

# SONOMA COUNTY MONTHLY LABOR MARKET OVERVIEW

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September 7, 2015 – October 6, 2015

## INSIGHTS

- Nearly 9000 available job openings during the monthly reporting period, an increase of over 2,300 postings compared to the same period last year.
  - 9% of available jobs are in the Health Care and Social Assistance Industry with 754 available jobs, which is a 65% increase in job postings for this industry over the past year.
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**MONTHLY TRENDS:** There were 8960 available job openings during the September 2015 monthly reporting period, approximately 27% were new postings. The **Employment Development Department** reported 11,300 unemployed individuals in the Santa Rosa MSA for the period of August 2015.

**TOP JOB OPENINGS:** The top occupational group is **Sales and Related Occupations** with 1,649 jobs representing 18% of all available jobs. This is followed by **Office and Administrative Support** with 1,125 available jobs, and **Healthcare Practitioners and Technical Occupations** with 896 available jobs. The **Computer and Mathematical Occupations** saw the highest growth rate over the past year by 134%.

**TOP 15 JOB OPENINGS:** **Retail Salespersons** has the most available job openings with 449 positions, followed by **First Line Supervisors of Retail Sales Workers**, and **Registered Nurses**. The top employers hiring **Retail Salespersons** are *Macy's, Best Buy, Sears Holding Corporation, RadioShack Corporation*. Meanwhile, **Marketing Managers** was the only occupation that not only added more than 80 jobs sequentially but also saw the largest year to year percentage increase of 116%. *Oracle, Keysight Technologies, Enphase Energy, Perdue Farms, and Gap Inc.* make up the top 5 employers posting jobs for **Marketing Managers**.

**TOP 15 JOB OPENINGS AND HIRING DIFFICULTY:** Out of the top 15 job openings in Sonoma County, **Marketing Managers, Medical and Health Services Managers, and Social and Human Service Assistants** had the highest hiring difficulty.

**TOP 15 HARD SKILLS IN DEMAND:** **Technical support, Java, Linux and Software** as a service are all tech-related hard skills; each of these aforementioned skills have experienced a drastic increase in demand compared to last year. Healthcare-related hard skills - such as Behavioral Health, Geriatrics and Pediatrics - made the top 15 table in September, with a positive increase in demand from prior year.

**TOP 15 SOFT SKILLS IN DEMAND:** **Oral and written communication skills** dominate the soft skills list, representing the most wanted skills that employers are actively looking for. Most soft skills have seen a decrease in demand as compared to last year, due to a shift of focus on Hard Skills. Detail Oriented and Marketing are of the few that saw an increase in demand.

**TOP 15 CERTIFICATIONS IN DEMAND:** **Driver's License** trumps as the most wanted certification in Sonoma County. The biggest increase has been in continuing education, indicating employer's need for more candidates with higher studies. **Certified Registered Nurse, Basic Life Support, Certification in Cardiopulmonary Resuscitation** all make the top 5 certifications in demand for September; a reflection of the continually brimming healthcare sector.

