

Listening to Employers:

What Job Postings Tell Us About Digital Jobs in California

Presented by Ben Bradley, Research Manager
Burning Glass Technologies
Presented to the Digital Media Educators Conference

Overview

- > What's Happening in the Job Market?
- > What is the demand for digital skills? Where are these jobs?
- > What is the value of developing digital skills? What are hybrid jobs?



What's Happening in the Job Market?



The Job Market is Gaining Steam...



...But the Skills Gap Persists

As the economy moves faster, the skills gap is in danger of getting worse



Behind the Skills Gap: An Information Gap

Traditional data sources do not align well with the current realities of the labor market.

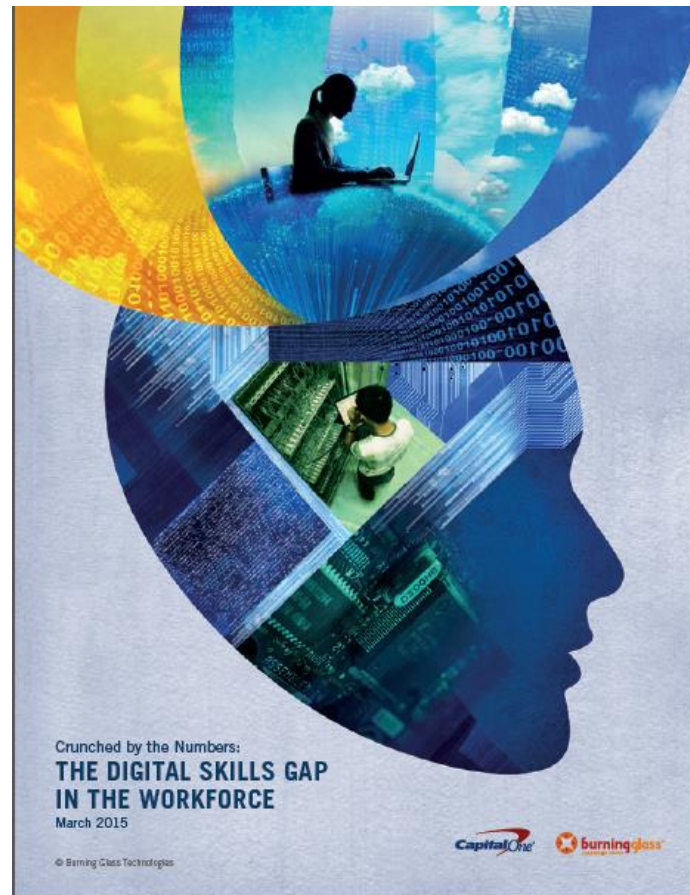
- > Data are not packaged for employers or job seekers: They're designed for macro-economists
- > Data are in broad categories
- > Lots of jobs that matter are not tracked
- > Skills are hardly tracked at all

Two Unique Insights from Real-Time Labor Data

- > First, it draws on the primary way employers signal what skills they're looking for in the labor market: job ads.
- > Second, it can provide "time to hire" or vacancy duration data, formerly difficult to collect.
- > That is a key indicator in assessing whether a skill gap exists.



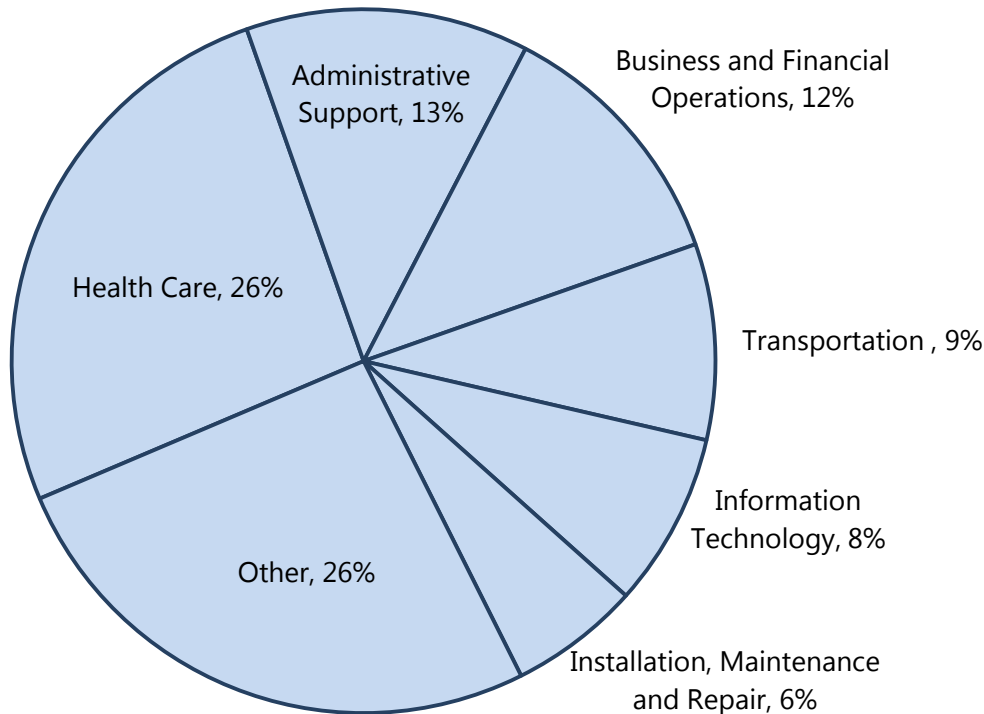
Where are the opportunities for digital media and ICT graduates?



