



JOB MARKET TRACKER

November 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 11/15/17 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 9,600 job postings were advertised in October 2017, a decrease of 8.95% compared to the same period in 2016.

POSTINGS BY OCCUPATION GROUP

With 1,569 and 1,532 postings, the *Transportation and Material Moving Occupations* and *Sales and Related Occupations* had the most job postings in October 2017.

POSTINGS BY LOCATION

In the two-month period from September 1, 2017 to October 31, 2017, Santa Rosa had 8,819 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: September 1, 2017 - October 31, 2017

Rank	Employer	Posting Volume
1	St. Joseph Healthcare System	304
2	Target Corporation	300
3	Santa Rosa Junior College	188
4	Soliant Health, Inc.	181
5	Sutter Health	152
6	Mary's Pizza Shack	151
7	Medtronic	148
8	Petsmart, Inc.	141
9	Whole Foods Market, Inc.	138
10	American Mobile Healthcare	136

Rank	Employer	Posting Volume
11	Santa Rosa City School Dist.	134
12	Starbucks Corporation	133
13	Sears Holdings Corporation	132
14	County of Sonoma	126
15	Brookdale Senior Living	125
16	CVS Health Corporation	125
17	Marriott International, Inc.	124
18	Sunrise Senior Living, Inc.	118
19	The Home Depot, Inc.	116
20	Star Staffing Services, Inc.	114

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 September 2017 and October 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

September 2017

	Occupation Group	Posting Volume	Prior Year
1	Healthcare Practitioners and Technical Occupations	1,835	1.17%
2	Sales and Related Occupations	1,660	0.28%
3	Transportation and Material Moving Occupations	1,487	-3.86%
4	Office and Administrative Support Occupations	1,326	0.80%
5	Food Preparation and Serving Related Occupations	752	1.37%

October 2017

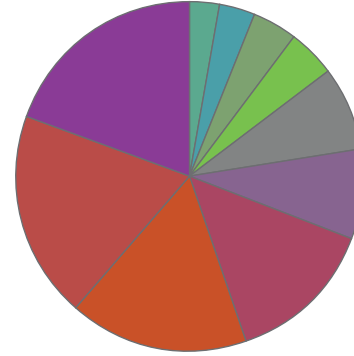
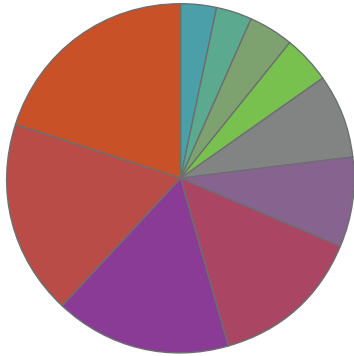
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	1,569	-7.27%
2	Sales and Related Occupations	1,532	-5.02%
3	Healthcare Practitioners and Technical Occupations	1,354	-16.11%
4	Office and Administrative Support Occupations	1,132	-0.61%
5	Food Preparation and Serving Related Occupations	668	5.03%





















OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

September 2017

October 2017



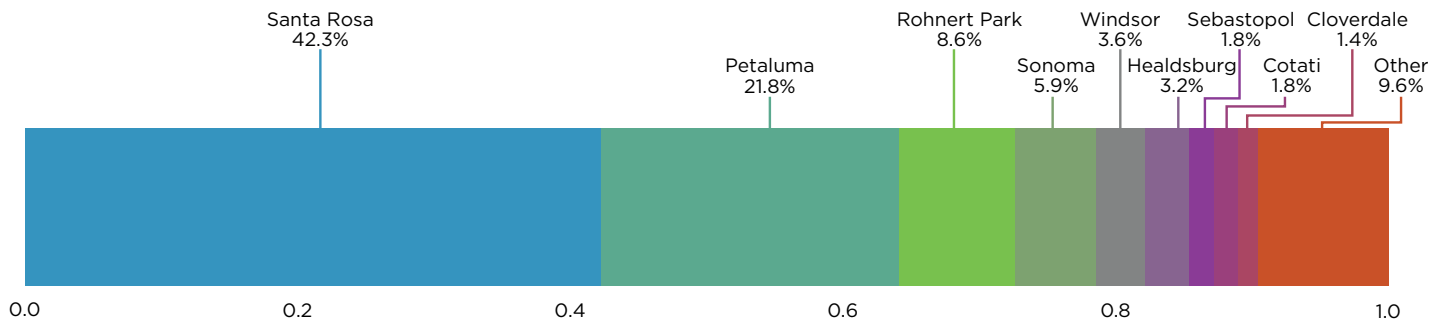
	Healthcare Practitioners and Technical Occupations	16.4%		Transportation and Material Moving Occupations	16.2%
	Sales and Related Occupations	14.9%		Sales and Related Occupations	15.8%
	Transportation and Material Moving Occupations	13.3%		Healthcare Practitioners and Technical Occupations	14.0%
	Office and Administrative Support Occupations	11.9%		Office and Administrative Support Occupations	11.7%
	Food Preparation and Serving Related Occupations	6.7%		Food Preparation and Serving Related Occupations	6.9%
	Management Occupations	6.5%		Management Occupations	6.5%
	Computer and Mathematical Occupations	3.6%		Computer and Mathematical Occupations	3.6%
	Business and Financial Operations Occupations	3.4%		Business and Financial Operations Occupations	3.5%
	Healthcare Support Occupations	2.9%		Installation, Maintenance, and Repair Occupations	2.9%
	Installation, Maintenance, and Repair Occupations	2.8%		Healthcare Support Occupations	2.4%
	All Others	17.6%		All Others	16.5%

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

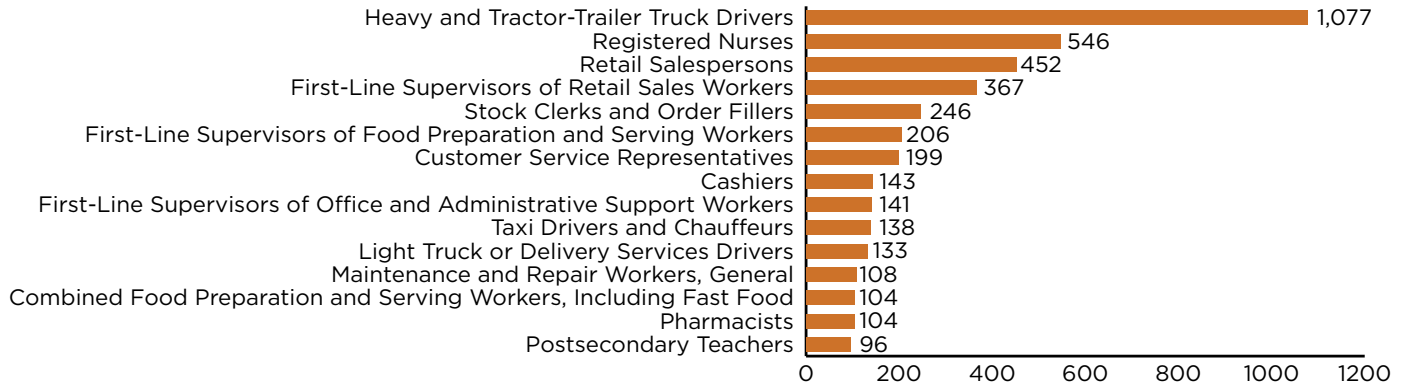
TWO MONTH PERIOD: September 1, 2017 - October 31, 2017



