

Sonoma County Job Market Tracker

April 1 2016 – April 30 2016 | Sonoma County

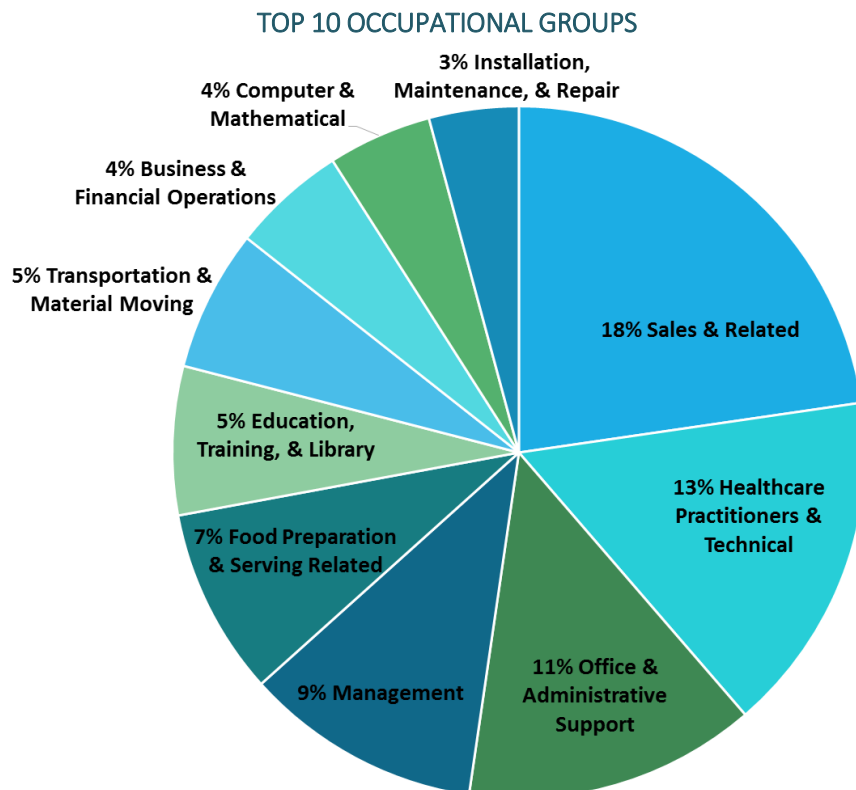
The *Sonoma County Job Market Tracker* is a monthly overview analyzing historical job data and real-time online job posting data to provide insights into current workforce demands of the local economy.

HIGHLIGHTS

- Over 9,000 available job openings during the April 2016 monthly reporting period, an increase of 102 postings compared to the same period last year.
- Agriculture, Forestry, Fishing and Hunting job openings grew 262% in the past year to 123 available jobs, potentially signifying a shift towards online recruiting for an industry that has relied on word-of-mouth and other traditional hiring methods.
- Creative Industries online job postings grew 25% in the past year with Marketing Managers as the most advertised occupation.

MONTHLY TRENDS: April 2016 saw 9,031 available job openings, of which 33% were new postings. The local unemployment rate stayed at 4.1% in March 2016, according to California EDD. Along with recent job growth, wages have been rising according to the BLS. Average weekly wages in Sonoma County increased 4.7% from Q3 2014 to Q3 2015, outpacing U.S. (2.6%) and California (3.4%), ranking Sonoma County in the top 10th percentile of counties nationwide.

