



The Sonoma County Economic Development Board prepares the *Sonoma County Job Market Tracker* Monthly Report to provide an overview analyzing *historical job data* and *real-time online job posting data* to offer insights into current workforce demands of the local economy.

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Disclaimer: Data used to inform the development of this report was collected on 8/2/16. Data may not be a comprehensive set of all online job postings because of continued data processing by data provider, CEB TalentNeuron™. The EDB is confident of the accuracy of the data at the time it was collected.

HIGHLIGHTS

- Over 9,000 job postings were advertised in July 2016, an increase of 759 postings compared to the same period last year.
- With 836 postings, the Retail Trade industry had the most job postings in the July reporting period.
- Santa Rosa had 215 new job postings since July 2015, as it continues to have the most job postings of any Sonoma County city.

MONTHLY TRENDS

July 2016 saw 9,136 job postings, of which 31% were new postings. The county unemployment rate remained stable at 4.2% in June and July 2016 after hitting a 15-year low of 3.4% in May 2016. Along with steady 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 second among the 343 largest counties nationwide.¹

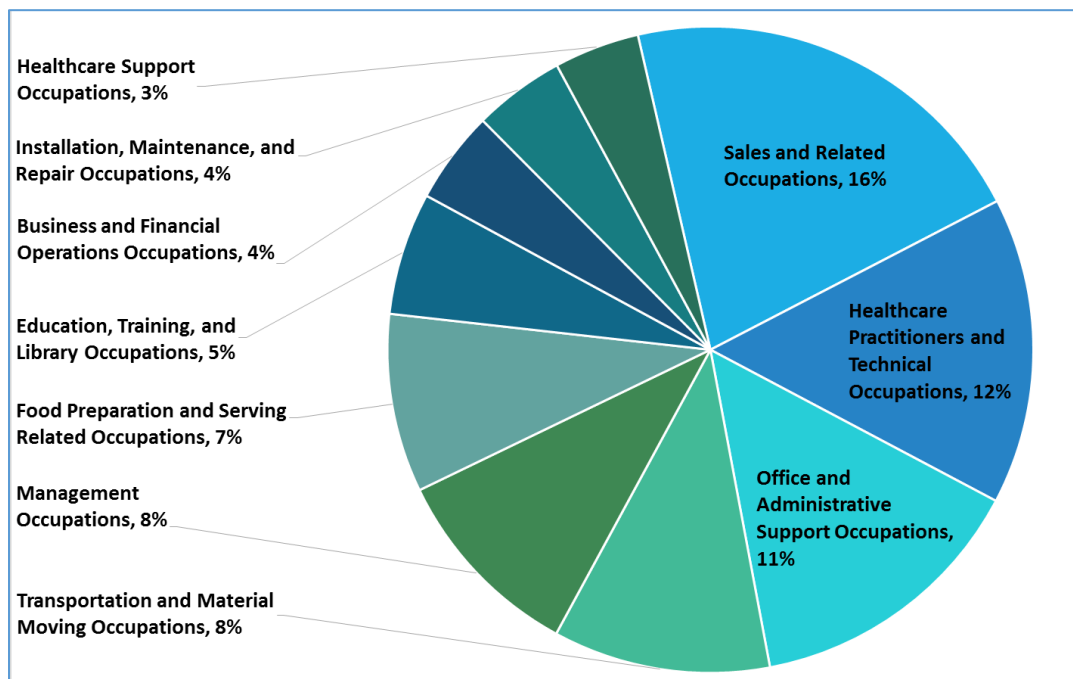
LOCAL EMPLOYERS – Top 20 by job posting volume from July 1-31, 2016

