



Occupation Report

Advertising and Promotions Managers

Sacramento-Roseville-Folsom, CA MSA



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Occupation Snapshot



| 6-Digit Occupation | Empl | Avg Mean Wages | LQ | 3-Year Empl Change | Annual Demand | Forecast Ann Growth |
|--|------------|------------------|-------------|--------------------|---------------|---------------------|
| Advertising and Promotions Managers | 141 | \$136,200 | 0.78 | -50 | 16 | 1.2% |
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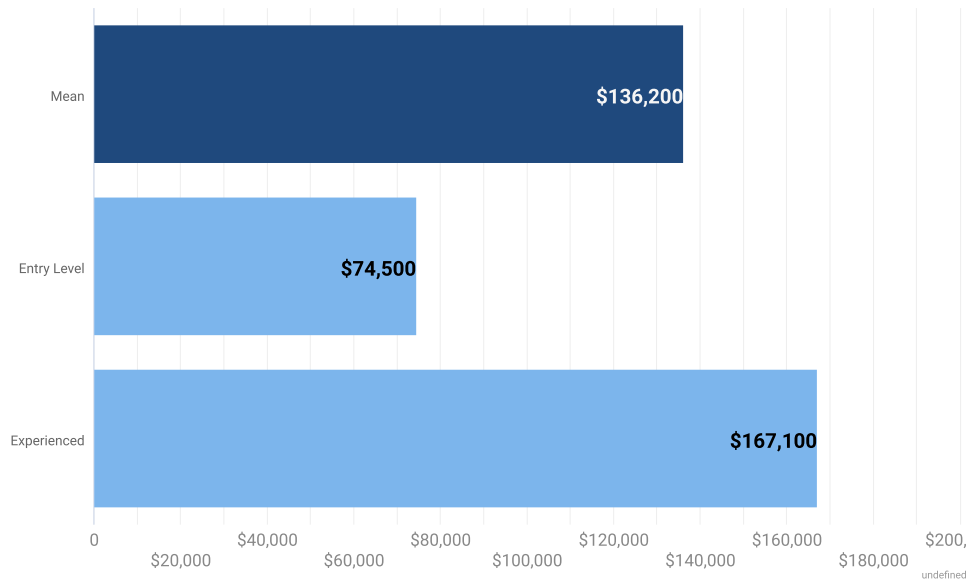
- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

Employment by Industry

| Industry Title | % of Occ Empl | Empl | 10-Year Separations | 10-Year Empl Growth | 10-Year Total Demand |
|--|------------------|------|------------------------|---------------------------|----------------------------|
| Advertising, Public Relations, and Related Services | 50.0% | 70 | 73 | 9 | 81 |
| Management of Companies and Enterprises | 9.0% | 13 | 13 | 1 | 14 |
| Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers | 3.8% | 5 | 6 | 1 | 6 |
| Management, Scientific, and Technical Consulting Services | 3.6% | 5 | 5 | 1 | 6 |
| Web Search Portals, Libraries, Archives, and Other Information Services | 2.7% | 4 | 4 | 1 | 5 |
| Newspaper, Periodical, Book, and Directory Publishers | 2.0% | 3 | 3 | 0 | 2 |
| Business, Professional, Labor, Political, and Similar Organizations | 1.5% | 2 | 2 | 0 | 2 |
| Radio and Television Broadcasting Stations | 1.4% | 2 | 2 | 0 | 2 |
| Religious Organizations | 1.2% | 2 | 2 | 0 | 2 |
| Grantmaking and Giving Services | 1.0% | 1 | 1 | 0 | 2 |
| Promoters of Performing Arts, Sports, and Similar Events | 1.0% | 1 | 2 | 1 | 2 |
| Computer Systems Design and Related Services | 0.9% | 1 | 1 | 0 | 2 |
| Wired and Wireless Telecommunications (except Satellite) | 0.9% | 1 | 1 | 0 | 1 |
| Agencies, Brokerages, and Other Insurance Related Activities | 0.9% | 1 | 1 | 0 | 1 |
| Insurance Carriers | 0.9% | 1 | 1 | 0 | 1 |
| Scientific Research and Development Services | 0.9% | 1 | 1 | 0 | 1 |
| Motion Picture and Video Industries | 0.7% | 1 | 1 | 0 | 2 |
| Employment Services | 0.7% | 1 | 1 | 0 | 1 |
| Colleges, Universities, and Professional Schools | 0.7% | 1 | 1 | 0 | 1 |
| Spectator Sports | 0.7% | 1 | 1 | 0 | 1 |
| All Others | 15.6% | 22 | 23 | 3 | 25 |

