



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*.

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 – Manufacturing
11	Workforce Resources

Disclaimer: Data used to inform the development of this report was collected on 10/5/16. 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.

HIGHLIGHTS

- More than 9,900 job postings were advertised in September 2016, an increase of 1,637 postings compared to the same period last year.
- With 921 postings, the Retail Trade industry had the most job postings in the September reporting period.
- Santa Rosa had 199 more job postings than reported a year ago and continues to have the most job postings of any Sonoma County city with 4,500 in September 2016.

MONTHLY TRENDS

September 2016 saw 9,979 job postings, of which 20% were new postings from the previous year. The county unemployment rate dropped from 4.4% in July to 4.1% in August. The drop in unemployment rate may be two-fold as we move out of the typically slower summer hiring months and earlier-than-normal seasonal holiday hiring by the retail industry.

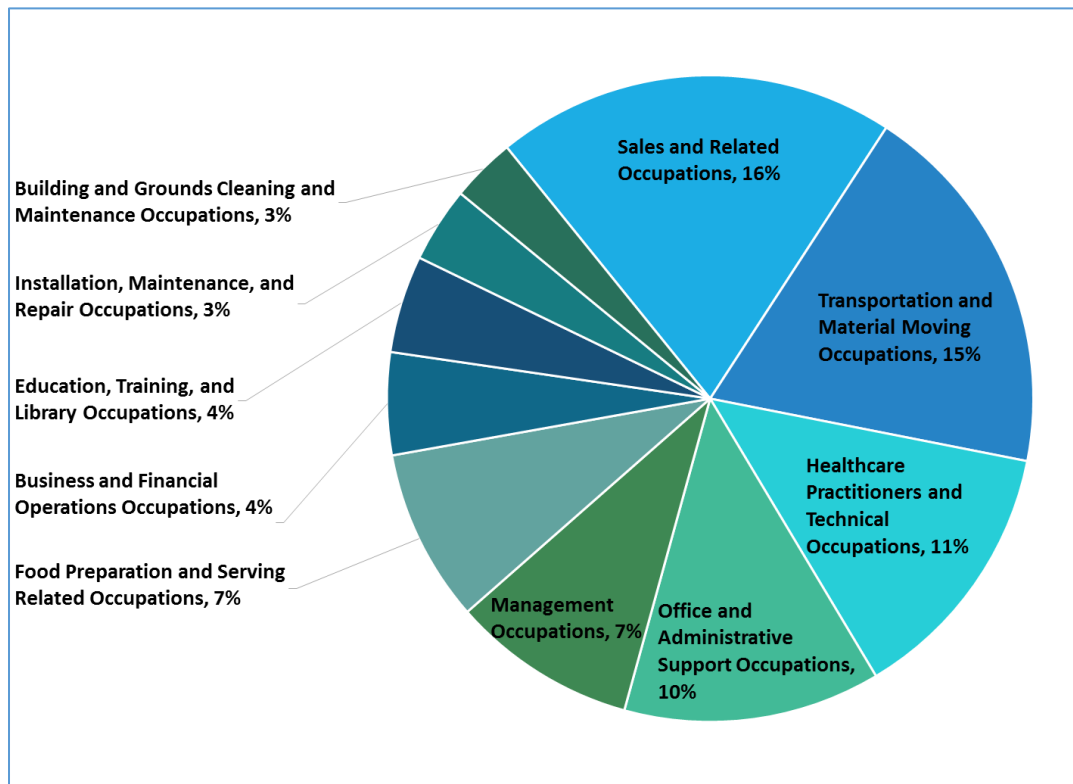
LOCAL EMPLOYERS – Top 20 by job posting volume from September 1-30, 2016

Rank	Employers	Ad Volume	Rank	Employers, cont.	Ad Volume
1	St. Joseph Health System	264	11	Werner	92
2	Santa Rosa City Schools	180	12	Medtronic	91
3	Target Corporation	149	13	Best Version Media	85
4	BROOKDALE	145	14	Wells Fargo	81
5	Sutter Health	136	15	Athleta	78
6	Kaiser Permanente	129	16	Quest Global OO	69
7	State Of California	126	17	Jim Palmer Trucking	69
8	County Of Sonoma	116	18	Wyndham Worldwide	68
9	Conquest Solutions Group	101	19	Sonoma State University	67
10	Santa Rosa Junior College	98	20	Taco Bell	62

