



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

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## TABLE OF CONTENTS

2	Highlights
2	Monthly Trends
2	Local Employers
2-3	Occupational Groups
4-6	Occupations
7	Hard Skills, Soft Skills & Certifications
8-10	Industry Spotlight – Retail
11	Workforce Resources

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**Disclaimer:** Data used to inform the development of this report was collected on 9/6/16. 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. Data from the [Bureau of Labor Statistics](#), [O\\*NET OnLine](#), [CareerOneStop](#) (U.S. Department of Labor), and other government resources was also used to support a complete analysis.

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## HIGHLIGHTS

- More than 9,500 job postings were advertised in August 2016, an increase of 1,203 postings compared to the same period last year.
- With 967 postings, the Retail Trade industry had the most job postings in the August reporting period.
- Santa Rosa had 295 new job postings since August 2015 and continues to have the most job postings of any Sonoma County city.

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## MONTHLY TRENDS

August 2016 saw 9,807 job postings, of which 31% were new postings. The county unemployment rate rose slightly to 4.4% in July, typical of a slower job market during the summer months. 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.

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

Rank	Employers	Ad Volume
1	St. Joseph Health System	260
2	Target Corporation	197
3	Sutter Health	185
4	BROOKDALE	184
5	Santa Rosa City Schools	183
6	Kaiser Permanente	172
7	County Of Sonoma	133
8	State Of California	127
9	Santa Rosa Junior College	109
10	Best Version Media	105

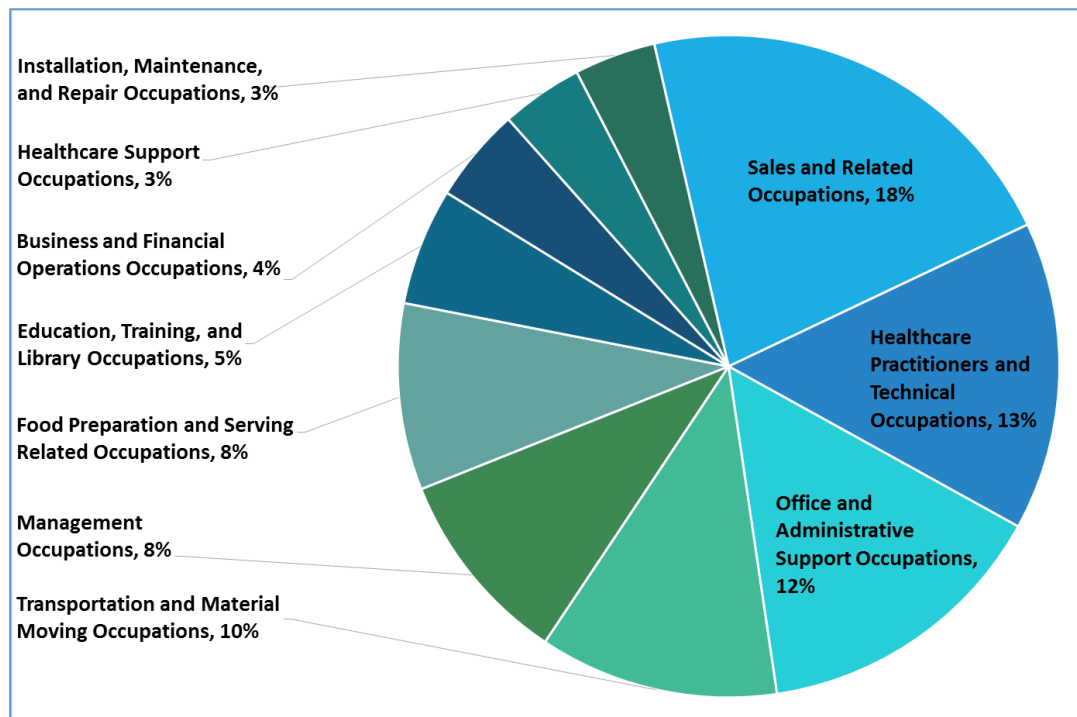
Rank	Employers, cont.	Ad Volume
11	Wells Fargo	102
12	Sutter Pacific Medical Foundation	100
13	Conquest Solutions Group	97
14	Medtronic	82
15	U.S. Bank	79
16	Wyndham Worldwide	70
17	Jim Palmer Trucking	69
18	Petaluma City Schools	65
19	Taco Bell	62
20	Perdue Farms, Inc.	61

