



# JOB MARKET TRACKER

FEBRUARY 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.*

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*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 11,660 job postings were advertised in January 2018, a decrease of 6.80% compared to the same period in 2017.

## POSTINGS BY OCCUPATION GROUP

With 3,021 and 1,624 postings, the *Transportation and Material Moving Occupations* and *Sales and Related Occupations* had the most job postings in January 2018.

## POSTINGS BY LOCATION

In the two-month period from December 1, 2017 to January 31, 2018, Santa Rosa had 8,998 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: December 1, 2017 - January 31, 2018

Rank	Employer	Posting Volume
1	Comphealth Associates, Inc.	432
2	St. Joseph Healthcare System	331
3	United Parcel Service, Inc.	265
4	Santa Rosa Junior College	227
5	County of Sonoma	226
6	Petsmart, Inc.	211
7	Army National Guard	192
8	Target Corp.	185
9	Sutter Health	179
10	Keysight Technologies, Inc.	170

Rank	Employer	Posting Volume
11	Mary's Pizza Shack	155
12	Medtronic, Inc.	147
13	The Home Depot, Inc.	132
14	Santa Rosa City School Dist.	129
15	Applebee's International, Inc.	129
16	Brookdale Senior Living	126
17	CVS Health Corp.	125
18	Starbucks Corp.	125
19	Sears Holdings Corp.	124
20	Fedex 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 October 2017 and November 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

*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%

*January 2018*

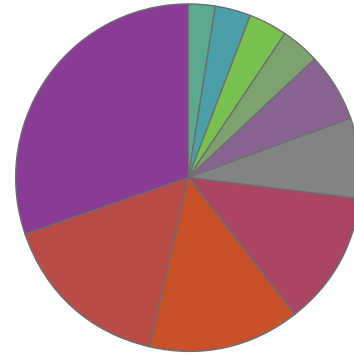
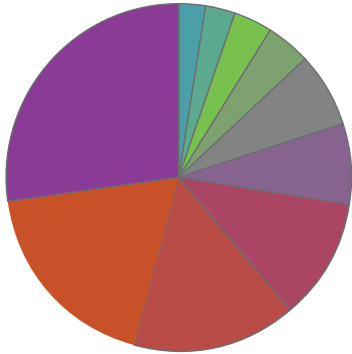
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	3,021	-13.39%
2	Sales and Related Occupations	1,624	6.70%
3	Healthcare Practitioners and Technical Occupations	1,406	-8.40%
4	Office and Administrative Support Occupations	1,258	14.57%
5	Management Occupations	747	1.49%





















# OCCUPATION GROUPS, cont.

## TOP 10 BY JOB POSTING VOLUME PERCENTAGE

December 2017

January 2018



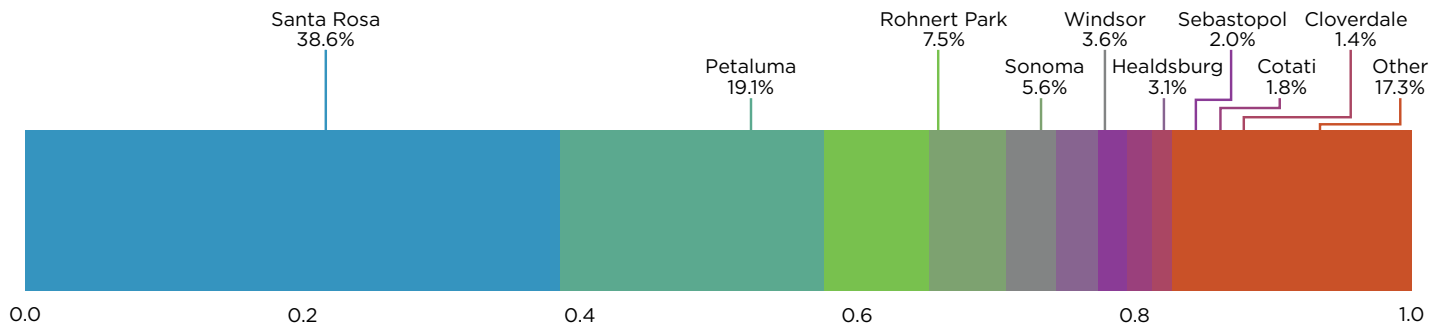
	Transportation and Material Moving Occupations	22.4%		Transportation and Material Moving Occupations	25.9%
	Healthcare Practitioners and Technical Occupations	15.4%		Sales and Related Occupations	13.9%
	Sales and Related Occupations	12.7%		Healthcare Practitioners and Technical Occupations	12.1%
	Office and Administrative Support Occupations	9.5%		Office and Administrative Support Occupations	10.8%
	Food Preparation and Serving Related Occupations	6.2%		Management Occupations	6.4%
	Management Occupations	5.7%		Food Preparation and Serving Related Occupations	5.5%
	Business and Financial Operations Occupations	3.2%		Business and Financial Operations Occupations	3.3%
	Computer and Mathematical Occupations	3.0%		Computer and Mathematical Occupations	3.1%
	Healthcare Support Occupations	2.3%		Installation, Maintenance, and Repair Occupations	2.8%
	Installation, Maintenance, and Repair Occupations	2.3%		Healthcare Support Occupations	2.2%
	All Others	17.3%		All Others	14.0%

