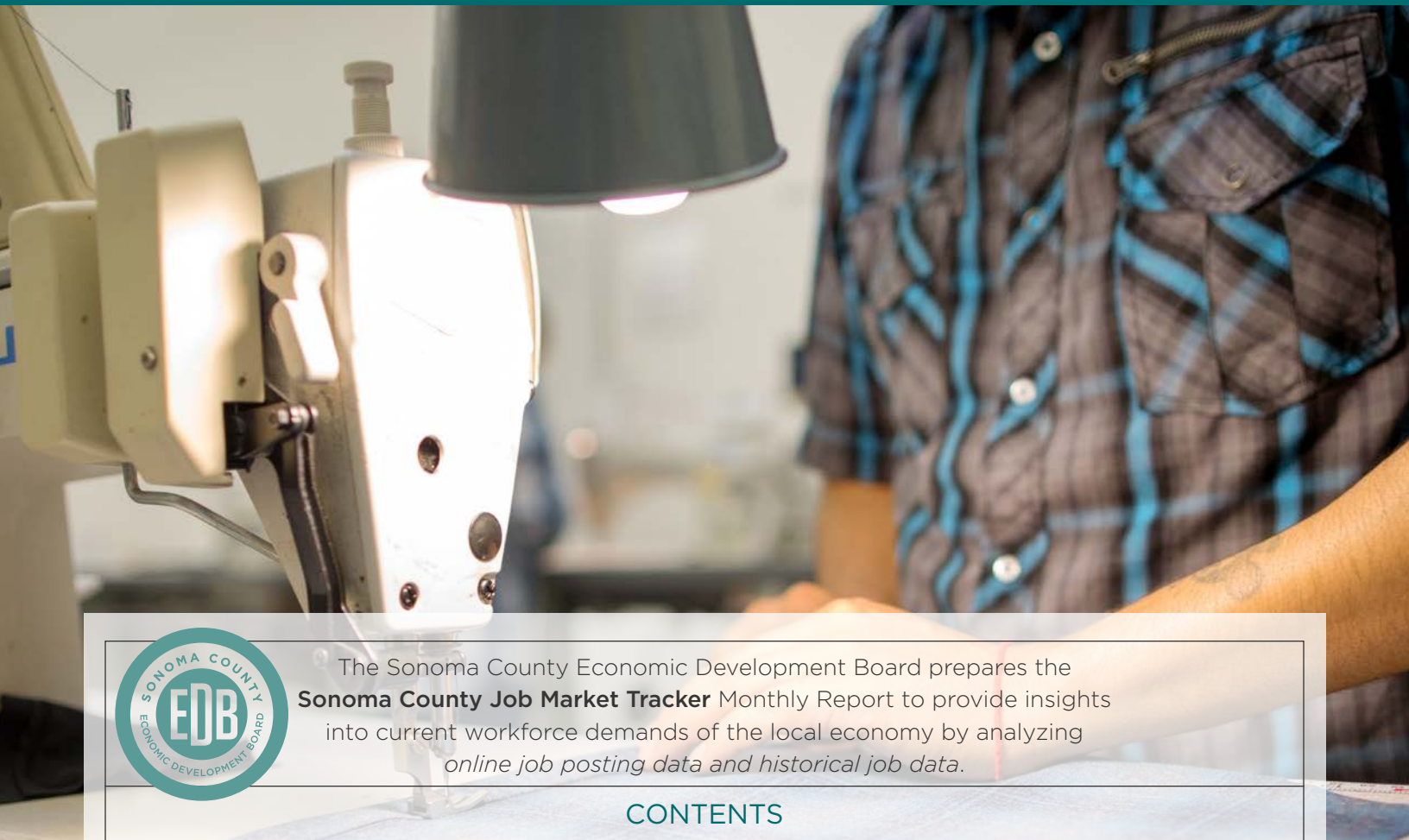




JOB MARKET TRACKER

MARCH 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 4/10/18 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 11,350 job postings were advertised in February 2018, a decrease of 0.34% 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 February 2018.

POSTINGS BY LOCATION

In the two-month period from January 1, 2018 to February 28, 2018, Santa Rosa had 9,054 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: January 1, 2018 - February 28, 2018

Rank	Employer	Posting Volume
1	Army National Guard	414
2	St. Joseph Healthcare System	306
3	County of Sonoma	227
4	Santa Rosa Junior College	226
5	Sutter Health	183
6	Petsmart, Inc.	181
7	Sunrise Senior Living, Inc.	165
8	Keysight Technologies, Inc.	152
9	Medtronic, Inc.	152
10	Kaiser Permanente	151

Rank	Employer	Posting Volume
11	Marriott International, Inc.	144
12	Mary Pizza Shack	144
13	Volt Information Sciences, Inc.	141
14	The Home Depot, Inc.	139
15	Starbucks Corp.	139
16	Santa Rosa City School Dist.	137
17	CVS Health Corp.	131
18	Target Corp.	128
19	Applebee's International, Inc.	126
20	Fedex Corp.	116

