



# Occupation Report

## Public Relations Specialists

California



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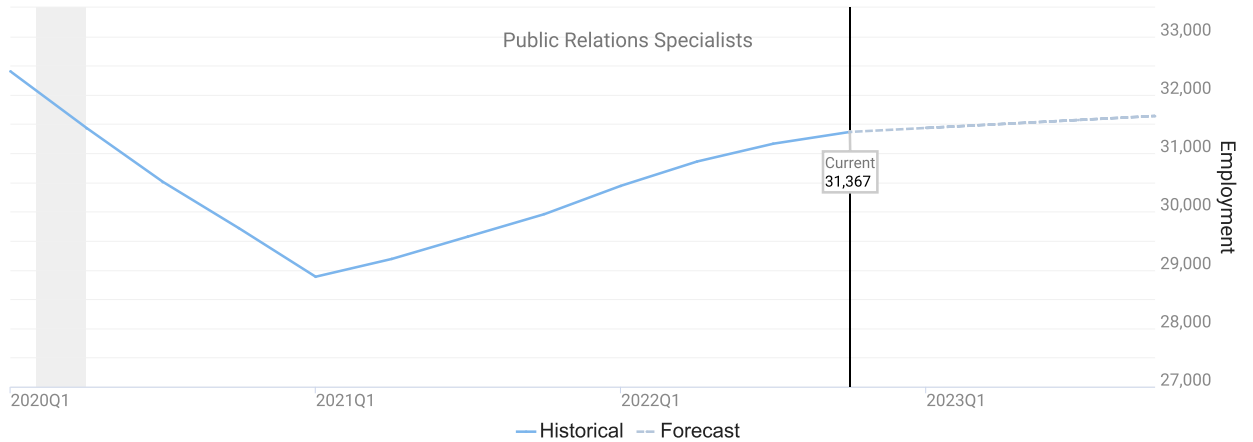
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# Occupation Snapshot



6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
<b>Public Relations Specialists</b>	<b>31,367</b>	<b>\$85,400</b>	<b>0.94</b>	<b>-1,004</b>	<b>3,085</b>	<b>0.9%</b>



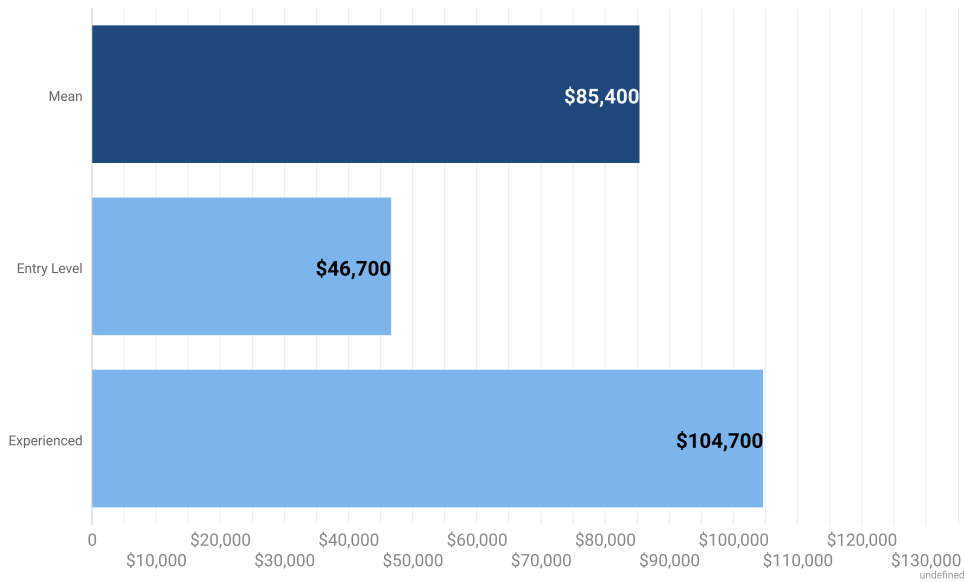
- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, 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	15.3%	4,809	4,329	376	4,705
Colleges, Universities, and Professional Schools	6.3%	1,982	1,785	157	1,942
Business, Professional, Labor, Political, and Similar Organizations	4.6%	1,432	1,260	41	1,301
Social Advocacy Organizations	4.4%	1,374	1,240	116	1,357
Religious Organizations	4.2%	1,330	1,192	92	1,284
Grantmaking and Giving Services	3.5%	1,092	979	77	1,056
Management, Scientific, and Technical Consulting Services	3.4%	1,052	976	152	1,128
Management of Companies and Enterprises	3.3%	1,042	916	29	944
Elementary and Secondary Schools	2.3%	717	636	33	668
Motion Picture and Video Industries	2.0%	629	598	128	726
Justice, Public Order, and Safety Activities	1.9%	611	533	7	540
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1.9%	605	545	46	591
Computer Systems Design and Related Services	1.8%	567	532	98	630
Executive, Legislative, and Other General Government Support	1.7%	543	476	12	489
Individual and Family Services	1.7%	541	531	152	684
Scientific Research and Development Services	1.7%	541	490	50	540
Web Search Portals, Libraries, Archives, and Other Information Services	1.5%	465	451	117	568
General Medical and Surgical Hospitals	1.3%	397	349	10	358
Administration of Human Resource Programs	1.2%	368	321	5	327
Independent Artists, Writers, and Performers	1.1%	339	313	46	358
All Others	34.8%	10,931	9,929	1,105	11,034