# 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

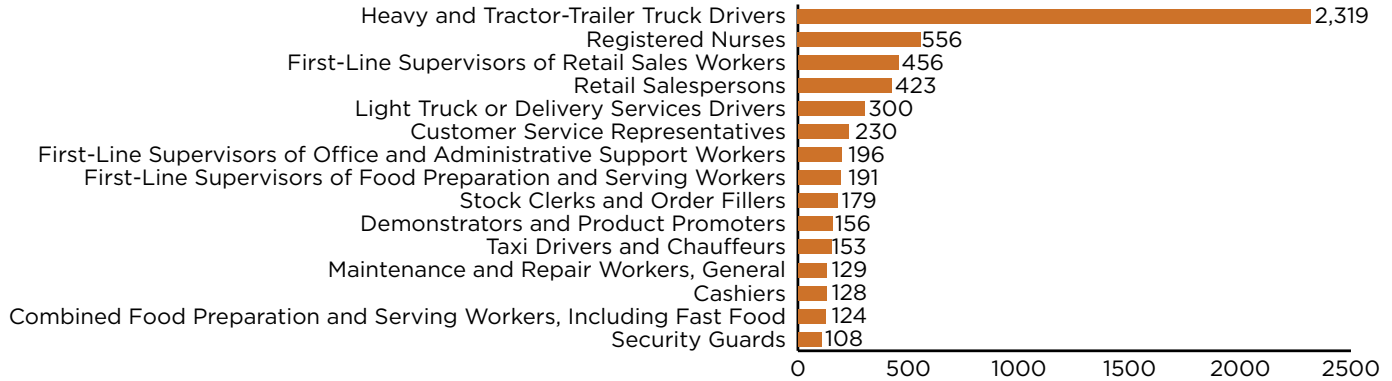
*TWO MONTH PERIOD: December 1, 2017 - January 31, 2018*



# OCCUPATIONS, cont.

## TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

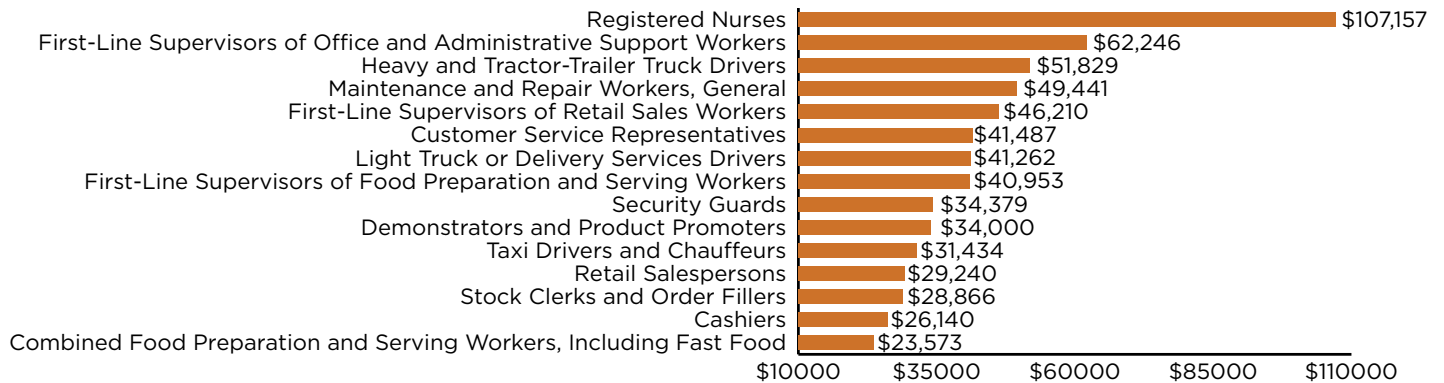
January 2018



## TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ January 2018

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 December 1, 2017 to January 31, 2018. 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: December 1, 2017 - January 31, 2018

	Hard Skills	Posting Volume	Prior Year
1	Merchandising	1,461	12.9%
2	Selling Techniques	1,363	4.5%
3	Nursing	1,276	-8.9%
4	Restaurant Operation	875	-11.2%
5	Accounting	815	4.4%
6	Hazardous Materials	703	151.1%
7	Warehousing	683	46.3%
8	Rehabilitations	607	4.7%
9	Purchasing	596	52.8%
10	Customer Experience	526	12.4%

	Common Skills	Posting Volume	Prior Year
1	Management	4,960	2.2%
2	Sales	4,196	-0.5%
3	Customer Service	4,091	16.2%
4	Communications	3,009	6.6%
5	Operations	2,322	9.6%
6	Leadership	1,863	1.6%
7	Driving	1,712	20.6%
8	Innovation	1,125	7.0%
9	Problem Solving	1,110	-0.5%
10	Written Communication	918	13.2%

## QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: December 1, 2017 - January 31, 2018

	Qualifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	3,264	235.8%
2	Registered Nurse	814	-14.1%
3	Certified Distance Learning Administrator	356	5833.3%
4	Nurse Practitioner	215	73.4%
5	Certified Safety Auditor	163	---
6	Transportation Worker Identification Credential (TWIC) Card	129	344.8%
7	Licensed Vocational Nurses	120	13.2%
8	Certified Flight Instructor	102	---
9	Certified Forensic Interviewer	100	---
10	Licensed Practical Nurse	83	-28.4%



# 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).

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## 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



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

