

# Social Media Marketing

*Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area)*

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## Summary

- Employment for the social media marketing occupational group is expected to increase by **9% between 2017 and 2022** in the Inland Empire/Desert Region. **More than 15,100 job openings** will be available over the five-year timeframe.
- The entry-level wage for each of the social media marketing occupations is **above the MIT Living Wage estimate of \$12.30 per hour** for a single adult living in the Inland Empire/Desert Region.
- There appears to be an opportunity for program growth based on the average annual number of program completers for the selected community college program in the region (**0 community college awards**), and the annual openings for social media marketing occupations across the region (**3,025 annual job openings**).

## Introduction

This report details occupations relevant to social media marketing. 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. The occupations that utilize social media marketing skills most frequently are marketing, sales, and public relations occupations. The five occupations included in the social media marketing occupational group are the following:

- Human Resource Specialists
- Marketing Managers
- Market Research Analysts and Marketing Specialists
- Public Relations Specialists
- Sales Representatives Wholesale and Manufacturing, Except Technical and Scientific Products

## Job Opportunities

In 2017, there were nearly 25,100 jobs in the social media marketing occupational group in the Inland Empire/Desert Region. Across the region, employment related to this group is expected to

increase 9% through 2022. Employers will need to more than 15,100 workers over the next five years to fill new jobs and to backfill positions that workers are leaving –including retirements. Appendix A, Table 1 shows the projected job growth, wages, as well as typical entry-level education, on-the-job training, and work experience required for each of the detailed occupations in this group by region.

*Exhibit 1: Five-year projections for social media marketing occupations*

Region	2017 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Inland Empire/Desert	25,077	9%	15,125	3,025	22%

Source: EMSI 2018.1

## Earnings

The entry-level wage for each of the social media marketing occupations in the Inland Empire/Desert Region is above the MIT Living Wage estimate of \$12.30 per hour, or \$25,586 annually for a single adult living in the area. These wages are also sufficient for an adult living in a household with one other working adult and one child (\$30,160 annually for each adult, or \$14.50 per hour, per adult). See Exhibit 2 for wage information.

*Exhibit 2: Earnings for social media marketing occupations in the Inland Empire/Desert Region*

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Average Annual Earnings
Marketing Managers	\$33.70 to \$63.66	\$44.42	\$107,200
Human Resources Specialists	\$23.51 to \$35.54	\$29.18	\$62,000
Public Relations Specialists	\$19.79 to \$37.20	\$28.96	\$60,500
Market Research Analysts and Marketing Specialists	\$19.56 to \$36.93	\$26.89	\$60,600
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$19.43 to \$39.59	\$26.71	\$67,300

Source: EMSI 2018.1

\*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.



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

This report focuses on ten key skills from job ads that show a strong connection to social media marketing. The social media marketing skills are listed below:

- Social Media Marketing
- Social Media Strategy
- Social Media Campaign
- Social Media Outreach
- Social Media Tools
- Social Media Trends
- Social Media Planning
- Social Media Platforms
- Social Media Integration
- Social Media

An initial search for job ads requesting the above skills yielded 1,428 postings over the last 12 months (May 2017 to April 2018) in the Inland Empire/Desert Region, but not all were relevant to marketing occupations. To refine this search, the results were limited to the social media marketing occupational group. This brought the total number of postings down to 372. Exhibit 3 displays the number of postings for each of the occupations in the social media marketing group requiring the aforementioned social media skills, along with the regional and national average time to fill for each occupation. On average, the social media marketing occupational group takes a similar amount of time to fill in the Inland Empire/Desert Region as it does in the nation as a whole, except the public relations specialists occupation. This occupation is much harder to fill in the local region than in the nation as a whole, taking over two weeks longer on average.

