

## Other Fine and Applied Arts

### *Vocational Media: Commercials and Voice-Overs*

June 2018

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#### Research Summary

The Los Angeles/Orange County Center of Excellence (COE) compiled this report to provide regional labor market supply and demand data related to **vocational media: commercials and voice-overs**.

**Because there are currently no occupation codes dedicated to voice-over and the fact that this is an emerging program area at community colleges, at this time it is difficult to determine the actual demand, as well as the number of students who are being trained to fill these positions, from our current data sources.** Here are a few important notations to consider:

- A look at employer job postings for voice-over positions produced 67 job postings **across the United States**.
- The majority of job advertisements in 2017 specified a Bachelor's degree as the minimum education level required.
- While community colleges do offer commercial voice-over classes as part of their continuing education and/or their radio, television, or broadcasting programs, Saddleback College offers a "Screen Acting and Voice Performance" program.

#### Employer Job Postings

In order to learn more about employment opportunities in this field, data on job postings was collected by using the following keywords: voice-over artist, commercial actor, and voice actor. Local data was nonexistent, so parameters were set to include **national figures. In 2017, there were 67 job postings for commercials and voice-over positions across the United States.**

#### Top Titles

The most common titles for voice over-related jobs are listed in Exhibit 1. Voice artist was mentioned in 78% of all relevant job postings (52 out of 67 postings).

**Exhibit 1 –Job titles (n=67)**

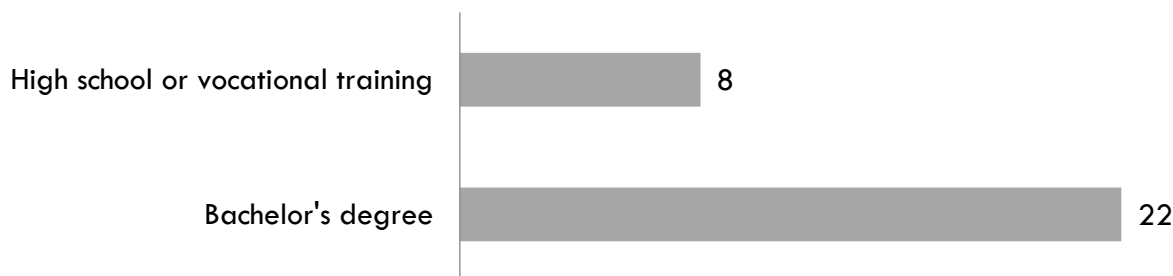
Title	Job Postings, Full Year 2017
Voice Artist (includes languages other than English)	52
Voice Actor	8
Video Voice Engineer	4
Intern - Voice	3

Source: Labor Insight/Jobs (Burning Glass)

### Advertised Education Levels

Exhibit 2 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with a Bachelor’s degree. Approximately 55% of job postings did not specify a level of education.

**Exhibit 2 – Advertised education requirements for commercials and voice over-related jobs (n=30)**



Source: Labor Insight/Jobs (Burning Glass)

### Education and Training

Currently, Saddleback offers a “Screen Acting and Voice Performance” program; other community colleges offer commercial voice-over classes as part of their radio, television, or broadcasting programs. Some community colleges, such as City College of San Francisco, have online certificate classes as part of their Continuing Education.

### Sources

Labor Insight/Jobs (Burning Glass)

### Notes

Data included in this analysis represents the labor market demand for positions most closely related to vocational media: commercials and voice-overs.

Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.