



Information and Communication Technologies (ICT)/ Digital Media



North (Greater Sacramento) Career & Training Pathways Profile

Five-Year Outlook

3% sector growth

3,500+ annual job openings

3.8% of Greater Sacramento's jobs



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NORTH FAR NORTH

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Introduction

The Covid-19 pandemic spurred a rise in the adoption of ICT/Digital Media services, and nearly every industry today involves some form of ICT/Digital Media, from manufacturing companies to health care providers.

Careers in this sector span many disciplines, with different jobs aligning with different skill sets, from technical skills like computer programming to artistic competencies like graphic design.

Some occupations are well-suited for creative types who are motivated to keep up with ever-changing technology and who want to inspire, inform, and captivate. Work can be project-based, traversing a multitude of media platforms, from the printed page to animation and website design.

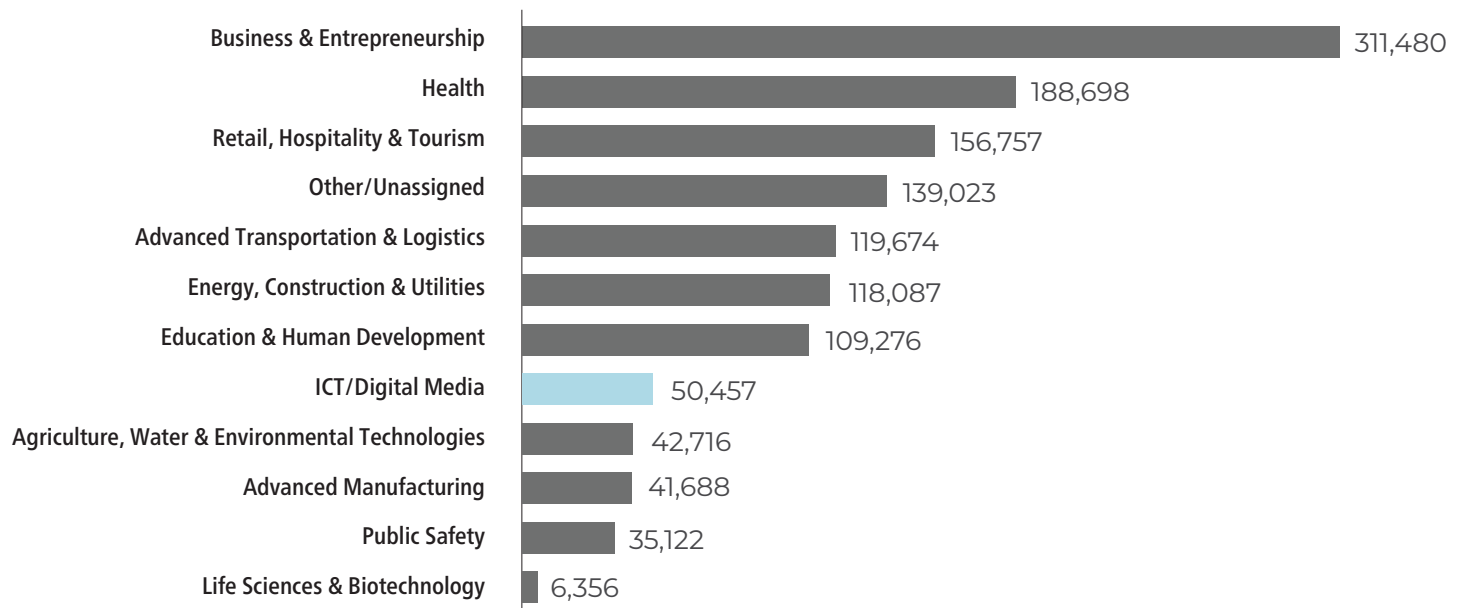
Other career opportunities include software developers and engineers, cybersecurity specialists, network administrators, IT specialists and technicians, and web and digital interface designers.



Areas of specialization include artificial intelligence (AI), big data and data analytics, and cybersecurity in response to looming local, state, national, and global threats.

Area employers include Apple in Elk Grove; Azra Games, Rhombus, and TechAvidus in Sacramento; GoodLeap in Roseville; and Blaize in El Dorado Hills.

