Advertising, Marketing, Promotions, Public Relations, and Sales Managers
in 2 California Counties

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

1 Occupation

11-2000   Advertising, Marketing, Promotions, Public Relations, and Sales Managers

2 Counties

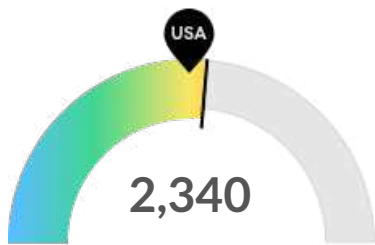6079   San Luis Obispo County, CA   6083   Santa Barbara County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

## Light Job Posting Demand Over an Average Supply of Regional Jobs

2,340

Jobs (2023)

Your area is about average for this kind of job. The national average for an area this size is 2,160* employees, while there are 2,340 here.

$116,681

Compensation

Earnings are low in your area. The national median salary for Advertising, Marketing, Promotions, Public Relations, and Sales Managers is $126,964, compared to $116,681 here.

96
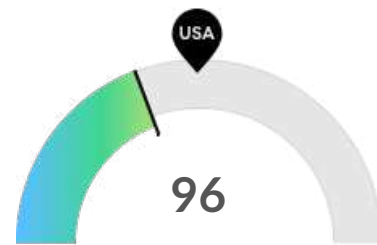
Job Posting Demand

Job posting activity is low in your area. The national average for an area this size is 136* job postings/mo, while there are 96 here.

*National average values are derived by taking the national value for Advertising, Marketing, Promotions, Public Relations, and Sales Managers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

