

8 Occupations in 5 California Counties

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

8 Occupations

13-1161 Market Research Analysts and Marketing Specialists

11-2022 Sales Managers

11-2011 Advertising and Promotions Managers

11-2021 Marketing Managers

11-2033 Fundraising Managers

13-1131 Fundraisers

15-1255 Web and Digital Interface Designers

41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

5 Counties

6001 Alameda County, CA

6013 Contra Costa County, CA

6075 San Francisco County, CA

6081 San Mateo County, CA

6085 Santa Clara County, CA

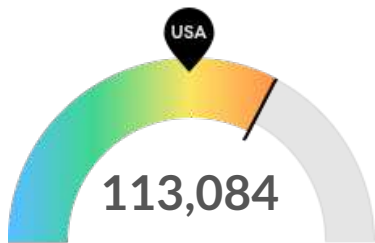
Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical areas.

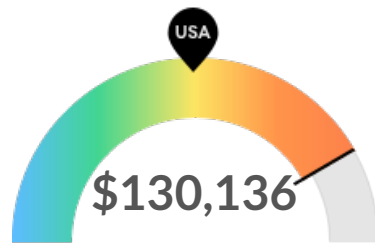
Executive Summary

Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



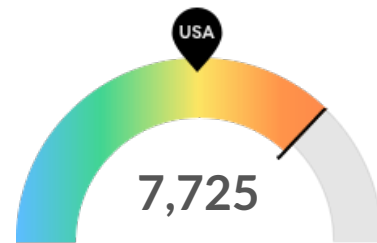
Jobs (2022)

Your area is a hotspot for this kind of job. The national average for an area this size is 73,967* employees, while there are 113,084 here.



Compensation

Earnings are high in your area. The national median salary for your occupations is \$78,882, compared to \$130,136 here.



Job Posting Demand

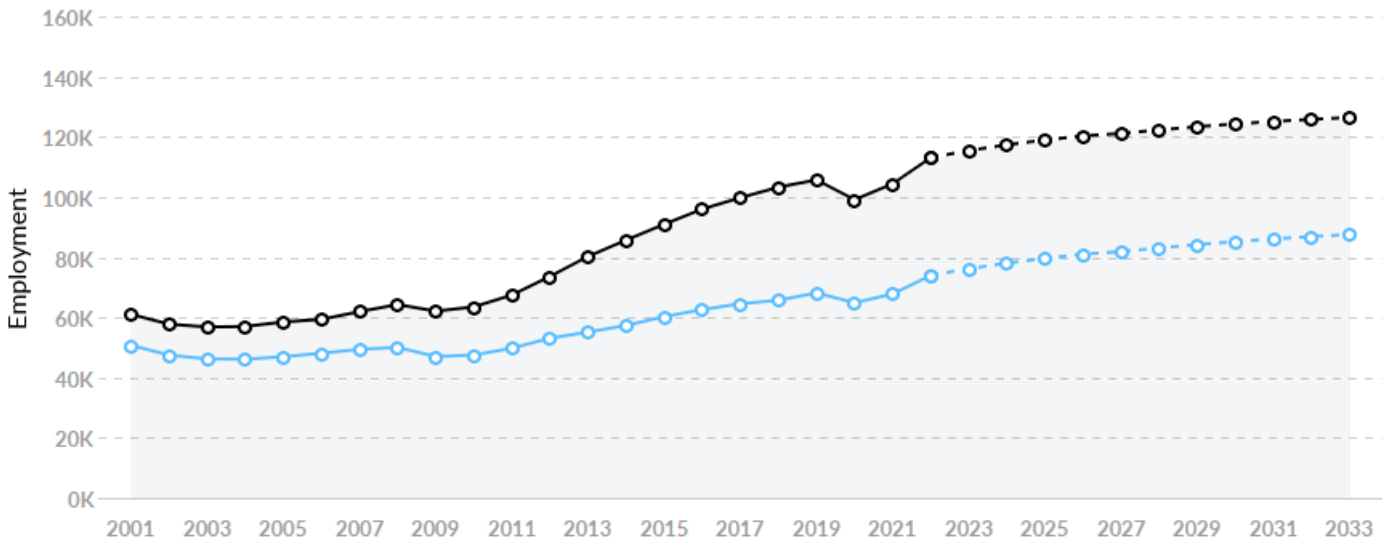
Job posting activity is high in your area. The national average for an area this size is 3,950* job postings/mo, while there are 7,725 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

