

## **Labor Market Analysis: 0509.00 – Marketing and Distribution**

**Social Media Marketing I** – Certificate requiring 8 to fewer than 16 semester units

**Social Media Marketing II** – Certificate requiring 6 to fewer than 18 semester

Los Angeles Center of Excellence, May 2024

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### **SUMMARY**

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to social media occupations. The Standard Occupation Classification (SOC) system has yet to establish an occupational code specifically for social media strategists. Currently, ‘social media’ is largely thought of as a skill employed by workers in a variety of occupations, most frequently those associated with sales, marketing, and public relations. Therefore, this labor market analysis focuses on two related emerging occupations: *search marketing strategists* (13-1161.01) and *online merchants* (13-1199.06). Since data collection is currently underway, traditional labor market data is not included in this report. Instead, employer job posting data from the last 12 months is utilized to approximate labor market demand.

In addition to analyzing online job postings, this report also provides an overview of social media programs offered at community college in the Los Angeles/Orange County region using the Chancellor’s Office Curriculum Inventory (COCI). Since the Taxonomy of Programs (TOP) manual does not include a code specifically for social media focused programs, the COE cannot accurately determine the regional supply of social media program completers. Furthermore, other postsecondary institutions in the region may offer social media programs and courses. However, there is not a comprehensive nor methodologically sound way to collect detailed course and program data for these institutions. For that reason, this report focuses on data available from community colleges.

### **Key Findings**

#### **Demand**

- Over the past 12 months, there were 377 job postings for *online merchants* and *search marketing strategists* that also mentioned “social media” as a specialized skill for potential applicants. The top job titles listed on these postings were e-commerce managers, e-commerce specialists, e-commerce digital marketing managers, e-commerce assistants, and search engine optimization analysts.
- There were 18,759 job postings in the last 12 months for job postings listing “social media” as a specialized skill, regardless of the occupation. The top job titles were social media managers, marketing managers, marketing coordinators, graphic designers, and social media coordinators.

#### **Community college supply**

- 7 community colleges offer programs related to social media in the greater LA/OC region.
- These programs are coded under six different TOP codes.

## TARGET EMERGING OCCUPATIONS

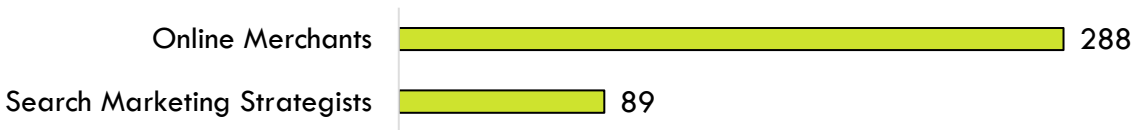
LA COE prepared this report to provide regional labor market and postsecondary supply data related to two emerging occupations:

- **Search Marketing Strategists (13-1161.01)** 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.
- **Online Merchants (13-1199.06)** Conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records.

## JOB POSTINGS BY EMERGING OCCUPATION

There were 377 online job postings for online merchants and search marketing strategists that listed “social media” as a specialized skill in Los Angeles and Orange counties. Exhibit 1 displays the number of job postings by emerging occupation. The majority of job postings (76%) were for online merchants, followed by search marketing strategists (24%).

**Exhibit 1: Job postings by occupation (last 12 months), Los Angeles and Orange counties**



Job postings were analyzed for the most common job titles, skills, and employers associated with the target emerging occupations in this report (Exhibit 2).

**Exhibit 2: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties**

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> <li>• E-commerce managers</li> <li>• E-commerce specialists</li> <li>• E-Commerce digital marketing managers</li> <li>• E-commerce assistants</li> <li>• Search engine optimization analysts</li> <li>• E-Commerce marketing managers</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Social media</li> <li>• Search engine optimization</li> <li>• Digital marketing</li> <li>• E-commerce</li> <li>• Google analytics</li> <li>• User Experience (UX)</li> </ul>	<ul style="list-style-type: none"> <li>• Sunny Distributor</li> <li>• The Mason Group</li> <li>• Coalition Technologies</li> <li>• Henkel</li> <li>• IPG Mediabrands</li> <li>• VaynerMedia</li> <li>• Amazon</li> <li>• BendPak</li> </ul>

Over the past 12 months, the median advertised salary for these emerging occupations related to social media in Los Angeles/Orange County was \$60,288. Nearly one-third of these job postings preferred candidates with 2-3 years of experience, and only 8% preferred entry-level workers (1-2 years). The majority of job postings (42%) did not list a minimum experience requirement.

In the greater Los Angeles/Orange County region, 55% of the job postings that listed social media as a skill listed a minimum educational requirement. The number and percentage of job postings by educational level appear in exhibit 3.

