



Information and Communication Technologies (ICT)/ Digital Media



2026

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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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.

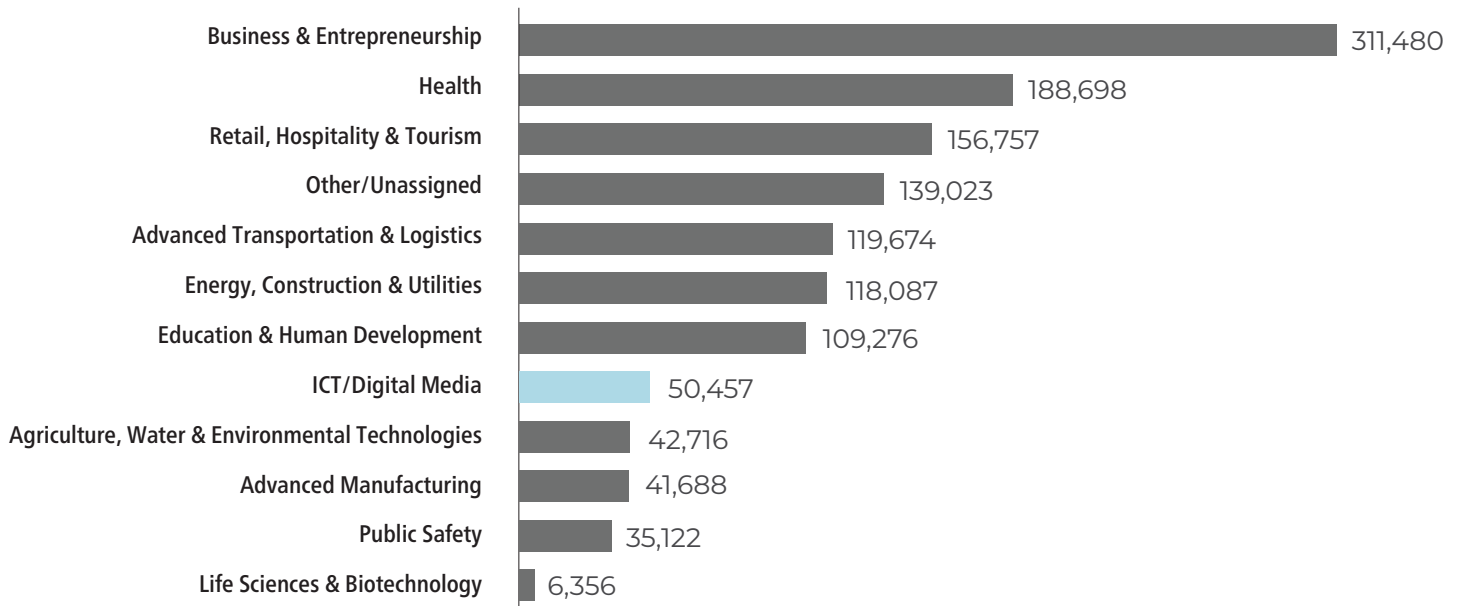
Other career opportunities include software developers and engineers, cybersecurity specialists, network administrators, IT specialists and technicians, and web and digital interface designers.