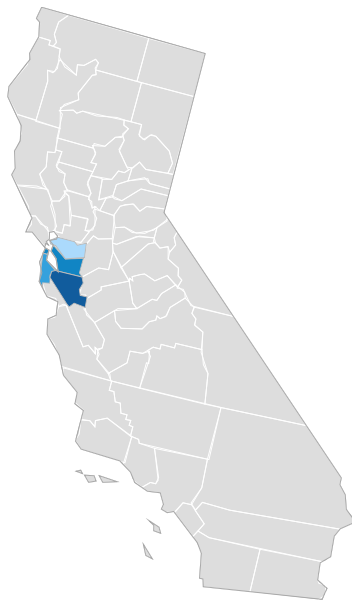
An average area of this size typically has 73,967* jobs, while there are 113,084 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2022 Jobs	2029 Jobs	Change	% Change
● 5 California Counties	113,084	123,356	10,272	9.1%
● National Average	73,967	84,190	10,222	13.8%

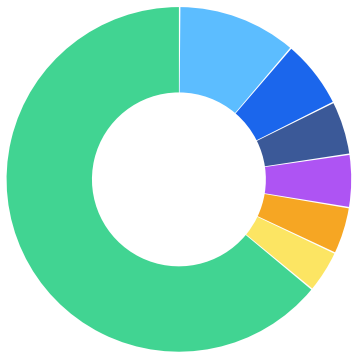
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2022 Jobs
Santa Clara County, CA	39,008
San Francisco County, CA	27,260
Alameda County, CA	23,029
San Mateo County, CA	15,772
Contra Costa County, CA	8,015

Most Jobs are Found in the Computer Systems Design and Related Services Industry Sector

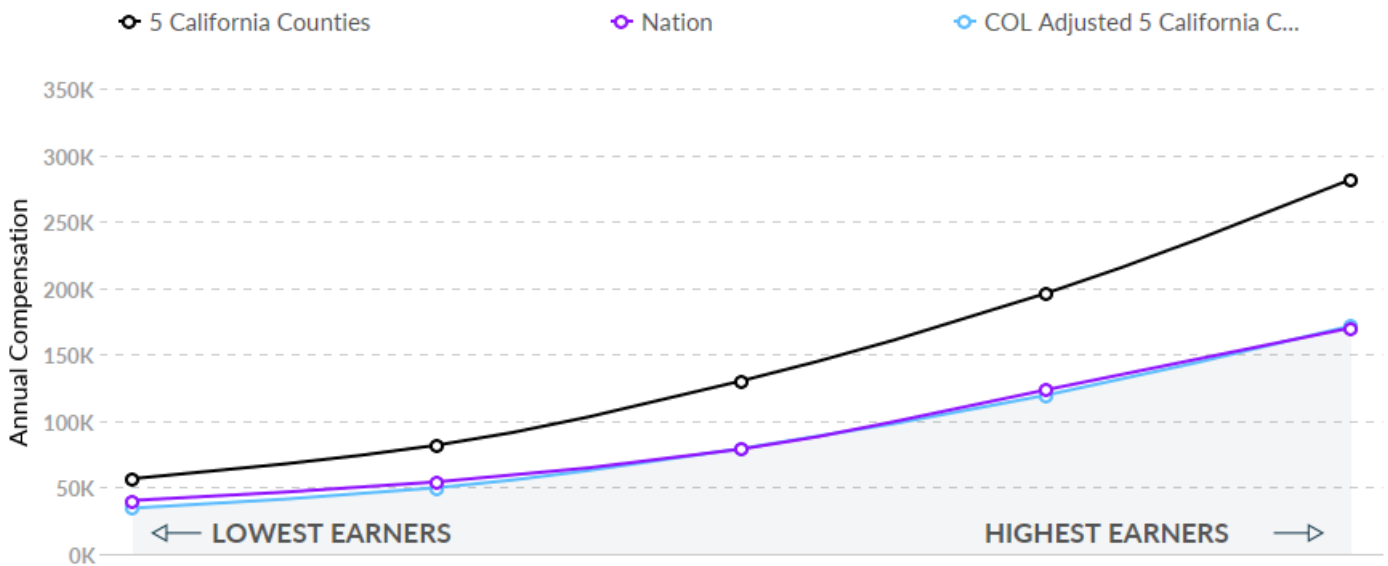


Industry	% of Occupation in Industry (2022)
Computer Systems Design and Related Services	11.2%
Software Publishers	6.4%
Management, Scientific, and Technical Consulting Services	5.0%
Web Search Portals, Libraries, Archives, and Other Information Services	5.0%
Management of Companies and Enterprises	4.4%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	4.0%
Other	64.1%

