



## Management (TOP 0506.40)

June 2024

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Management. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study that align with these occupations:

- Managers, All Other
- Compensation, Benefits, and Job Analysis Specialists
- Market Research Analysts and Marketing Specialists
- Business Operations Specialists, All Other

### Key Findings

- In 2022, there were 21,443 jobs for the four occupations of interest in the South Central Coast Region.
- This number is expected to increase by 6% through 2027.
- Projections show approximately 2,059 annual openings in the region. There were 1,695 awards conferred in relevant programs, indicating an undersupply.
- According to the Bureau of Labor Statistics, *Managers, All Other; Compensation, Benefits, and Job Analysis Specialists; Market Research Analysts and Marketing Specialists; and Business Operations Specialists, All Other* typically require a bachelor's degree.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

**Occupation Codes and Descriptions**

There are four occupations in the standard occupational classification (SOC) system that were identified for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

SOC Code	Title	Description	Sample of Reported Job Titles
11-9199	<b>Managers, All Other</b>	All managers not listed separately.	N/A
13-1141	<b>Compensation, Benefits, and Job Analysis Specialists</b>	Conduct programs of compensation and benefits and job analysis for employer. May specialize in specific areas, such as position classification and pension programs.	Benefits Administrator, Benefits Analyst, Benefits Specialist, Compensation Analyst, Compensation Consultant, Compensation Coordinator, Compensation Specialist, Personnel Specialist, Position Classification Specialist

13-1161	<b>Market Research Analysts and Marketing Specialists</b>	Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.	Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher
13-1199	<b>Business Operations Specialists, All Other</b>	All business operations specialists not listed separately.	N/A

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs for Management-related occupations is expected to increase 6% through 2027. Approximately 2,059 annual openings are expected through 2027.

**Exhibit 2 – Five-Year Projections for Management Occupations  
in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
11-9199	Managers, All Other	8,279	8,701	422	5%	701
13-1141	Compensation, Benefits, and Job Analysis Specialists	661	683	23	3%	53
13-1161	Market Research Analysts and Marketing Specialists	4,226	4,635	408	10%	481
13-1199	Business Operations Specialists, All Other	8,277	8,726	449	5%	824
		<b>21,443</b>	<b>22,745</b>	<b>1,302</b>	<b>6%</b>	<b>2,059</b>

Source: Lightcast™ Analyst 2023

## Earnings

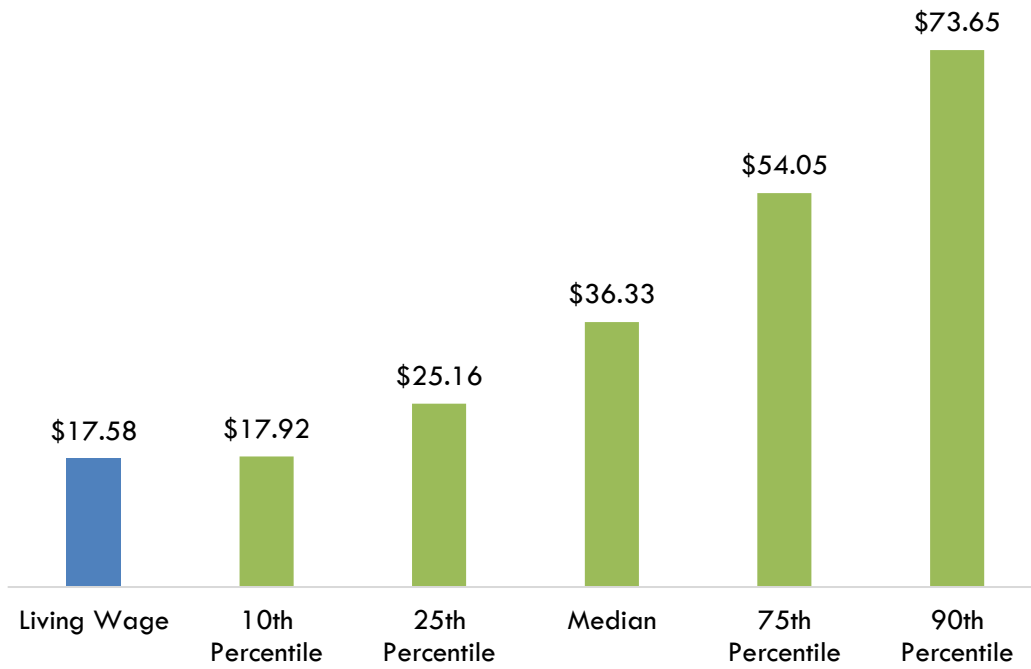
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Management Occupations in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9199	Managers, All Other	\$22.62	\$47.42	\$80.41
13-1141	Compensation, Benefits, and Job Analysis Specialists	\$29.20	\$29.54	\$38.66
13-1161	Market Research Analysts and Marketing Specialists	\$24.76	\$32.65	\$46.70
13-1199	Business Operations Specialists, All Other	\$24.05	\$35.71	\$50.42

