



# JOB MARKET TRACKER

JANUARY 2018



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

<b>2</b>	Highlights
<b>2</b>	Local Employers
<b>3</b>	Occupation Groups
<b>5</b>	Occupations
<b>7</b>	Skills & Certifications
<b>8</b>	Workforce Resources

*Disclaimer:* Data used to inform the development of this report was collected on 2/16/18 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 11,670 job postings were advertised in December 2017, an increase of 21.3% compared to the same period in 2016.

## POSTINGS BY OCCUPATION GROUP

With 2,610 and 1,795 postings, the *Transportation and Material Moving Occupations* and *Healthcare Practitioners and Technical Occupations* had the most job postings in December 2017.

## POSTINGS BY LOCATION

In the two-month period from November 1, 2017 to December 31, 2017, Santa Rosa had 9,328 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: November 1, 2017 - December 31, 2017

Rank	Employer	Posting Volume
1	Comphealth Associates, Inc.	587
2	St. Joseph Healthcare System	342
3	United Parcel Service, Inc.	280
4	Target Corporation	268
5	County of Sonoma	204
6	Santa Rosa Junior College	202
7	Keysight Technologies, Inc.	191
8	Petsmart, Inc.	163
9	Marriott International, Inc.	158
10	Mary's Pizza Shack	155

Rank	Employer	Posting Volume
11	Santa Rosa City School Dist.	148
12	Medtronic, Inc.	144
13	Sutter Health	140
14	The Home Depot, Inc.	138
15	Sears Holdings Corporation	135
16	Applebee's International, Inc.	131
17	Sunrise Senior Living, Inc.	122
18	Brookdale Senior Living	121
19	Kaiser Permanente	119
20	Starbucks Corp.	118

# 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 November 2017 and December 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

*November 2017*

	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	2,116	45.0%
2	Healthcare Practitioners and Technical Occupations	1,764	18.5%
3	Sales and Related Occupations	1,674	11.8%
4	Office and Administrative Support Occupations	1,217	19.9%
5	Food Preparation and Serving Related Occupations	802	28.1%

*December 2017*

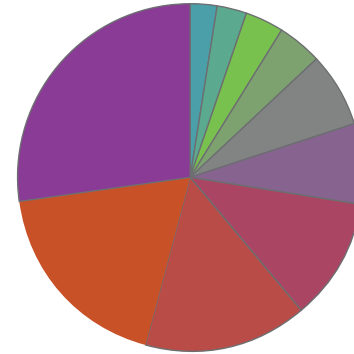
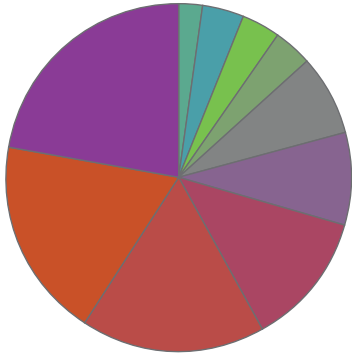
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	2,610	90.23%
2	Healthcare Practitioners and Technical Occupations	1,795	10.80%
3	Sales and Related Occupations	1,483	5.18%
4	Office and Administrative Support Occupations	1,108	11.47%
5	Food Preparation and Serving Related Occupations	727	20.36%

# OCCUPATION GROUPS, cont.

## TOP 10 BY JOB POSTING VOLUME PERCENTAGE

November 2017

December 2017



<span style="color: purple;">■</span> Transportation and Material Moving Occupations	17.9%
<span style="color: orange;">■</span> Healthcare Practitioners and Technical Occupations	14.9%
<span style="color: red;">■</span> Sales and Related Occupations	14.2%
<span style="color: maroon;">■</span> Office and Administrative Support Occupations	10.3%
<span style="color: purple;">■</span> Food Preparation and Serving Related Occupations	6.8%
<span style="color: gray;">■</span> Management Occupations	6.1%
<span style="color: green;">■</span> Business and Financial Operations Occupations	3.4%
<span style="color: lightgreen;">■</span> Computer and Mathematical Occupations	3.2%
<span style="color: teal;">■</span> Installation, Maintenance, and Repair Occupations	2.7%
<span style="color: lightblue;">■</span> Healthcare Support Occupations	2.5%
All Others	18.0%