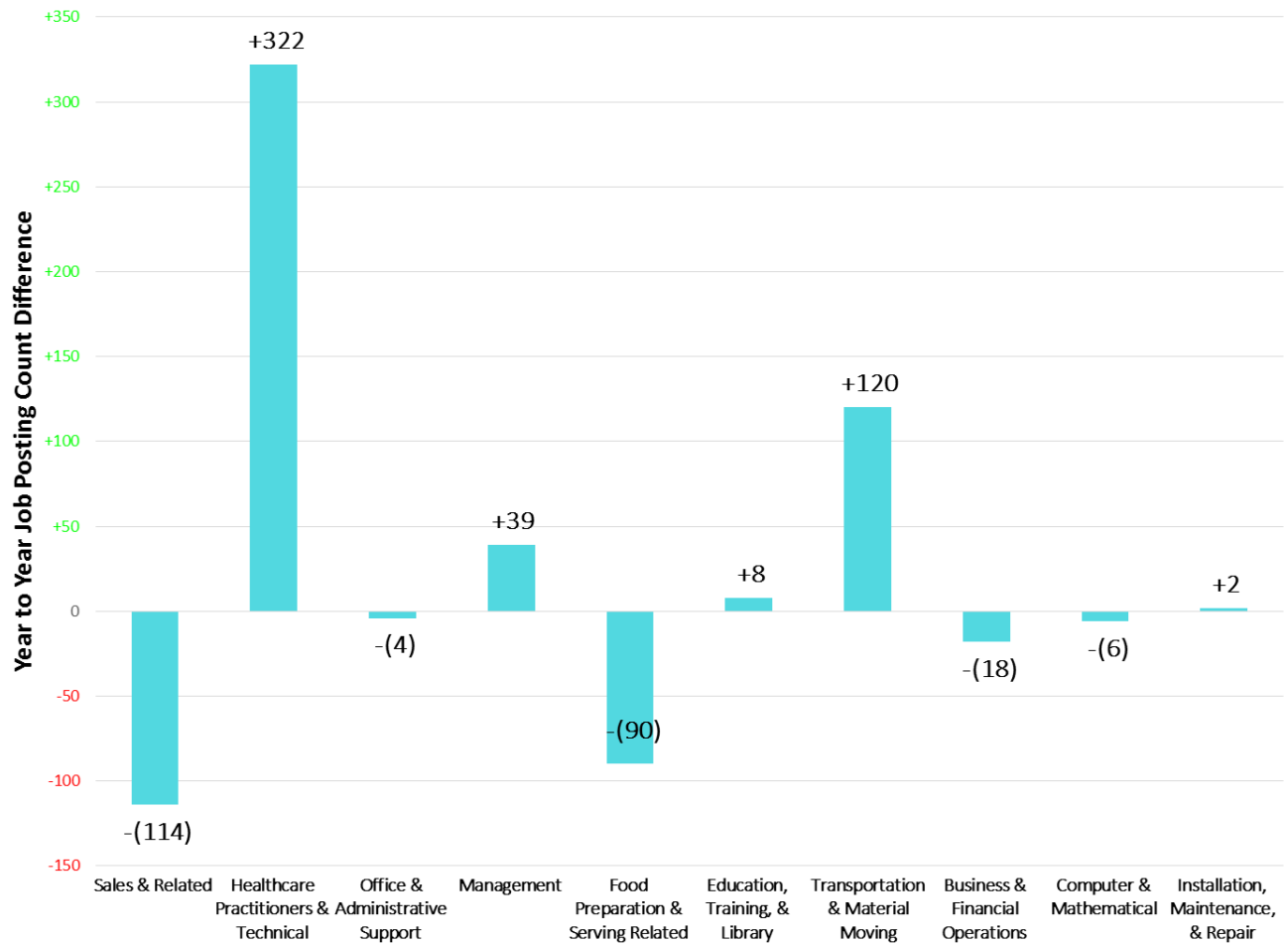
TOP OCCUPATIONAL GROUPS: The top occupational group is **Sales and Related Occupations** with 1,605 jobs representing 18% of all available jobs. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,130 available jobs, and **Office and Administrative Support Occupations** with 964 available jobs, accounting for 13% and 11% of all available jobs respectively. **Healthcare Support Occupations** saw the greatest growth over the past year by 44% and 88 additional jobs.