-  The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.
-  “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

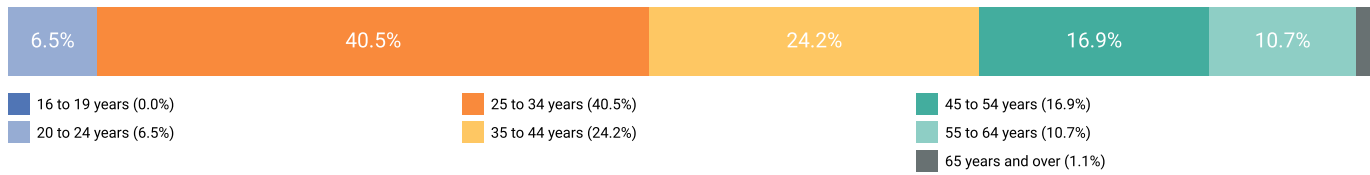


| Occupation | Mean | Median | Entry Level | Experienced |
|-------------------------------------|-----------|-----------|-------------|-------------|
| Advertising and Promotions Managers | \$136,200 | \$123,700 | \$74,500 | \$167,100 |

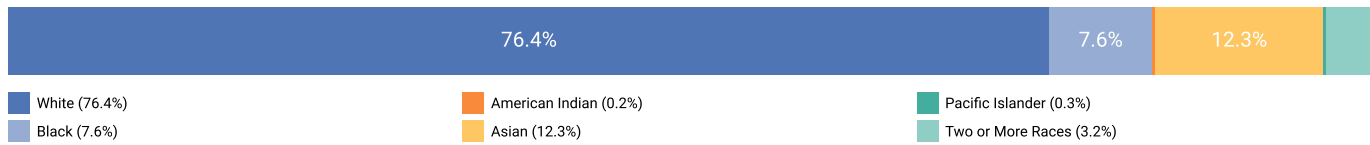
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