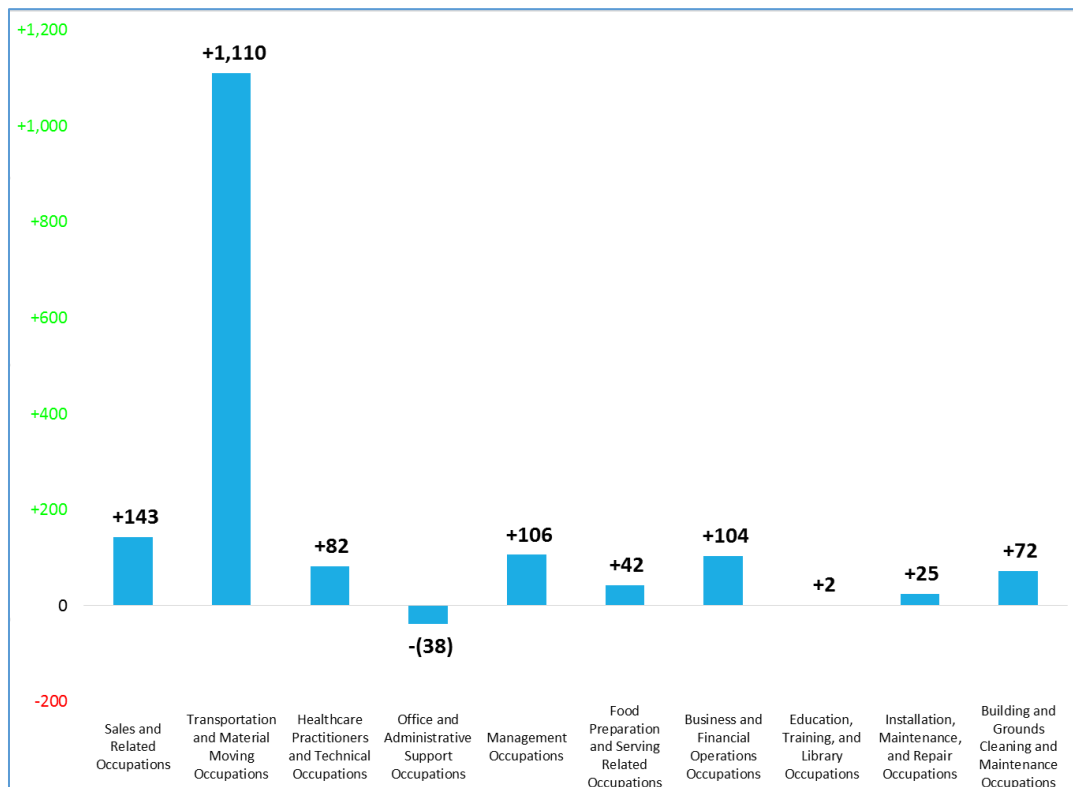
OCCUPATIONAL GROUPS

The top occupational group is **Sales and Related Occupations** with 1,598 jobs representing 16% of all job postings in September 2016. This is followed by **Transportation and Material Moving Occupations** with 1,511 postings, and **Healthcare Practitioners and Technical Occupations** with 1,064 postings, accounting for 15% 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 276% (401 jobs) and 38.92% (185 jobs) additional job postings.

Occupational Groups – Top 10 by job posting volume percentage from September 1-30, 2016



