



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.

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## HIGHLIGHTS

- Over 9,000 available job openings in June 2016, an increase of 883 postings compared to the same period last year.
- Agriculture, Forestry, Fishing and Hunting was the fastest growing industry for the June reporting period. Growing by 183.8% in the past year to 105 available jobs, one third of new job postings occurred in the month of June.
- Santa Rosa had 189 new job postings since June 2015, as it continues to have the most job postings of any Sonoma County city.

## MONTHLY TRENDS

June 2016 saw 9,037 available job openings, of which 31% were new postings. The local unemployment rate dropped to 3.5% in May 2016, the lowest it has been for the 2016 year, according to BLS. Along with recent job growth, wages have been rising according to the BLS. Average weekly wages in Sonoma County increased 10% from Q4 2014 to Q4 2015, outpacing U.S. (4.4%) and California (5.4%), ranking Sonoma County number 2 among the 343 largest counties nationwide.

## TOP 20 EMPLOYERS

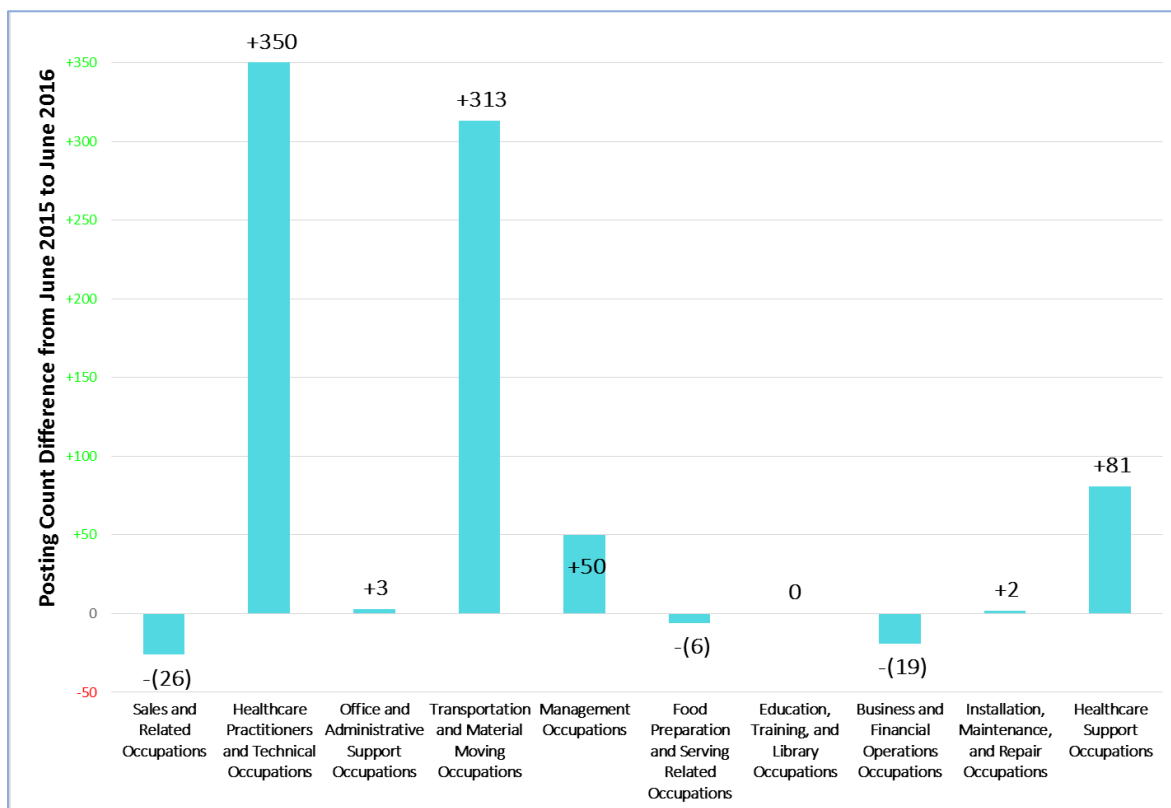
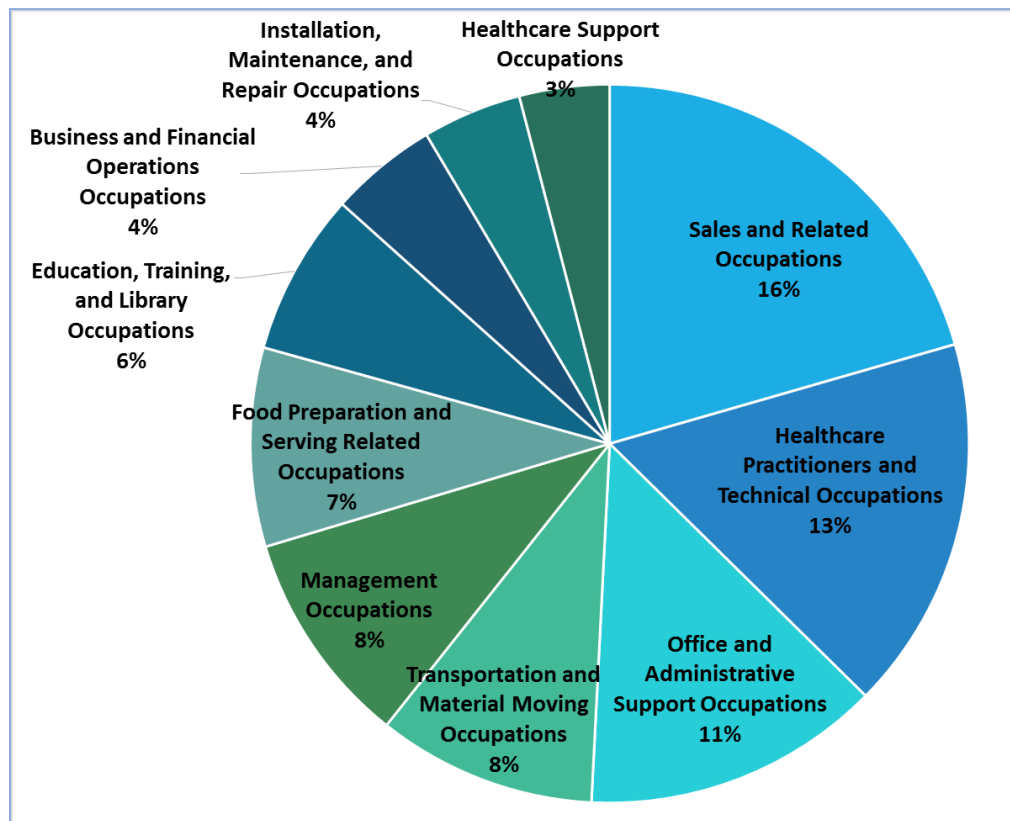
	Top 20 Employers	Ad Volume
1	Santa Rosa City Schools	204
2	St. Joseph Health System	204
3	State Of California	197
4	Kaiser Permanente	180
5	Best Version Media	154
6	Sutter Health	146
7	Brookdale	132
8	County Of Sonoma	121
9	Santa Rosa Junior College	106
10	Wells Fargo	88