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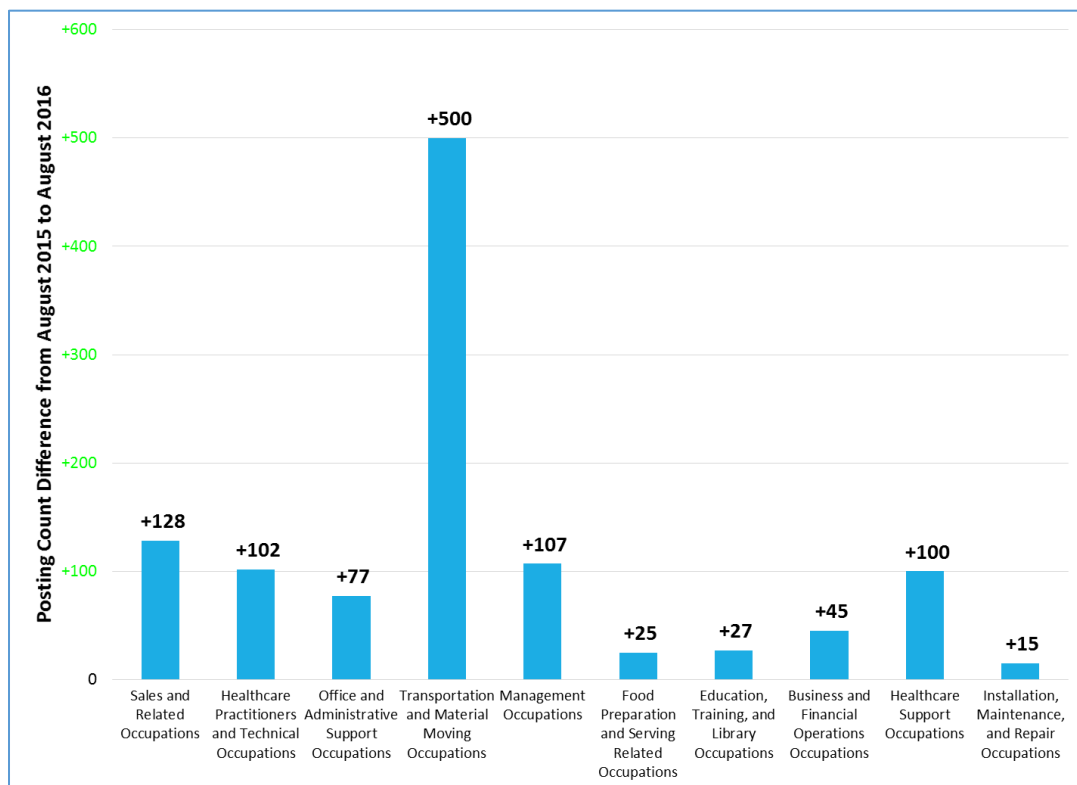
## OCCUPATIONAL GROUPS

The top occupational group is **Sales and Related Occupations** with 1,660 jobs representing 18% of all job postings in August 2016. This is followed by **Healthcare Practitioners and Technical Occupations** with 1,160 postings, and **Office and Administrative Support Occupations** with 1,126 postings, accounting for 13% and 12% of all postings respectively. **Transportation and Material Moving** and **Healthcare Support Occupations** saw the greatest growth over the past year by 125% (500 jobs) and 48.08% (208 jobs) additional job postings.

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



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



## OCCUPATIONS

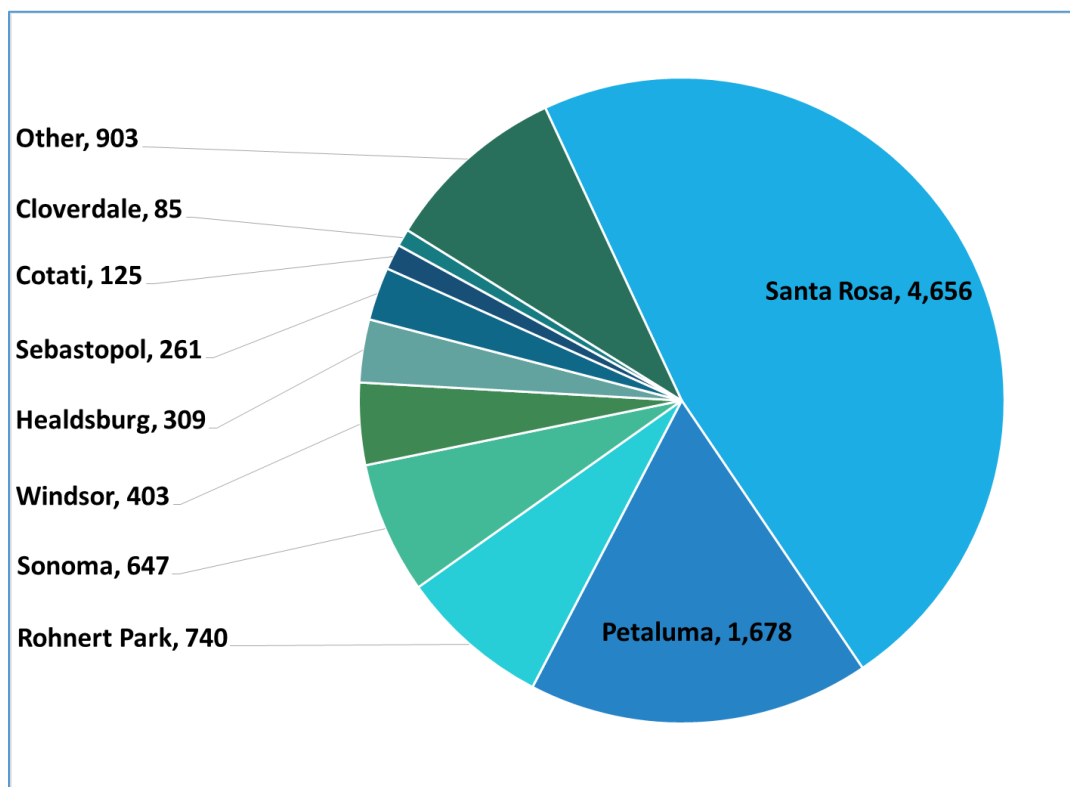
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**Heavy and Tractor-Trailer Truck Drivers** had the most job postings in August 2016 with 625 positions, followed by **Registered Nurses** and **First-Line Supervisors of Retail Sales Workers**. Of the Top 15 Occupations, demand for **Heavy and Tractor-Trailer Truck Drivers**, **Marketing Managers**, **Securities, Commodities, and Financial Services Sales Agents**, and **Teacher Assistants** increased the most over the year. **Retail Salespersons**, **Stock Clerks and Order Fillers**, and **First-Line Supervisors of Food Preparation and Serving Workers** experienced weaker job demand as compared to the previous year, yet still remain in the top 10 job postings for August 2016.

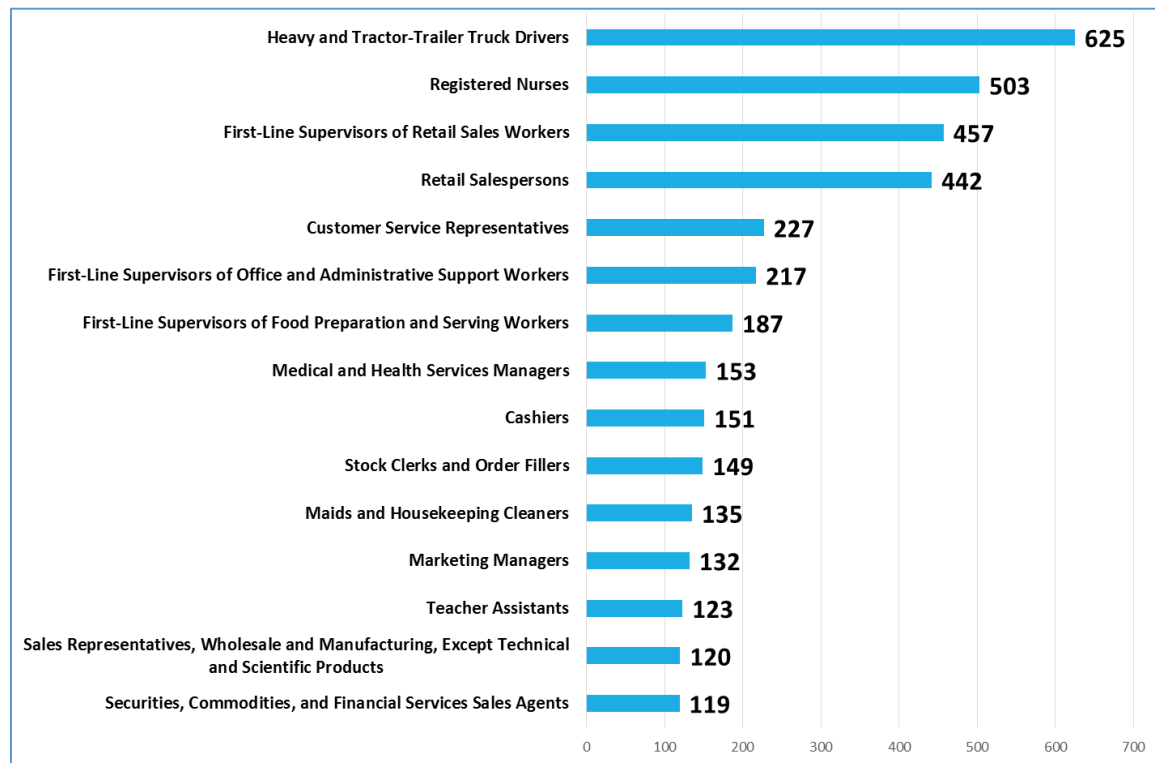
Top employers hiring **Heavy and Tractor-Trailer Truck Drivers** today include *Jim Palmer Trucking*, *SAIA*, *Knight Transportation*, and *Marten Transport*. In addition, *St. Joseph Health System*, *Sutter Health*, *Kaiser Permanente*, and *MSN Travel Nursing* are the top employers hiring **Registered Nurses** and for **First-Line Supervisors of Retail Sales Workers** it is *Target Corporation*, *GameStop*, *Mattress Firm*, and *Chico's*.

Top job openings in the upper middle to high income salary range (\$50K-\$100K) include **Registered Nurses**, **Heavy and Tractor-Trailer Truck Drivers**, **First-Line Supervisors of Retail Sales Workers**, **Advertising Sales Agents**, **Wholesale and Manufacturing Sales Representatives**, and **Medical and Health Services Managers**.