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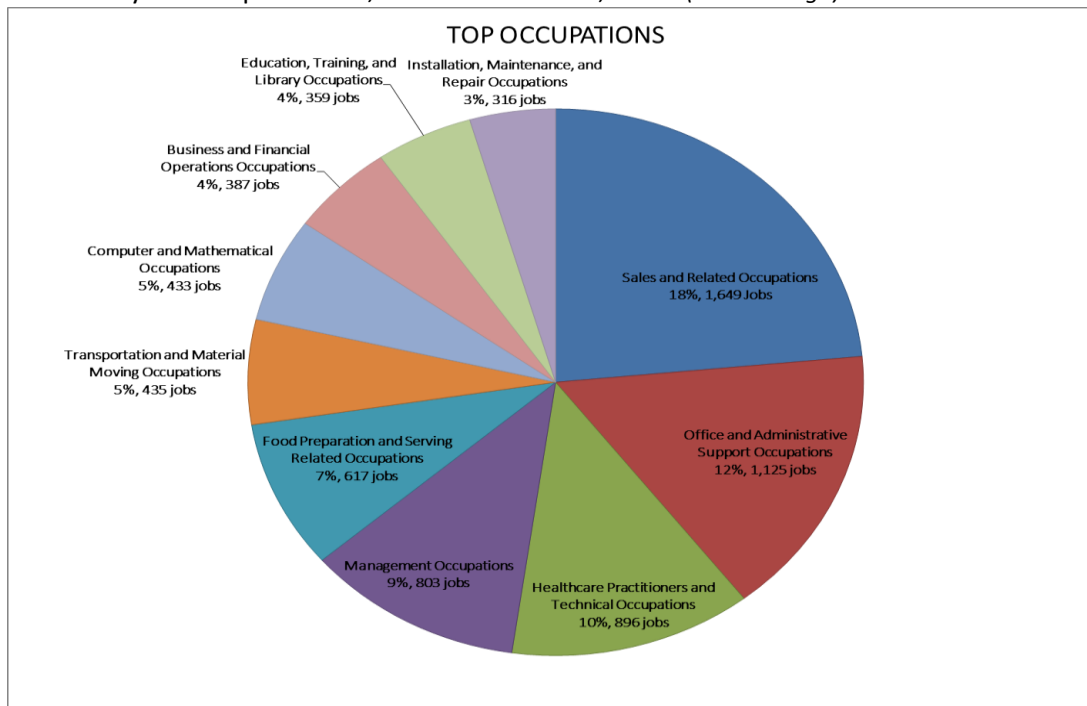
## AD TRENDS

The line chart below shows the monthly total volume of online ads posted in Sonoma County from September 7, 2015 to October 6, 2015. *(click through)*



## TOP JOB OPENINGS

The chart below shows the top 10 most available job postings and their annual median salaries in Sonoma County from September 7, 2015 to October 6, 2015. *(click through)*



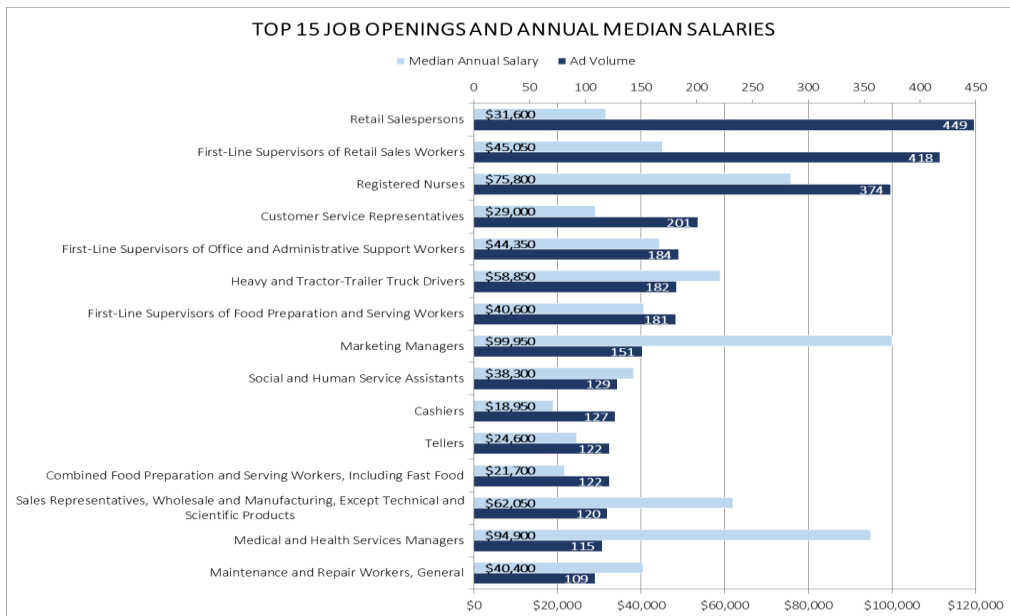
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Major Occupational Group	Ad Volume	Year-to-Year Percentage Change	Year-to-Year Difference
Sales and Related Occupations	1,649	+21.79%	295
Office and Administrative Support Occupations	1,125	+53.06%	390
Healthcare Practitioners and Technical Occupations	896	+33.33%	224
Management Occupations	803	+44.17%	246
Food Preparation and Serving Related Occupations	617	+17.30%	91
Transportation and Material Moving Occupations	435	+59.34%	162
Computer and Mathematical Occupations	433	+134.05%	248
Business and Financial Operations Occupations	387	+55.42%	138
Education, Training, and Library Occupations	359	+18.48%	56
Installation, Maintenance, and Repair Occupations	316	+39.82%	90