*Exhibit 3: Job ads and time to fill for the social media marketing occupational group in the Inland Empire/Desert during the last 12 months, May 2017 – Apr 2018*

Occupation	Job Ads	Regional Average Time to Fill (Days)	National Average Time to Fill (Days)
Market Research Analysts and Marketing Specialists	189	37	40
Marketing Managers	76	46	45
Public Relations Specialists	56	51	35
Human Resource Specialists	38	38	34
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	13	37	41
<b>Total</b>	<b>372</b>	<b>-</b>	<b>-</b>

Source: Burning Glass – Labor Insights

Exhibit 4 displays the top employers and work locations from job ads from the last 12 months for the Inland Empire/Desert Region.

*Exhibit 4: The top employers and work locations for the social media marketing occupational group in the Inland Empire/Desert Region*

Occupation	Top Employers	Top Work Locations
Social Media Marketing Occupational Group (n=372)	<ul style="list-style-type: none"> <li>• AmeriPlan</li> <li>• National Merchants Association</li> <li>• ESRI</li> <li>• San Manuel Indian Bingo Casino</li> </ul>	<ul style="list-style-type: none"> <li>• Riverside</li> <li>• San Bernardino</li> <li>• Corona</li> <li>• Ontario</li> <li>• Temecula</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 5 lists a sample of in-demand skills above and beyond “social media” that employers are seeking when looking for workers to fill social media marketing positions.

*Exhibit 5: Sample of in-demand skills from employer job ads for social media marketing occupations in the Inland Empire/Desert Region, May 2017 – Apr 2018*

Occupation	Specialized skills	Soft skills	Software and Programming skills
Market Research Analysts and Marketing Specialists (n=189)	<ul style="list-style-type: none"> <li>Marketing Materials</li> <li>Teamwork/ Collaboration</li> <li>Project Management</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Creativity</li> <li>Detail-Oriented</li> <li>Organizational Skills</li> </ul>	<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Adobe Photoshop</li> <li>Microsoft Office</li> </ul>
Marketing Managers (n=76)	<ul style="list-style-type: none"> <li>Budgeting</li> <li>Teamwork/ Collaboration</li> <li>Brand Management</li> </ul>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Communication Skills</li> <li>Presentation Skills</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Office</li> <li>Adobe Photoshop</li> <li>Facebook</li> </ul>
Public Relations Specialists (n=56)	<ul style="list-style-type: none"> <li>Newsletters</li> <li>Journalism</li> <li>Teamwork/ Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Writing</li> <li>Editing</li> <li>Creativity</li> </ul>	<ul style="list-style-type: none"> <li>Adobe Photoshop</li> <li>Microsoft Office</li> <li>Social Media Platforms</li> </ul>
Human Resource Specialists (n=38)	<ul style="list-style-type: none"> <li>Talent Acquisition</li> <li>Teamwork/ Collaboration</li> <li>Applicant Tracking System</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Organizational Skills</li> <li>Detail-Oriented</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Office</li> <li>LinkedIn</li> <li>Social Media Platforms</li> </ul>
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (n=13)	<ul style="list-style-type: none"> <li>Business Development</li> <li>Teamwork/ Collaboration</li> <li>Cold Calling</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Organizational Skills</li> <li>Presentation Skills</li> </ul>	<ul style="list-style-type: none"> <li>Salesforce</li> <li>Microsoft Office</li> <li>Google Analytics</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 8 displays the entry-level education level education typically required to enter these occupations according to the Bureau of Labor Statistics (BLS). This chart also displays educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census (2015-16) and the minimum advertised education requirement requested by employers in online job ads. Most of the occupations in this group typically require a bachelor’s degree to enter employment.

*Exhibit 8: Educational attainment and online job ads with minimum advertised education requirements for social media marketing occupations in the Inland Empire/Desert Region, May 2017 – Apr 2018*

Occupations	Typical Entry-Level Education Requirement	Educational Attainment*	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Postings (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Market Research Analysts and Marketing Specialists	Bachelor's degree	15%	98	-	6%	94%
Marketing Managers	Bachelor's degree	22%	62	3%	3%	94%
Public Relations Specialists	Bachelor's degree	13%	50	-	12%	88%
Human Resource Specialists	Bachelor's degree	27%	34	20%	9%	71%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma or equivalent	31%	7	29%	29%	42%

Source: EMSI 2018.1, Current Population Survey, Burning Glass – Labor Insights

\*Percentage of incumbent workers with a community college award or some postsecondary coursework

## Industry

Industry staffing patterns display a list of industries that employ particular occupations. Exhibit 9 shows the industries that hire social media marketing occupations in the Inland Empire/Desert Region.