-  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

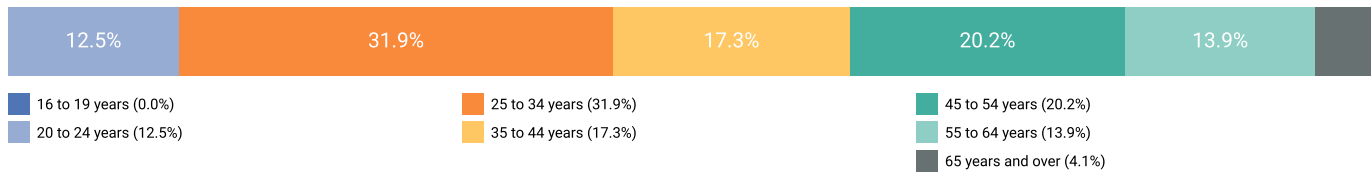


Occupation	Mean	Median	Entry Level	Experienced
Public Relations Specialists	\$85,400	\$73,800	\$46,700	\$104,700

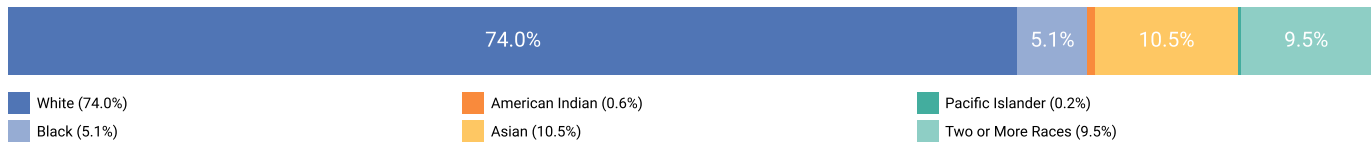
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

