

2021 Q2 SONOMA COUNTY MANUFACTURING INDUSTRY WORKFORCE REPORT

Sonoma County's manufacturing industry generates revenue, jobs, and career pathways. In terms of jobs by industry, Sonoma County's manufacturing industry ranks fourth compared to other industries, and there are **23% more manufacturing jobs in Sonoma County than the national average for an area of this size**. The Sonoma County Economic Development Board produced an industry report based on 2021 Quarter 2 data that aims to provide insight on employment trends, job postings, and sought after skills in the manufacturing industry.



23,040
employees in
manufacturing
industry (2020)



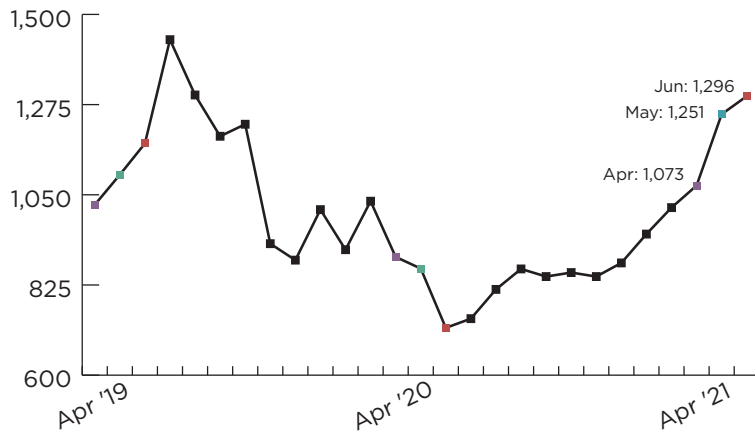
\$46.2K
median
advertised
salary (2021 Q2)



\$4.8 billion
Total GRP
(2020)

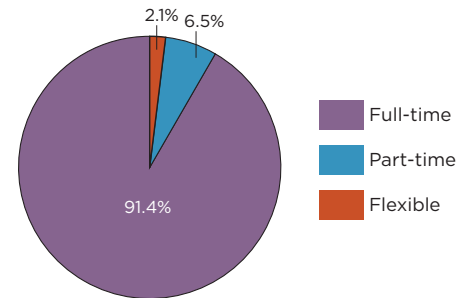
JOB POSTINGS & SALARY

UNIQUE JOB POSTINGS IN MANUFACTURING FROM APRIL 2019 TO JUNE 2021, HIGHLIGHTED APRIL 2021 TO JUNE 2021

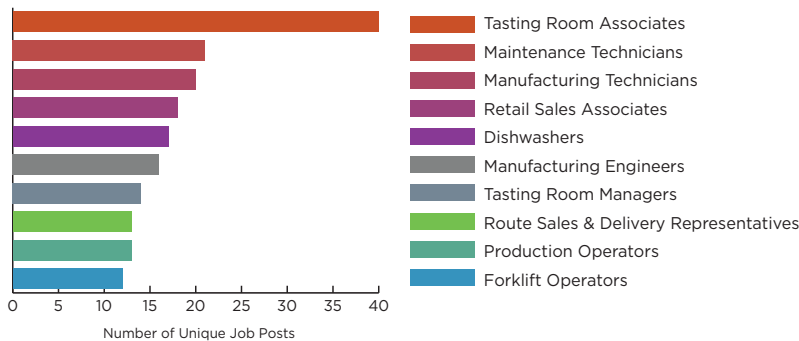


1,973 unique job postings

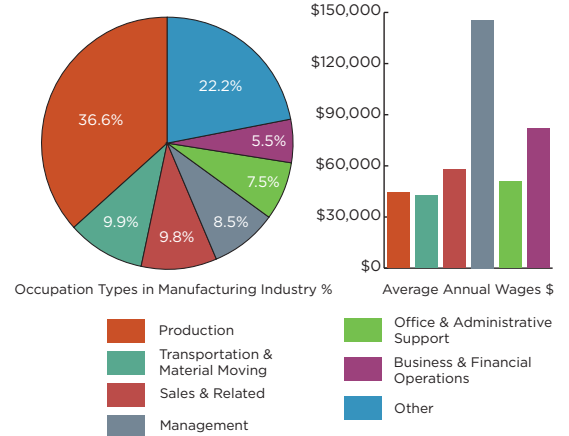
from April 2021 to June 2021, with 91.4% of the postings for full-time positions



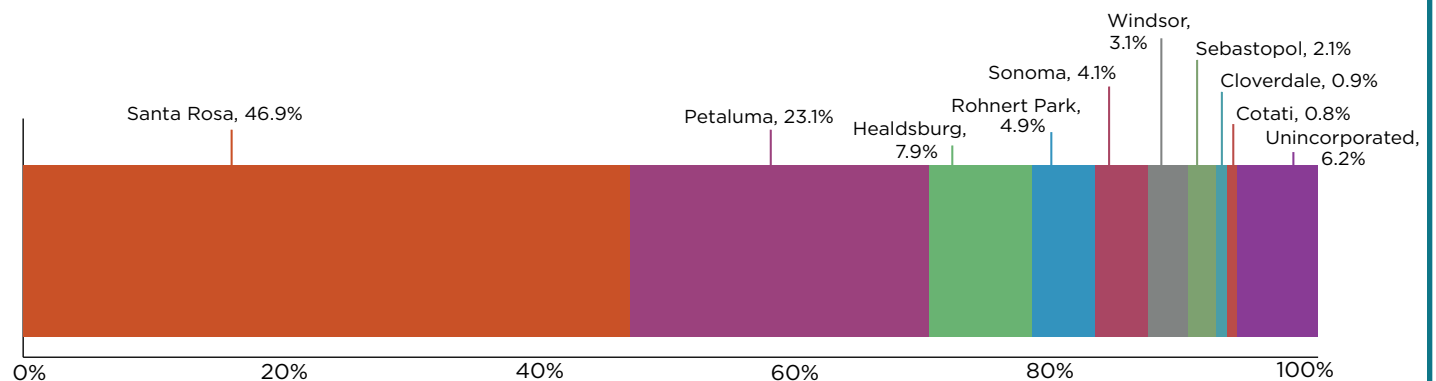
TOP 10 MANUFACTURING OCCUPATIONS BY UNIQUE JOB POSTING VOLUME FROM APRIL 2021 TO JUNE 2021