Rank	Employers	Ad Volume	Rank	Employers, cont.	Ad Volume
1	Kaiser Permanente	169	11	Best Version Media	104
2	Santa Rosa City Schools	164	12	Wells Fargo	99
3	St. Joseph Health System	157	13	Sutter Santa Rosa Regional Hospital	96
4	Sutter Health	150	14	Conquest Solutions Group	71
5	Target Corporation	145	15	Calix	65
6	Sutter Pacific Medical Foundation	134	16	Perdue Farms, Inc.	62
7	Brookdale	132	17	Medtronic	60
8	State Of California	130	18	Taco Bell	60
9	County Of Sonoma	125	19	Marriott	60
10	Santa Rosa Junior College	106	20	Wyndham Worldwide	59

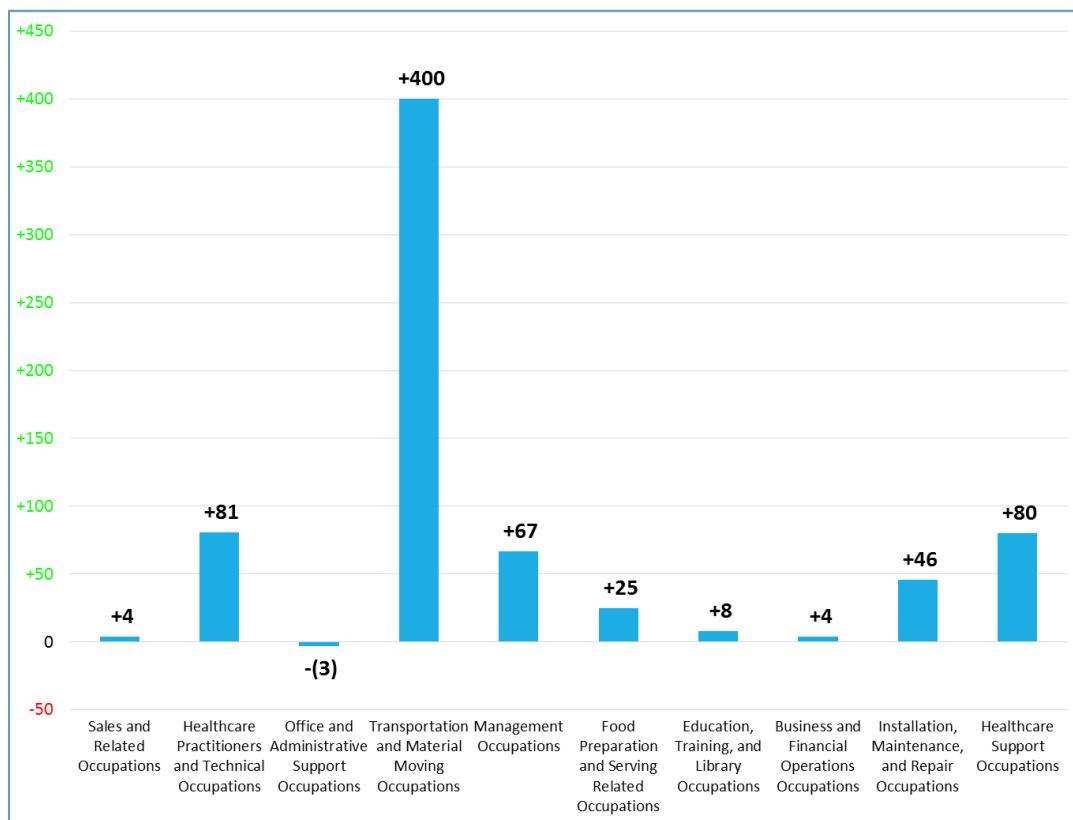
OCCUPATIONAL GROUPS

The top occupational group is **Sales and Related Occupations** with 1,494 jobs representing 16% of all job postings in July 2016. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,092 postings, and **Office and Administrative Support Occupations** with 1,017 postings, accounting for 12% and 11% of all postings respectively. **Transportation and Material Moving** and **Building and Grounds Cleaning and Maintenance Occupations** saw the greatest growth over the past year by 106.95% (400 jobs) and 41.92% (70 jobs) additional job postings.