	Top 20 Employers, cont.	Ad Volume
11	Medtronic	75
12	Sutter Pacific Medical Foundation	72
13	Sutter Santa Rosa Regional Hospital	71
14	Petaluma City Schools	63
15	Perdue Farms, Inc.	62
16	Marriott	58
17	Whole Foods	56
18	Calix	50
19	Sears Holdings Corporation	50
20	Taco Bell	49

## TOP OCCUPATIONAL GROUPS

The top occupational group is **Sales and Related Occupations** with 1,444 jobs representing 16% of all available jobs. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,184 available jobs, and **Office and Administrative Support Occupations** with 944 available jobs, accounting for 13% and 11% of all available jobs respectively. **Transportation and Material Moving** and **Farming, Fishing, and Forestry Occupations** saw the greatest growth over the past year by 82.4% (313 jobs) and 56.4% (22 jobs) additional jobs.

## TOP 10 OCCUPATIONAL GROUPS



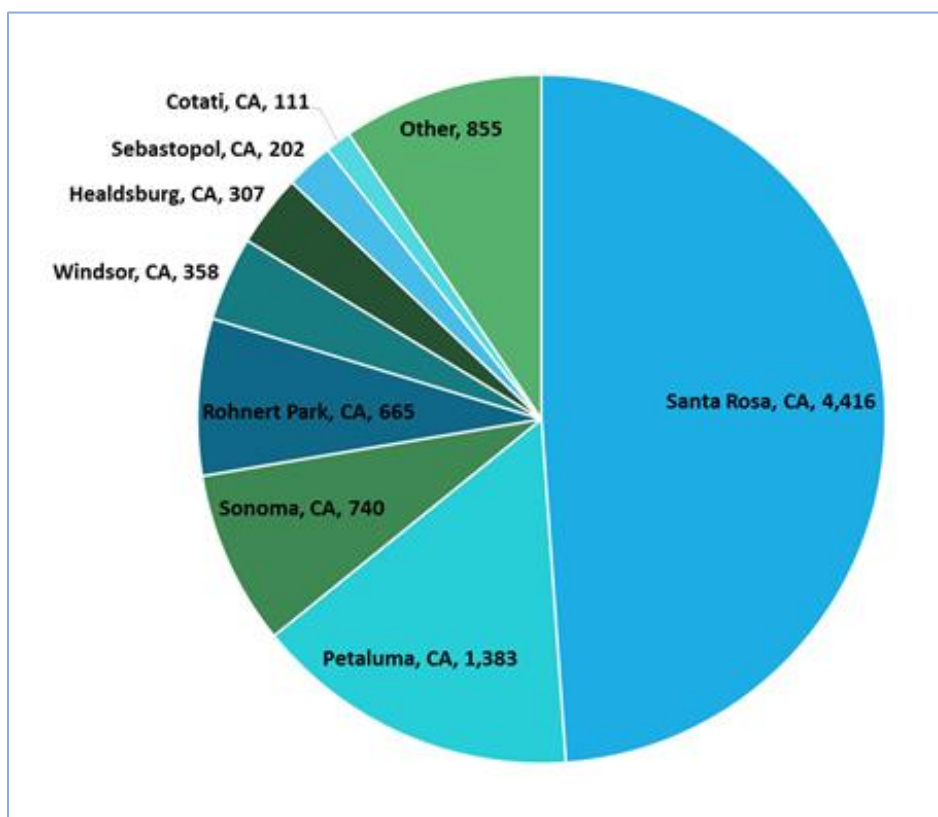
## TOP 15 JOB OPENINGS

**Registered Nurses** has the most available job openings with 417 positions, followed by **Heavy and Tractor-Trailer Truck Drivers** and **Retail Salespersons**. Of the Top 15 Occupations, demand for **Advertising Sales Agents**, **Heavy and Tractor-Trailer Truck Drivers**, **Teaching Assistants**, and **Marketing Managers** increased the most over the year. **Retail Salespersons**, **First Line Supervisors of Retail Sales Workers**, and **First-Line Supervisors of Food Preparation and Serving Workers** experienced weaker job demand as compared to the previous year, yet still remain among the top 5 job openings.