Source: Lightcast™ Analyst 2023

**Exhibit 3b – Earnings for Management Occupations  
in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2023

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify relevant job postings, the following occupations were used:

11-9199	Managers, All Other
13-1141	Compensation, Benefits, and Job Analysis Specialists
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other

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## Top Occupations

Over the past 12 months, there have been 2,044 employer job postings for Management Occupations.

### Exhibit 4 – Job Postings by Occupation

SOC Code	Occupation	Job Postings, Last 12 months
11-9199	Managers, All Other	866
13-1161	Market Research Analysts and Marketing Specialists	687
13-1141	Compensation, Benefits, and Job Analysis Specialists	363
13-1199	Business Operations Specialists, All Other	128
	<b>Total</b>	<b>2,044</b>

Source: Lightcast™ Analyst 2023

## Top Titles

The top job titles for employers posting ads for Management Occupations are listed in Exhibit 5.

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Last 12 months</b>
Program Managers	81
Program Coordinators	63
Business Development Representatives	39
Program Specialists	31
Compensation Analysts	23
Marketing Specialists	23
Marketing Assistants	23
Marketing Associates	20
Business Development Specialists	18
Digital Marketing Specialists	16

Source: Lightcast™ Analyst 2023

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employer posting job ads was Amgen. The top worksite cities for these jobs were Oxnard, Santa Barbara, and Thousand Oaks.

**Exhibit 6 – Top Employers**

<b>Employer</b>	<b>Job Postings, Last 12 months</b>
University of California	40
YMCA	34
Amgen	33
Goodwill	23
Deckers	19
Sazerac Company	16
Cuesta College	15
Aflac	15
Danaher	12
Amazon	11

Source: Lightcast™ Analyst 2023

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Management Occupations. Marketing is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Microsoft Office was the most requested software and programming skill.

**Exhibit 7 – Specialized Skills**

Skills	Job Postings, Last 12 months
Marketing	580
Project Management	250
Social Media	178
Auditing	153
Business Development	148
Digital Marketing	111
Key Performance Indicators (KPIs)	100
Finance	91
Psychology	90
Data Analysis	89

Source: Lightcast™ Analyst 2023

**Exhibit 7b – Baseline Skills**

Skills	Job Postings, Last 12 months
Communication	929
Management	596
Sales	500
Leadership	458
Customer Service	444
Detail Oriented	409
Planning	394
Writing	376
Operations	357
Coordinating	312

Source: Lightcast™ Analyst 2023



### Exhibit 7c – Software and Programming Skills

Skills	Job Postings, Last 12 months
Microsoft Office	292
Microsoft Excel	290
Microsoft PowerPoint	206
Microsoft Outlook	136
Microsoft Word	96
Salesforce	60
Google Analytics	58
Microsoft Project	55
Spreadsheets	46
Google Workspace	41

Source: Lightcast™ Analyst 2023

### Education and Training

Exhibit 8 shows the typical entry-level education requirement for Management Occupations along with the typical on-the-job training needed to attain competency in the occupation.

### Exhibit 8 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9199	Managers, All Other	Bachelor's degree	None
13-1141	Compensation, Benefits, and Job Analysis Specialists	Bachelor's degree	None
13-1161	Market Research Analysts and Marketing Specialists	Bachelor's degree	None
13-1199	Business Operations Specialists, All Other	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

Between 2020 and 2023, there were 1,695 awards conferred in the South Central Coast region aligned with the programs that have historically trained for the occupations of interest.

**Exhibit 9 – Three-Year Average of Awards Conferred in the Region**

TOP/CIP Code	Program	3-Year Average (2020-2023)
0506.00	Business Management	320
0506.30	Management Development and Supervision	5
0506.40	Small Business and Entrepreneurship	44
52.0201	Business Administration and Management, General	1,322
52.0701	Entrepreneurship/Entrepreneurial Studies	4
	<b>Average</b>	<b>1,695</b>

Source: Datamart and IPEDS

### CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Management Occupations.

**Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average**

CCC Programs	3-Year Average
Allan Hancock	14
Antelope Valley	1
Canyons	171
Cuesta	15
Moorpark	23
Oxnard	11
Santa Barbara	8
Ventura	126

Source: DataMart, 2023

**Sources**

O\*Net Online, Lightcast™ Analyst 2023, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

**Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Management. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.