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



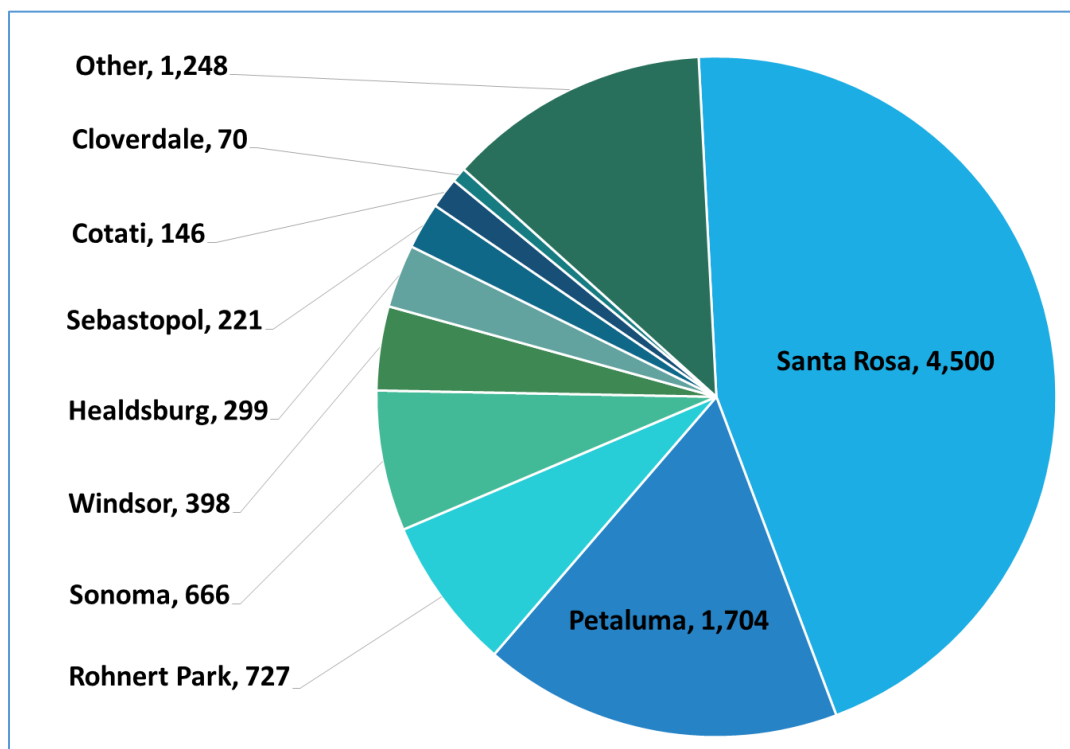
OCCUPATIONS

Heavy and Tractor-Trailer Truck Drivers had the most job postings in September 2016 with 1,187 positions, followed by **Retail Salespersons** and **First-Line Supervisors of Retail Sales Workers**. Of the Top 15 Occupations, demand for **Heavy and Tractor-Trailer Truck Drivers**, **Light Truck or Delivery Services Drivers**, **Teacher Assistants**, **Wholesale and Manufacturing Sales Representatives**, and **Security Guards** increased the most over the year. **First-Line Supervisors of Food Preparation and Serving Workers**, **Cashiers**, and **Customer Service Representatives** experienced weaker job demand as compared to the previous year, yet still remain in the top 10 job postings for September 2016.

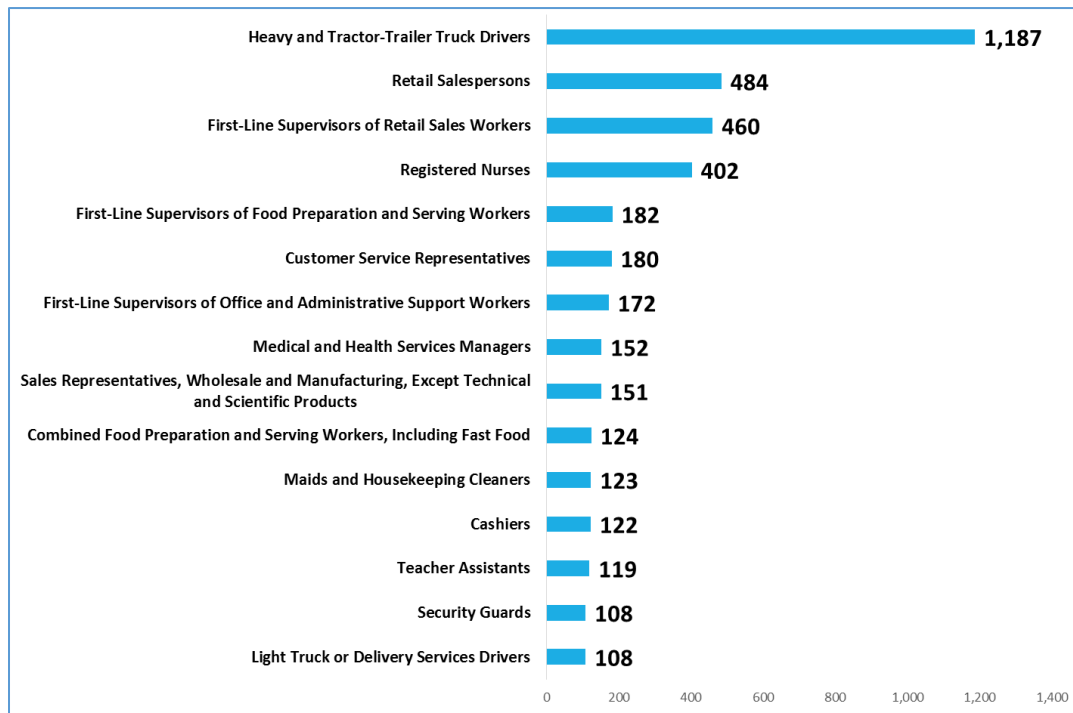
Top employers hiring **Heavy and Tractor-Trailer Truck Drivers** today include *Werner*, *Quest Global OO*, *HigherPayingDriverJobs.com*, and *SAIA*. In addition, *Target Corporation*, *Athleta*, *Dick's Sporting Goods, Inc.*, and *JCPenny* are the top employers hiring **Retail Salespersons** and for **First-Line Supervisors of Retail Sales Workers** it is *GameStop*, *Chico's*, *Macy's*, and *Mattress Firm*.