Understanding the CA Middle-Skill Jobs Landscape

In the full year 2014, California had 525,959 middle-skill job postings

Distribution of Middle Skill Jobs by Occupation Family



Occupation Family	Median Hourly Wage
Health Care	\$39.23
Information Technology	\$32.00
Business and Financial Operations	\$31.80
Administrative Support	\$24.36
Installation, Maintenance and Repair	\$22.08
Food Preparation and Serving Related	\$14.93

Digital Skills Open Doors to Middle Skill Jobs

- > **Seven in ten middle-skill jobs require digital skills.** Spreadsheet and work processing proficiencies have become a baseline requirement for the majority of middle-skill opportunities.
- > **Digitally intensive middle-skill occupations are growing faster than other middle-skill jobs.** Digitally intensive jobs have grown 2.5x more rapidly than middle-skill jobs that don't require spreadsheets, word processing, or other digital skills (4.7% vs. 1.9%).
- > **Digitally intensive middle-skill jobs pay more more than middle-skill jobs without a digital component.** Digitally intensive middle-skill occupations offer 18% higher wages, \$23.76 per hour compared to \$20.14 per hour for all other middle-skill jobs.

Digital Jobs: Larger, Faster Growing, Higher Paying

For those lacking the necessary skill set, the digital skills gap is a large barrier for career advancement:

- > **78% of middle-skill job postings called for digital skills in 2014**
- > Demonstrate **robust demand and hourly wage premiums.**

Middle-Skill Occupations	Postings	Employment (Source: BLS)	2004-2013 Employment Growth (Source: BLS)	2013 Median Hourly Wage (Source: BLS)
Digital	6,273,985	36,689,590	4.7%	\$23.76
Non-Digital	1,669,971	13,905,090	1.9%	\$20.14

What are Digital Skills in the Marketplace?

Digital Skill Cluster	Top Skills
Productivity Software Skills	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word & PowerPoint • SAP • Oracle
Customer Relationship Management	<ul style="list-style-type: none"> • Salesforce CRM • SAP CRM • Siebel CRM
Computer & Network Support	<ul style="list-style-type: none"> • SQL • Linux • Cisco
Digital Media & Design	<ul style="list-style-type: none"> • Adobe Photoshop • Adobe Acrobat • InDesign
Social Media Tools & Search Engine Analysis	<ul style="list-style-type: none"> • Social Media Platforms • Blogging • Google Analytics

Demand for Digital Skills Cuts Across the Middle-Skill Landscape

- > The majority of middle-skills jobs are digitally intensive
- > These jobs span occupations – from health care roles, to administrative support, to pure IT roles.

Occupation Family	Middle-Skill Postings	% of Total Postings in Middle-Skill Occupations	Digitally Intensive Middle-Skill Postings	% of Middle Skill Postings in Digitally Intensive Occupations
Health Care Practitioners and Technical	1,310,069	55%	1,157,450	88%
Office and Administrative Support	1,138,971	49%	1,137,935	100%
Sales and Related	1,084,020	51%	1,020,928	94%
Management	825,862	41%	825,862	100%
Transportation and Material Moving	748,328	61%	18,599	2%
Business and Financial Operations	644,695	46%	644,695	100%
Installation, Maintenance, and Repair	600,420	97%	210,476	35%
Computer and Mathematical	538,969	23%	538,969	100%
Production	227,548	46%	181,465	80%
Construction and Extraction	180,093	82%	37,751	21%
All Other	644,981	15%	499,855	77%
Total	7,943,956	41%	6,222,207	78%