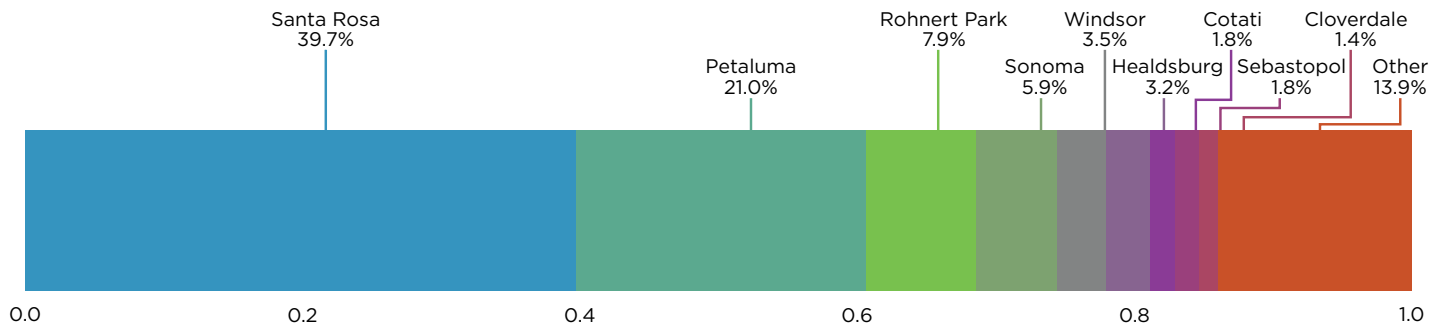
<span style="color: purple;">■</span> Transportation and Material Moving Occupations	22.4%
<span style="color: orange;">■</span> Healthcare Practitioners and Technical Occupations	15.4%
<span style="color: red;">■</span> Sales and Related Occupations	12.7%
<span style="color: maroon;">■</span> Office and Administrative Support Occupations	9.5%
<span style="color: purple;">■</span> Food Preparation and Serving Related Occupations	6.2%
<span style="color: gray;">■</span> Management Occupations	5.7%
<span style="color: green;">■</span> Business and Financial Operations Occupations	3.2%
<span style="color: lightgreen;">■</span> Computer and Mathematical Occupations	3.0%
<span style="color: teal;">■</span> Healthcare Support Occupations	2.3%
<span style="color: lightblue;">■</span> Installation, Maintenance, and Repair Occupations	2.3%
All Others	17.3%

# 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

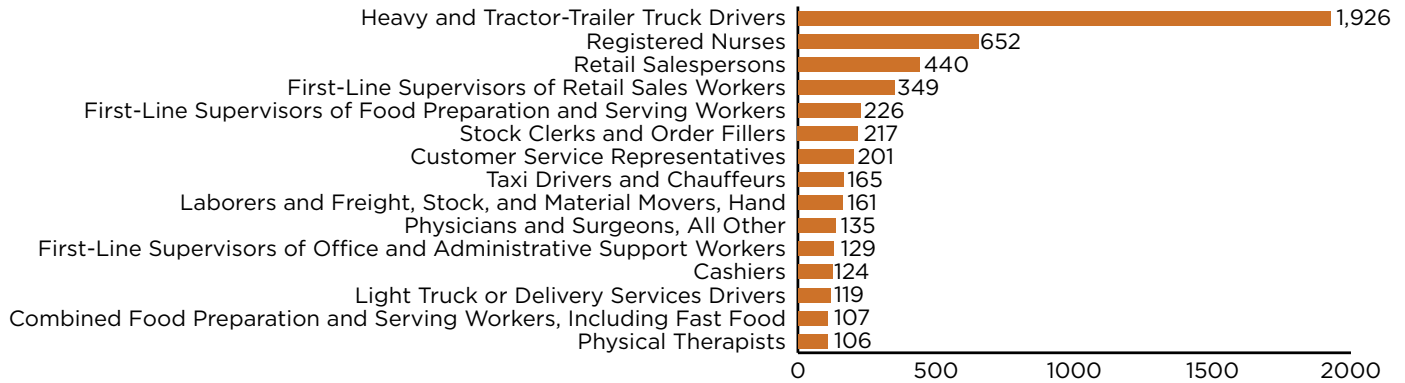
*TWO MONTH PERIOD: November 1, 2017 - December 31, 2017*