Occupational Groups – Top 10 by job posting volume percentage from July 1-31, 2016



Occupational Groups – Top 10 by job posting volume difference from July 2015 to July 2016



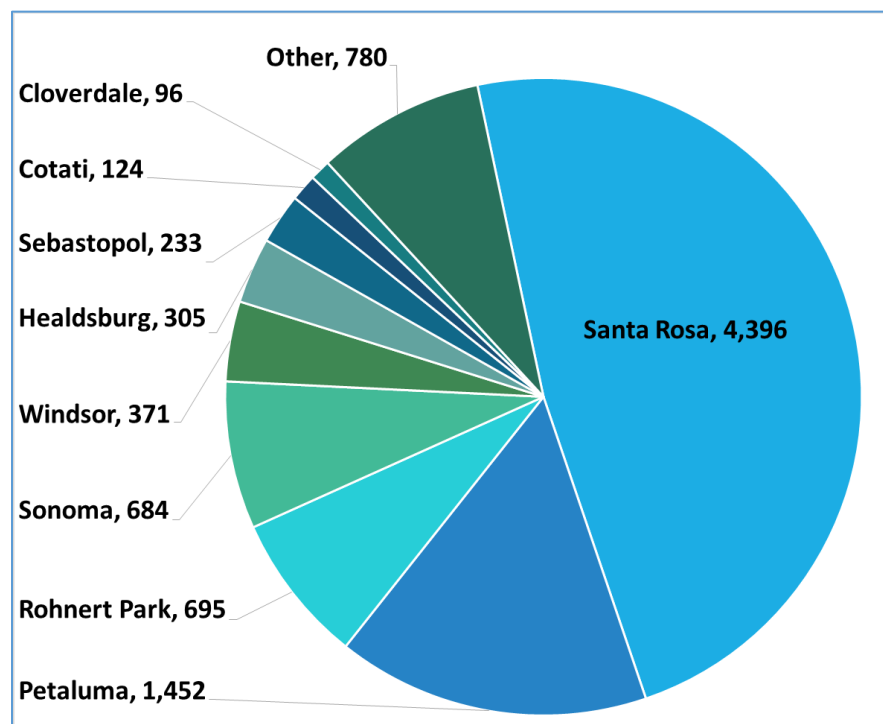
OCCUPATIONS

Heavy and Tractor-Trailer Truck Drivers had the most job postings in July 2016 with 417 positions, followed by **Registered Nurses** and **First-Line Supervisors of Retail Sales Workers**. Of the Top 15 Occupations, demand for **Heavy and Tractor-Trailer Truck Drivers**, **Marketing Managers**, **Maids and Housekeeping Cleaners**, and **Financial Services Sales Agents** increased the most over the year. **Retail Salespersons**, **Registered Nurses**, and **First-Line Supervisors of Retail Sales Workers** experienced weaker job demand as compared to the previous year, yet still remain among the top 5 job postings.