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 January 2018 and February 2018 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

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%

February 2018

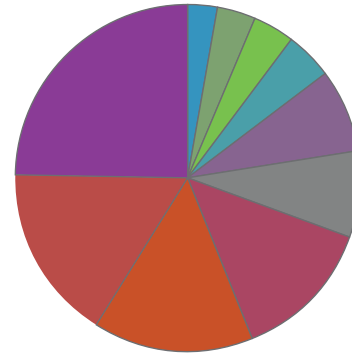
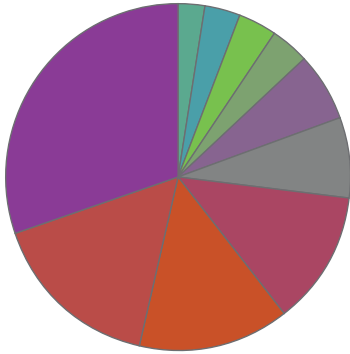
	Occupation Group	Posting Volume	Prior Year
1	Transportation and Material Moving Occupations	2,363	32.23%
2	Sales and Related Occupations	1,562	-1.95%
3	Healthcare Practitioners and Technical Occupations	1,436	-11.47%
4	Office and Administrative Support Occupations	1,285	7.26%
5	Management Occupations	786	4.38%

OCCUPATION GROUPS, cont.

TOP 10 BY JOB POSTING VOLUME PERCENTAGE

January 2018

February 2018



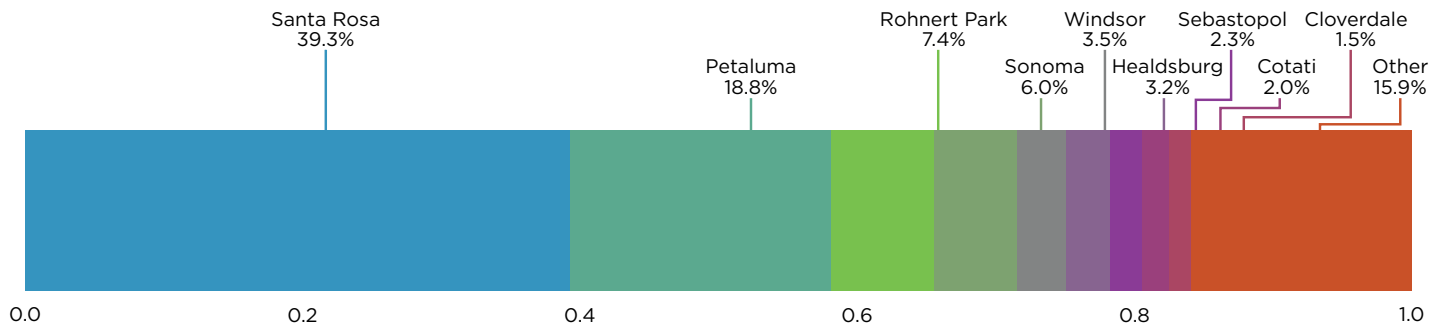
Transportation and Material Moving Occupations	25.9%	Transportation and Material Moving Occupations	20.8%
Sales and Related Occupations	13.9%	Sales and Related Occupations	13.8%
Healthcare Practitioners and Technical Occupations	12.1%	Healthcare Practitioners and Technical Occupations	12.7%
Office and Administrative Support Occupations	10.8%	Office and Administrative Support Occupations	11.3%
Management Occupations	6.4%	Management Occupations	6.9%
Food Preparation and Serving Related Occupations	5.5%	Food Preparation and Serving Related Occupations	6.4%
Business and Financial Operations Occupations	3.3%	Installation, Maintenance, and Repair Occupations	3.8%
Computer and Mathematical Occupations	3.1%	Computer and Mathematical Occupations	3.4%
Installation, Maintenance, and Repair Occupations	2.8%	Business and Financial Operations Occupations	3.1%
Healthcare Support Occupations	2.2%	Architecture and Engineering Occupations	2.4%
All Others	14.0%	All Others	15.4%