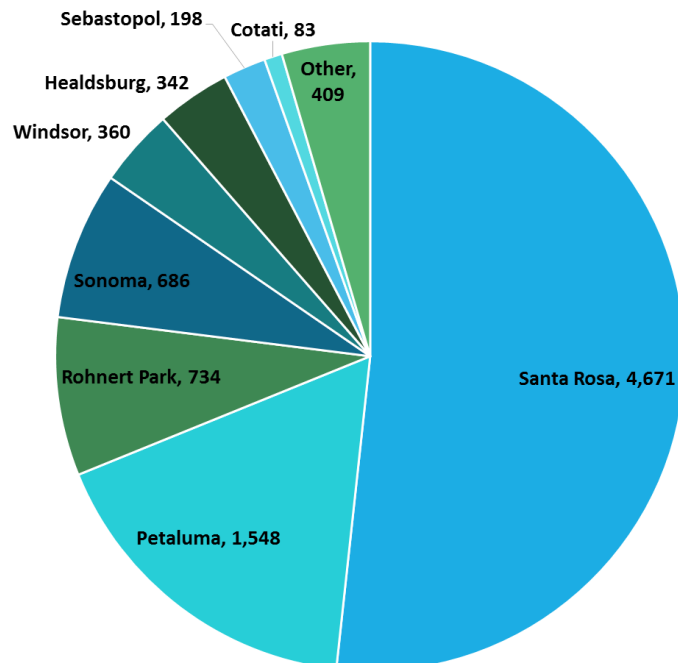
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TOP 10 OCCUPATIONAL GROUPS



JOB OPENINGS BY LOCATION



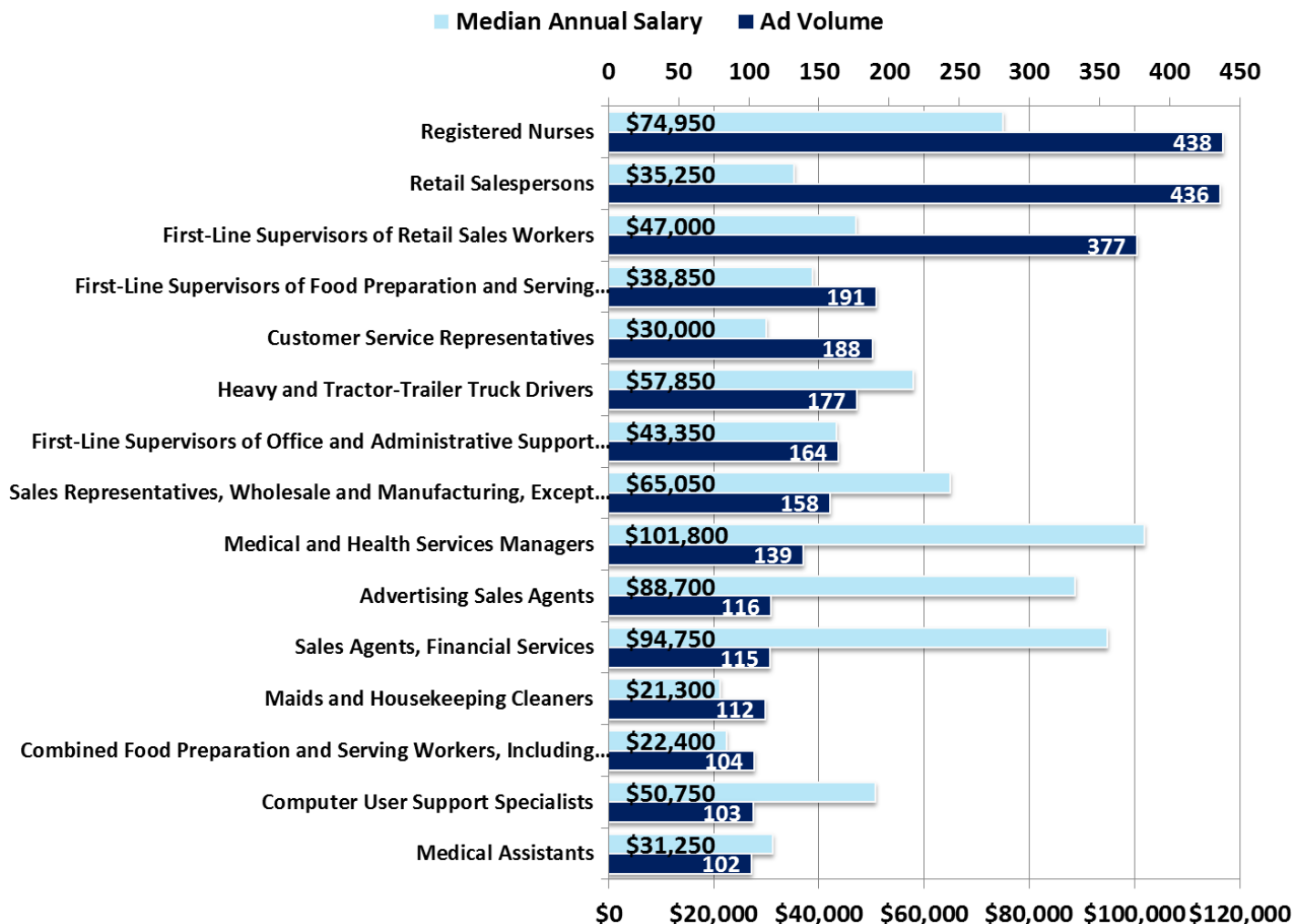
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TOP 15 JOB OPENINGS: Registered Nurses has the most available job openings with 438 positions, followed by Retail Salespersons and First Line Supervisors of Retail Sales Workers. Of the Top 15 Occupations, demand for Advertising Sales Agents, Medical Assistants, Registered Nurses, and Heavy and Tractor-Trailer Truck Drivers increased the most over the year. Retail Salespersons and First Line Supervisors of Retail Sales Workers experienced weaker job demand as compared to the previous year, yet still remain among the top 3 job openings.