# Occupation Demographics

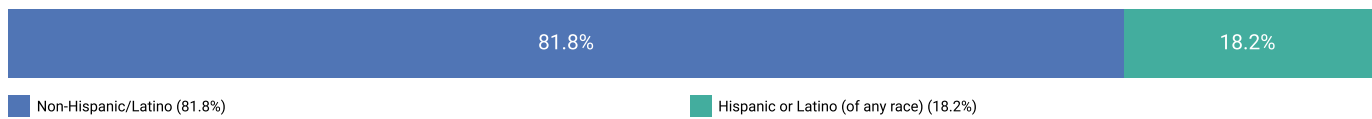
## Age



## Race



## Ethnicity



## Gender

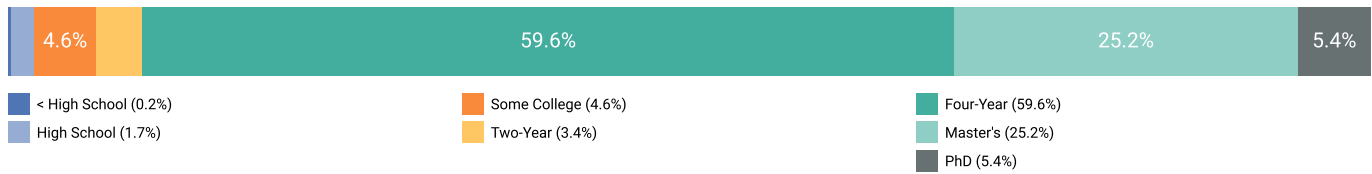


## Education and Training Requirements



# Education Profile

## Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Public Relations Specialists	Bachelor's degree	None	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 Public Relations Specialists

Program	Awards
<b>California State University-Fullerton</b>	
Speech Communication and Rhetoric	777
<b>California State University-Long Beach</b>	
Speech Communication and Rhetoric	387
<b>California State University-Northridge</b>	
Speech Communication and Rhetoric	367
<b>California State University-Sacramento</b>	
Speech Communication and Rhetoric	492
<b>California State University-San Marcos</b>	
Speech Communication and Rhetoric	205
<b>San Diego State University</b>	
Speech Communication and Rhetoric	242
<b>San Francisco State University</b>	
Speech Communication and Rhetoric	343
<b>San Jose State University</b>	
Speech Communication and Rhetoric	332
<b>University of California-Santa Barbara</b>	
Communication, General	469
<b>University of Southern California</b>	
Speech Communication and Rhetoric	367

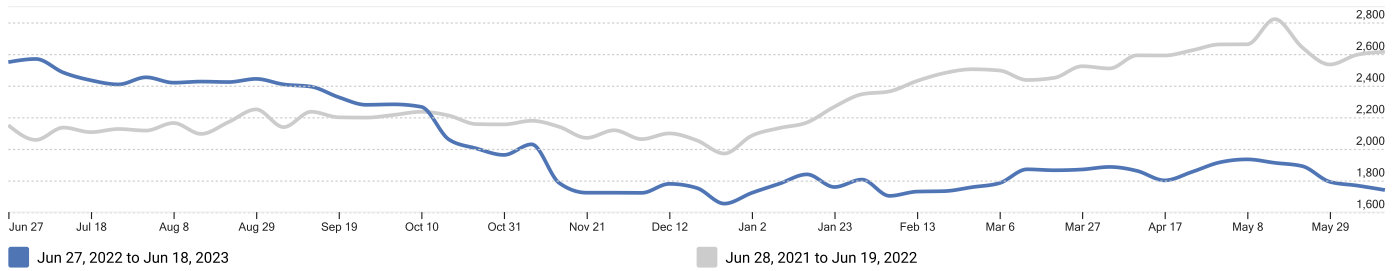
 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Public Relations Specialists. 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
27- 3031.00	Public Relations Specialists	12,440

### Locations

Location	Active Job Ads	
Los Angeles, California	1,301	
San Francisco, California	742	
San Diego, California	400	
Sacramento, California	338	
San Jose, California	251	
Irvine, California	206	
Oakland, California	189	
Culver City, California	164	
Burbank, California	146	
Santa Monica, California	116	

### Employers

Employer Name	Active Job Ads	
Disney	158	
Los Angeles, California	115	
Apple	88	
Chapman University	83	
Kaiser Permanente	79	
Robert Half	73	
Aquent	70	
University of Southern California	65	
Amazon.com Services LLC	52	
NBC Universal	52	

