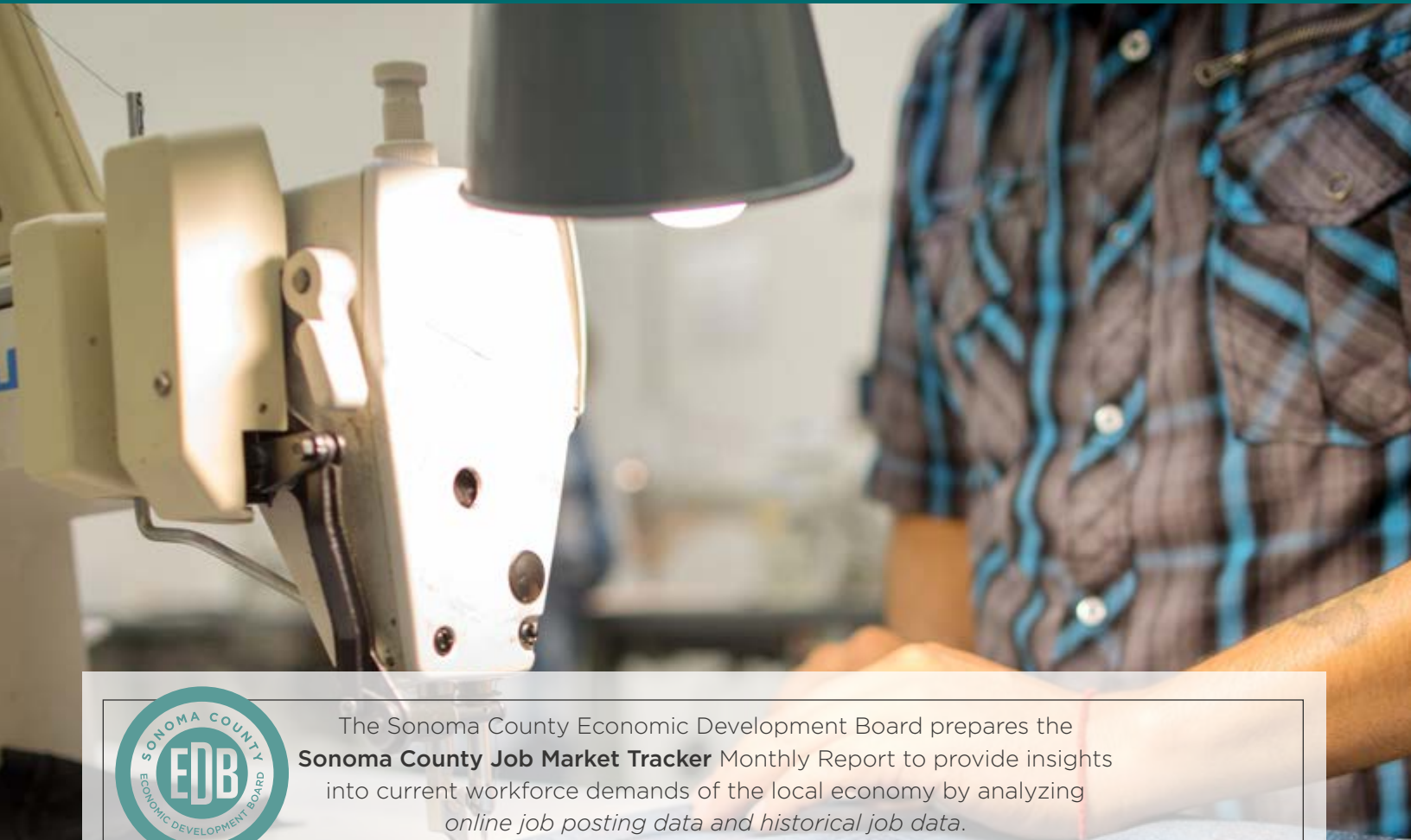




# JOB MARKET TRACKER

September 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.*

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*Disclaimer:* Data used to inform the development of this report was collected on 9/13/17 from the data provider Economic Modeling Specialists, Inc. (Emsi), a labor market database that compiles job postings from national, public, and corporate sources. Data may not be a comprehensive set of all online job postings because of continued data processing by Emsi. The EDB is confident of the accuracy of the data at the time it was collected.