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

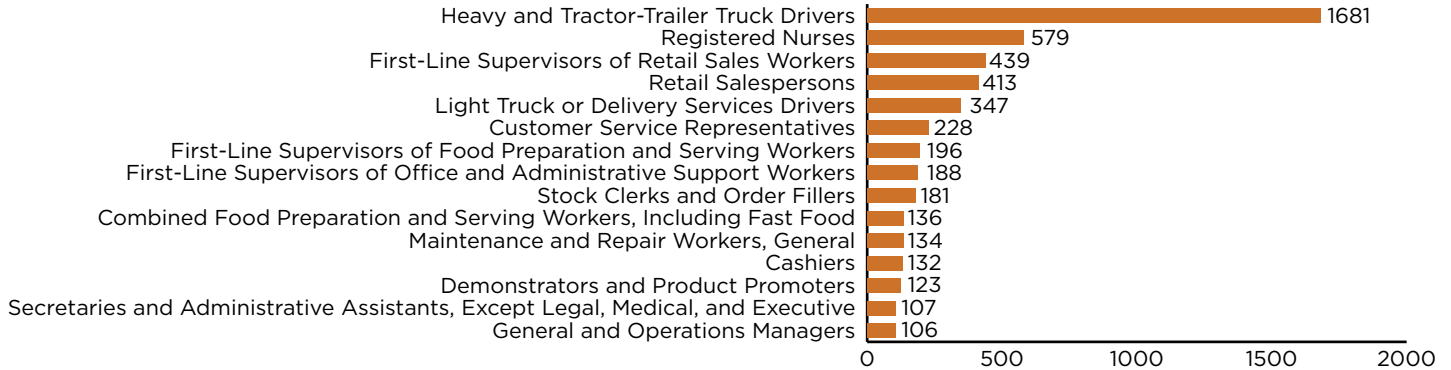
TWO MONTH PERIOD: January 1, 2018 - February 28, 2018



OCCUPATIONS, cont.

TOP 15 OCCUPATIONS BY JOB POSTING VOLUME

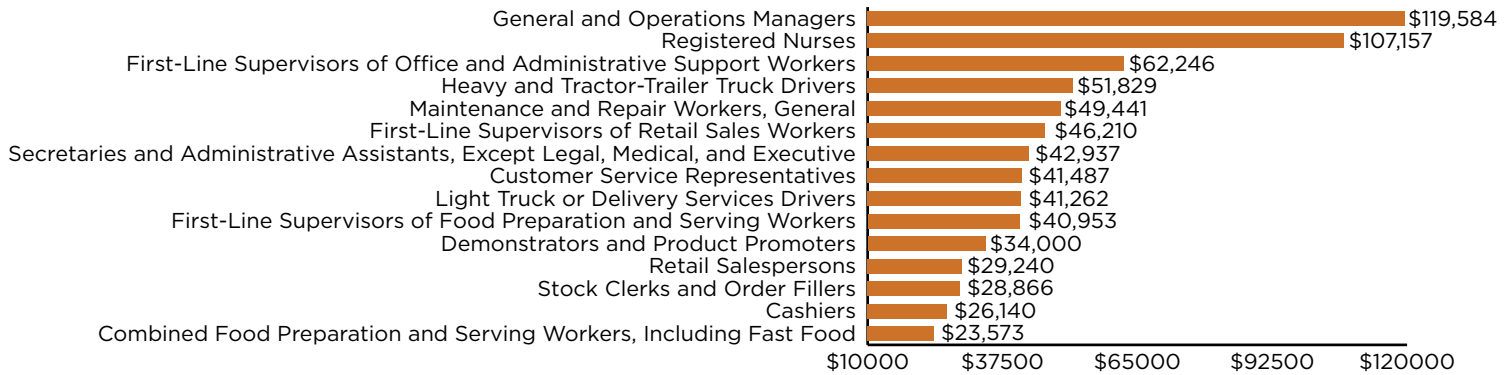
February 2018



TOP 15 OCCUPATIONS BY MEDIAN SALARY

Job Posting Occupations ~ February 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: January 1, 2018 - February 28, 2018

	Hard Skills	Posting Volume	Prior Year
1	Merchandising	1,427	-3.5%
2	Selling Techniques	1,341	-3.2%
3	Nursing	1,271	-6.9%
4	Restaurant Operation	949	-11.4%
5	Warehousing	778	43.5%
6	Accounting	767	2.5%
7	Purchasing	638	44.0%
8	Rehabilitations	600	13.9%
9	Packaging And Labeling	537	---
10	Hazardous Materials	534	84.1%

	Common Skills	Posting Volume	Prior Year
1	Management	5,070	2.7%
2	Customer Service	4,178	11.2%
3	Sales	4,129	-6.5%
4	Communications	3,006	6.1%
5	Operations	2,438	6.7%
6	Leadership	1,902	3.1%
7	Driving	1,803	24.9%
8	Innovation	1,183	16.0%
9	Problem Solving	1,068	-1.9%
10	Presentations	914	-7.4%

QUALIFICATIONS: TOP 10 BY JOB POSTING VOLUME

TWO MONTH PERIOD: January 1, 2018 - February 28, 2018

	Qualifications	Posting Volume	Prior Year
1	Commercial Driver's License (CDL)	3,272	214.0%
2	Registered Nurse	737	-18.1%
3	Certified Distance Learning Administrator	504	---
4	Nurse Practitioner	180	22.4%
5	Licensed Vocational Nurses	147	59.8%
6	Certified Safety Auditor	139	---
7	Certified Flight Instructor	99	---
8	Certified Forensic Interviewer	98	---
9	Licensed Practical Nurse	96	-10.3%
10	Transportation Worker Identification Credential (TWIC) Card	80	233.3%

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\\$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) 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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