

Sonoma County Job Market Tracker

February 1 2016 – February 29 2016 | Sonoma County

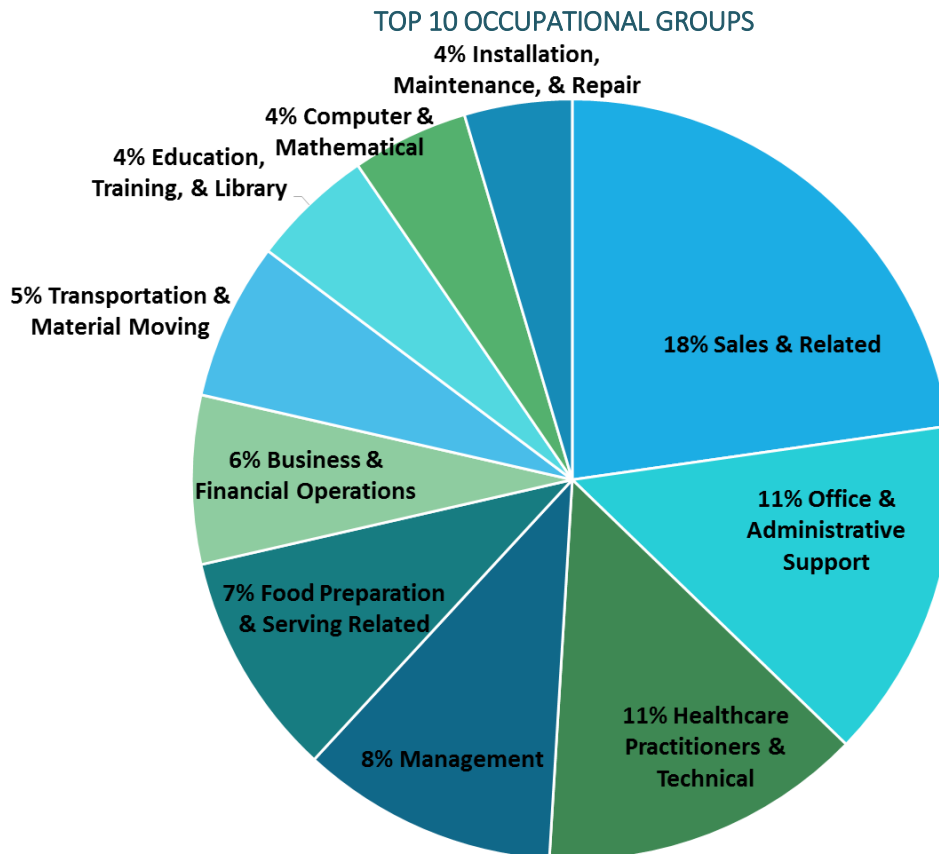
The *Sonoma County Job Market Tracker* is a monthly overview analyzing historical job data and real-time online job posting data to provide insights into current workforce demands of the local economy.

HIGHLIGHTS

- Over 9000 available job openings during the February 2016 monthly reporting period, an increase of 946 postings compared to the same period last year.
- The Health Care and Social Assistance Industry registered the largest gains in February 2016 with 183 new postings.
- Finance and Insurance industry job openings grew 31% in the past year.

MONTHLY TRENDS: February 2016 saw 9,137 available job openings, of which 31% were new postings. 60% of job openings fall in the middle to upper middle income salary range (\$30K - \$80K). Despite tepid national job growth at the beginning of 2016, the U.S unemployment rate reached its lowest level since 2008 at 4.9% in January, a sign of the country's improving labor market.