Productivity Software is a Baseline Skill

- > Knowledge of Word and Excel alone coincide with a 10% increase in pay

Digital Skill Cluster	Postings	% of all Middle-Skill Demand	2004 – 2013 Employment Growth (Source: BLS)	2013 Median Wage (Source: BLS)
Non-Digital Middle-Skill	1,669,971	21%	1.9%	\$20.14
Digital Middle-Skill	6,273,785	79%	4.7%	\$23.76
Productivity Software	3,081,366	39%	5.2%	\$22.66
Customer Relationship Management	974,173	12%	16.20%	\$28.90
Computer & Network Support	499,588	6%	34.6%	\$28.84
Social Media & Search Engine	326,547	4%	9.4%	\$25.74
Health Information Technology	260,039	3%	17.0%	\$17.08
Machining Technology	179,218	2%	-5.9%	\$22.04
Digital Media & Design	132,692	2%	25.5%	\$26.06

Productivity Software is a Baseline Skill

- > Strong opportunity exists to translate into digital skills to the business world
- > These are required to advance in retail, and to work in offices

Digital Skill Cluster	Postings	% of all Middle-Skill Demand	2004 – 2013 Employment Growth (Source: Bureau of Labor Statistics)	2013 Median Wage
Non-Digital Middle-Skill	1,669,971	71%	1.9%	\$20.14
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Top Occupations demanding Productivity Software

Office / Administrative Assistant

Retail Supervisor

Store Manager

Computer & Networking Digital Skill Opportunities

- > The highest wage premium comes in with the jobs applying digital skills to computer maintenance

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Computer & Networking Digital Skill Opportunities

> Broad range of roles, with strong career advancement opportunities, through application of digital skills in IT.

Digital Skill Cluster	Postings	% of all Middle-Skill Demand	2004 – 2013 Employment Growth (Source: Bureau of Labor Statistics)	2013 Median Hourly Wage	Top Occupations demanding Computer & Network Support Skills
Non-Digital Middle-Skill	1,669,971	21%		\$20.14	Computer Support Specialist
Digital Middle-Skill	6,273,785		4.7%	\$23.76	Network/Systems Administrator
Productivity Software		39%	5.2%	\$22.66	Network Support Specialist
Customer Relationship Management	974,173	12%	16.20%	\$28.90	
Computer & Network Support	499,588	6%	34.6%	\$28.84	
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What opportunities exist for digital media and design work in California?

Sub BA Jobs Requesting Digital Media and Design Skills (Ranked in Order of Frequency)

Graphic Designers
Retail Salespersons
Secretaries and Administrative Assistants
Sales Representatives
Surveyors
Web Developers
Photographers
Market Research Analysts and Marketing Specialists
Software Developers

Skills Required for Sub BA Jobs and Digital Production and Design (Ranked in Order of Frequency)

Photography
Adobe Creative Suite
Graphic Design
Scheduling
Data Entry
First Aid
Computer Aided Drafting/Design
Loss Prevention
Sales
Web Site Design

What opportunities exist for social media skills?

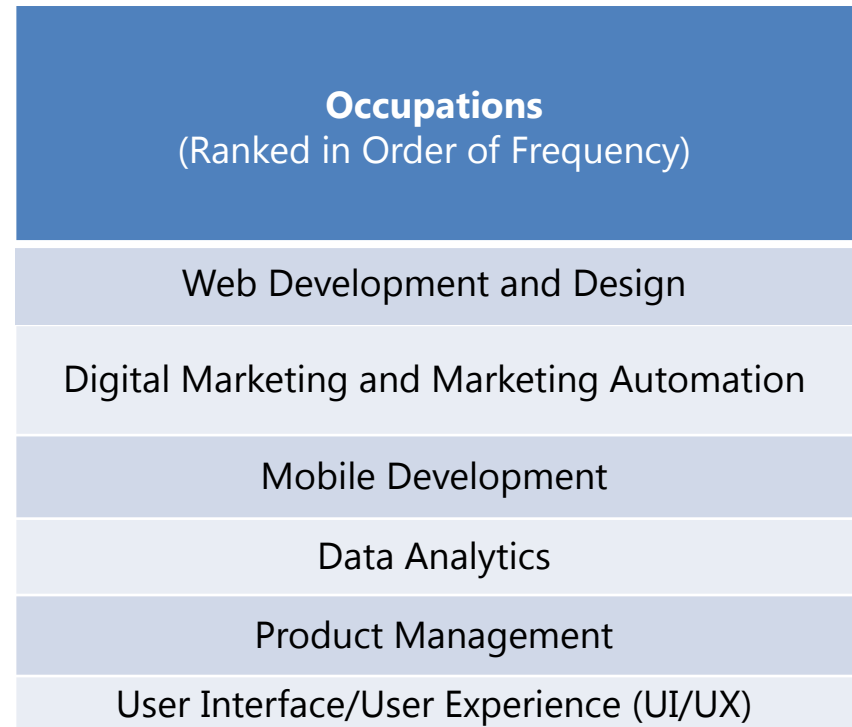
Sub BA Jobs Requesting Social Media Skills (Ranked in Order of Frequency)	Growth rate, 2012 present
Human Resources Specialists	211%
Sales Representatives: Wholesale and Manufacturing, Except Technical and Scientific Products	91%
Secretaries and Administrative Assistants: Except Legal, Medical, and Executive	187%
First-Line Supervisors of Retail Sales Workers	81%
Property, Real Estate, and Community Association Managers	52%
First-Line Supervisors of Office and Administrative Support Workers	189%
Customer Service Representatives	304%
Executive Secretaries and Executive Administrative Assistants	223%
Meeting, Convention, and Event Planners	102%
Document Management Specialists	63%