OCCUPATION TYPES IN THE MANUFACTURING INDUSTRY, BY PERCENTAGE, WITH AVERAGE ANNUAL WAGES (2020)

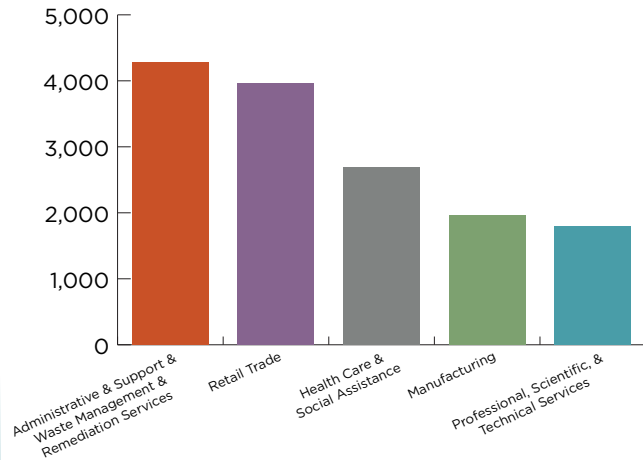


PERCENTAGE OF UNIQUE JOB POSTINGS IN MANUFACTURING BY CITY FROM APRIL 2021 TO JUNE 2021



OCCUPATIONS & EMPLOYERS

TOP 5 INDUSTRIES BY UNIQUE JOB POSTINGS FROM APRIL 2021 TO JUNE 2021



TOP 10 MANUFACTURING EMPLOYERS BY UNIQUE JOB POSTINGS FROM APRIL 2021 TO JUNE 2021

Employer	Posting Volume
Keysight Technologies, Inc.	135
Medtronic, Inc	124
E & J Gallo Winery	78
Jackson Family Wines, Inc.	63
Perdue Farms Inc.	51
Cintas Corporation	46
Thermo Fisher Scientific Inc	42
Calix, Inc.	39
Schwan's Company	37
Parmatech Corporation	33

SKILLS & CERTIFICATIONS

TOP COMMON SKILLS, HARD SKILLS, AND CERTIFICATIONS IN MANUFACTURING FROM APRIL 2021 TO JUNE 2021

Common Skills	Posting Volume
Communications	436
Management	328
Sales	315
Customer Service	281
Operations	253
Leadership	226

Hard Skills	Posting Volume
New Product Dev.	103
Merchandising	100
Auditing	72
Warehousing	71
Accounting	70
Packaging & Labeling	59

Top certifications & qualifications:

- Master of Business Admin. (MBA)
- CDL Class B License
- Commercial Driver's License
- Certified Forklift Operator
- Security Clearance

Resources and Services

Career Technical Education Foundation partners with education and industry to seed career technical education programs in alignment with Sonoma County's workforce needs. Its mission is to innovate the education-to-career experience to strengthen economic development and student success.

Sonoma County Office of Education established the Maker Certificate Program, oversees Maker Design Lab in Santa Rosa, holds conferences on maker education movement to train educators, offers a California Career Pathways Trust Grant to support strong, integrated career pathways from high school through Community College.

Sonoma County Job Link hosts job fairs to connect employers to a pool of qualified job seekers, screens candidates, offers support and financial assistance for workforce development and training, customized training in hard and soft skills and staff development. Job Link also provides layoff support and prevention and labor market information.

Santa Rosa Junior College offers around 150 skills certificates and certificates of achievement to prepare students for an entry level job or for career advancement in a chosen field and prepares students for employment in current or emerging jobs. SRJC's Contract Education Department provides training needs assessments, on-site customized training, seminars, and workshops.

Sonoma State University partners with Sonoma County Office of Education to implement the Maker Certificate Program and hold the Summer High School Internship Program, a science research program for students.

METHODOLOGY & SOURCES

Data for the top employers, occupational groups, job postings, and skills and certifications, were aggregated by Economic Modeling Specialists, Inc. (Emsi), using the 2-digit NAICS code (31) for the Manufacturing industry. The hard skills, common skills, and qualifications listed are organized by the frequency of their occurrences in online public job postings for Sonoma County. Data for 'Average Annual Wage' was aggregated by JobsEQ. Unless noted otherwise, all information in this report is based off 2021 Quarter 2 data.

Emsi is unable to access any non-publicly posted jobs, so data may not reflect the exact hiring demands of Sonoma County employers. Interested readers are encouraged to contact data resource agencies for further research or to visit the EDB website, www.sonomaedb.org for more information. Readers are also encouraged to direct all inquiries or suggestions for future reports to the EDB by calling (707) 565-7170 or emailing edb@sonoma-county.org.

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