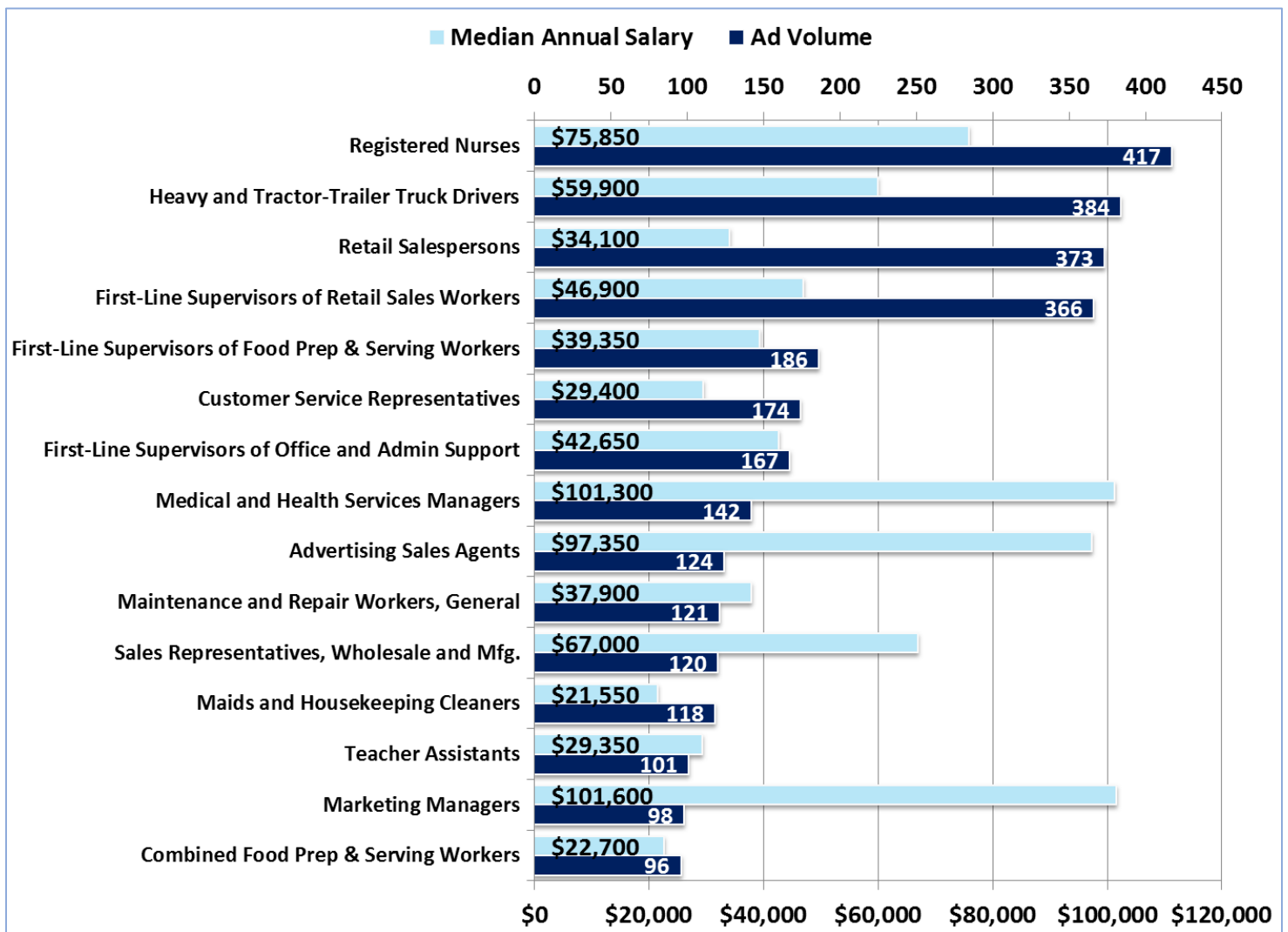
Top employers hiring **Registered Nurses** today include *St. Joseph Health System*, *Sutter Santa Rosa Regional Hospital*, *Kaiser Permanente*, and *Sutter Health*. In addition, *SunRun*, *Peet's Coffee and Tea*, and *Shell* are the top employers hiring **First Line Supervisors of Retail Sales Workers** today while for **Retail Salespersons** it is *Kohl's Corporation*, *AT&T*, and *Dick's Sporting Goods*.

Top job openings in the upper middle to high income salary range (\$50K-\$100K) include **Heavy and Tractor-Trailer Truck Drivers**, **Registered Nurses**, **First Line Supervisors of Retail Sales Workers**, **Advertising Sales Agents**, **Sales Representatives (Wholesale and Manufacturing, Except Technical and Scientific Products)**, **Elementary School Teachers (Except Special Education)**, **Physical Therapists**, **Secondary School Teachers (Except Special and Career/Technical Education)**, **Medical and Health Services Managers**, and **Loan Officers**.