## Regional Employment Is About Equal to the National Average

An average area of this size typically has 2,160* jobs, while there are 2,340 here.
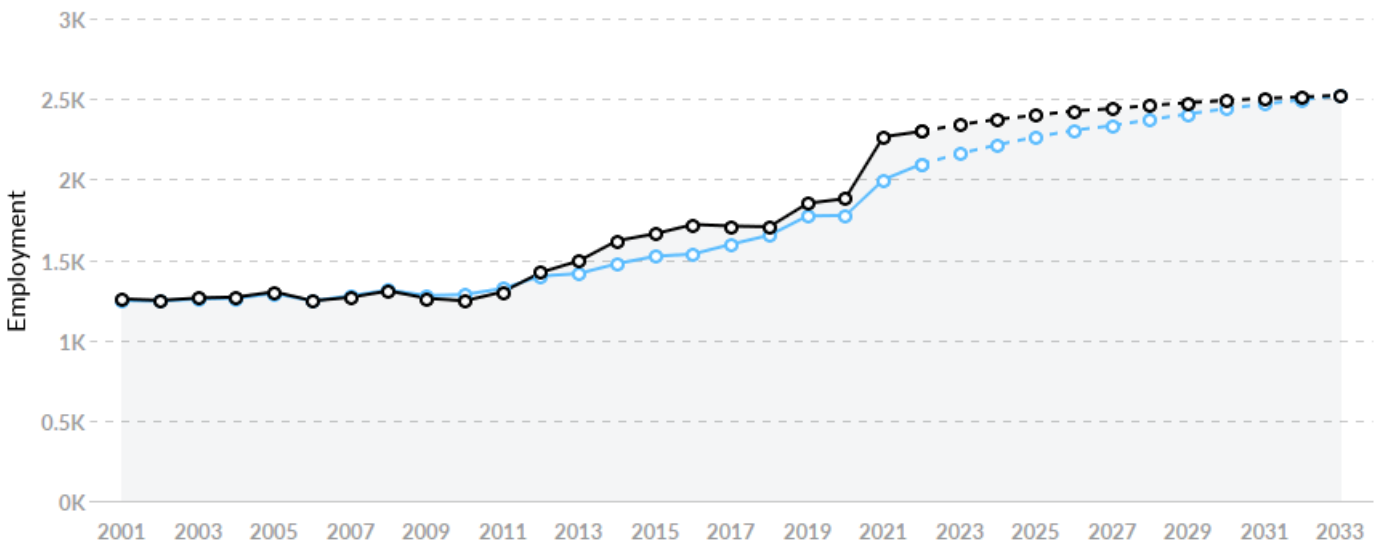
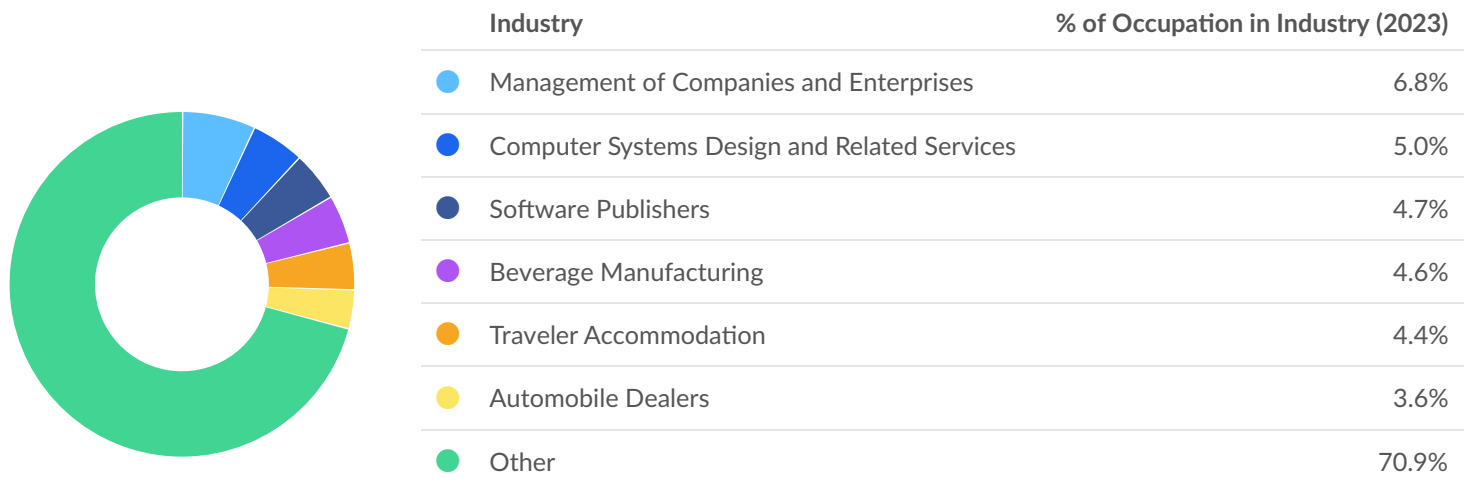| Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	2,340	2,522	182	7.8%
● National Average	2,160	2,520	360	16.6%

*National average values are derived by taking the national value for Advertising, Marketing, Promotions, Public Relations, and Sales Managers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown
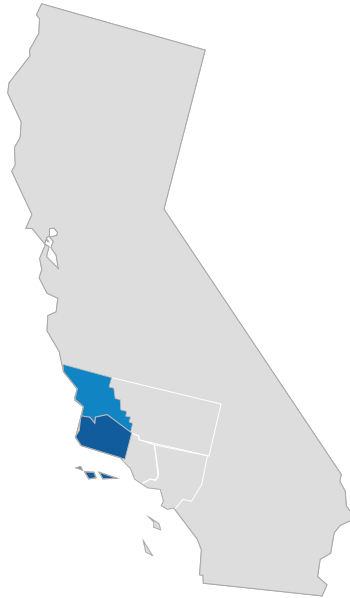
County	2023 Jobs
Santa Barbara County, CA	1,527
San Luis Obispo County, CA	812

Most Jobs are Found in the Management of Companies and Enterprises Industry Sector

