Social Media Marketing Occupations
Labor Market Information Report

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
May 2018

Recommendation

Based on all available data, there appears to be a significant undersupply of Social Media Marketing workers compared to the demand for these occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The annual gap is about 7,365 students in the Bay region and 1,230 in the East Bay.

This report also provides student outcomes data on employment and earnings for programs on TOP 0614.30 - Website Design and Development in the state and region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses on this TOP code at Berkeley City College compare to potentially similar programs at colleges in the sub-region, region and state, as well as to outcomes across all CTE programs at Berkeley City College and in the region.

Introduction

This report profiles Social Media Marketing Occupations in the 12 county Bay region and in the East Bay sub-region for a new program at Berkeley City College. Labor market information (LMI) is not available at the eight digit SOC Code level, and one SOC code selected is at the eight-digit level. Therefore, the information shown in Tables 1, 2 and 5 are for the four SOC codes selected at the six digit SOC level. However, online postings data is available at the eight-digit level from Burning Glass in the other tables in the report.

- **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: Associates degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 15%

- **Web Developers (SOC 15-1134):** Design, create, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content.
  Entry-Level Educational Requirement: Associates degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

- **Computer Occupations, All Other (SOC 15-1199):** All computer occupations not listed separately.
  - **Search Marketing Strategists (SOC 15-1199.10):** Employ search marketing tactics to increase visibility and engagement with content, products, or services in Internet-enabled devices or interfaces. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization.
  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%*

Occupational Demand

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

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Open-ings	Annual Open-ings	10% Hourly Wage	Median Hourly Wage
Market Research Analysts and Marketing Specialists	37,158	42,350	5,193	14%	24,011	4,802	$22.88	$40.06
Web Developers	11,456	13,966	2,510	22%	6,872	1,374	$19.32	$39.07
Computer Occupations, All Other	13,687	15,178	1,491	11%	6,267	1,253	$25.33	$52.40
Media and Communication Workers, All Other	1,000	1,079	78	8%	542	108	$12.46	$18.72
Total	**63,300**	**72,572**	**9,272**	**15%**	**37,692**	**7,538**	**$22.60**	**$42.21**

Source: EMSI 2018.2
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 Marketing Occupations in East Bay Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Open-ings	Annual Open-ings	10% Hourly Wage	Median Hourly Wage
Market Research Analysts and Marketing Specialists	6,355	7,067	712	11%	3,886	777	$20.14	$34.70
Web Developers	2,176	2,531	356	16%	1,163	233	$18.21	$28.02
Computer Occupations, All Other	2,211	2,420	209	9%	972	194	$23.94	$47.87
Media and Communication Workers, All Other	338	357	19	6%	174	35	$12.21	$14.39
TOTAL	**11,080**	**12,376**	**1,295**	**12%**	**6,195**	**1,239**	**$20.28**	**$35.40**

Source: EMSI 2018.2
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 (May 2017 - April 2018)

Occupation	Bay Region	East Bay
Web Developers (15-1134.00)	15,892	1,857
Market Research Analysts and Marketing Specialists (13-1161.00)	7,386	1,193
Search Marketing Strategists (15-1199.10)	579	67
Total	**23,857**	**3,117**

Source: Burning Glass

Table 4. Top Job Titles for Social Media Marketing Occupations for latest 12 months (May 2017 - April 2018)

Common Title	Bay	East Bay	Common Title	Bay	East Bay
User Experience (UX) Designer	1,373	102	Ux Researcher	199	17
Web Developer	1,147	212	Front End Web Developer	190	33
Front End Developer	1,063	74	Sales Operations Analyst	189	13
Marketing Specialist	889	158	Backend Engineer	183	9
User Interface (UI) Developer	846	102	User Interface (UI) Designer	178	18

Software Development Engineer	825	34	Javascript Developer	162	15
PHP Developer	753	274	Senior Backend Engineer	160	7
Marketing Coordinator	736	165	Java Developer	154	24
Marketing Associate	638	121	Web Designer	149	21
User Interface (UX)/User Experience (UX) Designer	534	78	Email Marketing Specialist	144	54
Marketing Analyst	513	69	Javascript Engineer	141	9
Front End Engineer	434	25	Developer	140	20
Web Engineer	328	26	Web Applications Developer	140	22
Marketing Assistant	309	89	Web Producer	132	8
Senior Engineer	307	60	Social Media Specialist	127	20
Senior Front End Engineer	297	23	Technical Sourcer	123	3
Social Media Manager	292	30	Back End Engineer	109	12
Ruby on Rails Developer	254	34	Senior Ui Engineer	107	11
Engineer	220	7	Ui Engineer	101	10
Senior Javascript Engineer	210	65	Sourcer	100	14