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**.

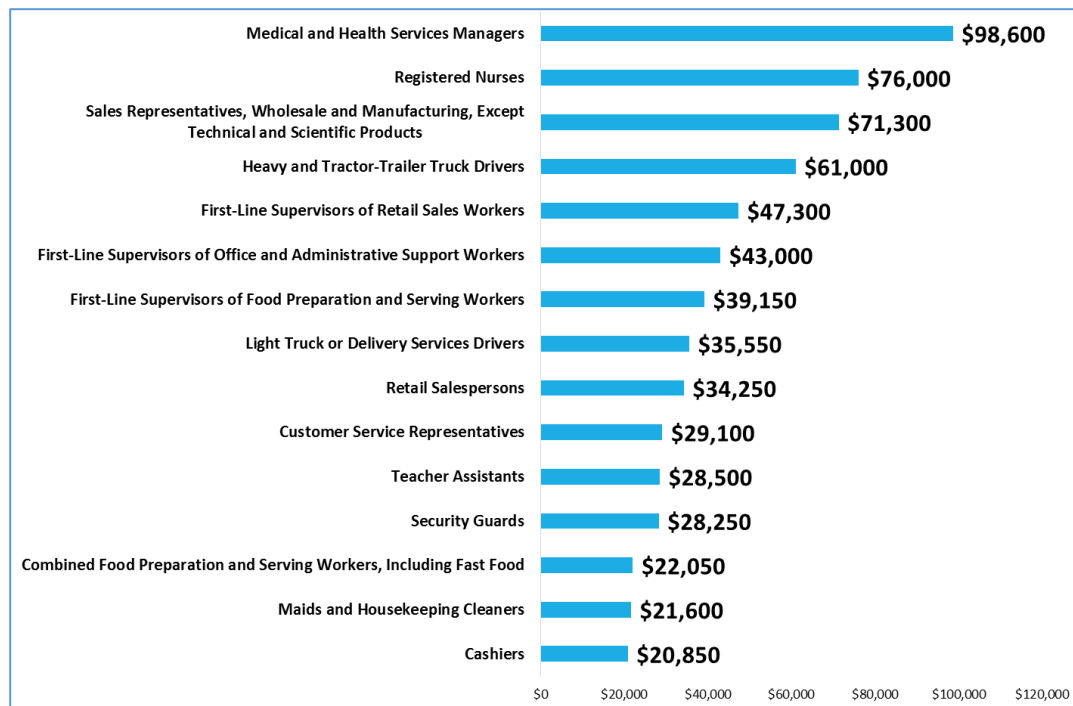
Occupations – Cities by job posting volume from September 1-30, 2016



Occupations – Top 15 job postings by job posting volume from September 1-30, 2016