Compensation

Regional Compensation Is 65% Higher Than National Compensation

For your occupations, the 2022 median wage in your area is \$130,136, while the national median wage is \$78,882.



Job Posting Activity



146,779 Unique Job Postings

The number of unique postings for this job from Jan 2022 to Jul 2023.



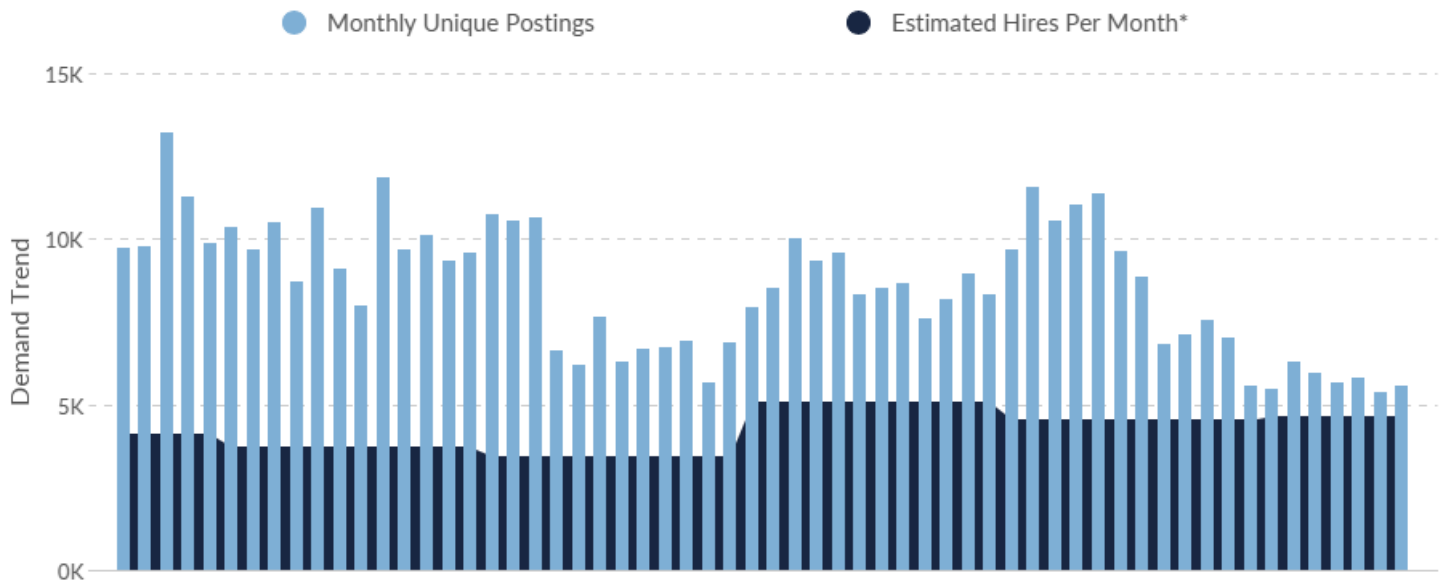
15,811 Employers Competing

All employers in the region who posted for this job from Jan 2022 to Jul 2023.