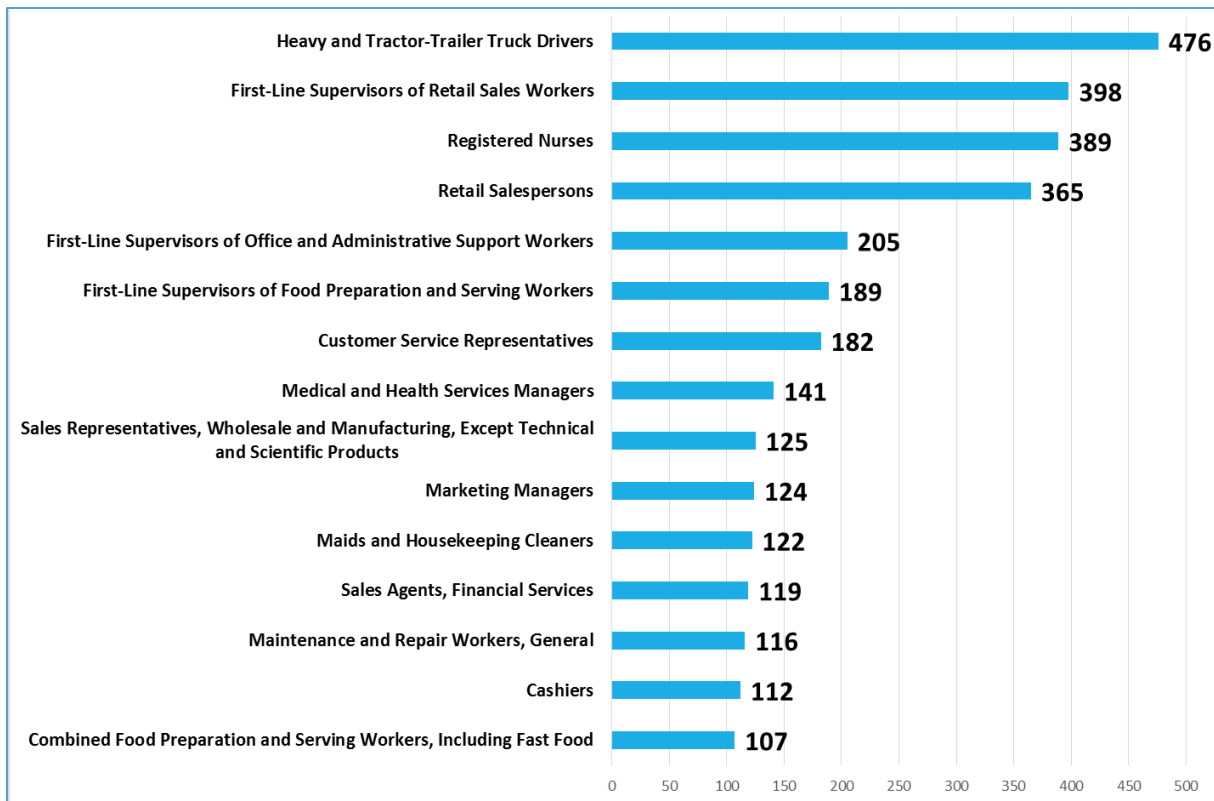
Top employers hiring **Heavy and Tractor-Trailer Truck Drivers** today include *SAIA*, *Mendocino Forest Products*, *Werner Enterprises*, and *Transco Lines*. In addition, *St. Joseph Health System*, *Sutter Santa Rosa Regional Hospital*, *Kaiser Permanente*, and *Sutter Health* are the top employers hiring **Registered Nurses** and for **First-Line Supervisors of Retail Sales Workers** it is *GameStop*, *Chico's*, *Peet's Coffee and Tea*, and *Target Corporation*.

Top job openings in the upper middle to high income salary range (\$50K-\$100K) include **Medical and Health Services Managers**, **Marketing Managers**, **Sales Agents**, **Financial Services**, **Registered Nurses**, **Sales Representatives**, **Wholesale and Manufacturing, Except Technical and Scientific Products**, and **Heavy and Tractor-Trailer Truck Drivers**.