Source: Burning Glass

Industry Concentration

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

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Computer Systems Design and Related Services (5415)	11,776	13,992	19%	18.6%
Other Information Services (5191)	7,352	9,542	30%	11.6%
Management, Scientific, and Technical Consulting Services (5416)	5,843	6,688	14%	9.2%
Software Publishers (5112)	2,927	3,584	22%	4.6%
Management of Companies and Enterprises (5511)	2,919	3,086	6%	4.6%
Advertising, Public Relations, and Related Services (5418)	1,819	2,016	11%	2.9%
Computer and Peripheral Equipment Manufacturing (3341)	1,740	1,901	9%	2.7%
Federal Government, Civilian (9011)	1,551	1,528	(1%)	2.5%
Data Processing, Hosting, and Related Services (5182)	1,513	2,017	33%	2.4%
Other Professional, Scientific, and Technical Services (5419)	1,062	1,218	15%	1.7%
Scientific Research and Development Services (5417)	1,029	1,134	10%	1.6%
Electronic Shopping and Mail-Order Houses (4541)	1,008	1,368	36%	1.6%
Professional and Commercial Equipment and Supplies Merchant Wholesalers (4234)	892	950	7%	1.4%
Architectural, Engineering, and Related Services (5413)	750	838	12%	1.2%
Employment Services (5613)	712	806	13%	1.1%
Other Financial Investment Activities (5239)	632	763	21%	1.0%

Source: EMSI 2018.1

Table 6. Top Employers Posting Social Media Marketing Occupations in Bay and East Bay (May 2017 - April 2018)

Employer	Bay	Employer	Bay	Employer	East Bay
Capital Markets Placement	422	Williams-Sonoma	66	Capital Markets Placement	183
Apple Inc.	319	SAP	65	Oracle	46
Oracle	239	JP Morgan Chase Company	64	Microsoft Corporation	41
Facebook	201	Vmware Incorporated	64	Kaiser Permanente	30
Google Inc.	186	Macy's	63	Veeva Systems	28
Wells Fargo	133	Tesla Motors	61	Tesla Motors	27

Salesforce	123	Redpoint Ventures	59	Workday, Inc	27
Amazon	118	Intero Real Estate	56	Accenture	26
Microsoft Corporation	114	Autodesk Incorporated	54	Ellie Mae	26
Cisco Systems Inc	111	Spartan Tool Llc	53	Realogy Holdings Corp	25
eBay	98	Etouch Systems Corporation	52	Staples	17
Uber	95	IBM	51	Wells Fargo	17
Accenture	93	Khosla Ventures	51	Ideahelix	16
Walmart / Sam's	87	Servicenow	50	General Electric Company	15
Gap Inc.	86	Xoriant Incorporated	49	Pandora	15
Redolent, Inc	83	United States Technical Solutions	48	Appen	14
Staples	80	Infoobjects Inc	47	Bio-Rad Laboratories	14
Paypal	79	Armada Group	46	Pandora Media	14
Sony Electronics Inc	66	Deloitte	46	University California	14

Source: Burning Glass

Educational Supply

There are ten colleges in the Bay Region issuing 43 awards annually on TOP 0614.30 - Website Design and Development. There are four other postsecondary institutions issuing 129 awards annually on Web Page, Digital/Multimedia and Information Resources Design (CIP 11.0801), for a total of 172 awards annually in the region. There are two two colleges in the East Bay issuing 9 awards annually on this TOP 0614.30.

Table 7. Website Design and Development Programs (TOP 0614.30) and Web Page, Digital/Multimedia and Information Resources Design (CIP 11.0801) in the Bay Region

College	Sub-Region	Headcount	No. of Transfers	Bachelor's	Associates	Certifi-cates	Total Awards
Berkeley City	East Bay	215	19	0	1	6	7
Cabrillo	SC-Monterey	on another TOP	0	0	4	15	19
Canada	Mid-Peninsula	36	3	0	0	4	4
Gavilan	Silicon Valley	168	14	0	0	0	0
Hartnell	SC-Monterey	8	0	0	0	0	0
Marin	North Bay	55	3	0	0	0	0
Mission	Silicon Valley	139	17	0	0	2	2
Monterey	SC-Monterey	13	4	0	0	0	0
Ohlone	East Bay	27	5	0	0	2	2
San Francisco	Mid-Peninsula	376	5	0	0	1	1
San Jose City	Silicon Valley	34	5	0	1	2	3
Santa Rosa	North Bay	293	27	0	0	1	1
Skyline	Mid-Peninsula	on another TOP	1	0	2	1	3
West Valley	Silicon Valley	121	9	0	0	1	1
Academy of Art University	Mid-Peninsula	n/a	n/a	67	16	0	83
Argosy University-The Art Institute of CA-SF	Mid-Peninsula	n/a	n/a	15	3	2	20
Argosy University-The Art Institute of CA-Silicon Valley	Silicon Valley	n/a	n/a	12	2	1	15
Santa Clara University	Silicon Valley	n/a	n/a	11	0	0	11
Total Bay Region		**1,482**	**111**	**105**	**29**	**38**	**172**
Total East Bay Sub-Region		**242**	**24**	**0**	**1**	**8**	**9**