30 Day Median Duration

Posting duration is the same as what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2022 - Jul 2023)	Avg Monthly Hires (Jan 2022 - Jul 2023)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,783	785
Marketing Managers	2,607	764
Sales Managers	1,378	970
Market Research Analysts and Marketing Specialists	796	1,459
Web and Digital Interface Designers	81	375
Fundraisers	53	119
Advertising and Promotions Managers	21	51
Fundraising Managers	6	44

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

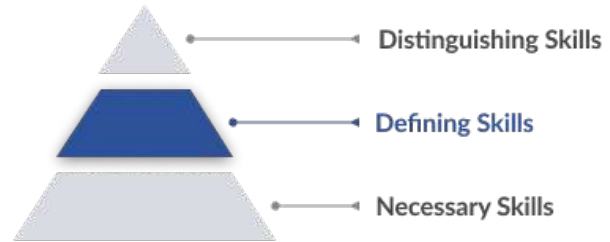
Top Companies	Unique Postings	Top Job Titles	Unique Postings
Google	1,570 	Product Managers	5,517 
AT&T	1,505 	Account Executives	3,437 
Meta	1,205 	Account Managers	2,684 
Amazon	1,186 	Marketing Product Managers	2,419 
Salesforce	1,106 	Sales Representatives	2,375 
Walmart	926 	Outside Sales Representatives	1,773 
VirtualVocations	815 	Marketing Managers	1,761 
eBay	814 	Business Development Managers	1,676 
UnitedHealth Group	655 	Enterprise Account Executives	1,296 
Adobe	634 	Sales Managers	1,214 

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

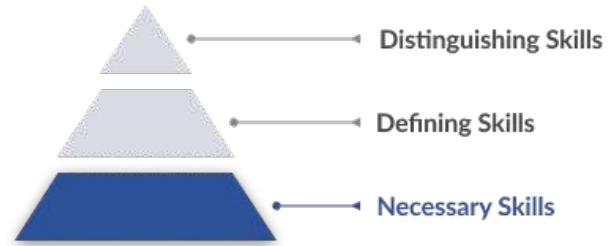
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Marketing	✓	63,670
Product Management	✗	29,520
Selling Techniques	✗	25,712
Sales Prospecting	✓	25,579
Project Management	✓	21,745
Customer Relationship Management	✗	19,797
Business Development	✓	18,995
Salesforce	✗	17,303
New Product Development	✗	16,775
Business To Business	✗	16,157

Top Necessary Skills by Demand

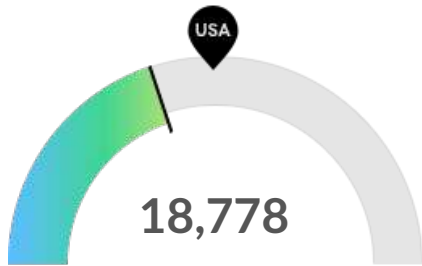
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Marketing	✓	63,670
Project Management	✓	21,745
Customer Relationship Management	✗	19,797
Business Development	✓	18,995
Salesforce	✗	17,303
Business To Business	✗	16,157
Software As A Service (SaaS)	✗	14,989
Finance	✗	12,654
Key Performance Indicators (KPIs)	✗	12,092
Valid Driver's License	✗	11,134

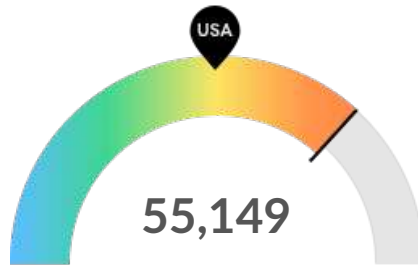
Demographics

Retirement Risk Is Low, While Overall Diversity Is High



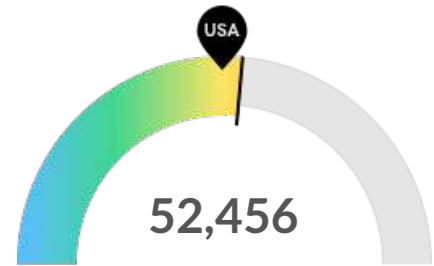
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 25,675* employees 55 or older, while there are 18,778 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 28,758* racially diverse employees, while there are 55,149 here.