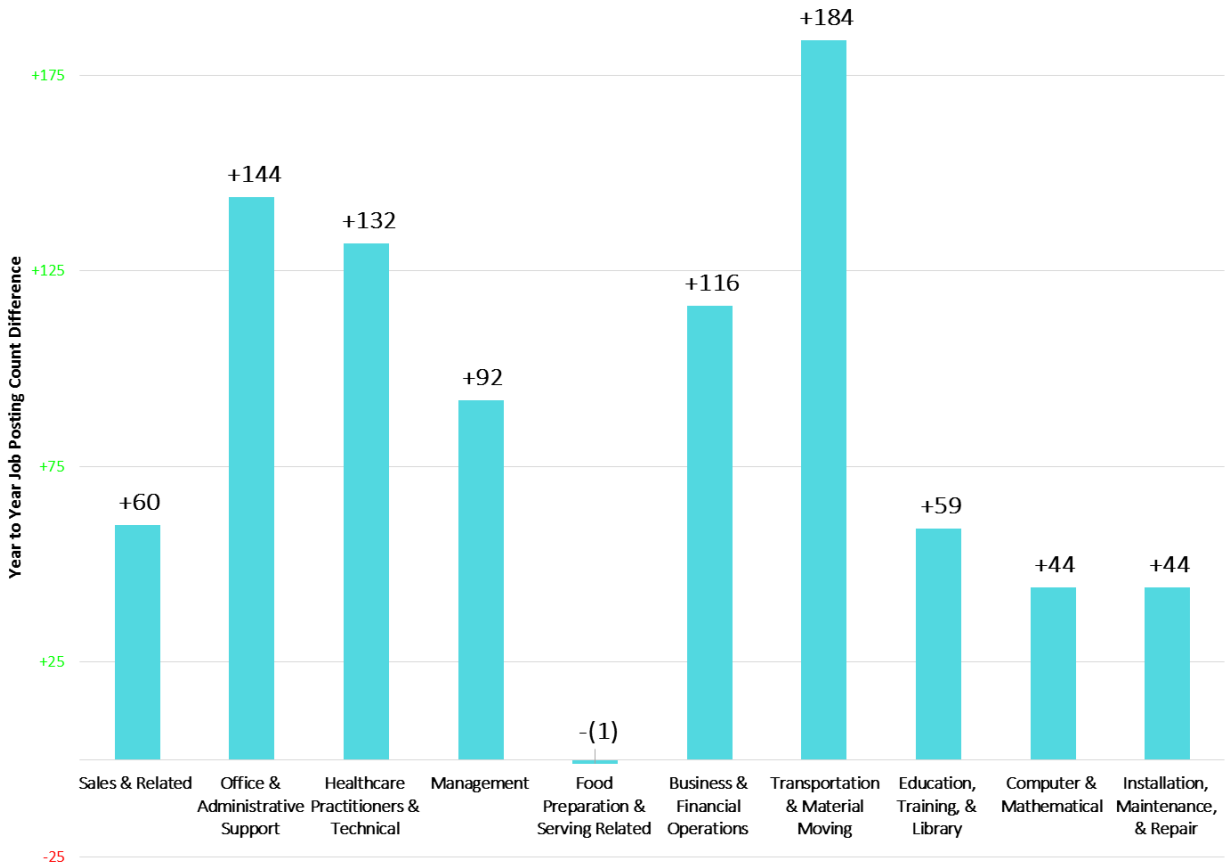
TOP OCCUPATIONAL GROUPS: The top occupational group is **Sales and Related Occupations** with 1,616 jobs representing 18% of all available jobs. This is followed by **Office and Administrative Support Occupations** with 1,030 available jobs, and **Healthcare Practitioners and Technical Occupations** with 976 available jobs, each rounding to 11% of all available jobs. **Transportation and Material Moving Occupations** saw the greatest growth over the past year by 63% and 184 additional jobs.