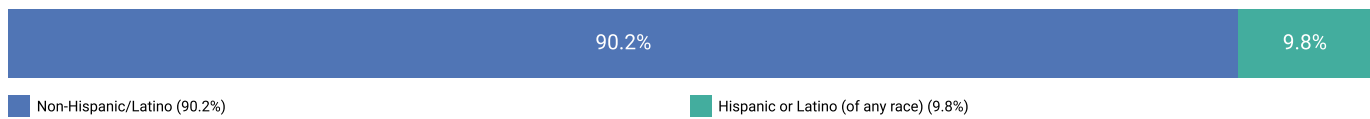
Age



Race



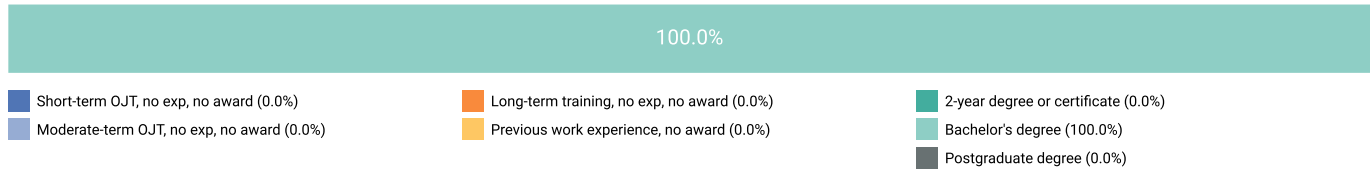
Ethnicity



Gender

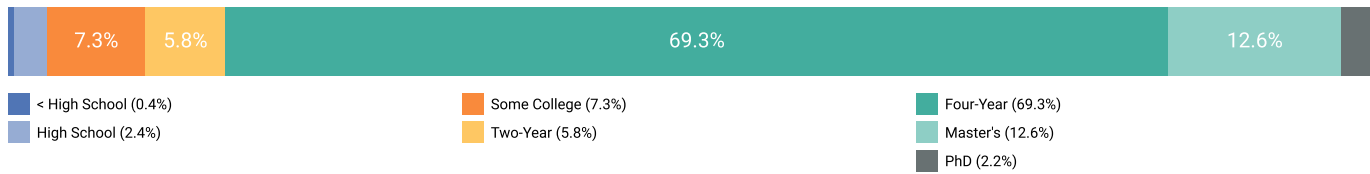


Education and Training Requirements



Education Profile

Educational Attainment





| Occupation | Typical Entry-Level Education | Previous Work Experience | Typical On-the-Job Training |
|-------------------------------------|-------------------------------|--------------------------|-----------------------------|
| Advertising and Promotions Managers | Bachelor's degree | Less than 5 years | None |

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

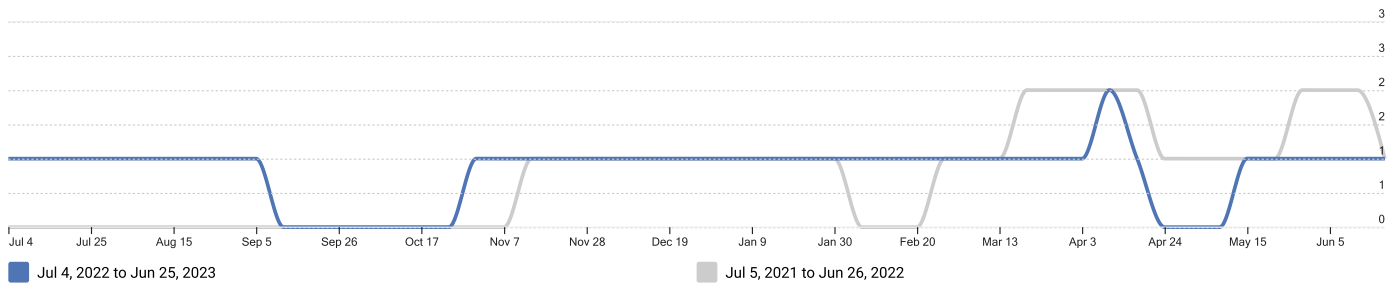
Postsecondary Programs Linked to Advertising and Promotions Managers

| Program | Awards |
|--|--------|
| American River College | |
| Advertising | 0 |
| Cosumnes River College | |
| Advertising | 2 |
| Public Relations, Advertising, and Applied Communication | 0 |
| Sacramento City College | |
| Advertising | 3 |

-  The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.
-  Among postsecondary programs at schools located in the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Advertising and Promotions Managers. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

| SOC | Occupation | Active Job Ads |
|-------------|-------------------------------------|----------------|
| 11- 2011.00 | Advertising and Promotions Managers | 5 |

Locations

| Location | Active Job Ads | |
|--|----------------|--|
| Rancho Cordova, California 95655 | 1 | |
| Rocklin, CA 95765 | 1 | |
| Sacramento, CA (Midtown - Winn Park Capital Avenue area) | 1 | |
| Sacramento, California | 1 | |
| Sacramento, California 94203 | 1 | |

Employers

| Employer Name | Active Job Ads | |
|---|----------------|--|
| Aequor Technologies LLC | 1 | |
| Educational Media Foundation - K-LOVE & Air1 | 1 | |
| Lamar Advertising | 1 | |
| Midtown Association (Midtown Sacramento PBID... | 1 | |
| Superior Boat Repair& Sales | 1 | |





Hard Skills

| Skill Name | Active Job Ads | |
|-----------------------------|----------------|--|
| Advertising | 2 | |
| Marketing | 2 | |
| Social Media | 2 | |
| Ability to Lift 31-40 lbs. | 1 | |
| Ability to Lift 41-50 lbs. | 1 | |
| Ability to Lift 51-100 lbs. | 1 | |
| English | 1 | |
| Event Management | 1 | |
| Event Planning | 1 | |
| FDA Regulations | 1 | |