Exhibit 9: Top industries employing each social media marketing occupation in the Inland Empire/Desert Region, May 2017 – Apr 2018

Occupation	Top Industries from Staffing Pattern (NAICS) – Percent Of Occupation Employed In Industry	Industry Classification from Job Ads	
		Number of Job Postings (n=)	Top Industries from Job Ads (NAICS)
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> <li>Management, Scientific, and Technical Consulting Services (5416) 16%</li> <li>Management of Companies and Enterprises (5511) 5%</li> </ul>	98	<ul style="list-style-type: none"> <li>Agencies, Brokerages, and Other Insurance Related Activities (5242)</li> <li>Other Professional, Scientific, and Technical Services (5419)</li> </ul>
Marketing Managers	<ul style="list-style-type: none"> <li>Management, Scientific, and Technical Consulting Services (5416) 10%</li> <li>Management of Companies and Enterprises (5511) 10%</li> </ul>	50	<ul style="list-style-type: none"> <li>Advertising, Public Relations, and Related Services (5418)</li> <li>Other Professional, Scientific and Technical Services (5419)</li> </ul>
Public Relations Specialists	<ul style="list-style-type: none"> <li>Advertising, Public Relations, and Related Services (5418) 11%</li> <li>Local Government, Excluding Education and Hospitals (9039) 10%</li> </ul>	50	<ul style="list-style-type: none"> <li>Advertising, Public Relations, and Related Services (5418)</li> <li>Colleges, Universities, and Professional Schools (6113)</li> </ul>
Human Resources Specialists	<ul style="list-style-type: none"> <li>Employment Services (5613) 20%</li> <li>Individual and Family Services (6241) 8%</li> </ul>	26	<ul style="list-style-type: none"> <li>Beverage Manufacturing (3121)</li> <li>Gambling Industries (7132)</li> </ul>
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	<ul style="list-style-type: none"> <li>Wholesale Electronic Markets and Agents and Brokers (4251) 11%</li> <li>Grocery and Related Product Merchant Wholesalers (4224) 8%</li> </ul>	6	<ul style="list-style-type: none"> <li>Business, Professional, Labor, Political, and Similar Organizations (8139)</li> <li>Automotive Equipment Rental and Leasing (5321)</li> </ul>

Source: EMSI 2018.1, Burning Glass – Labor Insights

## Student Completions

There are currently no programs that directly prepare individuals for social media marketing occupations in the Inland Empire/Desert Region. Businesses primarily use their social media accounts

as a method of attracting customers to their business or promoting products and services they offer. The program that best prepares individuals for social media marketing occupations is advertising (0509.10). Advertising programs prepare individuals for the creation and transmission of messages concerned with the promotion and sale of products and services. At this time, most of the occupations demonstrating employer demand for social media marketing skills require at least a bachelor’s degree to enter employment. There is no completion data available for advertising programs in the region. Exhibit 10 shows the annual community college headcount for schools offering advertising programs in the Inland Empire/Desert Region.

*Exhibit 10: Annual community college headcount for advertising programs in the Inland Empire/Desert Region*

<b>0509.10 - Advertising</b>	<b>Annual Community College Headcount (2016-17)</b>
<b>Chaffey</b>	40
<b>Moreno Valley</b>	28
<b>Riverside</b>	65
<b>Total CC Headcount (2016-17)</b>	<b>133</b>

Source: LaunchBoard, IPEDS

**0509.10 - Advertising program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16:**

- Number of course enrollments: 133 (California median: 133)\*
- Number of students who transferred to a 4-year institution: 14 (CA: 30) [2014-15]
- Employed in the second fiscal quarter after exit: N/A (CA: 64%)
- Median earnings in the second fiscal quarter after exit: \$6,173 (CA: \$5,005)
- Employed in the fourth fiscal quarter after exit: N/A (CA: 59%)
- Median change in earnings: -29% (CA: 54%)
- The proportion of students who attained a living wage: N/A (CA: 32%)

\*academic year 2016-17





Exhibit 11 displays the programs throughout the state that contain “social media” in the program title. Only five colleges currently offer a social media program. All of them are in Southern California, but none of them are in the Inland Empire/Desert Region. Also, note that these programs are coded under four different TOP codes.