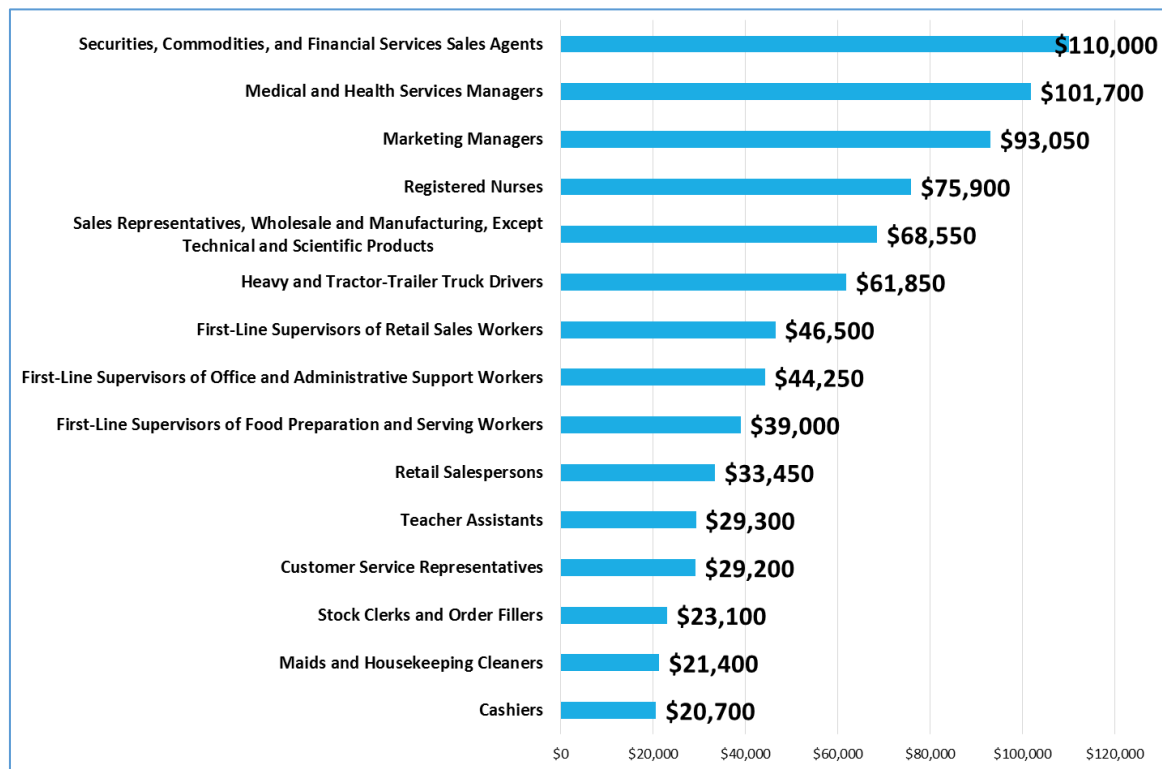
Occupations – Cities by job posting volume from August 1-31, 2016