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

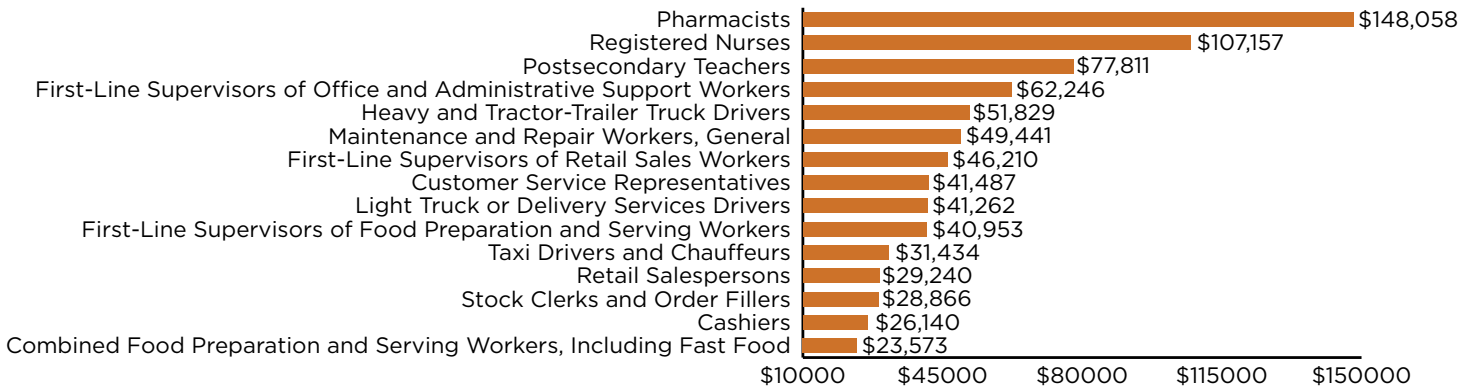
October 2017



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ October 2017

Median Salary Data ~ 2017 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 September 1, 2017 to October 31, 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: September 1, 2017 - October 31, 2017

	Hard Skills	Posting Volume	Prior Year
1	Merchandising	1,723	11.4%
2	Finance	1,641	-8.6%
3	Selling Techniques	1,453	-6.6%
4	Nursing	1,407	-1.1%
5	Restaurant Operation	873	-22.1%
6	Accounting	705	-4.2%
7	Rehabilitations	628	5.4%
8	Customer Experience	625	29.7%
9	Hazardous Materials	505	54.0%
10	Warehousing	499	-18.2%

	Common Skills	Posting Volume	Prior Year
1	Management	5,100	-2.2%
2	Sales	4,420	-1.8%
3	Customer Service	4,029	6.2%
4	Communications	2,998	-6.6%
5	Operations	2,279	-5.6%
6	Leadership	1,799	-10.1%
7	Innovation	1,137	-6.7%
8	Driving	1,064	-43.3%
9	Problem Solving	1,059	-11.7%
10	Presentations	874	-15.9%

QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: September 1, 2017 - October 31, 2017

	Qualifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	1,306	-35.5%
2	Registered Nurse	895	1.8%
3	Nurse Practitioner	246	92.2%
4	Licensed Vocational Nurses	104	-10.3%
5	Licensed Practical Nurse	82	-16.3%
6	Transportation Worker Identification Credential (TWIC) Card	75	141.9%
7	Certified Nursing Assistant	61	8.9%
8	Master Of Business Administration (MBA)	50	31.6%
9	American Registry Of Radiologic Technologists (ARRT) Certified	46	70.4%
10	Certified Safety Auditor	42	---

WORKFORCE RESOURCES

HIRING ASSISTANCE

Sonoma County Job Link can help in your hiring process by providing current salary information, developing job descriptions and identifying potential candidates.

VISIT: www.SonomaWIB.org/Employers

CALL: 707-565-8079

EMPLOYEE TRAINING REIMBURSEMENT FUNDS

Employers can work with Sonoma County Job Link to receive funds to offset the cost of employee training. Funding is available for a wide range of training subjects.

VISIT: www.SonomaWIB.org/Employers

CALL: 707-565-8079

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

SONOMA COUNTY WAGE DATA

The most current wage data available for specific Sonoma County occupations is provided by the California Employment Development Department.

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

CALJOBS ONLINE JOB POSTING RESOURCES

The CalJOBS (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

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

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 call 707-565-7170 or email edb@sonoma-county.org.

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