Job Titles

| Job Title | Active Job Ads | |
|--|----------------|--|
| Advertising Installer | 1 | |
| Events & Promotions Manager | 1 | |
| Marketing & Advertising Coordinator | 1 | |
| Promotions Manager (CA) | 1 | |
| Regulatory Reviewer of Advertising and Promotion | 1 | |

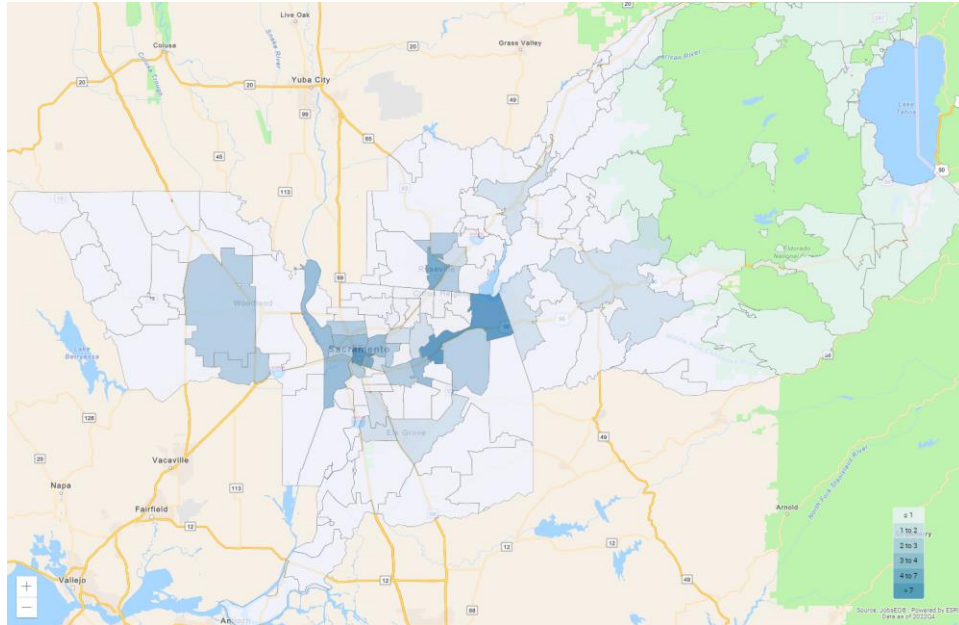
Education Levels

| Minimum Education Level | Active Job Ads | |
|---------------------------------|-----------------------|---|
| Associate's degree | 1 |  |
| Bachelor's degree | 1 |  |
| Doctoral or professional degree | 1 |  |
| Unspecified/other | 2 |  |

Programs

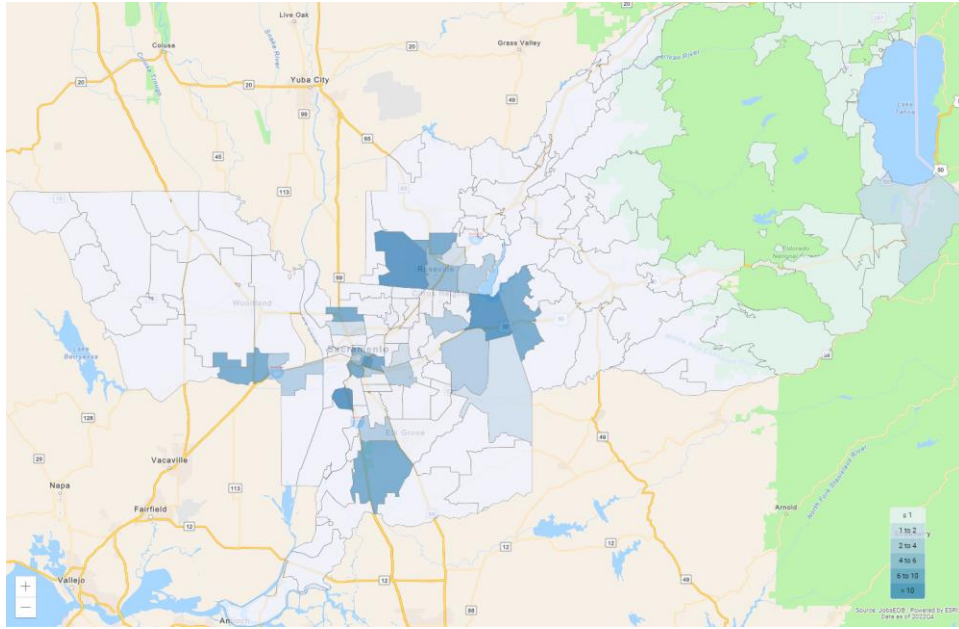
| Program Name | Active Job Ads | |
|---------------------|-----------------------|---|
| Communications | 1 |  |
| Marketing | 1 |  |
| Pharmacy | 1 |  |

Geographic Distribution



Top ZCTAs by Place of Work for Advertising and Promotions Managers, 2022Q4

| Region | Employment |
|------------|------------|
| ZCTA 95814 | 34 |
| ZCTA 95630 | 8 |
| ZCTA 95811 | 8 |
| ZCTA 95670 | 7 |
| ZCTA 95816 | 4 |
| ZCTA 95678 | 4 |
| ZCTA 95827 | 4 |
| ZCTA 95691 | 3 |
| ZCTA 95815 | 3 |
| ZCTA 95833 | 3 |

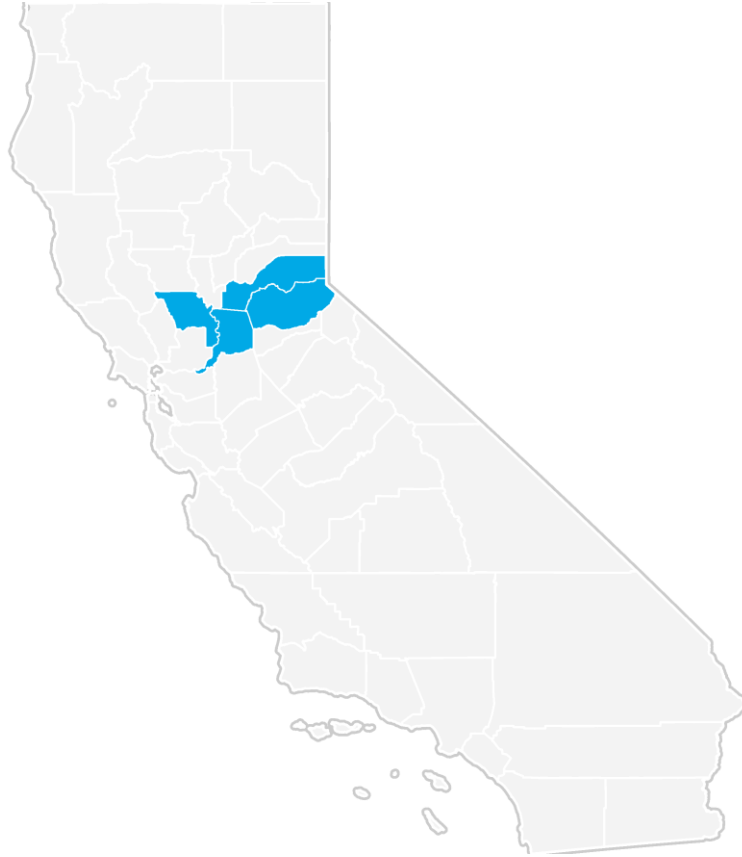


Top ZCTAs by Place of Residence for Advertising and Promotions Managers, 2022Q4

| Region | Employment |
|------------|------------|
| ZCTA 95747 | 13 |
| ZCTA 95831 | 13 |
| ZCTA 95630 | 10 |
| ZCTA 95816 | 10 |
| ZCTA 95819 | 7 |
| ZCTA 95757 | 7 |
| ZCTA 95762 | 7 |
| ZCTA 95616 | 7 |
| ZCTA 95818 | 7 |
| ZCTA 95835 | 7 |

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

Sacramento-Roseville-Folsom, CA MSA Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/29/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

Region Definition

Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:

El Dorado County, California

Placer County, California

Sacramento County, California

Yolo County, California

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.