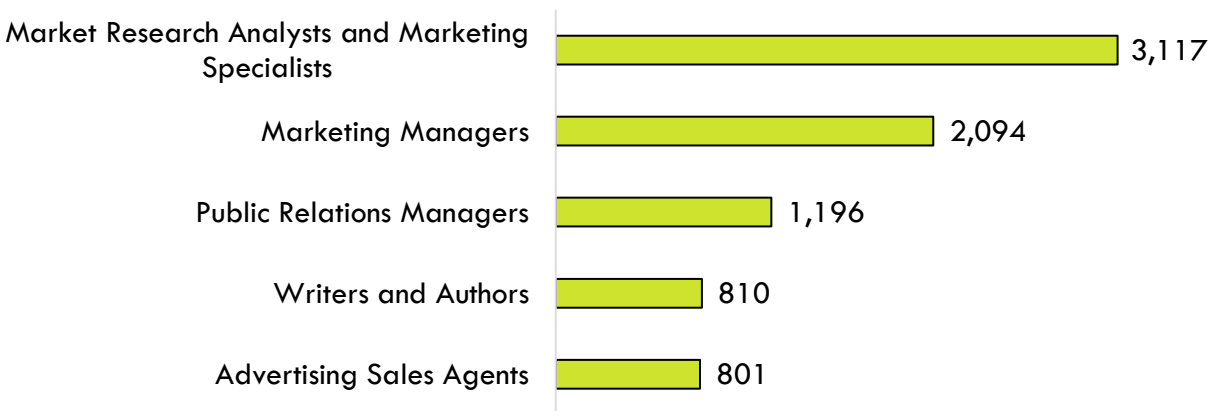
**Exhibit 3: Education levels requested in job postings for two emerging occupations, Los Angeles and Orange counties**

Education Level	Job Postings	% of Job Postings
Bachelor's degree	178	83%
Associate degree	15	7%
High school diploma or vocational training	21	10%

## JOB POSTINGS BY SKILL

In the past 12 months, there were 18,759 online job postings that listed “social media” as a specialized skill in Los Angeles and Orange counties. Exhibit 4 displays the number of job postings for the top occupations. The majority of job postings (17%) were for *market research analysts and marketing specialists*, followed by *marketing managers* (11%) and *public relations managers* (6%).

**Exhibit 4: Job postings by occupation (last 12 months), Los Angeles and Orange counties**



Job postings were also analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 5).

**Exhibit 5: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties**

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> <li>• Social media managers</li> <li>• Marketing managers</li> <li>• Marketing coordinators</li> <li>• Graphic designers</li> <li>• Social media coordinators</li> <li>• Social media specialists</li> <li>• Digital marketing specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Marketing</li> <li>• Digital marketing</li> <li>• Content creation</li> <li>• Project management</li> <li>• TikTok</li> <li>• Social media management</li> </ul>	<ul style="list-style-type: none"> <li>• Bausch Health</li> <li>• Disney</li> <li>• Robert Half*</li> <li>• University of California</li> <li>• University of Southern California</li> <li>• California State University</li> </ul>

\*Staffing companies

In the greater Los Angeles/Orange County region, 55% of the job postings that listed social media as a skill listed a minimum educational requirement. The number and percentage of job postings by educational level appear in exhibit 6.

**Exhibit 6: Education levels requested in job postings for occupations related to social media, Los Angeles and Orange counties**

Education Level	Job Postings	% of Job Postings
Bachelor's degree	8,389	81%
Associate degree	567	5%
High school diploma or vocational training	1,400	14%

**EDUCATIONAL SUPPLY**

**Community College Supply**

Exhibit 7 shows the social media programs currently offered by community colleges in the region. There is currently no TOP Code that focuses specifically on social media. These programs are coded under six various TOP codes spanning three different disciplines: Business and Management (TOP 05), Media and Communications (TOP 06), and Information Technology (TOP 07). Since many of these colleges have multiple programs coded under the same TOP Code, COE cannot disaggregate the awards totals for these social media-focused programs. For example, LA Mission currently offers four noncredit programs under the Computer Software Development (0707.00) TOP Code: Introduction to CSIT, Programming, Robotics, and Social Media. Since they all share the same TOP Code, COE cannot extrapolate how many of these awards were for social media from the awards data.

Among other postsecondary institutes in the region, there are currently no Digital Marketing (CIP 52.1404) programs in the region. Since social media is a skill, there may be social media-focused courses or classwork provided at other postsecondary institutions in the region.

**Exhibit 7: Regional community college awards (certificates and degrees), 2020-2023**

TOP Code	TOP Title	Local Program Name	College	Award Type	CCCCO Approval Date
0509.00	Marketing and Distribution	Social Media Marketing	Mt. San Antonio	Certificate	9/20/22
				Noncredit	2/10/23
0610.00	Mass Communications	Digital and Social Media	Long Beach	Certificate	1/31/22
0614.00	Digital Media	Social Media Content Creator – Level I	Mt. San Antonio	Certificate	2/23/24
0614.30	Website Design and Development	Social Media Assistant	Santa Monica	Certificate	6/4/19
0699.00	Other Media and Communications	Social Media	Compton	Certificate	1/3/24
		Social Media	L.A. Pierce	Certificate	12/8/20
0707.00	Computer Software Development	Social Media	L.A. Mission	Noncredit	1/26/21

**TOP CODE**

While there is not a TOP Code dedicated to social media, E-Commerce (business emphasis) is housed under the Marketing and Distribution (0509.00) sub-discipline and may be the best fit for social media programs.

- **0509.70 - E-Commerce (business emphasis)** Programs that combine marketing and management principles with technical applications of the Internet and World Wide Web, with main emphasis on business principles.

While there appears to be ample job postings seeking social media roles and skills across Los Angeles and Orange counties, an individual job posting is not the same as a job opening. For example, many companies create multiple job postings for a single job opening. Since this report is based solely on data from job postings, the COE has omitted the endorsement criteria.

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**DATA SOURCES**

- O\*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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