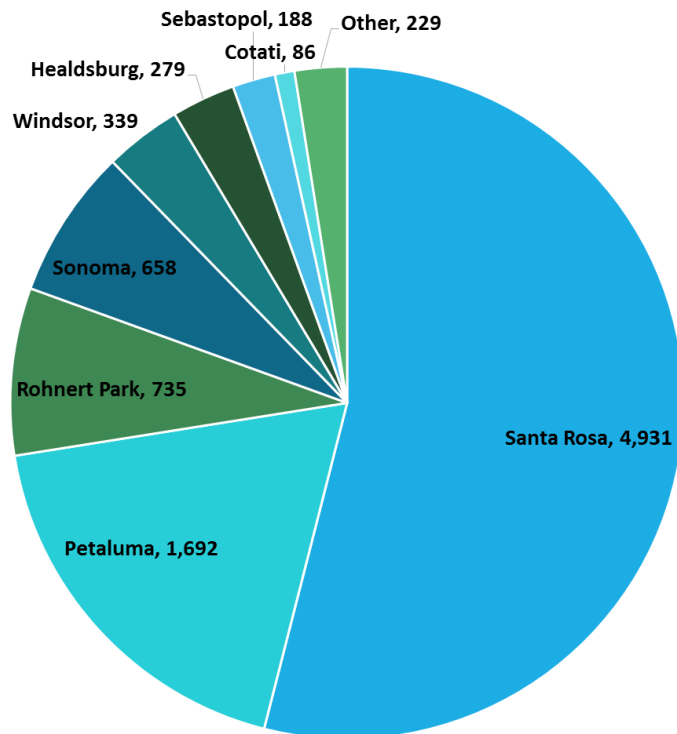
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TOP 10 OCCUPATIONAL GROUPS



JOB OPENINGS BY LOCATION



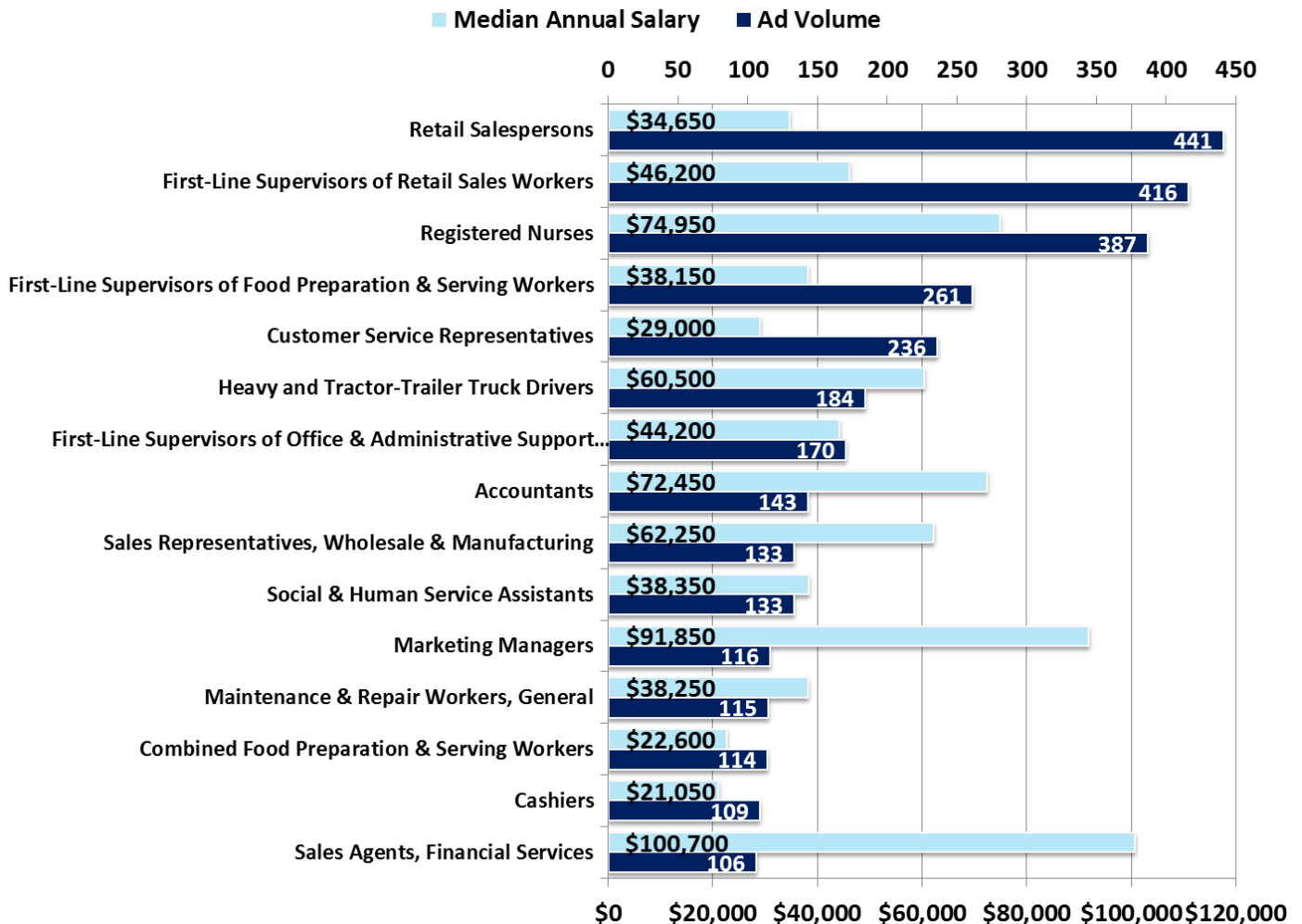
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TOP 15 JOB OPENINGS: This February, **Retail Salespersons** has the most available job openings with 441 positions, followed by **First Line Supervisors of Retail Sales Workers** and **Registered Nurses**. Of the Top 15 Occupations, demand for **Customer Service Representatives**, **Accountants**, and **Heavy and Tractor-Trailer Truck Drivers** increased the most over the year. Meanwhile, **Cashiers** and **Combined Food Preparation and Serving Workers (Including Fast Food)** experienced weaker job demand as compared to the previous year.