## JOB OPENINGS | LOCATIONS

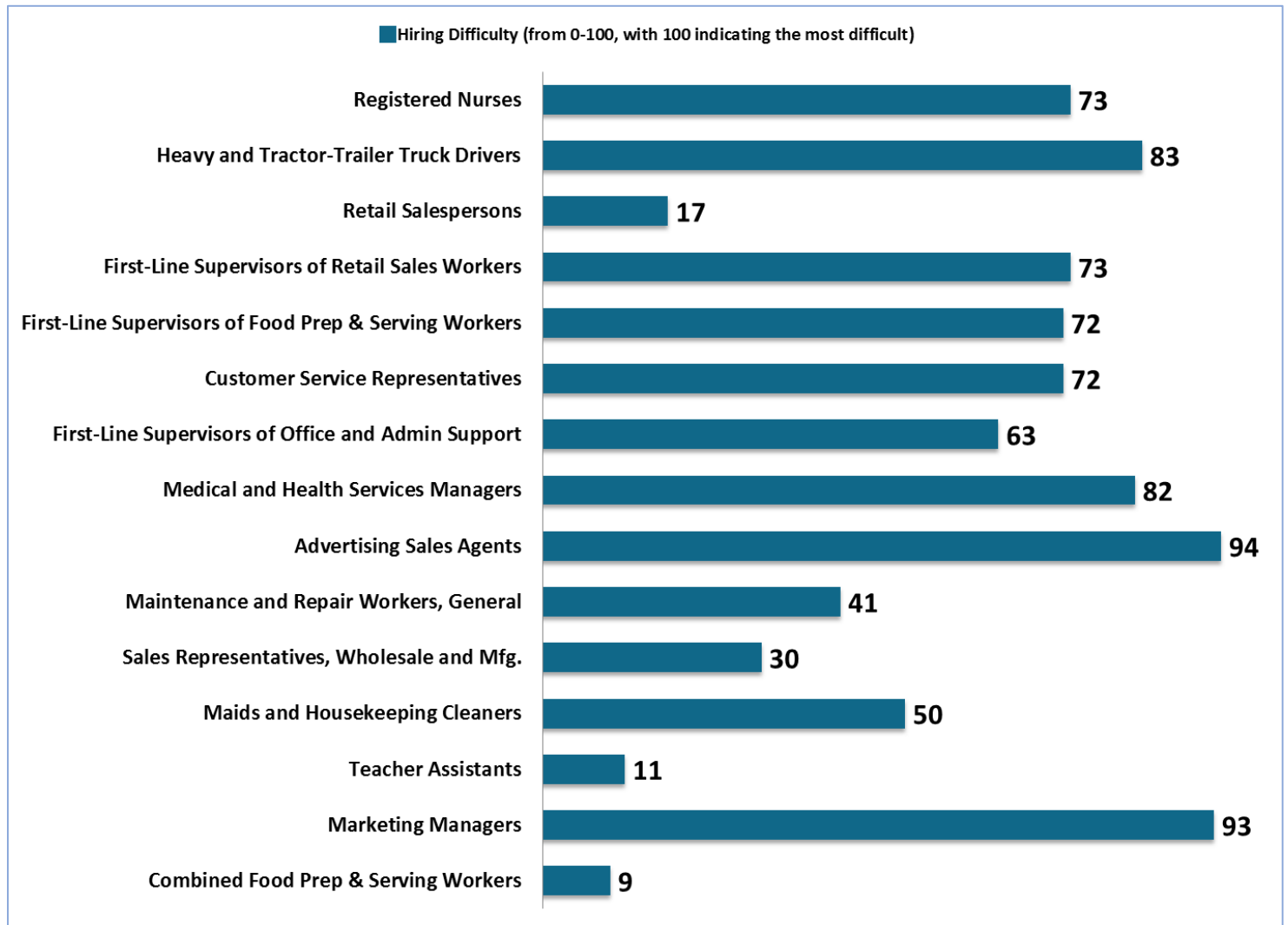


TOP 15 JOB OPENINGS | MEDIAN ANNUAL SALARIES



## TOP 15 JOB OPENINGS | HIRING DIFFICULTY

Of the Top 15 job openings in Sonoma County, **Advertising Sales Agents, Marketing Managers, and Heavy and Tractor-Trailer Truck Drivers** had the highest hiring difficulty in June 2016. Employers hiring **Advertising Sales Agents** include *Best Version Media, Sentext Solutions, and Comcast Corporation*.