Top employers hiring Registered Nurses today include Sutter Santa Rosa Regional Hospital, Sutter Health, Kaiser Permanente and State of California. In addition, JC Penney, Peet's Coffee and Tea, and Spencer's Gifts are the top employers hiring First Line Supervisors of Retail Sales Workers today while for Retail Salespersons it is AT&T, JC Penney, Target, Dick's Sporting Goods, and Kohl's. Top job openings in the upper middle to high income salary range (\$50K-\$100K) include Registered Nurses, Medical and Health Services Managers, Sales Representatives (Wholesale & Manufacturing Except Technical/Scientific Products), Sales Agents (Financial Services), Advertising Sales Agents, Computer User Support Specialists, and Heavy and Tractor-Trailer Truck Drivers. The highest paid top job opening is Medical and Health Services Managers with a Median Annual Salary of \$101,800.

TOP 15 JOB OPENINGS AND MEDIAN ANNUAL SALARIES



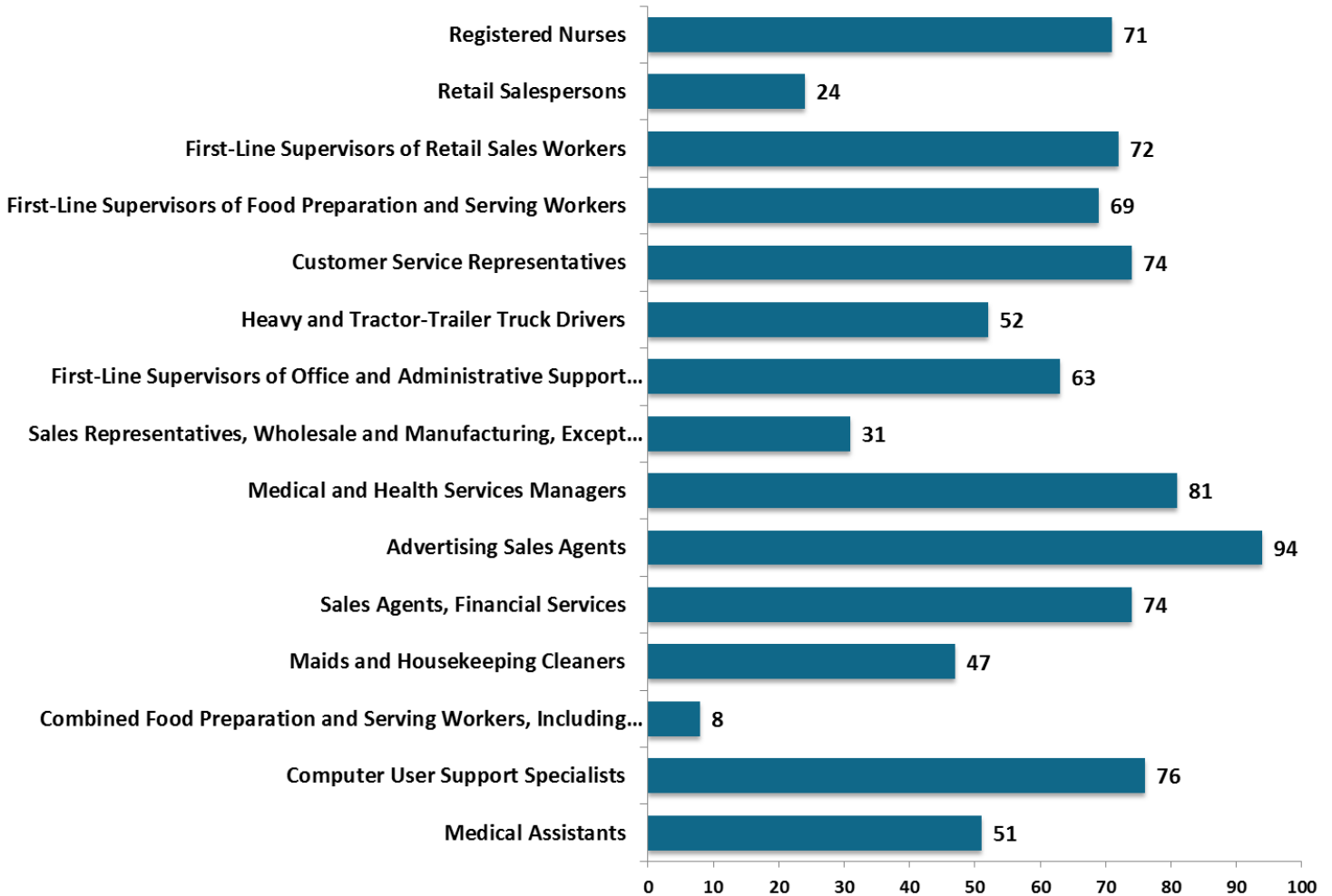
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TOP 15 JOB OPENINGS AND HIRING DIFFICULTY: Of the Top 15 job openings in Sonoma County, **Advertising Sales Agents**, **Medical and Health Services Managers**, and **Computer User Support Specialists** had the highest hiring difficulty in April 2016. Employers hiring **Advertising Sales Agents** include *Best Version Media*, *The Press Democrat*, and *Sentext Solutions*.