### Hard Skills

Skill Name	Active Job Ads	
Marketing	2,772	
Social Media	2,685	
Microsoft Office	2,633	
Microsoft Excel	2,230	
Microsoft PowerPoint	1,824	
Adobe Photoshop	1,638	
Graphic Design	1,292	
Microsoft Outlook	1,100	
Microsoft Word	1,048	
Digital Marketing	971	

### Job Titles

Job Title	Active Job Ads	
Marketing Coordinator	517	
Communications Specialist	194	
Communications Coordinator	126	
Social Media Coordinator	116	
Social Media Manager	102	
Brand Ambassador	89	
Social Media Specialist	81	
Marketing Communications Specialist	71	
Community Relations Representative	62	
Communications Associate	54	

### Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	5,364	
High school diploma or equivalent	840	
Associate's degree	345	
Master's degree	164	
Doctoral or professional degree	33	
Unspecified/other	5,694	

### Programs

Program Name	Active Job Ads	
Communications	2,739	
Marketing	2,111	
Journalism	1,649	
Public Relations	1,025	
English	686	
Business	636	
Business Administration	295	
Political Science	222	
Advertising	216	
Public Administration	209	

# Top Skill and Certification Gaps

Top 10 Skill Gaps in California

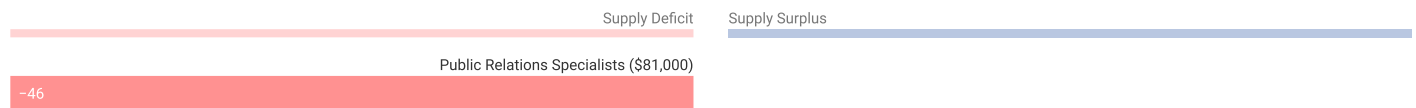
Name	Candidates	Openings	Gap
Media Relations	164	198	-34
Apple Keynote	31	57	-26
WhatsApp	11	33	-22
Music	18	34	-17
Spanish	129	145	-16
Proofreading	133	146	-13
Keyboarding/Typing	28	40	-12
YouTube	36	48	-12
Video Editing	123	134	-12
Google Docs	38	49	-11



Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
First Aid Certification	4	10	-6
Certified Professional Services Marketer (CPSM)	0	1	-1
AED Essentials	0	1	-1
Certified Health Education Specialist (CHES)	0	1	0
Google Analytics Individual Qualification (Google Analytics IQ)	0	1	0
Secret Clearance	8	9	0
Project Management Professional (PMP)	1	0	0
Accreditation in Public Relations (APR)	1	1	0
Emergency Medical Technician - Basic (EMT-B)	1	0	1
Emergency Medical Technician (EMT)	1	0	1

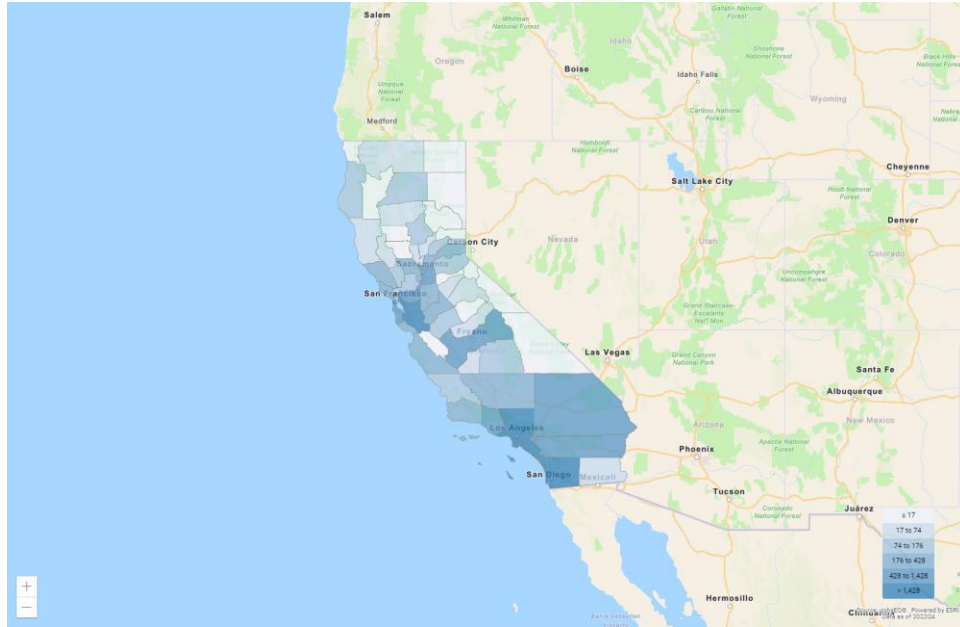
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