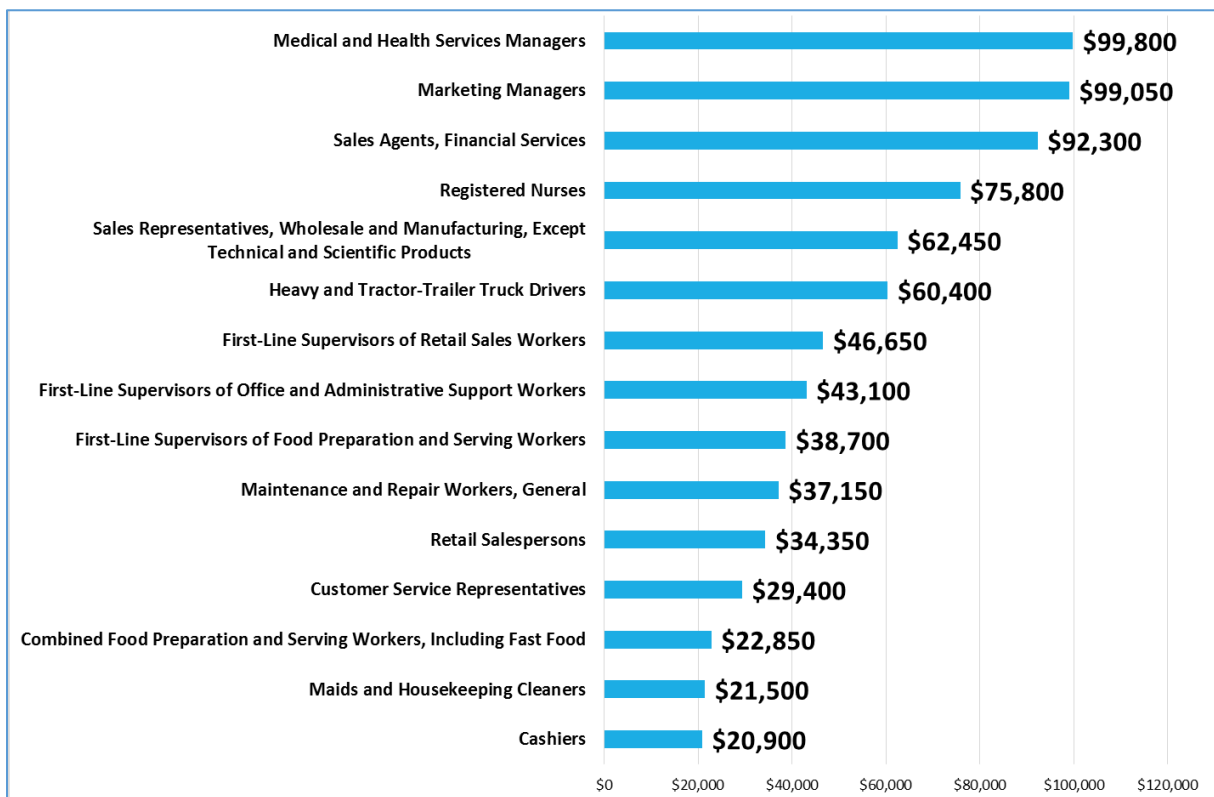
Occupations – Cities by job posting volume from July 1-31, 2016