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

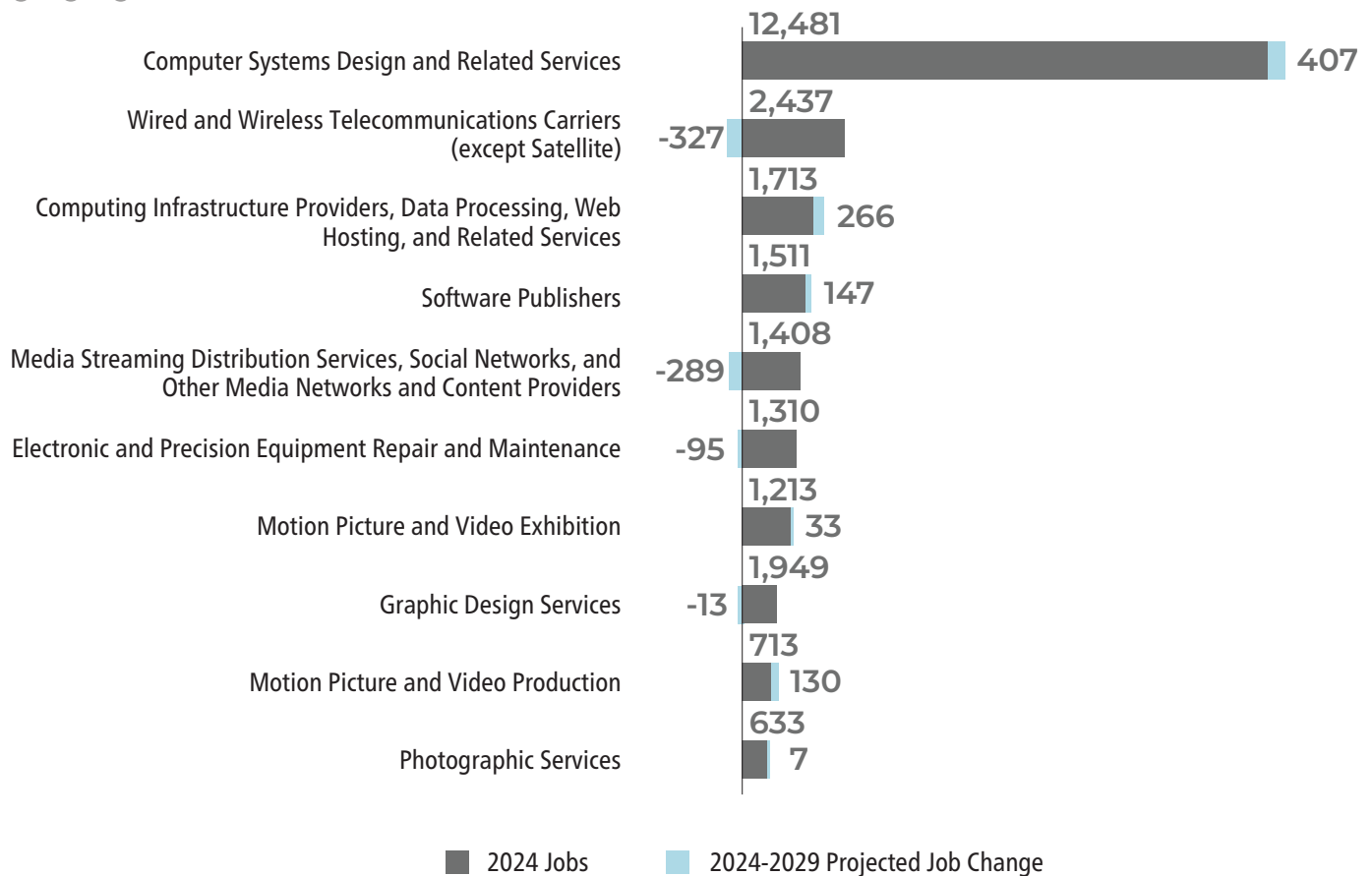
1,567
New Jobs by 2029

2,530
Businesses

3.8%
% of Greater Sacramento
Employment, 2024



Employment by Subsector



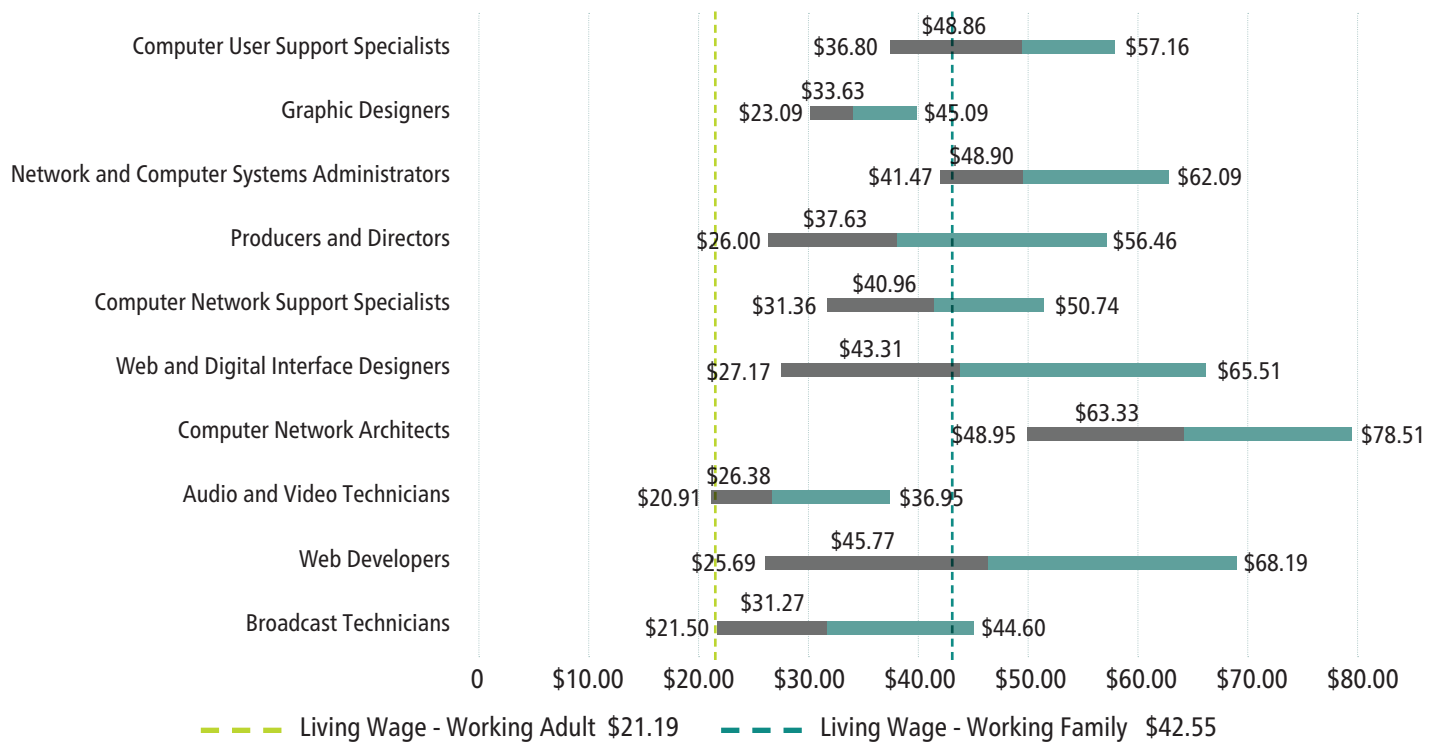
Note: The Information & Communication Technologies/Digital Media sector includes 38 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