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

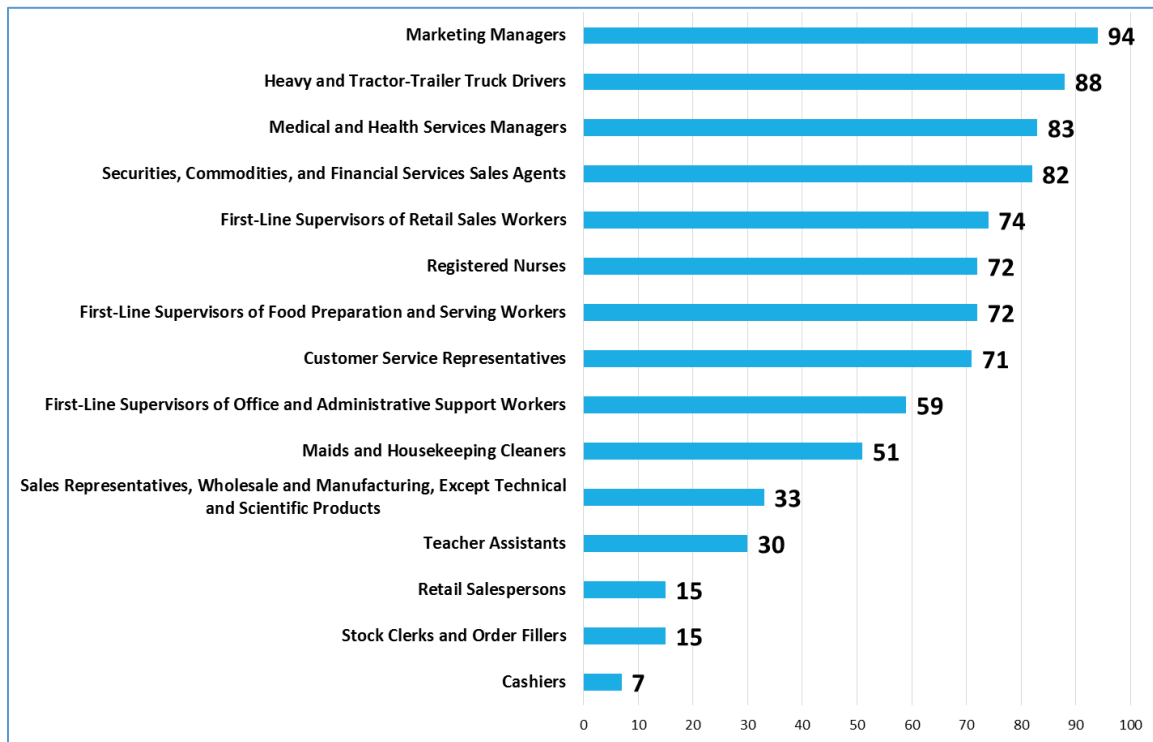


Occupations – Top 15 job postings by median salary from August 1-31, 2016



**Occupations – Top 15 job postings by hiring difficulty from August 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 August 2016. Employers hiring **Marketing Managers** include *Athleta*, *Gap Inc.*, *Best Version Media*, and *Conquest Solutions Group*.



## 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 (82.52%).

Demand for all soft skills has risen from the prior year by an average of 9.94%, a change from the previous months when soft skill demand was less than the prior year period. This may be influenced by a contracting hiring market, with employers looking for any advantage to improve their postings and recruit qualified employees.

**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. Eight of the top 10 certifications grew in ad volume compared to the previous year. The biggest increase has been in **Commercial Driver's License** (249.36%), followed by **Nationwide Mortgage Licensing System** (229.79%), **Hazmat** (49.69%), and **Cardiopulmonary Resuscitation** (30.74%).

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

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Bilingual	346	-23.96%	1	Oral and written communication skills	2,344	-1.84%
2	Quality Assurance	263	+4.37%	2	Customer service oriented	1,148	+13.55%
3	Behavioral health	233	-19.10%	3	Integrity	1,017	+17.03%
4	Pediatrics	188	+82.52%	4	Detail oriented	972	+2.21%
5	Bilingual Spanish	185	-24.49%	5	Marketing	843	-10.60%
6	Food preparation	168	+2.44%	6	Microsoft Office	725	+25.00%
7	Geriatrics	110	-10.57%	7	Work independently	611	-5.12%
8	Technical support	104	-5.45%	8	Problem solving	587	-10.38%
9	Preventative maintenance inspections	102	+21.43%	9	Team-oriented, teamwork	569	-19.41%
10	Quality control	96	-15.04%	10	Organizational skills	548	+6.00%

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

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	1,233	+18.56%
2	Commercial Driver's License	545	+249.36%
3	Certified Registered Nurse	519	+4.85%
4	Certification in Cardiopulmonary Resuscitation	353	+30.74%
5	Basic Life Support	288	-22.16%
6	HAZMAT	241	+49.69%
7	First Aid certification	203	+4.10%
8	Continuing Education	172	-10.88%
9	Advanced Cardiac Life Support	163	+13.99%
10	Nationwide Mortgage Licensing System	155	+229.79%

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**INDUSTRY SPOTLIGHT - Retail**

September 1, 2015 – August 31, 2016

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There were **3,214 job postings** for Sonoma County recorded in the Retail Industry from **September 1, 2015 to August 31, 2016**, a decrease of 6.76% 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 **Retail Salespersons** representing 19.96% of the available job postings followed by **First-Line Supervisors of Retail Sales Workers** representing 18.52%, and **Cashiers** representing 8.27%.