Occupations – Top 15 job postings by job posting volume from July 1-31, 2016



Occupations – Top 15 job postings by median salary from July 1-31, 2016

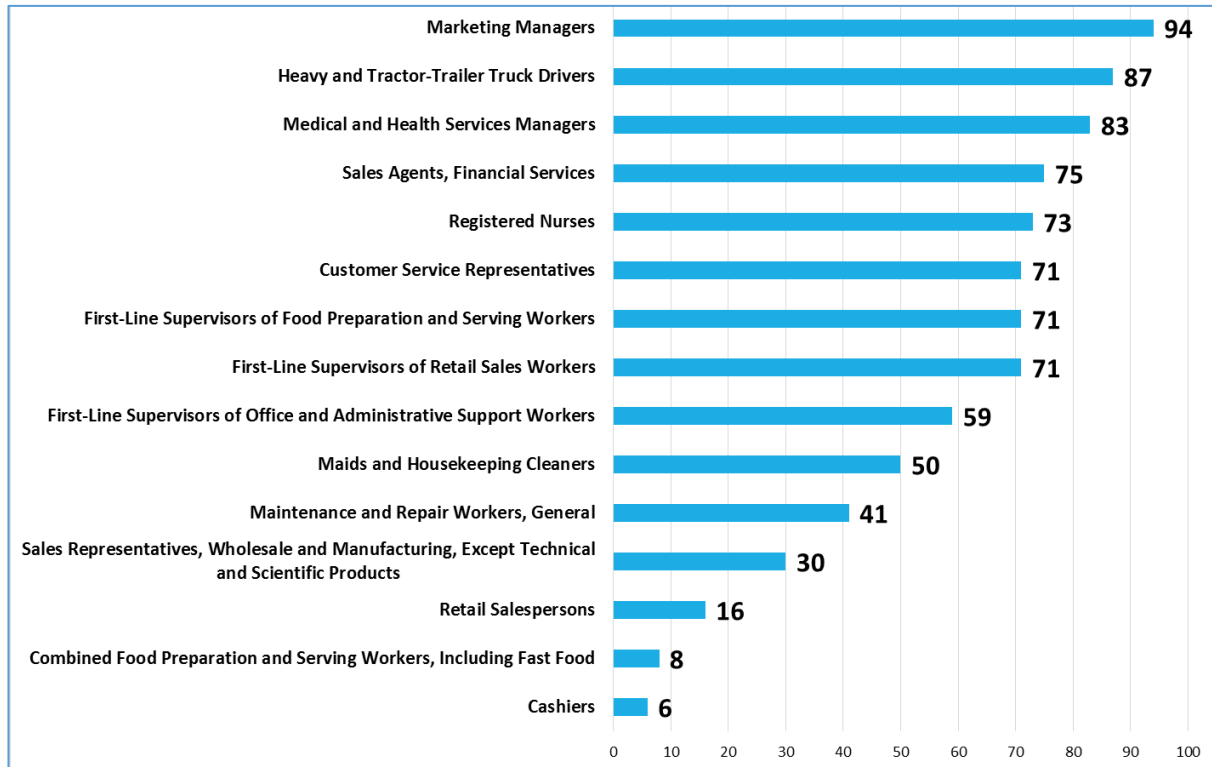


Occupations – Top 15 job postings by hiring difficulty from July 1-31, 2016

Measured from 0-100, with 100 indicating the most difficult

Of the Top 15 job openings in Sonoma County, **Marketing Managers**, **Heavy and Tractor-Trailer Truck Drivers**, and **Medical and Health Services Managers** had the highest hiring difficulty in July 2016.

Employers hiring **Marketing Managers** include *Athleta*, *Best Version Media*, *Gap Inc.*, and *Kendall Jackson*.



HARD SKILLS, SOFT SKILLS & CERTIFICATIONS

Bilingualism continues to be the number one listed hard skill while experience with **Pediatrics** had the largest percentage increase from the prior year (57.01%).

Demand for all soft skills has fallen from the prior year by an average of 5.15%, which may reflect increasing prioritization of hard skills over soft skills. **Oral and Written Communication**, **Customer Service Oriented**, and **Detail Oriented** were most sought after soft skills.

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. Seven of the top 10 certifications grew in ad volume compared to the previous year. The biggest increase has been in **Commercial Driver's License** (166.20%), followed by **Interventional Cardiologist** (114.52%), **Hazmat** (51.43%), and **Cardiopulmonary Resuscitation** (25.19%).

Hard and Soft Skills – Top 10 by job posting volume from July 1-31, 2016

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Bilingual	342	-24.34%	1	Oral and written communication skills	2,232	-29.86%
2	Quality Assurance	263	-0.75%	2	Customer service oriented	973	-21.09%
3	Bilingual Spanish	197	-19.59%	3	Detail oriented	909	-28.59%
4	Behavioral health	172	-44.16%	4	Integrity	902	-25.02%
5	Experience w/ Pediatrics	168	+57.01%	5	Marketing	822	-49.94%
6	Food preparation	150	-12.28%	6	Microsoft Office	663	-42.80%
7	Preventative maintenance inspections	120	+31.87%	7	Work independently	530	-38.23%
8	Geriatrics	100	-8.26%	8	Problem solving	528	-46.29%
9	Technical support	98	-2.97%	9	Team-oriented, teamwork	499	-59.82%
10	Quality control	90	-28.00%	10	Creativity	498	-52.57%