# OCCUPATIONS, cont.

## TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

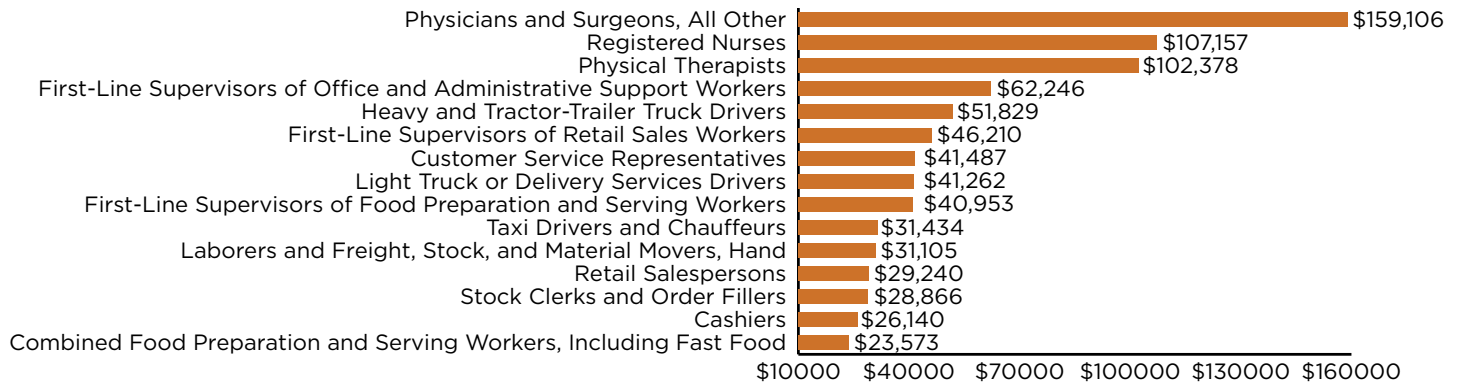
December 2017



## TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ December 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 October 1, 2017 to November 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: November 1, 2017 - December 31, 2017*

	Hard Skills	Posting Volume	Prior Year
1	Merchandising	1,572	14.7%
2	Nursing	1,449	15.0%
3	Selling Techniques	1,409	7.5%
4	Restaurant Operation	875	-14.7%
5	Accounting	822	20.7%
6	Rehabilitations	688	18.6%
7	Hazardous Materials	631	169.7%
8	Customer Experience	585	23.2%
9	Purchasing	577	55.5%
10	Microsoft Access	529	48.2%

	Common Skills	Posting Volume	Prior Year
1	Management	5,158	5.0%
2	Sales	4,346	5.4%
3	Customer Service	4,016	16.5%
4	Communications	3,133	6.3%
5	Operations	2,325	12.4%
6	Leadership	1,919	6.7%
7	Driving	1,327	9.2%
8	Problem Solving	1,179	2.9%
9	Innovation	1,141	11.4%
10	Written Communication	943	13.5%

## QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

*TWO MONTH PERIOD: November 1, 2017 - December 31, 2017*

	Qualifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	2,205	89.4%
2	Registered Nurse	955	5.4%
3	Nurse Practitioner	277	182.7%
4	Certified Distance Learning Administrator	176	2833.3%
5	Licensed Vocational Nurses	111	-4.3%
6	Licensed Practical Nurse	78	-14.3%
7	Certified Safety Auditor	71	---
8	Certified Nursing Assistant	67	17.5%
9	American Registry Of Radiologic Technologists (ARRT) Certified	59	181.0%
10	Transportation Worker Identification Credential (TWIC) Card	58	190.0%



# 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](http://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](http://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](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.

VISIT: [http://www.labormarketinfo.edd.ca.gov/file/occup\\$/oeswages/satr\\$oes2017.xls](http://www.labormarketinfo.edd.ca.gov/file/occup$/oeswages/satr$oes2017.xls)

## 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 call 707-565-7170 or email [edb@sonoma-county.org](mailto:edb@sonoma-county.org).

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

## FOUNDATION LEVEL



Luther Burbank<sup>SM</sup>  
**Savings**

## PRESENTING LEVEL



## PREMIER LEVEL



## EXECUTIVE LEVEL

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

## MEDIA LEVEL



SONOMA COUNTY BOARD OF SUPERVISORS



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

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