Sources: IPEDS, Data Mart and Launchboard

NOTE: For Community Colleges, the annual average for Associate Degrees and Certificates is 2014-17. Headcount is for 2016-17, and number of transfer students is for 2015-16. For the other educational postsecondary institute, the annual average for awards is 2013-16.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 7,538 annual openings for the Social Media Marketing occupational cluster and 172 annual awards for an annual undersupply of 7,366. In the East Bay, there is also a gap with 1,239 annual openings and 9 annual awards for an annual undersupply of 1,230.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.30 - Website Design and Development

2015-16	Bay (All CTE Programs)	Berkeley (All CTE Programs)	State (061430)	Bay (061430)	East Bay (061430)	Berkeley (061430)	Top College on 061430 in the region	
% Employed Four Quarters After Exit	74%	54%	60%	62%	69%	69%	Berkeley Santa Rosa	69% (29 students) 69% (87 students)
Median Earnings Two Quarters After Exit	$10,310	$7,380	$7,485	$8,500	$9,360	$11,240	San Francisco	$16,790 (7 students)
Median % Change in Earnings	46%	32%	52%	56%	312%	576%	Berkeley	576% (14 students)
% of Students Earning a Living Wage	63%	45%	55%	57%	62%	72%	Berkeley	72% (18 students)

Source: Launchboard (version available on 4/15/18)

Skills, Certificates and Education

Table 9. Top Skills for Social Media Marketing Occupations in Bay Region (May 2017 - April 2018)

Skill	Postings	Skill	Postings	Skill	Postings
JavaScript	8,172	MySQL	1,332	Business Development	807
Teamwork/Collaboration	7,211	Adobe Indesign	1,320	Extensible Markup Language (XML)	791
Marketing	4,296	Visual Design	1,309	Market Strategy	778
HTML5	3,619	Customer Service	1,262	Continuous Integration (CI)	775
Java	3,540	Budgeting	1,248	Data Analysis	772
Web Application Development	3,520	Interaction Design	1,243	Google Analytics	769
AngularJS	3,165	Salesforce	1,220	C++	765
Web Development	3,088	Digital Marketing	1,208	Content Management	762
Software Engineering	3,072	Ruby on Rails	1,206	NoSQL	757
CSS	2,698	Facebook	1,194	Business-to-Business	754
SQL	2,617	Bootstrapping	1,147	Grunt (JavaScript)	748
Adobe Photoshop	2,572	Product Development	1,135	Relational Databases	747
Project Management	2,445	Graphic Design	1,126	Customer Contact	723
jQuery	2,419	JavaScript Object Notation (JSON)	1,125	Gulp.js	721
Social Media	2,373	Scheduling	1,118	Market Research	698
Software Development	2,349	Agile Development	1,082	Human Computer Interaction	697
Python	2,312	Scrum	1,074	Microsoft C#	690
Front-end Development	2,188	Adobe Acrobat	1,042	Process Design	664
User Interface (UI) Design	1,928	User Research	1,041	Product Design	661
E-Commerce	1,916	Linux	1,013	Data Structures	644
Git	1,903	Scalability Design	998	Big Data	642
Product Management	1,895	Oracle	990	UNIX	637
Hypertext Preprocessor (PHP)	1,885	Adobe Creative Suite	986	Email Marketing	632

Node.js	1,740	Ruby	965	Instagram	627
Web Site Design	1,466	Adobe Illustrator	962	Software Architecture	622
AJAX	1,452	Sales	961	Experiments	611
Object-Oriented Analysis & Design (OOAD)	1,450	Backbone.js	911	Psychology	607
UX Wireframes	1,448	Software as a Service (SaaS)	894	GitHub	603
Unit Testing	1,396	Product Marketing	868	Retail Industry Knowledge	603
Prototyping	1,368	Debugging	859	Information Architecture	601
Syntactically Awesome Style Sheets (SASS)	1,364	PostgreSQL	856	Frontend Technology	572
Quality Assurance & Control	1,357	Key Performance Indicators (KPIs)	813	Data Visualization	565

Source: Burning Glass

Table 10. Certifications for Social Media Marketing Occupations in the Bay Region (May 2017 - Apr 2018)

Note: 97% of records have been excluded because they do not include a certification. As a result, the chart has not been included in this report.

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

Note: 51% 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
High school or vocational training	118 (1%)
Associate Degree	181 (2%)
Bachelor's Degree	10,864 (93%)
Master's Degree	394 (3%)
Doctoral Degree	140 (1%)

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/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

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