# HIGHLIGHTS

## OVERALL JOB POSTINGS

More than 10,000 job postings were advertised in July 2017, a decrease of 13.6% compared to the same period in 2016.

## POSTINGS BY OCCUPATION GROUP

With 1,878 and 1,547 postings, the *Healthcare Practitioners and Technical Occupations* and *Sales and Related Occupations* had the most job postings in July 2017.

## POSTINGS BY LOCATION

In the two-month period from June 1, 2017 to July 31, 2017, Santa Rosa had 10,023 public online job postings and continues to have nearly double the number of job postings of any other Sonoma County city.

# LOCAL EMPLOYERS

Data for the top 20 employers was aggregated from online public job postings provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 20 Sonoma County employers are highlighted here.

## TOP 20 BY JOB POSTING VOLUME

*TWO MONTH PERIOD: June 1, 2017 - July 31, 2017*

Rank	Employer	Posting Volume
1	St. Joseph Healthcare System	363
2	Safeway Inc.	353
3	Target Corporation	204
4	Santa Rosa Junior College	191
5	Santa Rosa City School Dist.	173
6	County of Sonoma	172
7	Medical Doctor Associates	172
8	Mary's Pizza Shack	170
9	Sutter Health	165
10	Brookdale Senior Living	164

Rank	Employer	Posting Volume
11	Soliant Health, Inc.	152
12	Petsmart, Inc.	148
13	The Home Depot Inc.	144
14	CVS Health Corporation	142
15	Whole Foods Market, Inc.	140
16	Starbucks Corporation	138
17	McDonald's Corporation	136
18	Weatherby Health Care	134
19	Staff Care, Inc.	134
20	Keysight Technologies, Inc.	130

# OCCUPATION GROUPS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System organizes more than 700 occupations, placing each occupation into one of 23 distinct groups. Data for the top five occupational groups in Sonoma County based on the volume of online job postings for June 2017 and July 2017 was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

Highlighted below are the top five occupational groups by job posting volume and on page 4 the top 10 by job posting volume percentage.

## TOP 5 BY JOB POSTING VOLUME

*June 2017*

	Occupation Group	Posting Volume	Prior Year
1	Healthcare Practitioners and Technical Occupations	2,386	34.57%
2	Sales and Related Occupations	1,684	-13.73%
3	Office and Administrative Support Occupations	1,367	-25.83%
4	Transportation and Material Moving Occupations	1,273	-49.50%
5	Management Occupations	907	-5.52%

*July 2017*

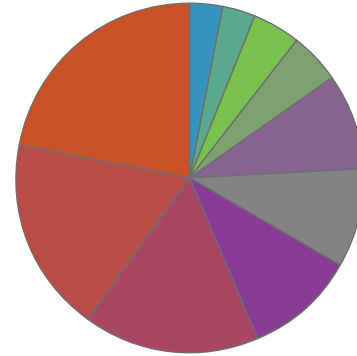
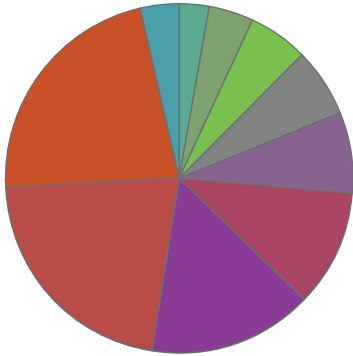
	Occupation Group	Posting Volume	Prior Year
1	Healthcare Practitioners and Technical Occupations	1,878	-21.29%
2	Sales and Related Occupations	1,547	-8.14%
3	Office and Administrative Support Occupations	1,384	1.24%
4	Transportation and Material Moving Occupations	899	-29.38%
5	Food Preparation and Serving Related Occupations	769	-12.61%

