



Video Editing Occupations Labor Market Information Report Laney College

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

Based on all available data, there appears to be an “undersupply” of Video Editing workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 166 students in the Bay region and 48 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0612.20 - Film Production programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Laney College and in the region.

This report profiles Video Editing Occupations in the 12 county Bay region and in the East Bay sub-region for a noncredit vocational program at Laney College.

- **Film and Video Editors (27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes “Sound Engineering Technicians”(27-4014).
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

Occupational Demand

Table 1. Employment Outlook for Video Editing Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Film and Video Editors	1,645	1,789	144	9%	1,000	200	\$ 22.51	\$ 31.32
Total	1,645	1,789	144	9%	1,000	200	\$22.51	\$31.32

Source: EMSI 2020.4

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 Video Editing Occupations in East Bay Sub-region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Film and Video Editors	479	519	40	8%	287	57	\$ 22.96	\$ 32.71
Total	479	519	40	8%	287	57	\$22.96	\$32.71

Source: EMSI 2020.4

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 (Apr 2020 - Mar 2021)

Occupation	Bay Region	East Bay
Film and Video Editors	127	14

Source: Burning Glass

Table 4a. Top Job Titles for Video Editing Occupations for latest 12 months (Apr 2020 - Mar 2021) Bay Region

Title	Bay	Title	Bay
Video Editor	42	Studio Producer, Visual Systems	2
Senior Video Editor	6	Senior Motion Designer/Video Editor	2
Junior Video Editor	6	Senior Creative Video Editor	2
Freelance Video Editor	5	Pt Video Editor/Production Coordinator	2
Video Editor Motion Graphic	3	General Application - Video Editor	2
Motion Graphic/Video Editor	3	Devops Engg	2
FcpX Video Editor	3	Visual Storyteller & Video Editor	1
Video Editor, Broadcast	2	Video Production Editor/Quality Assurance	1
Video Editor Contract	2	Video Editor/Painter/Travel	1

Source: Burning Glass

Table 4b. Top Job Titles for Video Editing Occupations for latest 12 months (Apr 2020 - Mar 2021)

East Bay Sub-Region

Title	East Bay
Video Editor Motion Graphic	3
Video Editor	2
Senior Creative Video Editor	2
Junior Video Editor	2
Video Editor For Food Tutorials	1
Safe Passages Americorps Program	1
Real Estate Video Editor Remote	1
Junior Video Editor & Animator	1
Davinci Resolve Video Editor	1

Industry Concentration

Table 5. Industries hiring Video Editing Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Motion Picture and Video Production	886	850	-4%	48%
Internet Publishing and Broadcasting and Web Search Portals	204	239	17%	12%
Teleproduction and Other Postproduction Services	162	153	-5%	9%
Television Broadcasting	71	69	-3%	4%
Cable and Other Subscription Programming	51	31	-40%	3%
Data Processing, Hosting, and Related Services	32	39	22%	2%

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Independent Artists, Writers, and Performers	30	33	8%	2%
Software Publishers	21	31	45%	1%
Motion Picture Theaters (except Drive-Ins)	21	19	-12%	1%
Advertising Agencies	17	16	-7%	1%

Source: EMSI 2020.4

Table 6. Top Employers Posting Video Editing Occupations in Bay Region and East Bay Sub-Region (Apr 2020 - Mar 2021)

Employer	Bay	Employer	East Bay
Kiwico Company	4	Igg Corporation	3
Masterclass	3	Safe Passages	1
Igg Corporation	3	Resident Home	1
Electronic Arts Incorporated	3	Orangepeople	1
Voler Strategic Advisors	2	Imagine Unique Construction	1
Truebill	2		
Threshold Enterprises Limited	2		
Splunk	2		
Roku	2		
Mbo Partners	2		

Source: Burning Glass

Educational Supply

There are five (5) community colleges in the Bay Region issuing 34 awards on average annually (last 3 years ending 2018-19) on TOP 0612.20 - Film Production. In the East Bay Sub-Region, there are two (2) community colleges that issued 9 awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0612.20 - Film Production in Bay Region

College	Subregion	Associate	Certificate Low	Total
Berkeley City	East Bay	4	3	7
Contra Costa	East Bay	0	2	2
De Anza	Silicon Valley	4	0	4
San Francisco	Mid-Peninsula	6	0	6
Santa Rosa	North Bay	8	7	15
Total		22	12	34

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 200 annual openings for the Video Editing occupational cluster and 34 annual (3-year average) awards for an annual undersupply of 166 students. In the East Bay Sub-Region, there is also a gap with 57 annual openings and 9 annual (3-year average) awards for an annual undersupply of 48 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production

Metric Outcomes	Bay All CTE Program	Laney All CTE Program	State 0612.20	Bay 0612.20	East Bay 0612.20	Laney 0612.20
Students with a Job Closely Related to Their Field of Study	75%	74%	63%	65%	100%	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,109	\$24,113	\$31,275	\$27,477	N/A
Median Change in Earnings for SWP Exiting Students	31%	32%	41%	13%	N/A	N/A
Exiting Students Who Attained the Living Wage	52%	46%	33%	31%	N/A	N/A

Source: Launchboard Strong Workforce Program from version 2017-18.

Skills and Education

Table 9. Top Skills for Video Editing Occupations in Bay Region (Apr 2020 - Mar 2021)

Skill	Posting	Skill	Posting
Video Editing	114	Post Production	20
Adobe Premiere	56	Graphic Design	18
Adobe Aftereffects	55	Instagram	18
Adobe Photoshop	52	Animation	15
Adobe Illustrator	40	Color Editing	15
Video Production	40	Facebook	15
Adobe Acrobat	29	Broadcast Industry Knowledge	14
Adobe Creative Suite	29	Media Production	12
Adobe Indesign	29	Project Management	10
Social Media	28	Audio mixing	9
Motion Graphics	27	Budgeting	9
Music	27	Photography	9
Youtube	24	Quality Assurance and Control	9
Final Cut Pro	21	Videography	9

Source: Burning Glass

Table 11. Education Requirements for Video Editing Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	8	14%
Bachelor's degree and higher	51	86%

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 CCCCCO 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

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544