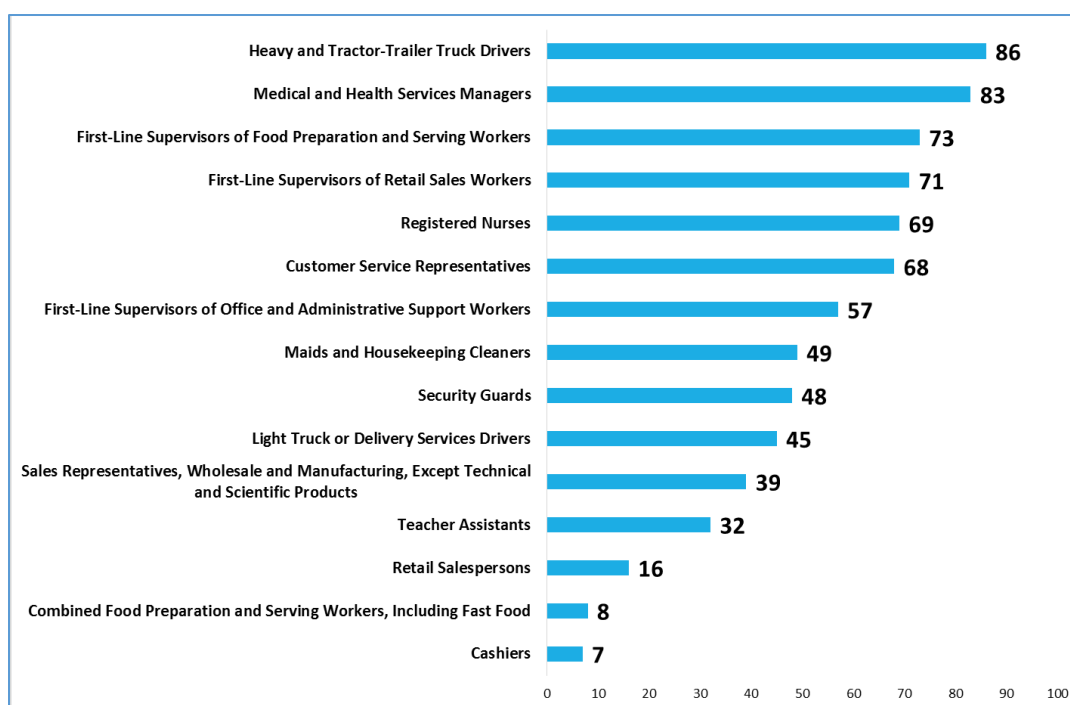
Occupations – Top 15 job postings by median salary from September 1-30, 2016



Occupations – Top 15 job postings by hiring difficulty from September 1-30, 2016

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

Of the Top 15 job openings in Sonoma County, **Heavy and Tractor-Trailer Truck Drivers**, **Medical and Health Services Managers**, and **First-Line Supervisors of Food Preparation and Serving Workers** had the highest hiring difficulty in September 2016. Employers hiring **Heavy and Tractor-Trailer Truck Drivers** are detailed on page 4, and employers hiring **Medical and Health Services Managers** include *St. Joseph Health System*, *Kaiser Permanente*, *Brookdale*, and *Sutter Health*.



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 (95.56%). Demand for all soft skills has risen from the prior year by an average of 16.53%, a change from the previous months when soft skills 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.

Commercial Driver's License moved to the most wanted certification, edging out Driver's License by just five listings. This is the first time in the past year that Driver's License was not the most in-demand certification. Nine of the top 10 certifications grew in ad volume compared to the previous year. The biggest increase has been in **Certified Purchasing Manager** (1300%), followed by **Commercial Driver's License** (576.14%) and **Hazmat** (53.57%).

Hard and Soft Skills – Top 10 by job posting volume from September 1-30, 2016

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Bilingual	324	-28.16%	1	Oral and written communication skills	2,235	-4.61%
2	Quality Assurance	279	+6.90%	2	Customer service oriented	1,022	+2.30%
3	Behavioral health	248	+1.22%	3	Integrity	1,016	+18.00%
4	Pediatrics	176	+95.56%	4	Detail oriented	953	-2.26%
5	Bilingual Spanish	174	-26.89%	5	Marketing	871	+1.04%
6	Food preparation	159	-4.22%	6	Microsoft Office	675	+10.84%
7	Quality control	102	+0.99%	7	Creativity	579	-3.98%
8	Technical support	101	-26.28%	8	Problem solving	578	-12.29%
9	Geriatrics	99	-8.33%	9	Team-oriented, teamwork	568	-16.22%
10	Preventative maintenance inspections	96	+12.94%	10	Work independently	547	-12.34%