Which brings us to ...

Hybrid Jobs

Jobs Request a Mix of Skills

- > The growth of the Internet and mobile technologies are creating a demand for **hybrid workers with the skills to bridge previously distinct functions.**
- > There were more than **250,000 postings nationally**, and nearly **50,000 in California** for these jobs over the past 12 months.

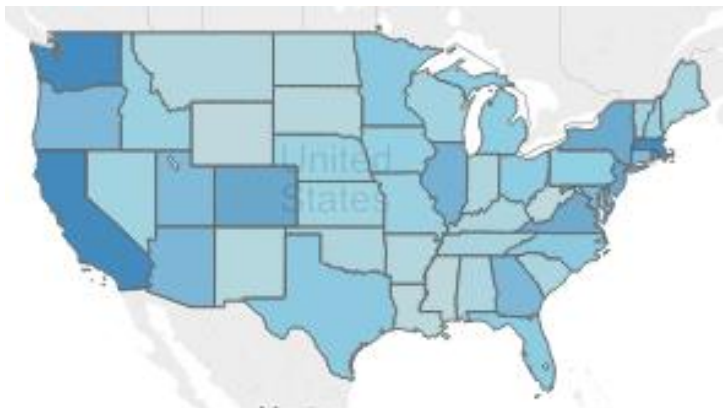


Jobs Request a Mix of Skills

- > **These jobs are concentrated** in tech hubs, including San Francisco, New York, and Boston
- > **These jobs are growing nationally**, seeping into additional markets.

Total Job Postings →

California has the highest number of total postings for hybrid jobs.



← Job Postings Per Capita

On a per-capita basis, Washington, DC ranks highest, followed by California and Massachusetts

Posting counts dates: April 1, 2014 – March 31, 2015

Hybrid Skill Sets: Marketing

- > The merging of marketing and IT has created a need for **hybrid workers with the skills to bridge these distinct functions.**

Example: Digital Marketing

Digital Marketers combine core business and marketing skills with IT skills to drive targeted and interactive marketing for companies.

IT and Data Skills

- Social Media Skills
- Marketing Automation Software
- Google Analytics
- Google AdWords

Marketing & Soft Skills

- Marketing
- Communication
- Creativity
- Project Management

Fastest Growing Skills

- Google Analytics & Adwords
- Key Performance Indicators
- Content Development
- Oracle
- Marketing Automation Software
- Content Management
- CRM Software
- Email Campaigns
- Social Media
- Blogging

Hybrid Skill Sets: UI / UX

- > These hybrid workers are similarly in demand for **website design development, user experience**, and more.

Example: UI/UX

User Experience designers (and gurus) combine core design skills and accessible IT skills to drive support user experience of websites

Advanced IT Skills

- JavaScript
- User Interface (UI) Design
- HTML5
- jQuery
- Information Architecture

Graphic Design & Baseline Skills

- Adobe Creative Suite
- Research
- Communication
- Visual Design
- Creativity

Fastest Growing Skills

- HTML5
- Adobe Creative Suite
- InDesign
- Agile Development
- Scrum
- Prototyping
- Visual Design

Implications

- > Digital media skills – and creative skills – are increasingly in demand across industry
- > These represent both new roles, such as Social Media Evangelist and UX Guru, and changing old roles in core business functions
- > Sub-B.A. programs have a tradition of working closely with the business community.
- > If programs align training with the job market and teach specific skills, they can improve their standing and help graduates compete broadly.

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