*Exhibit 11: Social media programs across the state, with corresponding TOP code*

College	Program Title	TOP code and description	Award Type
Cypress	Social Media Marketing	0509.00* Marketing and Distribution	Certificate of Achievement
Mira Costa	Social Media for Business	0506.00* Business Management	Certificate of Achievement
Palomar	Social Media	0614.00* Digital Media	Certificate of Achievement
Santa Barbara City	Social Media for Business	0514.00* Office Technology/Office Computer Applications	Noncredit program
Ventura	Social Media Marketing	0506.00* Business Management	AS Degree
Ventura	Social Media Marketing	0506.00* Business Management	Certificate of Achievement

## Sources

- O\*Net Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists International (EMSI)
- CTE LaunchBoard
- MIT Living Wage Calculator
- The Integrated Postsecondary Education Data System (IPEDS)

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## Appendix A: Occupation definitions, five-year projections, and earnings for social media marketing occupations

### **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.

**Sample job titles:** Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

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

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 22%*

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

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

**Sample job titles:** Corporate Recruiter, Employment Coordinator, Employment Representative, Employment Specialist, Human Resources Coordinator, Human Resources HR Generalist, Human Resources Specialist (HR Specialist), Personnel Coordinator, Recruiter, Technical Recruiter

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

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 27%*

### **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.

**Sample job titles:** *Business Development Specialist, Client Service and Consulting Manager, Client Services Vice President, Communications Specialist, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Manager, Product Line Manager, Project Manager*

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

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 15%*

### **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.

**Sample job titles:** *Business Development Specialist, Client Service and Consulting Manager, Client Services Vice President, Communications Specialist, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Manager, Product Line Manager, Project Manager*

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

*Training Requirement: None*

*Percentage with Community College Award or Some Postsecondary Coursework: 13%*

### **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.

**Sample job titles:** *Account Executive, Account Manager, Outside Sales, Outside Sales Representative, Sales, Sales Consultant, Sales Director, Sales Rep, Sales Representative, Salesman*

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

*Training Requirement: One to twelve months on-the-job training*

*Percentage with Community College Award or Some Postsecondary Coursework: 31%*



Table 1. 2017 to 2022 job growth, wages, typical entry-level education, training, and work experience required for the social media marketing occupational group, Inland Empire/Desert Region

Occupation (SOC)	2017 Jobs	5-Yr Change	5-Yr % Change	Annual Openings (New + Replacement Jobs)	Entry to Experienced Wage*	Median Wage*	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	14,222	1,327	9%	1,761	\$19.43 to \$39.59	\$26.71	\$67,300	High school diploma or equivalent & 1 to 12 months	None
Human Resources Specialists (13-1071)	4,319	329	8%	492	\$23.51 to \$35.54	\$29.18	\$62,000	Bachelor's degree & None	None
Market Research Analysts and Marketing Specialists (13-1161)	4,227	469	11%	516	\$19.56 to \$36.93	\$26.89	\$60,600	Bachelor's degree & None	None
Marketing Managers (11-2021)	1,161	92	8%	118	\$33.70 to \$63.66	\$44.42	\$107,200	Bachelor's degree & None	5 years or more
Public Relations Specialists (27-3031)	1,148	115	10%	138	\$19.79 to \$37.20	\$28.96	\$60,500	Bachelor's degree & None	None
<b>Total</b>	<b>25,077</b>	<b>2,332</b>	<b>9%</b>	<b>3,025</b>	-	-	-	-	-

Source: EMSI 2018.1

\*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage