** Social Media Occupations**

**Labor Market Information Report**

**Berkeley City College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

January 2020

# Recommendation

Based on all available data, there appears to be a significant undersupply of Social Media workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties.) There is a projected annual gap of about 8,542 students in the Bay region and 1,585 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0612.20 - Film Production in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Berkeley City College and in the region.

# Introduction

This report profiles Social Media Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new Introduction to Social Media program at Berkeley City College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Search Marketing Strategists (15-1199.10), therefore, the data shown in Tables 1 and 2 is for Computer Occupations, All Other (at the six digit SOC level) and likely overstates demand for Search Marketing Strategists. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Search Marketing Strategists (15-1199.10).

|  |
| --- |
| * **Market Research Analysts and Marketing Specialists (SOC 13-1161):** Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 14% |
| * **Computer Occupations, All Other (SOC 15-1199):** All computer occupations not listed separately. Excludes “Computer and Information Systems Managers” (11-3021), “Computer Hardware Engineers” (17-2061), “Electrical and Electronics Engineers” (17-2070), “Computer Science Teachers, Postsecondary” (25-1021), “Multimedia Artists and Animators” (27-1014), “Graphic Designers” (27-1024), “Computer Operators” (43-9011), and “Computer, Automated Teller, and Office Machine Repairs” (49-2011). |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 35*%* |
| * **Media and Communication Workers, All Other (SOC 27-3099):** All media and communication workers not listed separately. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 32*%* |
| * **Film and Video Editors (SOC 27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes “Sound Engineering Technicians”(27-4014). |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 27*%* |

# Occupational Demand

**Table 1. Employment Outlook for Social Media Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Market Research Analysts and Marketing Specialists | 40,659 | 46,702 | 6,042 | 15% | 26,519 | 5,304 | $27.50 | $39.98 |
| Computer Occupations, All Other | 34,144 | 37,249 | 3,105 | 9% | 14,791 | 2,958 | $40.95 | $55.84 |
| Media and Communication Workers, All Other | 1,151 | 1,222 | 72 | 6% | 605 | 121 | $14.74 | $19.61 |
| Film and Video Editors | 1,633 | 1,790 | 156 | 10% | 956 | 191 | $21.73 | $32.50 |
| **Total** | **77,588** | **86,963** | **9,375** | **12%** | **42,871** | **8,574** | **$33.11** | **$46.50** |

*Source: EMSI 2019.3*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Social Media Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Market Research Analysts and Marketing Specialists | 8,824 | 9,637 | 813 | 9% | 5,169 | 1,034 | $25.28 | $34.90 |
| Computer Occupations, All Other | 6,594 | 6,705 | 111 | 2% | 2,304 | 461 | $35.23 | $46.49 |
| Media and Communication Workers, All Other | 334 | 351 | 17 | 5% | 170 | 34 | $13.79 | $17.91 |
| Film and Video Editors | 499 | 556 | 56 | 11% | 302 | 60 | $21.59 | $32.38 |
| **TOTAL** | **16,251** | **17,248** | **997** | **6%** | **7,946** | **1,589** | **$28.97** | **$39.18** |

*Source: EMSI 2019.3*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (January 2019 - December 2019)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
| Market Research Analysts and Marketing Specialists | 13,988 | 2,296 |
| Search Marketing Strategists | 1,172 | 121 |
| Film and Video Editors | 189 | 31 |
| **Total** | **15,349** | **2,448** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Social Media Occupations for latest 12 months (January 2019 - December 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Marketing Specialist | 1,920 | Marketing Data Analyst | 142 |
| Marketing Coordinator | 1,413 | Sourcer | 128 |
| Marketing Associate | 1,323 | Digital Marketing Analyst | 107 |
| Marketing Analyst | 719 | Market Research Analyst | 105 |
| Marketing Assistant | 624 | Social Media Coordinator | 102 |
| Social Media Manager | 595 | Market Analyst | 99 |
| Sales Operations Analyst | 331 | Administrative Assistant | 93 |
| Social Media Specialist | 241 | Strategist | 87 |
| Operations Specialist | 214 | Sales Specialist | 83 |
| Technical Sourcer | 209 | Product Specialist | 81 |
| Product Analyst | 186 | Sales Analyst | 75 |
| Development Associate | 185 | Search Engine Optimization Manager | 74 |
| Video Editor | 173 | Social Media Strategist | 73 |
| Email Marketing Specialist | 160 | Marketing Consultant | 73 |

**Table 4b. Top Job Titles for Social Media Occupations for latest 12 months (January 2019 - December 2019) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Marketing Associate | 312 | Sales & Marketing Coordinator | 19 |
| Marketing Coordinator | 300 | Marketing Data Analyst | 19 |
| Marketing Specialist | 292 | Email Marketing Specialist | 18 |
| Marketing Assistant | 242 | Social Media Coordinator | 17 |
| Marketing Analyst | 79 | Market Research Analyst | 16 |
| Social Media Manager | 76 | Junior Account Manager, Sports, Marketing | 16 |
| Social Media Specialist | 50 | Event Marketing Trainee | 16 |
| Development Associate | 45 | Sales Analyst | 15 |
| Sales Operations Analyst | 34 | Outside Marketer | 15 |
| Administrative Assistant | 32 | Marketer | 14 |
| Digital Marketing Analyst | 28 | Proposal Coordinator | 13 |
| Video Editor | 25 | Sourcer | 12 |
| Product Analyst | 22 | Senior Proposal Coordinator | 12 |
| Market Analyst | 20 | Product Specialist | 12 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Social Media Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Custom Computer Programming Services (541511) | 9,071 | 10,311 | 14% | 12% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 6,794 | 8,943 | 32% | 9% |
| Computer Systems Design Services (541512) | 5,378 | 5,838 | 9% | 7% |
| Software Publishers (511210) | 4,548 | 5,641 | 24% | 6% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 3,856 | 4,199 | 9% | 5% |
| Electronic Computer Manufacturing (334111) | 2,559 | 2,824 | 10% | 3% |
| Administrative Management and General Management Consulting Services (541611) | 2,314 | 2,842 | 23% | 3% |
| Data Processing, Hosting, and Related Services (518210) | 2,352 | 2,980 | 27% | 3% |
| Federal Government, Civilian, Excluding Postal Service (901199) | 2,106 | 2,051 | -3% | 3% |
| Other Scientific and Technical Consulting Services (541690) | 1,665 | 1,549 | -7% | 2% |
| Other Computer Related Services (541519) | 1,316 | 1,554 | 18% | 2% |
| Marketing Consulting Services (541613) | 1,101 | 1,327 | 21% | 1% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 993 | 1,075 | 8% | 1% |
| Motion Picture and Video Production (512110) | 974 | 1,063 | 9% | 1% |
| Electronic Shopping and Mail-Order Houses (454110) | 880 | 1,054 | 20% | 1% |