Certifications – Top 10 by job posting volume from September 1-30, 2016

Rank	Certifications	Ad Volume	Prior Year
1	Commercial Driver's License	1,190	+576.14%
2	Driver's License	1,185	+21.04%
3	Certified Registered Nurse	469	+0.43%
4	Certification in Cardiopulmonary Resuscitation	298	+19.20%
5	Basic Life Support	260	-26.55%
6	HAZMAT	258	+53.57%
7	First Aid certification	194	+9.60%
8	Continuing Education	189	+6.78%
9	Certified Purchasing Manager	182	+1300.00%
10	Advanced Cardiac Life Support	165	+25.00%

INDUSTRY SPOTLIGHT - Manufacturing
October 1, 2015 – September 30, 2016

There were **1,347 job postings** for Sonoma County recorded in the Manufacturing Industry from **October 1, 2015 to September 30, 2016**, a decrease of 13.76% from the previous year. The most job postings were for positions located in Petaluma (31.4%), followed by Santa Rosa (29.4%), and Healdsburg (14.4%).

The industry's most advertised occupation is **Industrial Engineers** representing 5.0% of the available job postings followed by **Marketing Managers** representing 4.7%, and **Customer Service Representatives** representing 3.6%.

Employers in the Manufacturing Industry increasingly look for candidates with the following soft skills: **Oral and Written Communication Skills, Detail Oriented, Marketing, Microsoft Office, and Creativity.** In addition, there is strong demand for the following hard skills: **Power systems modeling, Quality assurance, Python, Linux, and Technical support.**

The annual median salary from online job postings for the Manufacturing Industry in Sonoma County is **\$61,850**, 8.9% higher than the \$56,800 median salary for all industries from October 1, 2015 to September 30, 2016.

The Manufacturing Industry experienced a moderate **hiring difficulty of 43** (1 = easiest to hire, 100 = hardest to hire) from October 1, 2015 to September 31, 2016.

***Disclaimer:** Data used to inform the development of the 'Industry Spotlight –Manufacturing' 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.*

Manufacturing Industry – Top 10 hard & soft skills by job posting volume Oct. 1, 2015 to Sept. 30, 2016

Rank	Hard Skills	Ad Volume	Prior Year	Rank	Soft Skills	Ad Volume	Prior Year
1	Power system modeling	105	-25.53%	1	Oral and written communication skills	513	-10.31%
2	Quality Assurance	82	-40.15%	2	Detail oriented	286	-9.21%
3	Python	81	+24.62%	3	Marketing	245	+0.41%
4	Linux	74	+76.19%	4	Microsoft Office	210	-9.48%
5	Technical support	62	-22.50%	5	Creativity	187	-6.50%
6	Java	50	+19.05%	6	Self-starting / Self-motivated	150	-30.23%
7	Quality Systems	50	-47.92%	7	Microsoft PowerPoint	146	-9.32%
8	Git	49	+58.06%	8	Problem solving	128	-33.33%
9	Salesforce CRM SFDC	40	+11.11%	9	Analytical skills	125	+8.70%
10	Customer relationship management	39	+44.44%	10	Work independently	120	-11.76%

Manufacturing Industry – Top 10 certifications by job posting volume from Oct. 1, 2015 to Sept. 30, 2016

Rank	Certifications	Ad Volume	Prior Year
1	Driver's License	152	+26.67%
2	Certified Public Accountant	17	-39.29%
3	Food safety programs	17	+70.00%
4	Fingerprint Clearance card	17	-39.29%
5	Design for Manufacturability and Assembly	14	-41.67%
6	Medical Device Directive Certification	12	-40.00%
7	Certified Quality Engineer	10	-47.37%
8	First Aid certification	10	+25.00%
9	American Society for Quality	9	-57.14%
10	Continuing Education	9	+100.00%