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. **Pediatrics** had the largest percentage increase from the prior year, followed by **Technical Support** and **Behavioral Health**.

TOP 10 SOFT SKILLS IN DEMAND: Top 10 soft skills demand has fallen from the prior year, which reflects increasing prioritization of hard skills over soft skills. **Oral and Written Communication**, **Integrity**, and **Marketing** skills were most sought after.

TOP 10 HARD SKILLS & SOFT SKILLS IN-DEMAND

Rank	Hard Skills	Ad Volume	Prior Year	Soft Skills	Ad Volume	Prior Year
1	Bilingual	367	-17.16%	Oral and written communication skills	2,326	-26.58%
2	Quality Assurance	290	-2.68%	Integrity	986	-17.35%
3	Bilingual Spanish	244	-7.58%	Marketing	920	-35.12%
4	Behavioral health	172	18.62%	Customer service oriented	886	-27.79%
5	Pediatrics	156	54.46%	Detail oriented	869	-33.00%
6	Food preparation	153	-18.18%	Team-oriented, teamwork	720	-29.48%
7	Technical support	107	21.59%	Microsoft Office	661	-38.85%
8	Geriatrics	98	11.36%	Creativity	626	-34.31%
9	Customer relationship management	97	11.49%	Problem solving	607	-37.68%
10	Quality control	96	-21.31%	Work independently	536	-30.48%

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 **Interventional Cardiologist**, with additional Healthcare related certifications **Certified Registered Nurse**, **Certification in Cardiopulmonary Resuscitation**, **Basic Life Support**, **First Aid** and **Advanced Cardiac Life Support** also in the Top 10 this April.