Employers in the Retail Industry increasingly look for candidates with the following soft skills: **Oral and Written Communication Skills, Integrity, Customer Service Oriented, Coaching, and Work Independently**. In addition, there is strong demand for the following hard skills: **Quality Assurance, Asset Protection, Food Preparation, Bilingual, and Adobe Photoshop**.

The annual median salary from online job postings for the Retail Industry in Sonoma County is **\$41,150**, 26.12% less than the \$55,700 median salary for all industries from September 1, 2015 to August 31, 2016. The Retail Industry experienced a moderate **hiring difficulty of 42** (1 = easiest to hire, 100 = hardest to hire) from September 1, 2015 to August 31, 2016.

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

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*Retail Industry – Top 10 hard & soft skills by job posting volume from Sept. 1, 2015 to August 31, 2016*

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Quality Assurance	61	+3.39%	1	Oral and written communication skills	882	-25.51%
2	Asset protection	58	-29.27%	2	Integrity	546	0%
3	Food preparation	52	-46.39%	3	Customer service oriented	525	-14.63%
4	Bilingual	49	-38.75%	4	Coaching	354	+17.61%
5	Adobe Photoshop	44	+25.71%	5	Work independently	334	-4.30%
6	Pharmacy Benefit Management	43	0%	6	Detail oriented	319	+26.09%
7	Retail merchandising	37	+12.12%	7	Creativity	305	-21.79%
8	Adobe InDesign	36	+2.86%	8	Time management	293	-43.22%
9	Business sales	27	+440.00%	9	Guest service experience	276	+119.05%
10	Electrical systems	26	+30.00%	10	Management skills	274	-17.72%

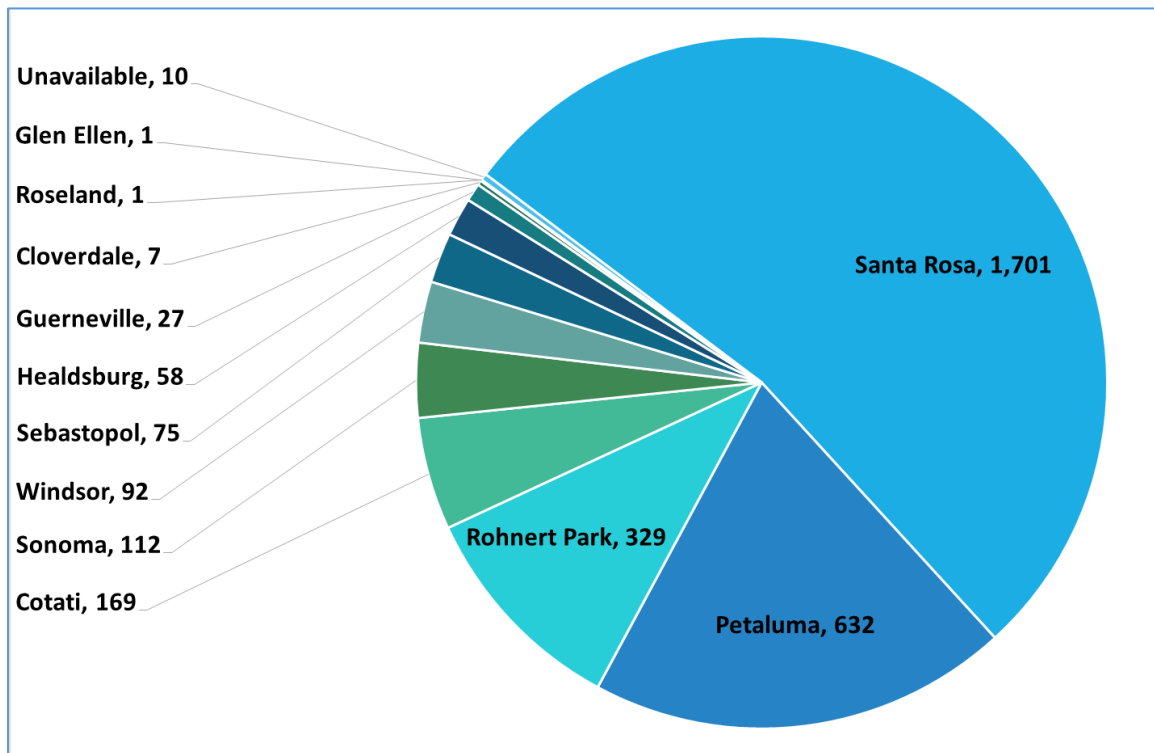
*Retail Industry – Top 10 certifications by job posting volume from Sept. 1, 2015 to August 31, 2016*