Top employers hiring **Retail Salespersons** today include *Macy's*, *Dick's Sporting Goods Inc.*, *RadioShack Corporation*, *Best Buy*, *Lowe's*, and *AT&T*. In addition, *Sears Holdings Corporation*, *CVS Health*, *Shell*, and *I3 marketing* are the top employers hiring **First Line Supervisors of Retail Sales Workers** today while for **Registered Nurses** it is *St. Joseph Health System*, *Kaiser Permanente*, *Sutter Santa Rosa Regional Hospital*, and *Sutter Health*. Top job openings in the upper middle to high income salary range (\$50K-\$100K) include **Marketing Managers**, **Registered Nurses**, **Accountants**, **Sales Representatives (Wholesale & Manufacturing Except Technical/Scientific Products)**, and **Heavy and Tractor-Trailer Truck Drivers**. The highest paid top job opening is **Sales Agents (Financial Services)** with a Median Annual Salary of \$100,700.

TOP 15 JOB OPENINGS AND MEDIAN ANNUAL SALARIES



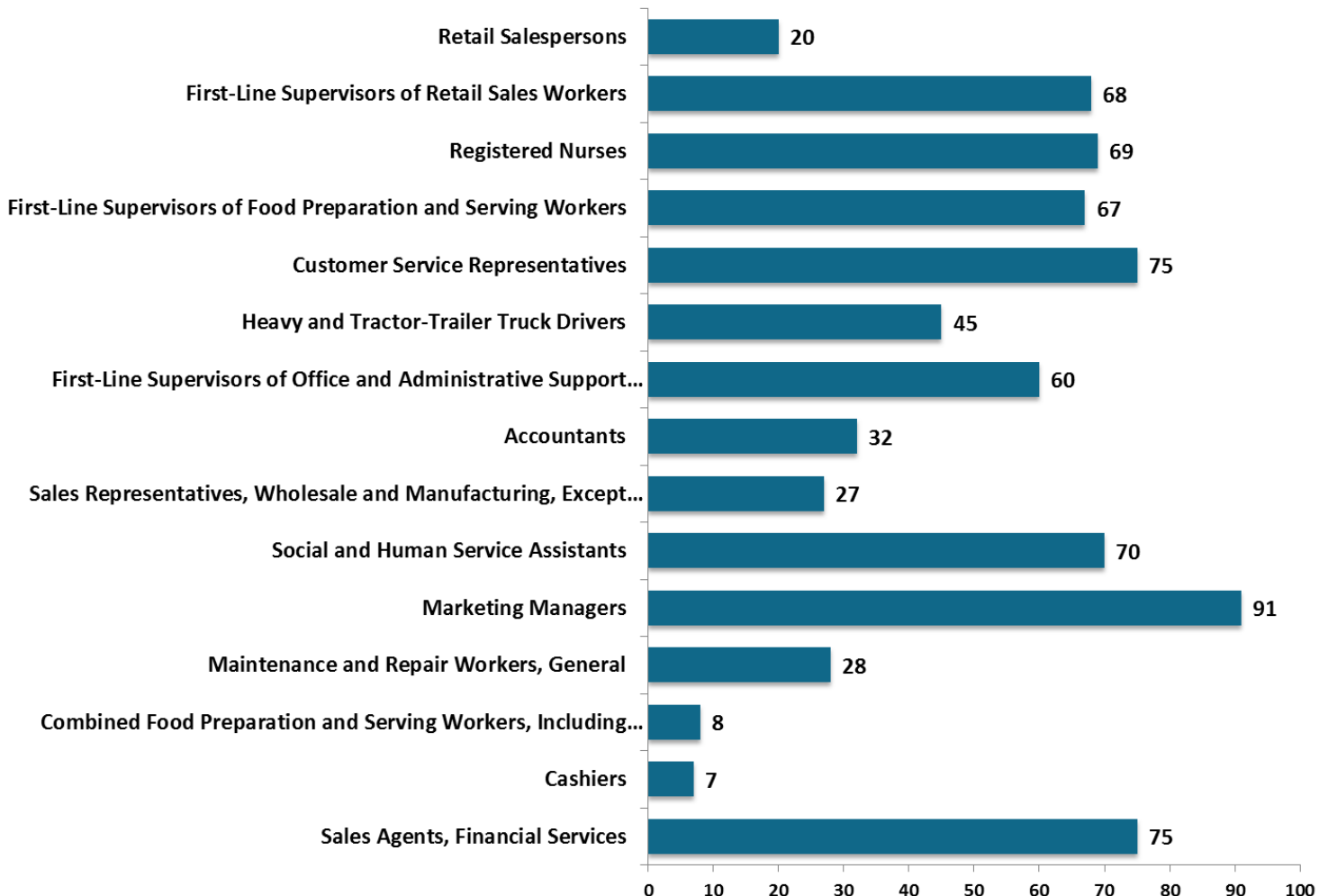
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TOP 15 JOB OPENINGS AND HIRING DIFFICULTY: Of the Top 15 job openings in Sonoma County, **Marketing Managers, Sales Agents (Financial Services), and Customer Service Representatives** had the highest hiring difficulty in February 2016. Employers hiring **Marketing Managers** look for skills in *Digital Marketing, Customer Relationship Management (CRM), Adobe Photoshop, User Experience Design, Search Engine Optimization, Adobe InDesign, and Search Engine Optimization*, and include *Gap Inc, G6 Hospitality LLC, Medtronic, and Kendall Jackson*.

TOP 15 JOB OPENINGS AND HIRING DIFFICULTY

■ Hiring Difficulty (from 0-100, with 100 indicating the most difficulty)