# OCCUPATION GROUPS, cont.

## TOP 10 BY JOB POSTING VOLUME PERCENTAGE

June 2017

July 2017



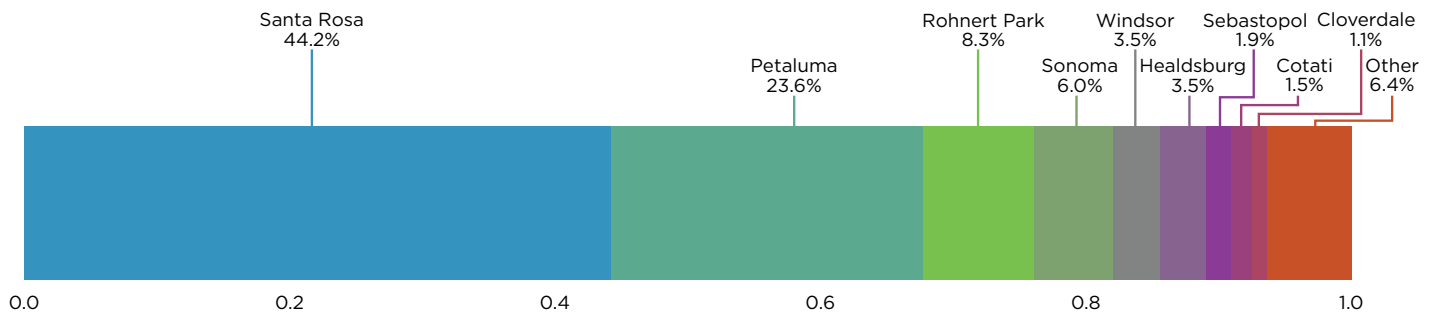
Healthcare Practitioners and Technical Occupations	16.0%	Healthcare Practitioners and Technical Occupations	17.9%
Sales and Related Occupations	15.4%	Sales and Related Occupations	14.7%
Transportation and Material Moving Occupations	15.2%	Office and Administrative Support Occupations	13.2%
Office and Administrative Support Occupations	10.5%	Transportation and Material Moving Occupations	8.6%
Management Occupations	7.7%	Food Preparation and Serving Related Occupations	7.3%
Food Preparation and Serving Related Occupations	5.3%	Management Occupations	7.3%
Computer and Mathematical Occupations	4.3%	Business and Financial Operations Occupations	4.0%
Business and Financial Operations Occupations	4.1%	Computer and Mathematical Occupations	3.5%
Installation, Maintenance, and Repair Occupations	2.8%	Installation, Maintenance, and Repair Occupations	2.7%
Education, Training, and Library Occupations	2.1%	Healthcare Support Occupations	2.5%
All Others	16.7%	All Others	18.4%

# OCCUPATIONS

The Bureau of Labor Statistics Standard Occupational Classification (SOC) System is the federal standard by which more than 700 different occupations are organized. Data for the following section on occupation location, job posting volume and median salary was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

## CITY JOB POSTING PERCENTAGE

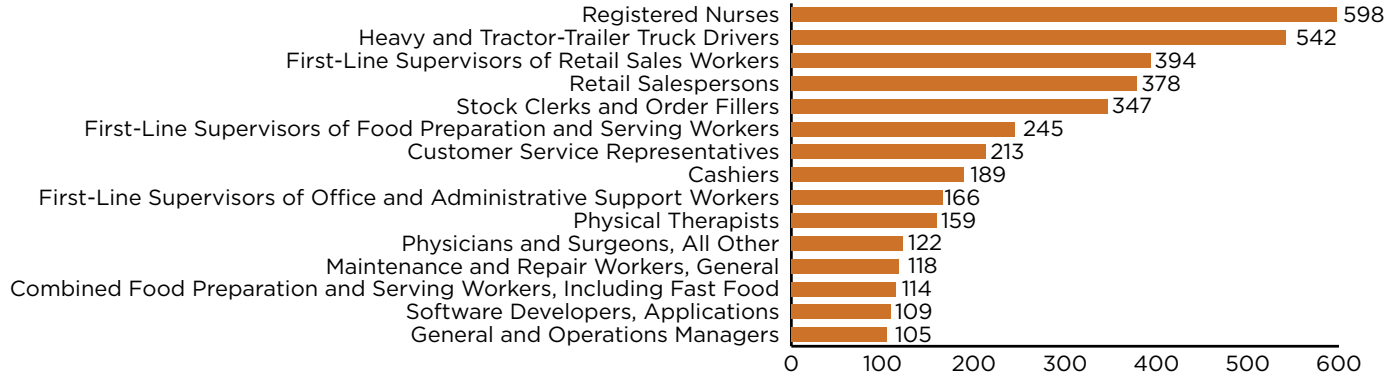
TWO MONTH PERIOD: June 1, 2017 - July 31, 2017