*Source: EMSI 2019.3*

**Table 6. Top Employers Posting Social Media Occupations in Bay Region and East Bay Sub-Region (January 2019 - December 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Facebook | 234 | Williams-Sonoma | 35 | Hurley Consultants | 55 |
| Google Inc. | 114 | Stanford University | 35 | Compass | 39 |
| Salesforce | 88 | Sage | 33 | Kaiser Permanente | 30 |
| Walmart / Sam's | 80 | Adobe Systems | 33 | Golden State | 23 |
| Hurley Consultants | 69 | Linkedin Limited | 32 | UC Berkeley | 18 |
| Cisco Systems Incorporated | 67 | Kaiser Permanente | 31 | State Farm Insurance Companies | 16 |
| Apple Inc. | 66 | Blue Cross Blue Shield of California | 31 | Legion | 16 |
| Compass | 56 | Splunk, Inc | 30 | High Definition Solar | 16 |
| Allied Universal Corporation | 53 | Intel Corporation | 29 | Growing Office 12 New Positions Open | 16 |
| Staples | 51 | The Mom Project | 28 | Staples | 13 |
| Wells Fargo | 47 | Golden State | 28 | TJX Companies, Inc. | 12 |
| Splunk | 45 | Oracle | 27 | Vsco | 10 |
| State Farm Insurance Co | 41 | Intuit | 27 | UC San Diego | 10 |
| Gap Inc. | 41 | T Roc | 26 | Sage Group | 10 |
| Crawford Group | 41 | Costar Group | 26 | Lucid Motors Inc | 10 |
| Vmware Incorporated | 39 | Macy's | 25 | Workday, Inc | 9 |
| Sage Group | 36 | IBM | 25 | LG Digital | 9 |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 32 awards on average annually (last 3 years) on TOP 0612.20 - Film Production. There are two colleges in the East Bay Sub-Region issuing 4 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0612.20 - Film Production in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| Berkeley City College | East Bay |  |  | 1 | 1 |
| City College of San Francisco | Mid-Peninsula | 7 | 1 |  | 8 |
| Contra Costa College | East Bay |  |  | 3 | 3 |
| De Anza College | Silicon Valley | 4 |  |  | 4 |
| Santa Rosa Junior College | North Bay | 8 | 8 |  | 16 |
| **Total Bay Region** | | **19** | **9** | **4** | **32** |
| **Total East Bay Sub-Region** | | **0** | **0** | **4** | **4** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 8,574 annual openings for the Social Media occupational cluster and 32 annual (3-year average) awards for an annual undersupply of 8,542 students. In the East Bay Sub-Region, there is also a gap with 1,589 annual openings and 4 annual (3-year average) awards for an annual undersupply of 1,585 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Berkeley City College (All CTE Programs) | State (0612.20) | Bay (0612.20) | East Bay (0612.20) | Berkeley City College (0612.20) |
| % Employed Four Quarters After Exit | 74% | 66% | 68% | 63% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,865 | $9,555 | $6,798 | n/a | n/a |
| Median % Change in Earnings | 46% | 45% | 19% | 32% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 61% | 54% | 39% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 1/3/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Social Media Occupations in Bay Region (January 2019 - December 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Marketing | 7,961 | Scheduling | 1,316 | Social Media Marketing | 834 |
| Social Media | 4,320 | Business Development | 1,303 | Product Management | 796 |
| Project Management | 2,935 | Instagram | 1,283 | Social Media Platforms | 779 |
| Digital Marketing | 2,295 | Business-to-Business | 1,248 | Marketing Materials | 768 |
| Budgeting | 2,175 | Adobe Indesign | 1,230 | Customer Contact | 715 |
| Facebook | 2,032 | Content Management | 1,170 | Social Media Tools | 702 |
| Salesforce | 1,826 | Market Research | 1,098 | Economics | 696 |
| Sales | 1,701 | Data Analysis | 1,068 | Youtube | 693 |
| Adobe Photoshop | 1,664 | Email Marketing | 1,041 | Content Development | 692 |
| SQL | 1,572 | Adobe Acrobat | 950 | Brand Awareness Generation | 679 |
| Key Performance Indicators (KPIs) | 1,541 | E-Commerce | 946 | Content Marketing | 676 |
| Market Strategy | 1,537 | Adobe Creative Suite | 888 | Quality Assurance and Control | 661 |
| Customer Service | 1,525 | Tableau | 875 | Email Campaigns | 645 |
| Product Marketing | 1,356 | Adobe Illustrator | 858 | Newsletters | 640 |
| Google Analytics | 1,355 | LinkedIn | 840 | Graphic Design | 628 |

*Source: Burning Glass*

**Table 10. Certifications for Social Media Occupations in Bay Region (January 2019 - December 2019)** Note: 95% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 292 | Property and Casualty License | 12 |
| Certified Public Accountant (CPA) | 79 | First Aid CPR AED | 10 |
| Project Management Certification | 50 | Certified Information Systems Security Professional (CISSP) | 10 |
| Google AdWords Training | 46 | Leadership In Energy And Environmental Design (LEED) Certified | 9 |
| Series 7 | 31 | Investment Advisor | 9 |
| Real Estate Certification | 30 | CDL Class C | 9 |
| Project Management Professional (PMP) | 24 | Six Sigma Certification | 8 |
| IT Infrastructure Library (ITIL) Certification | 22 | Security Clearance | 8 |
| Certified Dealer | 19 | Makeup Artist | 8 |
| Marketing Cloud Consultant | 18 | Cisco Certified Internetwork Expert (CCIE) | 8 |
| ITIL Certification | 18 | Chartered Advisor For Senior Living | 8 |
| Certified Salesforce Administrator | 17 | Series 8 | 7 |

*Source: Burning Glass*

**Table 11. Education Requirements for Social Media Occupations in Bay Region**

Note: 43% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 28 | 0% |
| Associate Degree | 406 | 5% |
| Bachelor’s Degree or Higher | 8,074 | 95% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

For more information, please contact:

* Doreen O’Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544