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	180	+2.27%
2	HAZMAT	61	-10.29%
3	Pharmacy Technician	43	-21.82%
4	Automotive Service Excellence	37	+37.04%
5	Food safety programs	29	-29.27%
6	Commercial Driver's License	28	+55.56%
7	Doctor of Pharmacy	27	+107.69%
8	Occupational Safety & Health Administration	23	-8.00%
9	Health Insurance Portability and Accountability Act	22	+37.50%
10	Association for Clinical Pastoral Education	17	-19.05%

*Retail Industry – Top 20 employers by job posting volume from September 1, 2015 to August 31, 2016*

Rank	Top 20 Employers	Ad Volume	Rank	Top 20 Employers, cont.	Ad Volume
1	Target Corporation	518	11	Home Depot	57
2	Whole Foods	173	12	Kohl's Corporation	52
3	Lowe's	153	13	Toys"R"Us	46
4	Gap Inc.	153	14	Raley's	45
5	Safeway Companies	132	15	CVS Health	43
6	Best Buy	123	16	Walmart	42
7	Macy's	107	17	Dollar Tree Stores, Inc.	38
8	JCPenney	96	18	ULTA	37
9	Athleta	88	19	Chico's	35
10	Staples	59	20	NeilMed Pharmaceuticals, Inc	31

Retail Industry – Job postings by city from September 1, 2015 to August 31, 2016



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## WORKFORCE RESOURCES

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### Hiring Assistance

The EDB can assist in your hiring process by providing current salary information, developing job descriptions and identifying potential candidates.

For more information contact Heather LoBue at (707) 565-6415 or [heather.lobue@sonoma-county.org](mailto:heather.lobue@sonoma-county.org).

### Employee Training Reimbursement Funds

The EDB is working with Job Link to connect Sonoma County employers with funds to offset the cost of employee training. Funding is available for a wide range of training subjects.

For more information contact Heather LoBue at (707) 565-6415 or [heather.lobue@sonoma-county.org](mailto:heather.lobue@sonoma-county.org).

### CalJOBS Online Job Posting Resources

The CalJOBS ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)) website is available for posting job listings, searching for qualified employees, analyzing labor market information, and locating local business services. The Employment Development Department can assist you with creating a business account and posting open positions.

For assistance contact Valerie Nagle at (707) 576-2015 or [valerie.nagle@edd.ca.gov](mailto:valerie.nagle@edd.ca.gov).

### Sonoma County Employer Advisory Council (EAC)

The EAC assists employers in conducting their business more effectively and efficiently and provides information on employment-related issues. They offer seminars throughout the year related to Employment law.

For more information contact Valerie Nagle at (707) 576-2015 or [valerie.nagle@edd.ca.gov](mailto:valerie.nagle@edd.ca.gov).

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## SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

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### Contact Information

For more information, please contact Heather LoBue at [heather.lobue@sonoma-county.org](mailto:heather.lobue@sonoma-county.org) or 707-565-6415.

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