

# Social Media Occupational Group

*California and the Riverside-San Bernardino-Ontario Metropolitan Statistical Area (Riverside and San Bernardino counties combined)*

## Job Opportunities

In 2016, there were over 371,200 social media related occupational jobs in California. About 6% or over 23,000 of these job opportunities were located in the Riverside-San Bernardino-Ontario MSA. Across the local region, employment related to the social media occupational group is expected to increase 11% through 2021, faster than the state overall at 7% growth. Employers in the Riverside-San Bernardino-Ontario MSA will need to hire more than 4,900 workers over the next five years to fill new jobs and to backfill jobs that workers are leaving (includes retirements). Projected job growth for each of the detailed occupations in this occupational group are found in Appendix A.

*Exhibit 1: Five-year projections for the social media occupational group in the Riverside-San Bernardino-Ontario MSA and California*

Region	2016 Jobs	2021 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Riverside-San Bernardino-Ontario MSA	23,012	25,444	2,432	11%	4,922	984
California	371,238	398,002	26,764	7%	64,287	12,857

## Earnings

The combined average entry-level wage for this occupational group is \$15.73, above the MIT Living Wage estimate of \$12.10 per hour for a single adult living in the Riverside-San Bernardino-Ontario MSA. The average annual earnings for this occupational group in the region is \$65,100 per year, assuming full-time employment. The combined average entry-level hourly wage in California is \$17.44 per hour. Hourly wages and annual average earnings for each detailed occupation in this group can be found in Appendix A.



*Exhibit 2: Earnings for the social media occupational group in the Riverside-San Bernardino-Ontario MSA and California*

Region	Entry to Experienced Hourly Earnings Range*	Avg. Annual Earnings
Riverside-San Bernardino-Ontario MSA	\$15.73 to \$49.78	\$65,100
California	\$17.44 to \$67.05	\$79,200

\*Entry hourly earnings is 10th percentile wage, experienced hourly earnings is 90th percentile wage.

### **Job Ads, Top Employers, Work Locations, Skills, and Education**

This report focuses on nine key skills from job ads that are strongly connected to the following social media skills:

- Social Media
- Social Media Campaign
- Social Media Marketing
- Social Media Monitoring
- Social Media Outreach
- Social Media Planning
- Social Media Platforms
- Social Media Tools
- Social Media Trends

In the last 12 months (May 2016 to April 2017), there were a total of 1,048 job advertisements (ads) for the social media occupational group in the Riverside-San Bernardino-Ontario MSA. In the full-year 2016 there were 1,100 job ads demanding the above social media skills; 1,218 job ads in 2015, and 660 job ads in 2014.



The top five occupations requiring the above social media skills in the last 12 months were:

- Market research analysts and marketing specialists (n=154)
- Marketing managers (n=106)
- Human resource specialists (n=86)
- Sales representatives wholesale and manufacturing, except technical and scientific products (n=68)
- Public relations specialists (n=46).

The top employers posting jobs for occupations that require social media skills were: Esri, San Manuel Indian Bingo & Casino/Band of Serrano Mission Indians, Berkshire Hathaway, California State University, and Monster Beverage. The top worksite cities in the region were Riverside, Ontario, San Bernardino, Corona, and Redlands. Exhibit 3 lists the top specialized and soft skills that employers are seeking when looking for workers to fill social media positions.

Exhibit 3: Top skills in demand for the social media occupational group in the Riverside-San Bernardino-Ontario MSA

Social Media Occupations	Specialized skills	Soft skills	Computer skills
Human Resource Specialists	<ul style="list-style-type: none"> <li>• Procurement</li> <li>• Psychology</li> <li>• Organizational Development</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Thinking</li> <li>• Analytical Skills</li> <li>• Bilingual</li> </ul>	<ul style="list-style-type: none"> <li>• ADP Payroll</li> <li>• HRMS</li> <li>• Oracle</li> </ul>
Marketing Managers	<ul style="list-style-type: none"> <li>• Microsoft Outlook</li> <li>• Brand Management</li> <li>• Supervisor Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Mathematics</li> <li>• Spanish</li> <li>• Troubleshooting</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Outlook</li> <li>• Microsoft Access</li> <li>• SAS</li> </ul>
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Marketing</li> <li>• Strategic Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Mathematics</li> <li>• Leadership</li> <li>• Typing</li> </ul>	<ul style="list-style-type: none"> <li>• Diggs</li> <li>• Microsoft Publisher</li> <li>• Flickr</li> </ul>
Public Relations Specialists	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Social Media Platforms</li> <li>• Proofreading</li> </ul>	<ul style="list-style-type: none"> <li>• Research</li> <li>• Writing</li> <li>• Creativity</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Platforms</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Excel</li> </ul>
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific	<ul style="list-style-type: none"> <li>• ArcGIS</li> <li>• Procurement</li> <li>• Enterprise Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Initiative</li> <li>• Listening</li> <li>• Positive Disposition</li> </ul>	<ul style="list-style-type: none"> <li>• Ruby</li> <li>• Python</li> <li>• C++</li> </ul>

Exhibit 4 displays the education level requested by employers in online job ads. The majority of employers in 2016 were looking for a candidate with a bachelor’s degree or higher.

*Exhibit 4: 2016 online job ads with minimum advertised education requirements for the social media occupational group in the Riverside-San Bernardino-Ontario MSA (n=83)*

Social Media Occupations	High school diploma or vocational training	Associate degree	Bachelor’s degree or higher
Human Resource Specialists	24%	12%	65%
Marketing Managers	5%	0%	95%
Market Research Analysts and Marketing Specialists	0%	16%	84%
Public Relations Specialists	0%	12%	88%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific	18%	0%	82%

Other related social media occupations mentioned in job ads that required a minimum of a “high school or vocational training” or an “associate degree” were:

- Demonstrators and product promoters (n=8)
- Retail sales (n=8)
- Real estate sales agents (n=5)
- Graphic designers (n=5)
- First-line supervisors of office and administrative support workers (n=5)

While employers mentioned a need for social media related skills for the above occupations needing a “high school diploma” or an “associate degree”, they may also be considered outliers since the resulting totals are low.