Certifications – Top 10 by job posting volume from July 1-31, 2016

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,118	+10.37%
2	Certified Registered Nurse	430	-6.32%
3	Commercial Driver's License	378	+166.20%
4	Certification in Cardiopulmonary Resuscitation	338	+25.19%
5	Basic Life Support	285	-20.39%
6	Hazmat	212	+51.43%
7	First Aid certification	186	+2.20%
8	Advanced Cardiac Life Support	171	+23.02%
9	Continuing Education	159	-13.11%
10	Interventional Cardiologist	133	+114.52%

INDUSTRY SPOTLIGHT - Education

August 1, 2015 – July 31, 2016

There were **932 job postings** for Sonoma County recorded in the Education Industry from **August 1, 2015 to July 31, 2016**, a decrease of 33.52% from the previous year. The majority of job postings were for positions located in Santa Rosa (62.98%), followed by Petaluma (11.16%), and Rohnert Park (5.47%).

The industry's most advertised occupation is **Teaching Assistants** representing 12.23% of the available job postings followed by **Elementary School Teachers (Except Special Education)** representing 6.97%, and **Secondary School Teachers (Except Special and Career/Technical Education)** representing 5.79%.

Employers in the Education Industry increasingly look for candidates with the following soft skills: **Oral and Written Communication Skills, Strategic Planning, Marketing, Work Independently, and Customer Service Oriented**. In addition, there is strong demand for the following hard skills: **Bilingual, Recruitment Advertising, Productivity Software, Academic Affairs, and Adobe InDesign**. The annual median salary from online job postings for the Education Industry in Sonoma County is **\$52,350**, 6.02% less than the \$55,500 median salary for all industries. The Education Industry experienced a moderate **hiring difficulty of 46** (1 = easiest to hire, 100 = hardest to hire) from August 1, 2015 to July 31, 2016.

Disclaimer: Data used to inform the development of the 'Industry Spotlight –Education' was collected by data provider CEB TalentNeuron™ from national online public job postings. While the data may not accurately reflect all education jobs available in Sonoma County, CEB TalentNeuron™ cannot access any non-publicly posted jobs for additional data.

Education Industry – Top 10 hard & soft skills by job posting volume from August 1, 2015 to July 31, 2016

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Bilingual	104	-32.47%	1	Oral and Written Communication Skills	170	-24.11%
2	Bilingual Spanish	103	-34.81%	2	Strategic Planning	132	+153.85%
3	Recruitment Advertising	44	+25.71%	3	Marketing	72	-15.29%
4	Productivity Software	24	+166.67%	4	Work Independently	70	-10.26%
5	Academic Affairs	11	+37.50%	5	Customer Service Oriented	69	+15.00%
6	Adobe InDesign	10	+66.67%	6	Creativity	62	-8.82%
7	Data Processing	10	+25.00%	7	Coaching	52	-22.39%
8	Adobe Dreamweaver	9	+50.00%	8	Problem Solving	49	-18.33%
9	Technical Support	9	-10.00%	9	Integrity	49	-28.99%
10	Cell biology	9	+350.00%	10	Strong Leadership Skills	48	-34.25%

