analyzing labor market information, and locating local business services. The Employment Development Department can assist you with creating a business account and posting open positions.

**CONTACT:** Valerie Nagle ~ (707) 576-2015 or [valerie.nagle@edd.ca.gov](mailto:valerie.nagle@edd.ca.gov)

## SONOMA COUNTY EMPLOYER ADVISORY COUNCIL (EAC)

The EAC assists employers in conducting their business more effectively and efficiently and provides information on employment-related issues. They offer seminars throughout the year related to Employment law.

**CONTACT:** Valerie Nagle ~ (707) 576-2015 or [valerie.nagle@edd.ca.gov](mailto:valerie.nagle@edd.ca.gov)



# APPENDIX A ~ HOSPITALITY OCCUPATIONS

SOC Code	Occupation	SOC Code	Occupation
11-1021	General and Operations Managers	37-3011	Landscaping and Groundskeeping Workers
11-9051	Food Service Managers	39-2021	Nonfarm Animal Caretakers
11-9081	Lodging Managers	39-3011	Gaming Dealers
13-1121	Meeting, Convention, and Event Planners	39-7011	Tour Guides and Escorts
25-4012	Curators	41-1011	First-Line Supervisors of Retail Sales Workers
31-9011	Massage Therapists	41-2011	Cashiers
33-9032	Security Guards	41-2012	Gaming Change Persons and Booth Cashiers
35-1011	Chefs and Head Cooks	41-2021	Counter and Rental Clerks
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	41-2031	Retail Salespersons
35-2011	Cooks, Fast Food	41-3099	Sales Representatives, Services, All Other
35-2012	Cooks, Institution and Cafeteria	43-1011	First-Line Supervisors of Office and Administrative Support Workers
35-2014	Cooks, Restaurant	43-3031	Bookkeeping, Accounting, and Auditing Clerks
35-2015	Cooks, Short Order	43-4051	Customer Service Representatives
35-3011	Bartenders	43-4081	Hotel, Motel, and Resort Desk Clerks
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	43-4181	Reservation and Transportation Ticket Agents and Travel Clerks
35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	43-5032	Dispatchers, Except Police, Fire, and Ambulance
35-3031	Waiters and Waitresses	43-9061	Office Clerks, General
35-3041	Food Servers, Nonrestaurant	49-3023	Automotive Service Technicians and Mechanics
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	49-9071	Maintenance and Repair Workers, General
35-9021	Dishwashers	51-3011	Bakers
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	51-6011	Laundry and Dry-Cleaning Workers
35-9099	Food Preparation and Serving Related Workers, All Other	53-3031	Driver/Sales Workers
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	53-3033	Light Truck or Delivery Services Drivers
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	53-3041	Taxi Drivers and Chauffeurs
37-2012	Maids and Housekeeping Cleaners		

# EDB JOB MARKET TRACKER

The Sonoma County Economic Development Board produces the monthly EDB Job Market Tracker as a resource to help inform hiring, wage and staffing decisions. Custom reports are available upon request. For more information, please contact Heather LoBue at 707-565-6415 or heather.lobue@sonoma-county.org.

*Recognizing our sponsors for their support of our important programs!*

## PRESENTING LEVEL



## FOUNDATION LEVEL



## PREMIER LEVEL



## EXECUTIVE LEVEL

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>▣ AMERICAN AGCREDIT</li> <li>▣ AMERICAN RIVER BANK</li> <li>▣ COMCAST</li> <li>▣ GEORGE PETERSEN INSURANCE</li> <li>▣ KEEGAN &amp; COPPIN CO.</li> <li>▣ MIDSTATE CONSTRUCTION</li> </ul> | <ul style="list-style-type: none"> <li>▣ NORBAR</li> <li>▣ SONOMA COUNTY ALLIANCE</li> <li>▣ SUMMIT STATE BANK</li> <li>▣ VANTREO INSURANCE</li> <li>▣ ZAINER RINEHART CLARKE</li> </ul> |
|--|--|

## MEDIA LEVEL



141 Stony Circle, Ste. 110 | Santa Rosa, CA 95401

[www.SonomaEDB.org](http://www.SonomaEDB.org)  
707-565-7170