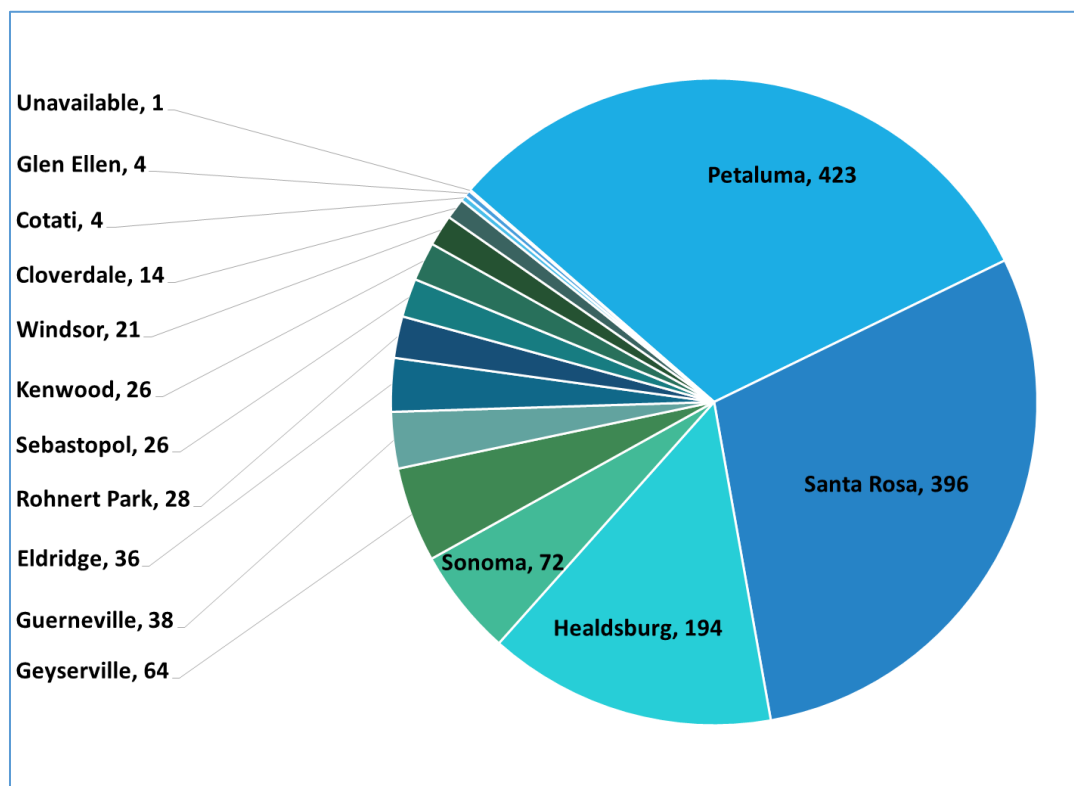
Manufacturing Industry – Top 20 employers by job posting volume from Oct. 1, 2015 to Sept. 30, 2016

Rank	Top 20 Employers	Ad Volume	Rank	Top 20 Employers, cont.	Ad Volume
1	Calix	186	11	Direct Flow Medical, Inc.	15
2	Enphase Energy	120	12	ITT Corporation	14
3	Medtronic	106	13	Gundlach Bundschu Winery	14
4	Kendall Jackson	104	14	Kendall Jackson Vineyard Estate	13
5	E. & J. GALLO WINERY	77	15	Brown-Forman	12
6	Francis Ford Coppola Presents	50	16	FedEx	11
7	State Of California	48	17	Constellation Brands Inc.	11
8	Lagunitas Brewing	41	18	Pernod Ricard	11
9	F. Korbel & Bros. Inc.	41	19	Treasury Wine Estates	11
10	Perfect Bar	26	20	Amy's Kitchen	10

Manufacturing Industry – Top 10 subindustries by job posting volume from Oct. 1, 2015 to Sept. 30, 2016

Rank	Manufacturing Subindustries	Ad Volume	Prior Year
1	Wineries	535	+11.23%
2	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	186	+20.78%
3	Semiconductor and Related Device Manufacturing	120	-42.03%
4	Surgical and Medical Instrument Manufacturing	97	-66.32%
5	All Other Miscellaneous Textile Product Mills	54	-34.15%
6	Breweries	44	+158.82%
7	Frozen Cakes, Pies, and Other Pastries Manufacturing	26	+100.00%
8	Electromedical and Electrotherapeutic Apparatus Manufacturing	25	+2400.00%
9	Commercial Printing (except Screen and Books)	19	+26.67%
10	Current-Carrying Wiring Device Manufacturing	16	-33.33%

Manufacturing Industry – Job postings by city from Oct. 1, 2015 to Sept. 30, 2016



WORKFORCE RESOURCES

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.

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.

CalJOBS Online Job Posting Resources

The CalJOBS (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.

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.

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

Contact Information

For more information, please contact Heather LoBue at heather.lobue@sonoma-county.org or 707-565-6415.

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