## TOP 10 HARD SKILLS &amp; SOFT SKILLS IN-DEMAND

**Bilingualism** continues to dominate the Top 10 Hard Skills. **Pediatrics** had the largest percentage increase from the prior year (54.5%), followed by **Preventative Maintenance Inspections** (21.6%) and **Behavioral Health** (18.6%).

Demand for all top 10 soft skills has fallen from the prior year by an average of 31.1%, which reflects increasing prioritization of hard skills over soft skills. **Oral and Written Communication**, **Integrity**, and **Customer Service Oriented** skills were most sought after.

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Bilingual	358	-17.16%	1	Oral and Written Communication Skills	2,158	-26.58%
2	Quality Assurance	250	-2.68%	2	Integrity	857	-17.35%
3	Bilingual Spanish	234	-7.58%	3	Customer Service Oriented	828	-35.12%
4	Behavioral Health	221	18.62%	4	Detail Oriented	823	-27.79%
5	Experience w/ Pediatrics	144	54.46%	5	Marketing	769	-33.00%
6	Food preparation	127	-18.18%	6	Microsoft Office	627	-29.48%
7	Preventative Maintenance Inspections	109	21.59%	7	Team-oriented, Teamwork	526	-38.85%
8	Quality Control	99	11.36%	8	Problem Solving	482	-34.31%
9	Customer Relationship Management	99	11.49%	9	Creativity	468	-37.68%
10	Experience w/ Geriatrics	84	-21.31%	10	Work Independently	466	-30.48%

## TOP 10 CERTIFICATIONS IN DEMAND

**Driver's License** continues to be the most wanted certification in Sonoma County by more than double the ad volume compared to the next closest certification. All of the top 10 certifications grew in ad volume compared to the previous year. The biggest increase has been in **Interventional Cardiologist** (122.8%), with a majority of the certifications belonging to the Healthcare industry: **Certified Registered Nurse**, **Certification in Cardiopulmonary Resuscitation**, **Basic Life Support**, **First Aid**, **Advanced Cardiac Life Support**, and **Interventional Cardiologist**.

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

### INDUSTRY SPOTLIGHT | HEALTHCARE

June 2015 – June 2016

There were **3,172 available job openings** in Sonoma County recorded in the Healthcare and Social Assistance industry from **July 1 2015 – June 30 2016**, a 64% increase from the prior year. The majority of the job openings were for Santa Rosa at 66%, followed by Petaluma and Sonoma. With broader insurance coverage and a larger proportion of Sonoma County's overall population becoming seniors, an uptick has been seen in employment in hospitals since mid-2014 and such growth will continue in the future as the population continues to age. According to the 2015 Health Care Industry Insider Report<sup>1</sup>, the implementation of the Affordable Care Act will continue to be the main driver for hiring in the healthcare industry.

Sonoma County Healthcare providers are and will continue to benefit from the growing senior population. With the growth of inpatient and outpatient services in recent years, there has been an increase in hiring of the industry's most needed occupations. The industry's most advertised occupation is **Register Nurses** with 25% of the available job postings followed by **Medical and Health Services Managers** with 7% and **Medical Assistants** with 5%.

Employers in the Health and Social Assistance sector increasingly look for candidates with the following soft skills: **Oral and Written Communication, Microsoft Office, Problem Solving, Detail Oriented** and **Customer Service Oriented**. In addition, there is strong demand for the following hard skills: **Behavioral Health, Pediatrics, Quality Assurance, Bilingualism, Geriatrics, Medical Billing, and Crisis Intervention Techniques**. The annual median salary advertised online for the Health Care Industry in Sonoma County is **\$69,200**, around 17% higher than the \$59,400 median salary for all industries. The Health Care Industry also experiences a moderate **hiring difficulty of 55** (1 = easiest to hire, 100 = hardest to hire), the same score when compared to all industries.