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TOP 10 HARD SKILLS IN DEMAND: **Bilingualism** continues to dominate the Top 10 Hard Skills, and has increased from last month's volume of 397. **Customer Relationship Management** has jumped to the 5th position, while also having the largest percentage increase from the prior year.

TOP 10 SOFT SKILLS IN DEMAND: Top 10 soft skills demand has fallen from the prior year. While this may sound alarming, it reflects increasing prioritization of hard skills over soft skills by employers. **Oral and Written Communication, Detail Oriented, and Marketing** trump the soft skills once more.

TOP 10 HARD SKILLS & SOFT SKILLS IN-DEMAND

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	429	-5.30%	Oral and written communication skills	2,412	-13.86%
2	Quality Assurance	313	13.41%	Detail oriented	982	-6.12%
3	Bilingual Spanish	268	21.82%	Marketing	980	-2.58%
4	Behavioral health	164	14.69%	Integrity	923	-12.01%
5	Customer relationship management	136	60.00%	Customer service oriented	918	-13.88%
6	Food preparation	131	-19.63%	Microsoft Office	732	-15.77%
7	Pediatrics	128	26.73%	Team-oriented, teamwork	689	-22.58%
8	Quality control	113	-11.72%	Problem solving	655	-18.53%
9	Technical support	98	22.50%	Creativity	638	-16.38%
10	Geriatrics	91	13.75%	Self-starting / Self-motivated	583	-20.36%

TOP 10 CERTIFICATIONS IN DEMAND: **Driver's License** continues to be the most wanted certification in Sonoma County, with **Commercial Driver's License** coming in 5th. The biggest increase has been in **Certification in Cardiopulmonary Resuscitation** saw the biggest increase with additional Healthcare related certifications **Certified Registered Nurse** and **Basic Life Support** rounding out the Top 5 this February.

TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,308	35.12%
2	Certified Registered Nurse	400	0.00%
3	Certification in Cardiopulmonary Resuscitation	337	67.66%
4	Basic Life Support	262	11.02%
5	Commercial Driver's License	196	49.62%
6	First Aid certification	192	-1.54%
7	Continuing Education	165	39.83%
8	HAZMAT	156	16.42%
9	Advanced Cardiac Life Support	142	-0.70%
10	Food safety programs	122	-25.15%

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TOP EMPLOYERS

	Top 20 Employers	Ad Volume
1	Kaiser Permanente	180
2	St. Joseph Health System	150
3	Santa Rosa City Schools	141
4	Keysight Technologies	129
5	Sutter Health	128
6	Perdue Farms, Inc.	122
7	County Of Sonoma	120
8	Santa Rosa Junior College	116
9	Brookdale Senior Living	107
10	Medtronic	100
11	Sutter Pacific Medical Foundation	89
12	Marys Pizza Shack of California-Fairfield	84
13	Target Corporation	80
14	Calix	75
15	CVS Health	73
16	I3 Marketing	71
17	ST. JOSEPH'S HOME CARE	68
18	BROOKDALE	65
19	Sears Holdings Corporation	64
20	State Of California	61

FINANCE AND INSURANCE INDUSTRY SPOTLIGHT (March 1st 2015 – February 29th 2016)

There were **1,780 available job openings** in the Finance and Insurance industry from March 2015 – February 2016, a **31% increase** from the previous year. This indicates the increasing importance of financial and insurance services to the local economy as it returns to full health with low unemployment, rising incomes, and fervent business activity. Finance and Insurance industry job locations closely mirror the breakdown of all industries, with **Santa Rosa** accounting for **over 60%** and Petaluma taking 17%.

The most in-demand occupations in the Finance and Insurance industry were: **Tellers, Sales Agents (Financial Services), Loan Officers, First-Line Supervisors of Office Support Workers, Customer Service Representatives, Financial Managers, Insurance Sales Agents, Executive Administrative Assistants, Personal Financial Advisors, and Sales Representatives (Wholesale & Manufacturing).**

The **top hard skills** desired by Finance and Insurance employers were **Bilingual, Multilingual, Loan Origination Software, Human Resources Management, Remote Deposit Capture, Quality Assurance, Credit Risk, Bilingual Spanish, and Customer Relationship Management** showing the emphasis on diverse customer service and new financial technologies in this industry. The **top certifications** mentioned by employers were also industry specific, led by **Nationwide Mortgage Licensing System, Driver's License, Accredited Purchasing Practitioner, State Insurance License, FINRA Series 7, FINRA Series 66, FINRA/NASD Series 6, and Certified Financial Planner.**

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The **annual median salary** for the Finance and Insurance industry in Sonoma County is **\$65,700**, 13% higher than the \$58,000 median salary for all industries. It is also more difficult to hire employees in the Finance and Insurance industry with an average hiring difficulty score of 62 (1 = easiest to hire, 100 = hardest to hire), compared to 49 for all industries.

Top Finance and Insurance Industry Employers by Ad Volume

Top 15 Employers	Ad Volume
Wells Fargo	254
Bank Of America	224
The First American Corporation	140
U.S. Bank	97
Exchange Bank	95
Bank of the West	89
JPMorgan Chase & Co.	87
Redwood Credit Union	85
Umpqua Bank	83
CrossCheck, INC.	65
Luther Burbank Savings	46
Farmers Insurance Group	45
First California Mortgage Company	30
Westamerica Bank	28
Advance America	21

For more information, please contact Juan Nieto at juan.nieto@sonoma-county.org