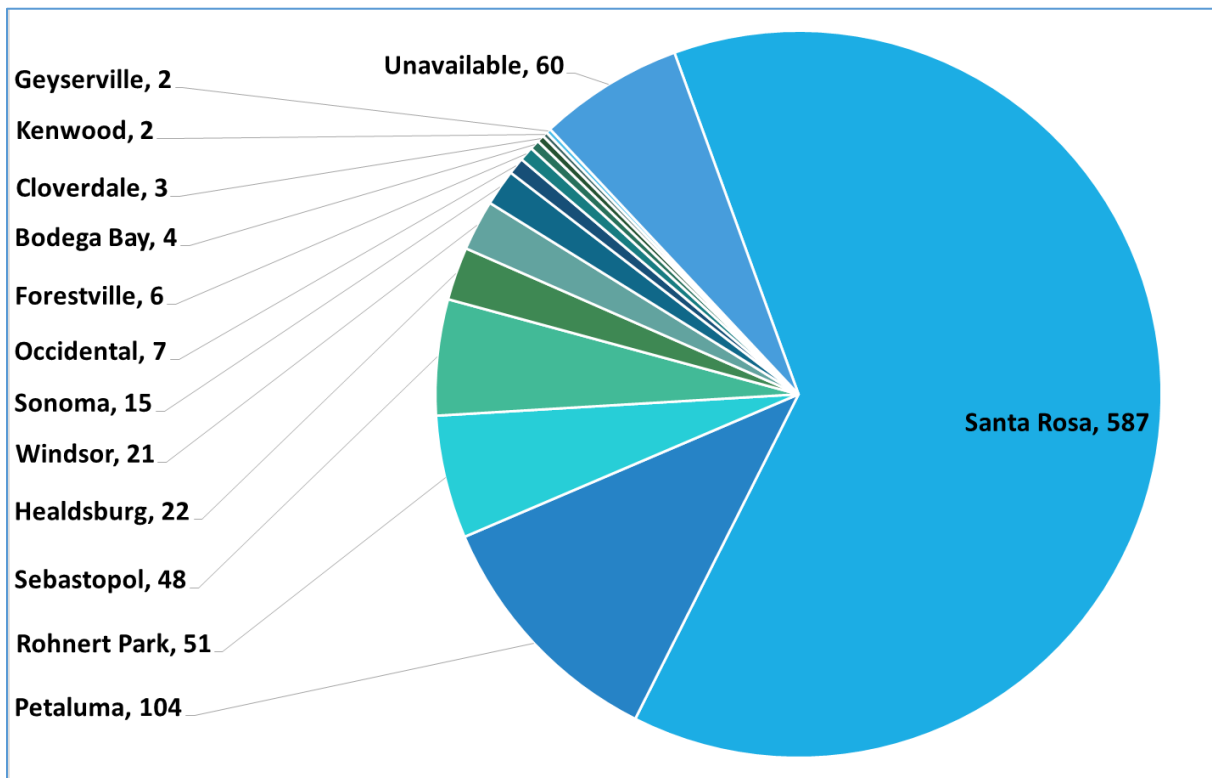
Education Industry – Top 10 certifications by job posting volume from August 1, 2015 to July 31, 2016

Rank	Certifications	Ad Volume	Prior Year
1	First Aid certification	127	+3.25%
2	No Child Left Behind Certification	97	-34.46%
3	Driver's License	95	+2.15%
4	Special Education	73	-27.00%
5	California Basic Educational Skills Test	66	-53.85%
6	Fingerprint Clearance card	63	-51.54%
7	Cross-cultural Language and Academic Development	51	-65.77%
8	BCLAD	29	-64.20%
9	Early Childhood Education	19	+5.56%
10	Hazmat	19	+5.56%

Education Industry – Top 20 employers by job posting volume from August 1, 2015 to July 31, 2016

Rank	Top 20 Employers	Ad Volume	Rank	Top 20 Employers, cont.	Ad Volume
1	Santa Rosa City Schools	280	11	Hanna Boys Center	13
2	Santa Rosa Junior College	254	12	Cotati-Rohnert Park Unified	13
3	Petaluma City Schools	61	13	St. Vincent de Paul	11
4	Sonoma State University	37	14	Sonoma Country Day School	11
5	Rincon Valley Union Elementary	27	15	Twin Hills Union School District	9
6	Oak Grove Union School District	27	16	Stony Point Academy	9
7	West Sonoma County Union High	23	17	Piner-Olivet Union Elementary	8
8	Healdsburg Unified	16	18	Harmony Union Elementary	7
9	Windsor Unified	14	19	Forestville Union Elementary	6
10	Bellevue Union Elementary	14	20	River Montessori Charter School	6

Education Industry – Job postings by city from August 1, 2015 to July 31, 2016



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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