Industry	% of Occupation in Industry (2023)
Management of Companies and Enterprises	6.8%
Computer Systems Design and Related Services	5.0%
Software Publishers	4.7%
Beverage Manufacturing	4.6%
Traveler Accommodation	4.4%
Automobile Dealers	3.6%
Other	70.9%

Compensation

Regional Compensation Is 8% Lower Than National Compensation

For Advertising, Marketing, Promotions, Public Relations, and Sales Managers, the 2021 median wage in your area is $116,681, while the national median wage is $126,964.
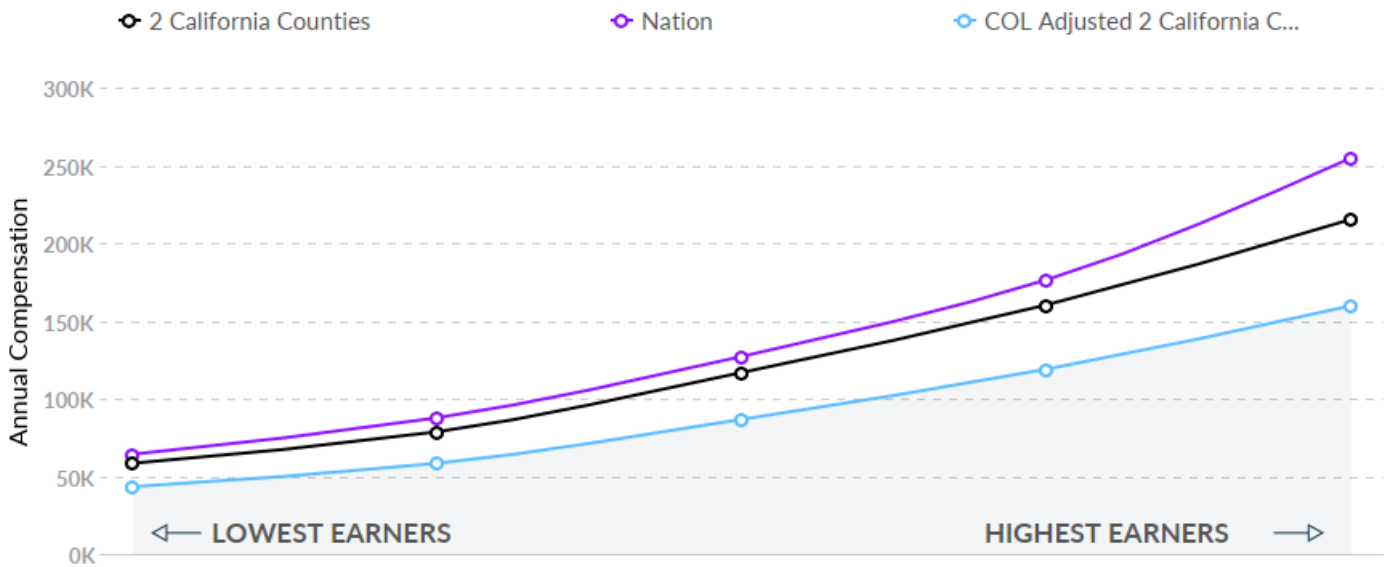
Job Posting Activity