2024 Sector Employment



Note: The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

Sector Highlights

50,457
Jobs in 2024

52,024
Projected Jobs in 2029

3%
Projected Job Growth,
2024-2029

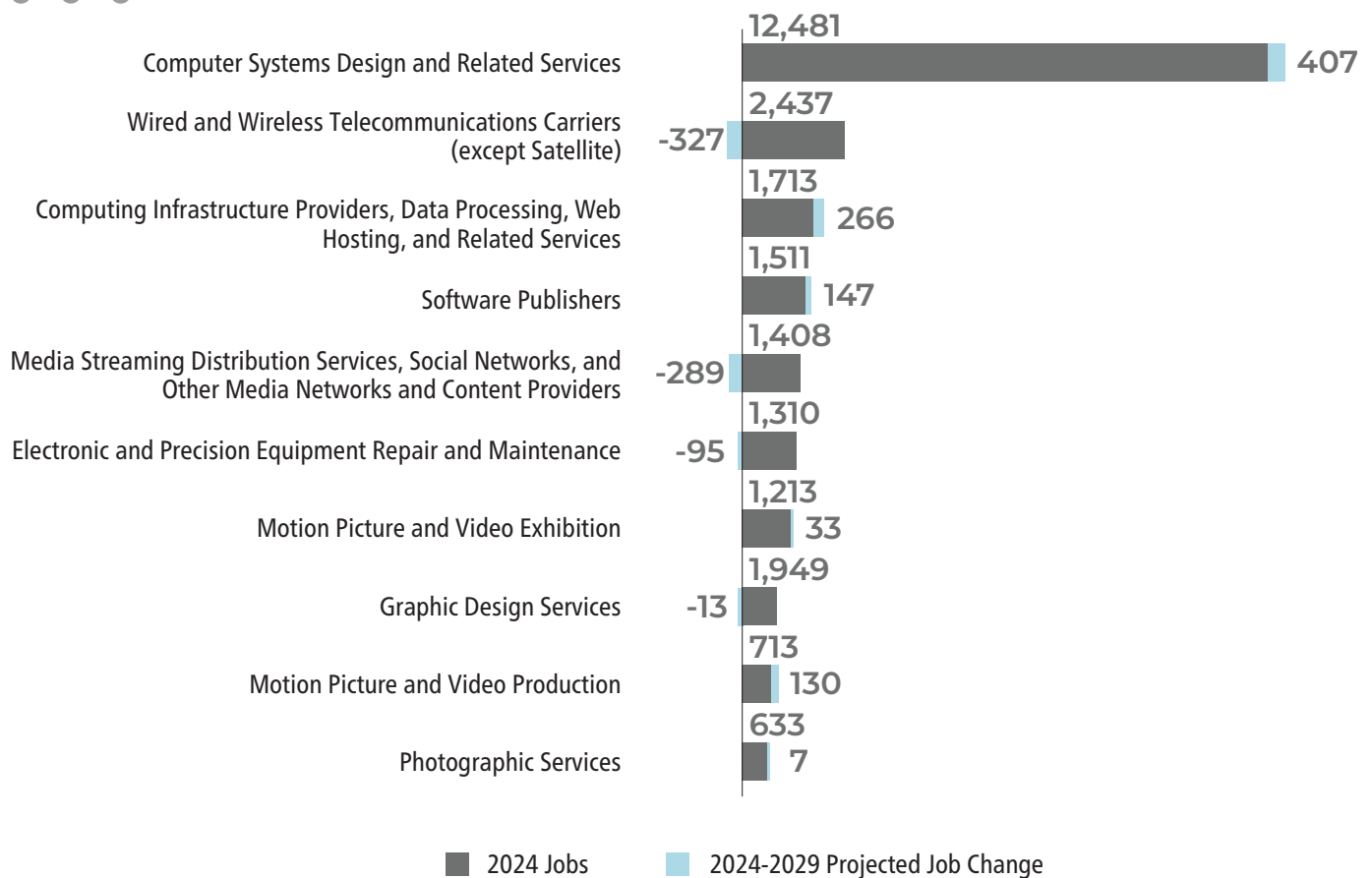
1,567
New Jobs by 2029

2,530
Businesses

3.8%
% of Greater Sacramento
Employment, 2024



Employment by Subsector



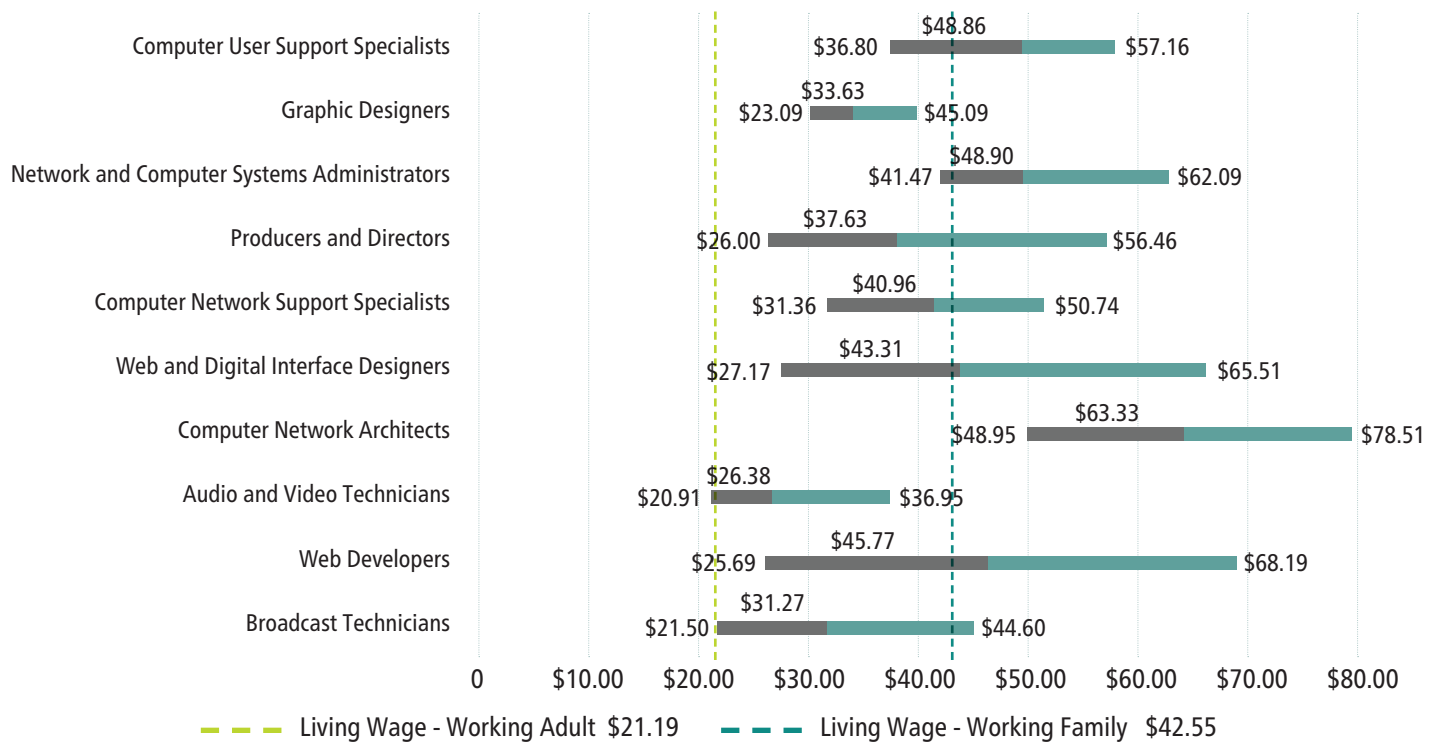
Note: The Information & Communication Technologies/Digital Media sector includes 38 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Top Occupations

| Occupation | 2024 Jobs | 2024-2029 Projected Change | 2024-2029 Average Annual Openings | Entry-Level Education |
|---|-----------|----------------------------|-----------------------------------|-------------------------------|
| Computer User Support Specialists | 14,115 | -1% | 905 | Some college, no degree |
| Graphic Designers | 1,737 | 3% | 145 | Bachelor's degree |
| Network and Computer Systems Administrators | 1,675 | 1% | 96 | Bachelor's degree |
| Producers and Directors | 942 | 8% | 87 | Bachelor's degree |
| Computer Network Support Specialists | 841 | 4% | 62 | Associate degree |
| Web and Digital Interface Designers | 757 | 2% | 54 | Bachelor's degree |
| Computer Network Architects | 837 | 4% | 52 | Bachelor's degree |
| Audio and Video Technicians | 386 | 9% | 41 | Postsecondary nondegree award |
| Web Developers | 419 | 2% | 28 | Bachelor's degree |
| Broadcast Technicians | 147 | 2% | 14 | Associate degree |

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements. Occupations with significant annual openings, active training programs in the subregion, wages at or close to the living wage, and training beyond a high school diploma but short of a bachelor's degree were prioritized for inclusion in the top middle-skill occupations.

Hourly Wages for Top Occupations



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2024 for a single working adult was \$21.19 and for a working family (defined as an adult and one infant) was \$42.55.



Job Posting Trends

Job posting trends examine all occupations assigned to the ICT/Digital Media sector, regardless of skill or education level in the Greater Sacramento subregion.