TOP 10 CERTIFICATIONS IN DEMAND

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,192	19.32%
2	Certified Registered Nurse	458	24.12%
3	Certification in Cardiopulmonary Resuscitation	343	72.36%
4	Basic Life Support	290	16.47%
5	Commercial Driver's License	194	46.97%
6	First Aid certification	184	4.55%
7	Advanced Cardiac Life Support	172	39.84%
8	Continuing Education	145	46.46%
9	HAZMAT	138	7.81%
10	Interventional cardiologist	127	122.81%

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TOP EMPLOYERS

	Top 20 Employers	Ad Volume
1	Santa Rosa City Schools	227
2	Kaiser Permanente	184
3	Sutter Health	160
4	St. Joseph Health System	151
5	Best Version Media	134
6	Brookdale	116
7	County Of Sonoma	115
8	State Of California	115
9	Keysight Technologies	113
10	Target Corporation	99
11	Perdue Farms, Inc.	98
12	Sutter Pacific Medical Foundation	88
13	Medtronic	80
14	Calix	76
15	Sutter Santa Rosa Regional Hospital	69
16	Santa Rosa Junior College	64
17	Sonoma State University	64
18	Whole Foods	62
19	Wells Fargo	62
20	Sears Holdings Corporation	62

CREATIVE INDUSTRIES SPOTLIGHT (May 1st 2015 – April 30th 2016)

There were **350 available job openings** in Sonoma County recorded in the Creative Industries sector¹ from **May 3rd 2015 – May 2nd 2016**, a 25% increase from the prior year. Majority of the job openings were for Santa Rosa at 35%, followed by Sebastopol, and Petaluma. Sonoma County has a diversified creative sector, not just made up of the **Arts, Entertainment, and Recreation** industries, but also the **Information, Manufacturing, Professional, Scientific, and Technical Services**, and **Wholesale Trade** industries. **Newspaper and Book Publishers, Commercial Printing** (except Screen and Books), **Software Publishers, Cable and Other Subscription Programming, Motion Picture and Video Production, Architectural Services, Libraries and Archives**, and **Independent Artists, Writers and Performers** in particular were the top contributing industries to job openings in the past year.

Besides enhancing the quality of life, promoting the health and well-being of residents, and adding to a vibrant culture, the creative enterprise supports the growth of many other industries in the local economy with their creative needs. Today, the creative class is vital to all kinds of organizations as they serve across a variety of functions from Sales/Business Development, Medical/Health, Administration/Clerical, Creative/Talent, Information Technology, to Marketing/Public Relations. The

¹ Creative Industries as defined by “2015 Otis Report on the Creative Economy of the Los Angeles Region”, LAEDC, 2015.

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sector's interdisciplinary and diverse make up is further evident in the most advertised occupations – **Marketing Managers, Customer Service Representatives, Retail Salespersons, Editors, Recreational Therapists, Computer User Support Specialists, Social and Human Service Assistants, First Line Supervisors of Office and Administrative Support Workers, Web Developers, and Advertising Sales Agents.**

As such, employers in the Creative sector increasingly look for candidates with **Oral and Written Communication, Project Management, or Problem Solving** soft skills, have **Creativity**, are **Detail Oriented**, or have experience with **Marketing, Customer Service**, or even **Sales**. In addition, there is strong demand for the following hard skills – **Adobe Photoshop / InDesign, Customer Relationship Management**, especially on the **Salesforce SFDC** platform, **Quality Assurance, Online Advertising, Bilingualism, User Experience Design**, and web design and development related tools **Cascading Style Sheets (CSS)** and **Hypertext Markup Language (HTML)**. The annual median salary advertised online for the Creative Industries in Sonoma County is **\$55,300**, around 8.1% lower than the \$60,200 median salary for all industries. The Creative Industries also experience a moderate **hiring difficulty of 56** (1 = easiest to hire, 100 = hardest to hire), compared to 51 for all industries.

Top Creative Industries Employers by Ad Volume

	Top Employers
1	State of California
2	The Press Democrat
3	O'Reilly Media Inc.
4	Comcast Corporation
5	NCR Corporation
6	DELL
7	Vode Lighting LLC
8	TWiT LLC
9	Sonoma County Library
10	PM Design Group Inc.

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