573 Unique Job Postings

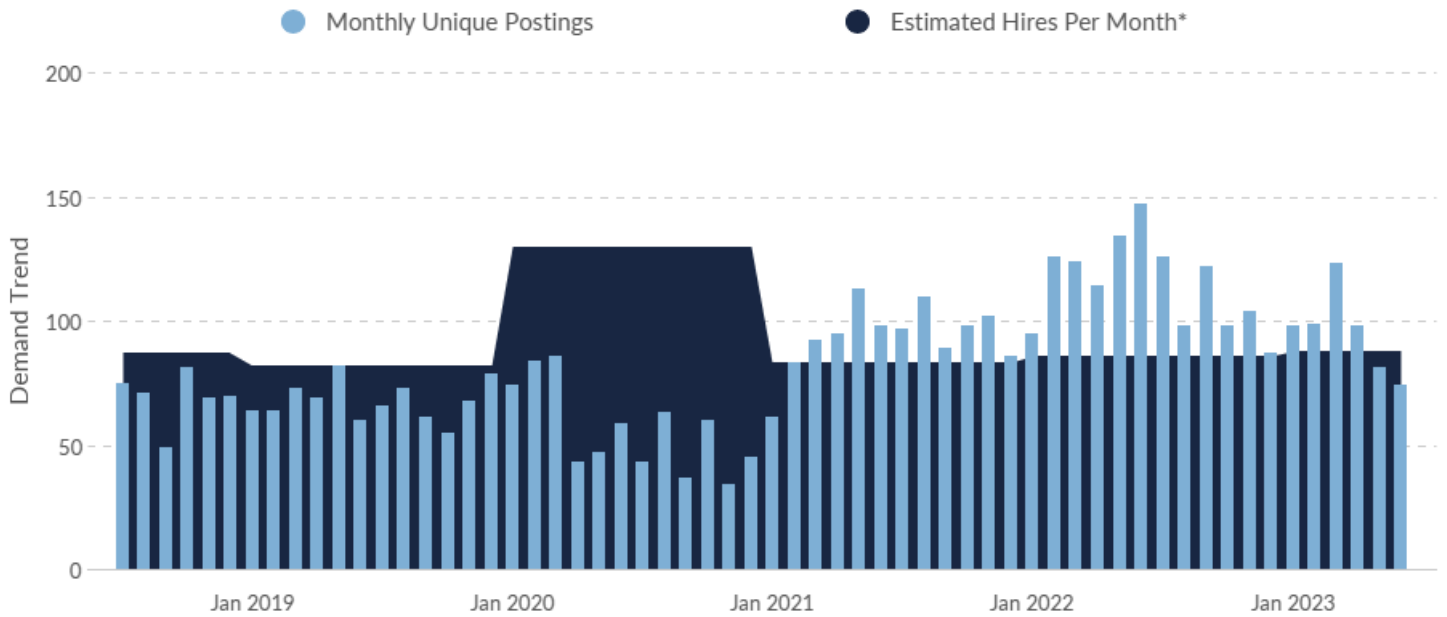The number of unique postings for this job from Jan 2023 to Jun 2023.

256 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.

34 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.

Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Advertising, Marketing, Promotions, Public Relations, and Sales Managers	96	88

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings		Top Job Titles	Unique Postings
Deckers	20		Sales Managers	27
University of California	15		Marketing Managers	19
Mindbody	12		Business Development Managers	14
California Polytechnic State Uni...	8		Directors of Development	13
Danaher	8		Product Managers	12
California State University	7		Directors of Sales	11
IMPACT	7		Territory Sales Managers	11
Keurig Dr Pepper	7		Associate Directors of Develop...	10
ALDI	6		Regional Sales Managers	8
Compass Group	5		District Sales Managers	7

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

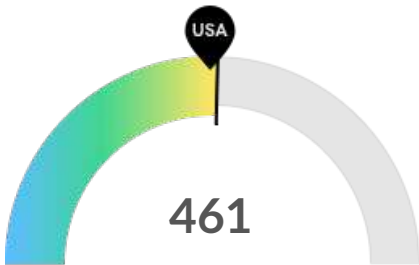Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

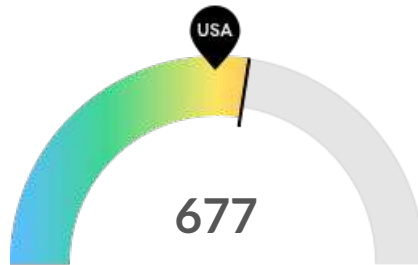Not enough data to display Necessary Skills for this occupation.