### TOP 15 JOB OPENINGS AND ANNUAL MEDIAN SALARIES

The chart below lists the top 15 job postings and their annual median salaries in Sonoma County from September 7, 2015 to October 6, 2015. ([click through](#))



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## TOP 15 JOB OPENINGS AND HIRING DIFFICULTY

The chart below lists the top 15 job postings and their hiring difficulty in Sonoma County from September 7, 2015 to October 6, 2015. ([click through](#))



## TOP 15 HARD SKILLS AND TOP 15 SOFT SKILLS IN DEMAND

The tables below list the top hard and soft skills in demand for the available jobs in Sonoma County from September 7, 2015 to October 6, 2015.

Rank	Hard Skills	Volume	Prior Year
1	Bilingual	474	+27.76%
2	Quality Assurance	306	+33.62%
3	Bilingual Spanish	246	+51.85%
4	Customer relationship management	211	+283.64%
5	Application process	211	+1072.22%
6	Behavioral health	208	+52.94%
7	Food preparation	171	+15.54%
8	Technical support	152	+94.87%
9	Java	105	+218.18%
10	Quality control	105	-13.93%
11	Linux	104	+235.48%
12	Geriatrics	103	+39.19%
13	Preventative maintenance inspections	86	+86.96%
14	Pediatrics	86	+26.47%
15	Software as a Service	82	+382.35%

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Rank	Soft Skills	Volume	Prior Year
1	Oral and written communication skills	2,449	-1.41%
2	Detail oriented	989	+6.80%
3	Customer service oriented	943	-0.74%
4	Marketing	939	+23.88%
5	Integrity	723	-25.39%
6	Creativity	662	-5.02%
7	Problem solving	650	-9.97%
8	Self-starting / Self-motivated	641	-8.43%
9	Team-oriented, teamwork	630	-22.41%
10	Work independently	624	+4.35%
11	Microsoft Office	583	-23.49%
12	Sales experience / ability	522	-11.68%
13	Organizational skills	509	+6.26%
14	Oracle	472	+142.05%
15	Coaching	459	-15.93%

### TOP 15 CERTIFICATIONS IN DEMAND

The tables below list the top certifications in demand for the available jobs in Sonoma County from September 7, 2015 to October 6, 2015.

Rank	Certifications	Volume	Prior Year
1	Driver's License	1,039	+109.48%
2	Certified Registered Nurse	420	+6.87%
3	Basic Life Support	308	+27.80%
4	Certification in Cardiopulmonary Resuscitation	237	+41.92%
5	Continuing Education	208	+617.24%
6	Commercial Driver's License	191	+49.22%
7	First Aid certification	185	+9.47%
8	HAZMAT	162	+43.36%
9	Food safety programs	121	+18.63%
10	Advanced Cardiac Life Support	112	+14.29%
11	Licensed Vocational Nurse	98	-19.01%
12	Occupational Safety & Health Administration Certification	96	-4.95%
13	Fingerprint Clearance card	94	+13.25%
14	Special Education	76	+38.18%
15	Board of Registered Nursing	68	-29.17%

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### TOP EMPLOYERS

The table below lists the top employers with available job postings in Sonoma County from September 7, 2015 to October 6, 2015.

Top 15 Employers	Ad Volume
Oracle	444
Kaiser Permanente	207
Santa Rosa City Schools	167
Keysight Technologies	123
Perdue Farms, Inc.	116
State Of California	111
County Of Sonoma	105
Safeway Companies	103
Santa Rosa Junior College	97
Brookdale Senior Living	94
St. Joseph'S Healthcare	90
St. Joseph Health System	88
Sutter Health	84
Sears Holdings Corporation	84
Macy's	82
Medtronic	68
Bank Of America	62
Taco Bell	61
Target Corporation	60
Calix	56

### CONNECTIONS TO EDUCATIONAL AND TRAINING PROVIDERS

The directory below provides information on local providers that offer post-secondary education or training relevant to the in-demand occupations, skills, and certifications.