# OCCUPATIONS, cont.

## TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

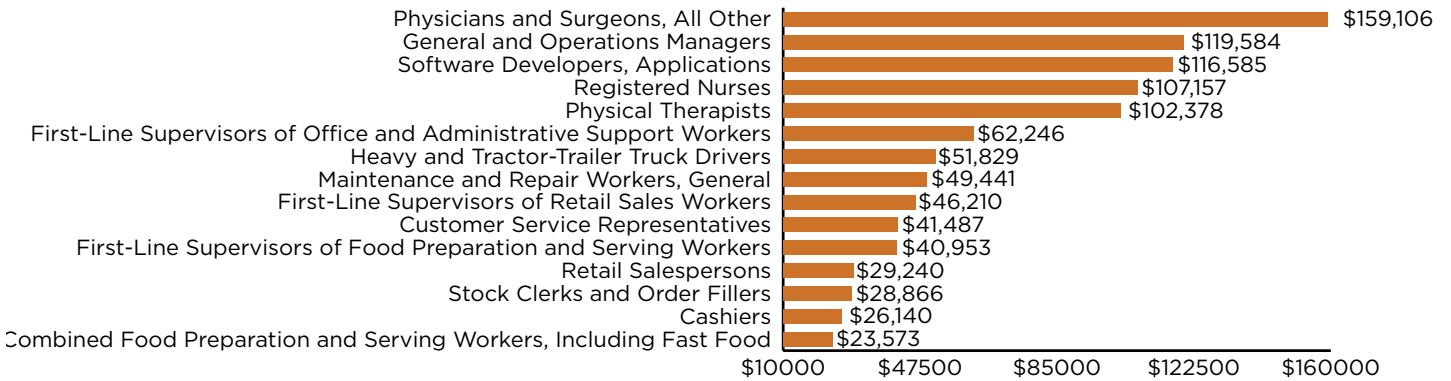
July 2017



## TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ July 2017

Median Salary Data ~ 2016 Q1



# SKILLS & CERTIFICATIONS

The hard skills, common skills, and qualifications listed below are organized by the frequency of their occurrences in online public job postings for Sonoma County from June 1, 2017 to July 30, 2017. Data was provided by Economic Modeling Specialists, Inc. (Emsi). Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers.

The top 10 skills and qualifications are highlighted here.

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

TWO MONTH PERIOD: June 1, 2017 - July 31, 2017

	Hard Skills	Posting Volume	Prior Year
1	Finance	1,885	-0.3%
2	Merchandising	1,812	13.5%
3	Selling Techniques	1,554	-6.0%
4	Nursing	1,419	7.7%
5	Restaurant Operation	1,051	9.3%
6	Accounting	714	9.3%
7	Microsoft Access	663	0.2%
8	Rehabilitations	634	19.2%
9	Warehousing	632	-62.5%
10	Customer Experience	585	23.4%

	Common Skills	Posting Volume	Prior Year
1	Management	5,757	3.2%
2	Sales	4,653	1.9%
3	Customer Service	4,312	9.7%
4	Communications	3,377	2.6%
5	Operations	2,573	5.6%
6	Leadership	2,036	7.4%
7	Problem Solving	1,332	13.1%
8	Innovation	1,235	7.8%
9	Presentations	1,072	-0.2%
10	Written Communication	924	12.4%

## QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: June 1, 2017 - July 31, 2017

	Qualifications	Posting Volume	Prior Year
1	Registered Nurse	899	-7.6%
2	Commercial Driver's License (CDL)	796	-55.9%
3	Nurse Practitioner	346	200.9%
4	Licensed Vocational Nurses	128	2.4%
5	Licensed Practical Nurse	76	-2.6%
6	Master Of Business Administration (MBA)	66	43.5%
7	Certified Nursing Assistant	54	-30.8%
8	American Registry Of Radiologic Technologists (ARRT) Certified	54	31.7%
9	Advanced Practice Registered Nurse	53	341.7%
10	Series 7 General Securities Representative License (Stockbroker)	47	161.1%

# WORKFORCE RESOURCES

## TALENT ATTRACTION WEBSITE

SonomaCountyConnections.org showcases what makes Sonoma county such an inspiring place to grow, both personally and professionally. The site is available to help your business attract and hire the workforce it needs.

**CONTACT:** Tim Ricard ~ (707) 565-7257 or [tim.ricard@sonoma-county.org](mailto:tim.ricard@sonoma-county.org)

## 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)



# 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.

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SONOMA COUNTY Board of Supervisors



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