Demographics

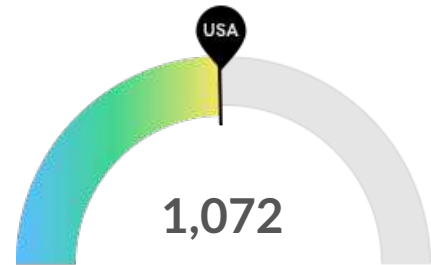## Retirement Risk Is About Average, While Overall Diversity Is About Average

461

Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 450* employees 55 or older, while there are 461 here.

677

Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 588* racially diverse employees, while there are 677 here.

1,072

Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 1,090* female employees, while there are 1,072 here.

*National average values are derived by taking the national value for Advertising, Marketing, Promotions, Public Relations, and Sales Managers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown
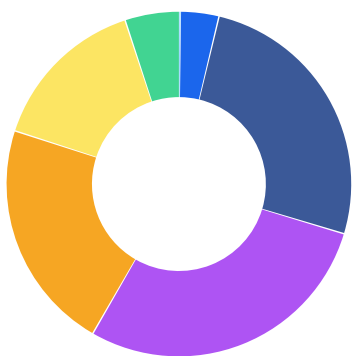
	% of Jobs	Jobs
14-18	0.1%	1
19-24	3.6%	83
25-34	25.9%	595
35-44	28.7%	659
45-54	21.7%	498
55-64	15.0%	344
65+	5.1%	118

Occupation Race/Ethnicity Breakdown
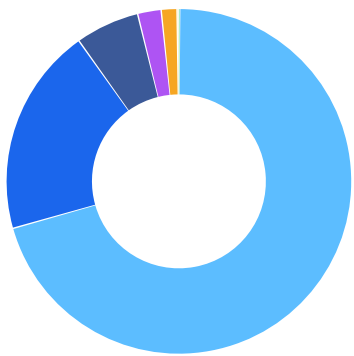
	% of Jobs	Jobs
● White	70.5%	1,621
● Hispanic or Latino	19.5%	449
● Asian	6.0%	138
● Two or More Races	2.2%	51
● Black or African American	1.5%	34
● American Indian or Alaska Native	0.2%	4
● Native Hawaiian or Other Pacific Islander	0.1%	2

Occupation Gender Breakdown
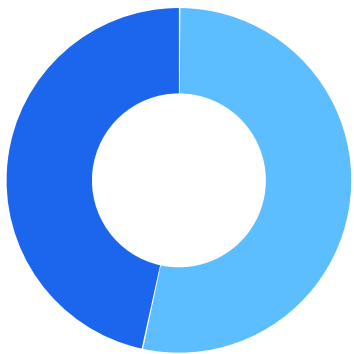
	% of Jobs	Jobs
● Males	53.3%	1,225
● Females	46.7%	1,072

Occupational Programs

15 Programs

Of the programs that can train for this job, 15 have produced completions in the last 5 years.

9,861 Completions (2021)

The completions from all regional institutions for all degree types.

232 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)	
24.0101	Liberal Arts and Sciences/Liberal Studies	6,420	
52.0201	Business Administration and Management, General	1,336	
52.0101	Business/Commerce, General	663	
09.0100	Communication, General	469	
09.0101	Speech Communication and Rhetoric	385	
03.0103	Environmental Studies	377	
03.0104	Environmental Science	103	
52.1801	Sales, Distribution, and Marketing Operations, General	42	
24.0199	Liberal Arts and Sciences, General Studies and Humanities, ...	22	
30.9999	Multi-/Interdisciplinary Studies, Other	22	

Top Schools	Completions (2021)	
Cuesta College	3,238	
Allan Hancock College	2,419	
Santa Barbara City College	2,075	
California Polytechnic State University-San Luis Obispo	1,066	
University of California-Santa Barbara	941	
Laurus College	43	
Antioch University-Santa Barbara	42	
Westmont College	37	

Appendix A

Advertising, Marketing, Promotions, Public Relations, and Sales Managers in 2 California Counties

Appendix B - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.