## Student Completions

Exhibit 5 shows the annual average regional community college awards (associate degrees and certificates) conferred during the three academic years between 2013 and 2016, as well as other awards granted outside the California Community Colleges from 2012-2015, with the relevant TOP code. Please note an award is not equivalent to a single person in search of a job opening since a student may earn more than one award, such as an associate degree in addition to a certificate.

*Exhibit 5: Annual average community college student completions for social media programs in the Riverside-San Bernardino-Ontario MSA*

<b>0509.70 – E-Commerce (business emphasis)</b>	<b>Annual Avg. CC Headcount (2013-2016)</b>	<b>CC Annual Avg. Awards (2013-16)</b>	<b>Annual Avg. Certificates or Other Credit Awards (2012-15)</b>
<b>Moreno Valley College</b>	56	-	-

<b>0709.10 – E-Commerce (technology emphasis)</b>	<b>Annual Avg. CC Headcount (2013-2016)</b>	<b>CC Annual Avg. Awards (2013-16)</b>	<b>Annual Avg. Certificates or Other Credit Awards (2012-15)</b>
<b>Mt. San Jacinto College</b>	39	-	-

## Student Outcomes

Community College student outcome information was obtained from the CTE LaunchBoard based on the selected TOP code(s) and region:

### **0509.70 E-Commerce (business emphasis) program outcomes in the Riverside-San Bernardino-Ontario MSA in academic year 2013-14:**

- The median annual wage after program completion is \$34,180.
- 75% of students are earning a living wage.
- Course completers reported a wage increase of 22%.
- 63% of students are employed within six months after completing a program.

### **0709.10 E-Commerce (technology emphasis) program outcomes in the Riverside-San Bernardino-Ontario MSA in academic year 2013-14:**

\*Insufficient completion data for this program.



## Summary

Social media is becoming a powerful method for organizations to reach target markets, and many social platforms have integrated methods to help businesses reach their audiences. Social media appears to be an emerging skill set that employers are demanding for key occupations. At this time, most of the occupations demonstrating employer demand for social media skills require at least a bachelor's degree to enter employment. Despite this, each of the occupations listed in this group are growing faster than other related occupations, also the entry-level wages exceed the living wage in the local region.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

Employment Development Department, Labor Market Information Division, OES

Employment Development Department, Unemployment Insurance Dataset

CTE LaunchBoard

Statewide CTE Outcomes Survey

Living Insight Center for Community Economic Development

California Community Colleges Chancellor's Office Management Information Systems (MIS)

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## **Appendix A: Occupation definitions, five-year projections, and earnings for the social media occupational group**

### **Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment**

#### **Marketing Managers (11-2021)**

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 23%*

#### **Human Resources Specialists (13-1071)**

Perform activities in the human resource area. Includes employment specialists who screen, recruit, interview, and place workers.

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 30%*

#### **Market Research Analysts and Marketing Specialists (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 with Community College Award or Some Postsecondary Coursework: 16%*





### **Public Relations Specialists (27-3031)**

Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 14%*

### **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)**

*Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.*

*Entry-Level Educational Requirement: High school diploma or equivalent*

*Training Requirement: moderate-term on-the-job training*

*Percentage with Community College Award or Some Postsecondary Coursework: 32%*

Table 1. Job growth and wages for the social media occupational group, Riverside-San Bernardino-Ontario MSA

Social Media Occupations (SOC code)	2016 Jobs	5-Yr Openings to 2021 (New + Replacement Jobs)	Annual Openings to 2021	Entry to Experienced Hourly Earnings Range*	Avg. Annual Earnings
Marketing Managers (11-2021)	1,073	225	45	\$27.20 to \$86.85	\$108,000
Human Resource Specialists (13-1071)	4,041	834	167	\$17.69 to \$43.23	\$62,400
Market Research Analysts and Marketing Specialists (13-1161)	3,329	657	131	\$16.07 to \$45.08	\$59,600
Public Relations Specialists (27-3031)	1,019	176	35	\$13.87 to \$39.49	\$54,400
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	13,550	3,030	606	\$14.28 to \$50.72	\$65,100
<b>Total</b>	<b>23,012</b>	<b>4,922</b>	<b>984</b>	<b>\$15.73 to \$49.78</b>	<b>\$65,100</b>

Table 2. Job growth and wages for the social media occupational group, California

Social Media Occupations (SOC code)	2016 Jobs	5-Yr Openings to 2021 (New + Replacement Jobs)	Annual Openings to 2021	Entry to Experienced Hourly Earnings Range*	Avg. Annual Earnings
Marketing Managers (11-2021)	36,517	7,025	1,405	\$36.00 to \$148.08	\$155,600
Human Resource Specialists (13-1071)	60,194	11,801	2,360	\$19.01 to \$56.26	\$73,900
Market Research Analysts and Marketing Specialists (13-1161)	89,466	15,791	3,158	\$17.32 to \$67.45	\$80,000
Public Relations Specialists (27-3031)	27,130	3,973	795	\$16.47 to \$59.90	\$75,900
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	157,932	25,697	5,139	\$12.81 to \$53.50	\$63,800
<b>Total</b>	<b>371,238</b>	<b>64,287</b>	<b>12,857</b>	<b>\$17.44 to \$67.05</b>	<b>\$79,200</b>