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

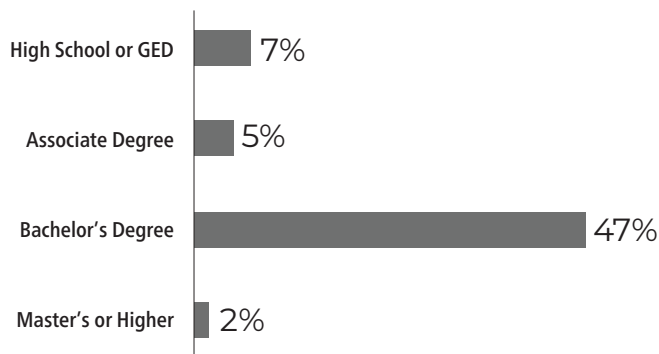
- Communication
- Management
- Problem Solving
- Operations
- Customer Service

Software and Technical Skills

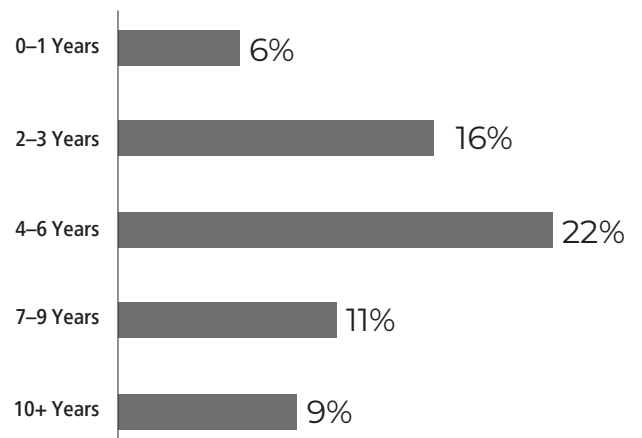
- Python
- SQL
- Amazon Web Services
- Microsoft Azure
- Java

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	Lake Tahoe 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
Business Information Professional	Business Information Professional	Algorithmic and Logical Thinking	Business Information Worker - Quick Start	Business Information Worker	Applied Art and Design: Multimedia	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
Commercial Music: Recording	Database Analyst, SQL	Business Information Technology	Computer Programming Foundational Skills	Commercial Music, Audio Production Emphasis	Cloud Computing		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)
Computer Programming	Entrepreneurial Arts: Music Composition	Commercial Music: Performance	Photography	Computer Science	Computer Science - Web Programming		Mass Communications
Cybersecurity and Information Assurance	Film, Television and Electronic Media	Computer Programming		Cybersecurity and Information Assurance	Computer Science: Management Information Systems		Photographic Imaging
Database Management	Film/Digital Cinema Production	Information Technology		Data Science	Cybersecurity		
Digital Audio Production	Geography - Field Data Mapping and Geographic Information Systems (GIS)			Design and Digital Media	Data Analytics		
Enterprise Mainframe System Administration	Information Technology Associate			Film Production	Film and Video Production		
Enterprise Software Engineering and Development Apprenticeship	Information Technology Technician			Game Design	IT Technician		
Fiber Optics	Journalism			Information Processing Specialist	Journalism		
Freelance Photography	Management Information Systems			Journalism	Media and Public Event Production		
Geographic Information Systems (GIS)	Object Oriented Software Development			Management Information Science	Network Technician		
Information Technology Technician	Photography			Network Administration	Photography and Video		
Journalism & Mass Communication	Radio Production			Network Design	Web and Interaction Design		
Microcomputer Applications	Relational Database Administration			PC Support			
Music Management and Promotion	Television Production			Photography			
Technical Communications	Web Developer			Telecommunications Technician			
Telecommunication Specialist	Web Programming			Web Developer			
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.

This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. The NFNRC has 12 sectors, which are listed in the chart on page 1. This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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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)