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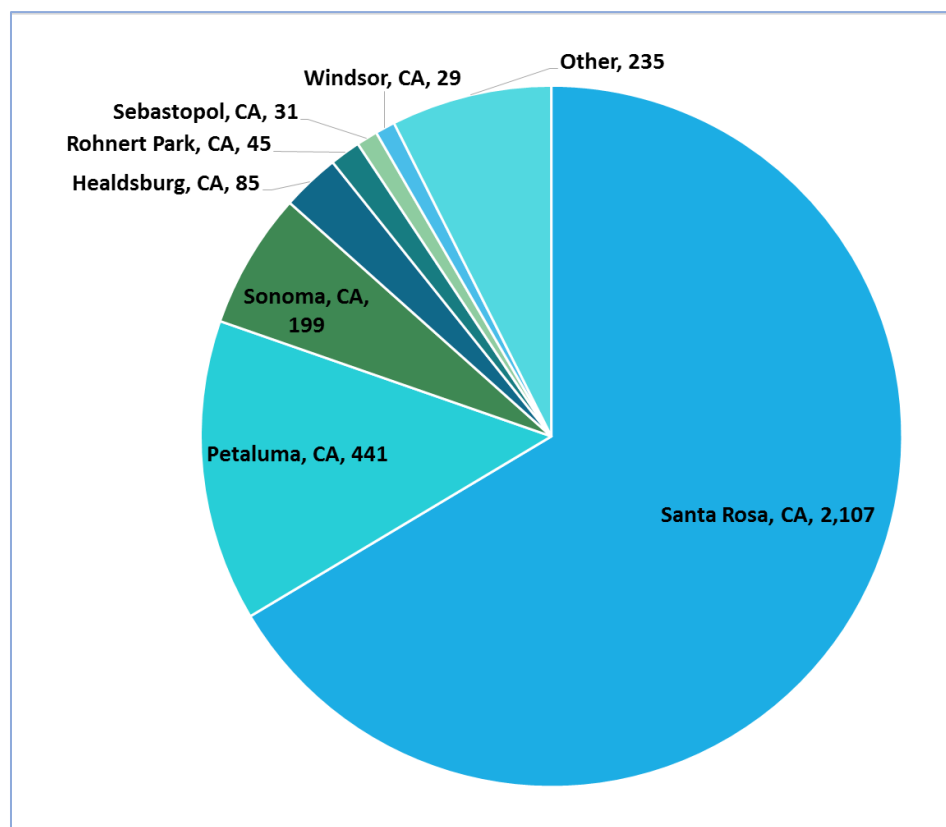
<sup>1</sup> Sonoma County Economic Development Board. "Industry Sector Report – Health Care Industry Insider 2015". <[http://edb.sonoma-county.org/documents/2015/Healthcare\\_2015\\_Final\\_ADA\\_comp.pdf](http://edb.sonoma-county.org/documents/2015/Healthcare_2015_Final_ADA_comp.pdf)> (28 June 2016).



#### HEALTHCARE INDUSTRY EMPLOYERS BY TOTAL AD VOLUME

	Top 20 Employers	Ad Volume		Top 20 Employers, cont.	Ad Volume
1	Kaiser Permanente	689	11	Satellite Healthcare	34
2	Sutter Health	551	12	Western Dental	34
3	St. Joseph Health System	459	13	Episcopal Homes Foundation	29
4	State of California	349	14	Gentiva Health Services	26
5	Golden Living Centers	118	15	U.S. Department of Health & Human Services	24
6	Petaluma Health Center	76	16	Catholic Charities	23
7	Sunrise Senior Living, Inc.	50	17	Direct Flow Medical, Inc.	23
8	Avalon Health Care Group	47	18	24 Hour Fitness	21
9	Quest Diagnostics	36	19	Valley Health System	20
10	La Petite Academy	34	20	REACH Air Medical Services	20

#### HEALTHCARE INDUSTRY JOB OPENINGS | LOCATIONS



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## PRESENTING LEVEL



## FOUNDATION LEVEL



## PREMIER LEVEL



## EXECUTIVE LEVEL

American AgCredit  
American River Bank  
City of Santa Rosa  
Comcast  
George Petersen Insurance  
Keegan & Coppin Co.

Midstate Construction  
NorBAR  
Sonoma County Alliance  
Summit State Bank  
Vantreo Insurance  
Zainer Rinehart Clarke

## MEDIA LEVEL



Sonoma County Board of Supervisors