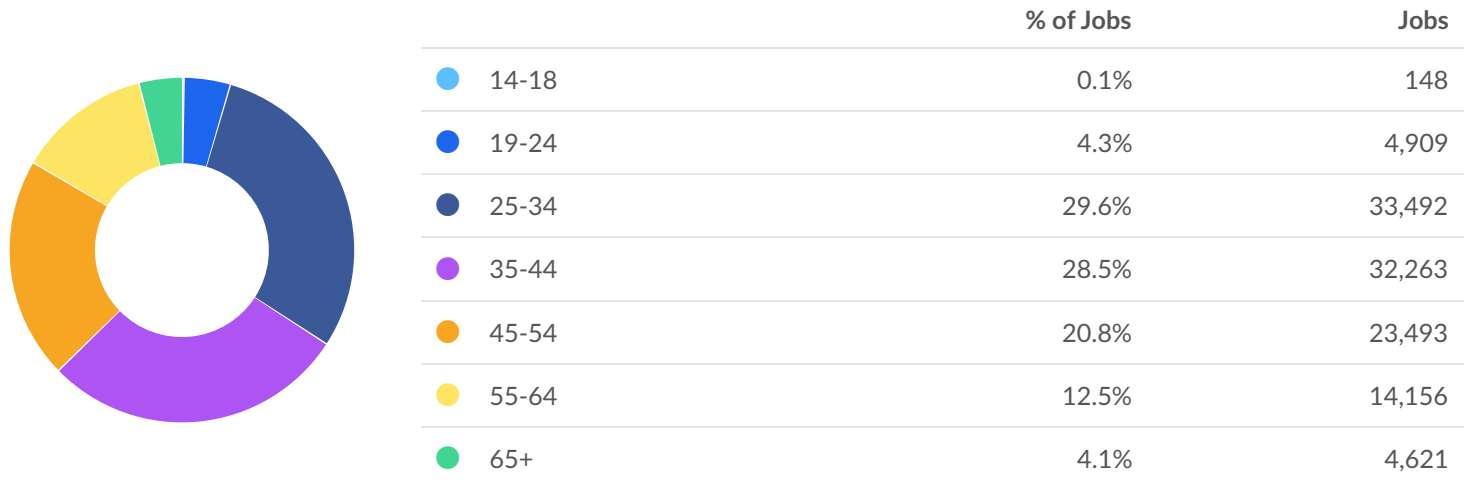


Gender Diversity

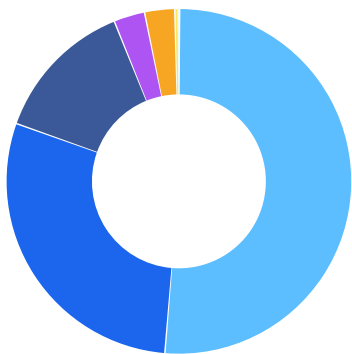
Gender diversity is about average in your area. The national average for an area this size is 48,351* female employees, while there are 52,456 here.

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Occupation Age Breakdown

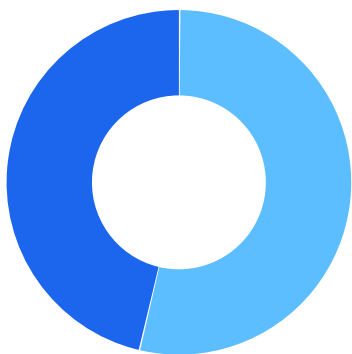


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	51.2%	57,935
Asian	29.1%	32,949
Hispanic or Latino	13.5%	15,212
Two or More Races	2.9%	3,289
Black or African American	2.8%	3,183
Native Hawaiian or Other Pacific Islander	0.3%	372
American Indian or Alaska Native	0.1%	144

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	53.6%	60,629
Females	46.4%	52,456

Occupational Programs



69 Programs

Of the programs that can train for this job, 69 have produced completions in the last 5 years.



29,412 Completions (2021)











The completions from all regional institutions for all degree types.



19,765 Openings (2021)

The average number of openings for an occupation in the region is 735.

CIP Code	Top Programs	Completions (2021)
52.0201	Business Administration and Management, General	9,194
24.0101	Liberal Arts and Sciences/Liberal Studies	8,587
11.0701	Computer Science	2,858
09.0101	Speech Communication and Rhetoric	1,979
45.0601	Economics, General	1,080
11.0199	Computer and Information Sciences, Other	614
11.0201	Computer Programming/Programmer, General	560
03.0103	Environmental Studies	500
52.0101	Business/Commerce, General	420
09.0102	Mass Communication/Media Studies	320

Top Schools	Completions (2021)	
University of California-Berkeley	3,163	
San Jose State University	2,929	
San Francisco State University	2,611	
California State University-East Bay	1,648	
De Anza College	1,366	
Diablo Valley College	1,362	
Chabot College	1,201	
West Valley College	1,082	
Foothill College	1,075	
Los Medanos College	984	

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.