Unique Online Job Postings

12,383

(5% of Region's Postings)

Median Advertised Hourly Salary

\$55.26

(Regional Average \$30.77)

Median Posting Duration

22 days

(Regional Average 25 Days)

Posting Intensity

2:1

(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between November 1, 2024 and October 31, 2025. COE has identified 42 occupations aligned with the ICT/Digital Media sector, and those SOC codes were used to generate the list of aligned job postings. Contact the NFN COE for a complete listing of SOC codes by sector. Postings are limited to in-state employers and exclude staffing companies. Posting Intensity is the ratio of total job postings to unique (de-duplicated) job postings. Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers

Employers with the Most Postings

- | | |
|-----------------------|-------------------------------|
| 1. Accenture | 6. State of California |
| 2. Lumen Technologies | 7. PWC |
| 3. GovCIO | 8. Cardinal Health |
| 4. Deloitte | 9. Apple |
| 5. Oracle | 10. Blue Shield of California |

Most In-Demand Skills

Specialized Skills

- Computer Science
- Automation
- Project Management
- Agile Methodology
- Scalability

Soft Skills

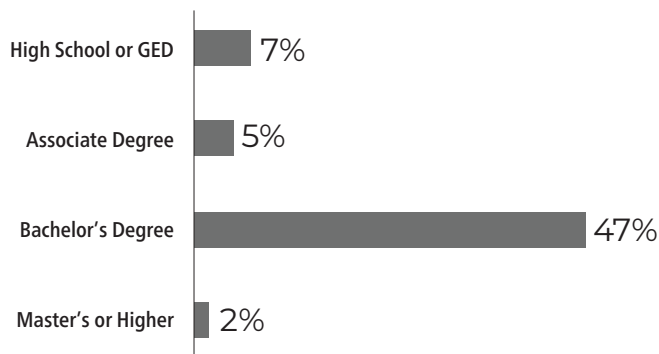
- Communication
- Management
- Problem Solving
- Operations
- Customer Service

Software and Technical Skills

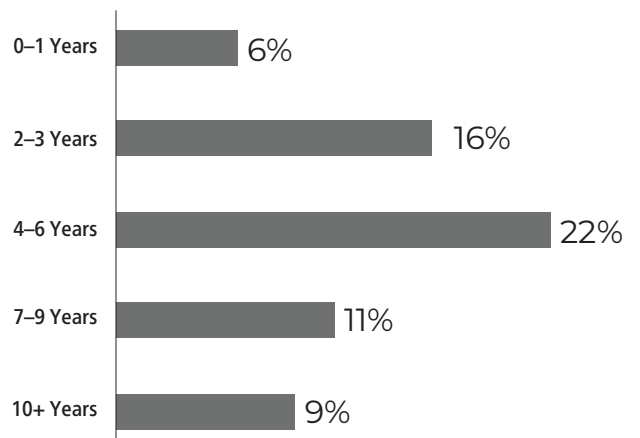
- Python
- SQL
- Amazon Web Services
- Microsoft Azure
- Java

Education & Experience in Job Postings

Employer-Preferred Education



Employer-Preferred Work Experience



Note: The percentages might not equal 100% because not all employers include education or work experience in their job postings.

COMMUNITY COLLEGE Training Programs



| American River College | Cosumnes River College | Folsom Lake College | | Sacramento City College | Sierra College | Woodland Community College | Yuba College |
|--|---|--|--|---|--|---------------------------------------|---|
| Art New Media | Broadcast Journalism | Accounting Computer Applications | Art-Digital Media Arts | 3D Animation and Modeling | Applied Art and Design: Graphic Design | Business Computer Applications Basics | Commercial Art |
| | | | | | D | Business Information Worker | Film, Television, and Electronic Media |
| Commercial Illustration | Cybersecurity and Information Assurance | Artificial Intelligence and Machine Learning | Computer Information Systems: Information Technology (IT) Technician - Cybersecurity | Cloud Computing | Business Information Worker | | General Business Administrative Assistant |
| | | | | | | | General Business-Business Computer Applications |
| Computer Networking Management | Digital Media | Commercial Music: Multimedia Music Composition | Geographic Information Systems | Commercial Music, Performance Emphasis | Computer Science - Embedded Systems | | Geographic Information Systems (GIS) |
| | E | | | | C W | | Mass Communications |
| Cybersecurity and Information Assurance | Film, Television and Electronic Media | Computer Programming | | Cybersecurity and Information Assurance | Computer Science: Management Information Systems | | Photographic Imaging |
| | | | | | | | |
| Digital Audio Production | Geography - Field Data Mapping and Geographic Information Systems (GIS) | | | Design and Digital Media | Data Analytics | | |
| | | | | | | | |
| Enterprise Software Engineering and Development Apprenticeship | Information Technology Technician | | | Game Design | IT Technician | | |
| | | | | | | | |
| Freelance Photography | Management Information Systems | | | Journalism | Media and Public Event Production | | |
| | | | | | N | | |
| Information Technology Technician | Photography | | | Network Administration | Photography and Video | | |
| | | | | | W | | |
| Microcomputer Applications | Relational Database Administration | | | PC Support | | | |
| | | | | | | | |
| Technical Communications | Web Developer | | | Telecommunications Technician | | | |
| | | | | | | | |
| Web Design | | | | Web Production Specialist | | | |

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.

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Sources

- Lightcast 2025.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