# Occupation Gaps



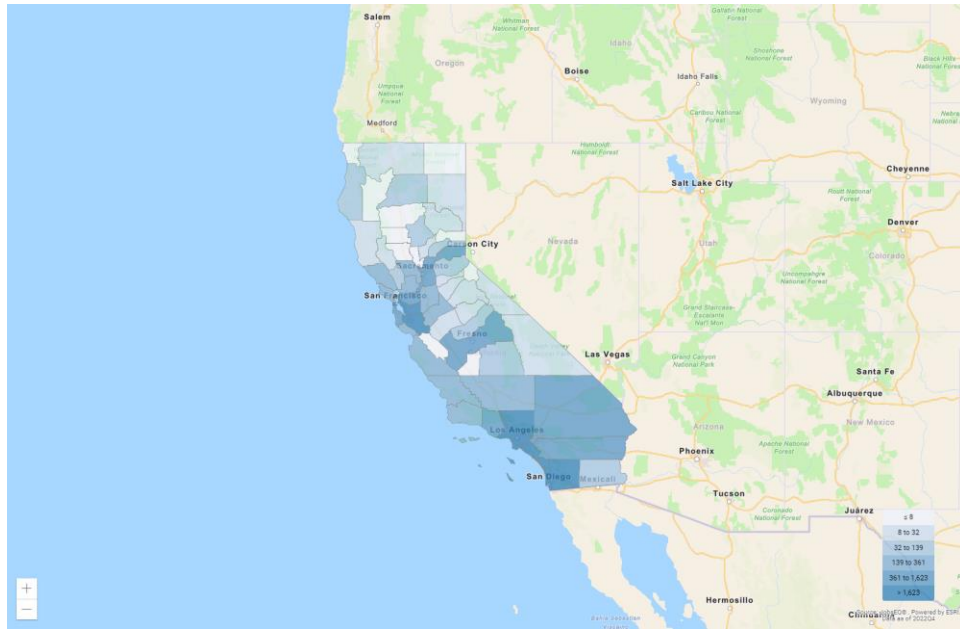
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

# Geographic Distribution



**Top Counties by Place of Work for Public Relations Specialists, 2022Q4**

Region	Employment
Los Angeles County, California	9,440
Orange County, California	2,661
San Diego County, California	2,569
San Francisco County, California	2,257
Santa Clara County, California	1,981
Alameda County, California	1,428
Sacramento County, California	1,340
Riverside County, California	908
San Mateo County, California	887
San Bernardino County, California	821



**Top Counties by Place of Residence for Public Relations Specialists, 2022Q4**

Region	Employment
Los Angeles County, California	9,427
Orange County, California	2,967
San Diego County, California	2,515
San Francisco County, California	2,118
Santa Clara County, California	1,837
Alameda County, California	1,624
Sacramento County, California	1,230
San Mateo County, California	950
Riverside County, California	838
Contra Costa County, California	805

💡 “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.



# California 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 06/28/2023 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.

# 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.