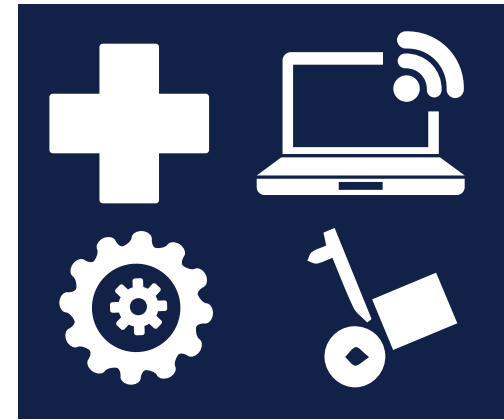


# BATON ROUGE JOB OPENING ANALYTICS

January – May 2023



Each year, the Baton Rouge Area Chamber releases two reports addressing what the greatest demand has been in the Capital Region regarding jobs and skills, both overall and by major industry sector. This information will not only help the general public understand the type of work available and what credentials or abilities are needed to achieve the jobs, but will allow our education and workforce training partners to determine what curricula and training programs should be offered.

All information is gathered from Lightcast's Jobs Posting Analytics database, a subscription service that continually pulls data from more than 55,000 websites including job boards and company-specific job opportunity pages. BRAC has aggregated this data for key growth industries that we identified during the pandemic.

\*\*All job postings included in this report include a minimum education requirement of either a high school graduate, associate degree, or bachelor's degree. During the first half of 2023, there were 34,532 job postings that included one of the three education levels listed above. There were 30,125 job postings during this timeframe that did not include any education requirements in the job posting. These jobs were not included in the analysis presented below.

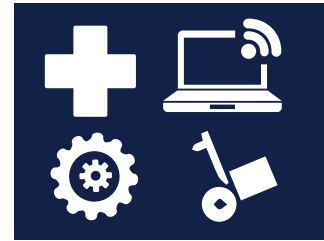
## Key Takeaways

- There were more than 34,000 unique job postings in the Capital Region between January and May of 2023 that required applicants to be either a high school graduate or have an associate or bachelor's degree. These jobs had a median advertised salary of \$54,900, an almost 15% increase over the median advertised salary from the previous job posting analytics report;
- The State of Louisiana posted more jobs than any other organization in the first half of the year, with 1,400 unique job postings;
- Communications remains the most sought-after common skill by employers, showing up in 42% of all job postings;
- Healthcare (3,824 postings) and professional, scientific, and technical services (3,299) had the most postings of any industry during these five months;
- The three most in-demand occupations during the first half of 2023 were managers (1,048 postings), retail supervisors (920), and sales representatives (870). The top three occupations were unchanged from the previous job posting analytics report.

## I. OVERALL

### Top Job Postings

While demand for labor is down slightly from the second half of 2022, employers across the Capital Region are still desperately looking for talent to fill their open positions. The top 5 most in-demand occupations in Baton Rouge are unchanged from this report's last update. For those thinking about becoming a nurse, considering a job as a sales representative, or considering if they want to upskill themselves to become a manager, they can do so with the confidence that they're entering a lucrative career field with plenty of job openings, a trend unlikely to change in the near future. Advertised salaries for managers are down slightly from the final months of 2022, but salaries for sales reps are up almost 46%.



Occupation	Unique Postings	Median Advertised Salary	% Change from April 2023 – May 2023	% Change from May 2022 – May 2023
Managers, All Other	1,048	\$68,992	-9%	12%
First-Line Supervisors of Retail Sales Workers	920	\$39,040	-2%	-17%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	870	\$80,128	1%	37%
Registered Nurses	845	\$75,008	-6%	-10%
Retail Salespersons	815	\$30,114	-4%	-18%

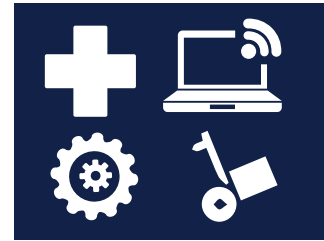
### Top 5 Common Skills Overall

The top three most in-demand skills involve face-to-face interactions. Given the tight labor market, employers are willing to forego more technical skills if applicants can prove they have these valuable softer skills.

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	42%	14,477 / 34,532
Management	33%	11,367 / 34,532
Customer Service	28%	9,647 / 34,532
Operations	23%	8,023 / 34,532
Sales	18%	6,130 / 34,532

## Top 10 Companies Hiring Overall

Several healthcare systems rank among the companies looking to hire the most talent currently, highlighting the need not only for nurses but also for other healthcare support staff. Government institutions, including local K-12 and higher education bodies are also looking for talent to fill available jobs. Most of the companies or organizations included here are large and employ a wide range of different types of occupations.



Companies Hiring	Unique/Total Postings
State of Louisiana	1,401 / 8,521
Ochsner Health	914 / 2,849
Louisiana Workforce Commission	764 / 1,912
Cox Communications	620 / 1,166
Baton Rouge General Medical Center	416 / 889
Baton Rouge General	404 / 1,225
Louisiana State University	393 / 829
KPMG	294 / 1,305
Woman's Hospital	256 / 923
East Baton Rouge Parish Public Schools	256 / 522

## Top 5 Industries Hiring Overall

Two of the top-five specific industries posting the most on job boards are healthcare-based. There's also significant demand in the engineering services sector. A deeper analysis reveals that civil and mechanical engineers are in great demand locally. Architects, surveyors, and project managers are also in demand. This demand could be a result of the abundance of industrial construction projects being started post-COVID along with numerous projects that are getting off the ground thanks to an influx of federal infrastructure dollars.

Industries Hiring	Unique/Total Postings
Other General Government Support	1,409 / 8,581
Office of Physicians (except Mental Health Specialists)	1,110 / 3,892
Engineering Services	1,106 / 4,697
General Medical and Surgical Hospitals	874 / 3,110
Television Broadcasting	661 / 1,230

## II. TOP POSTINGS BY KEY INDUSTRY

### HEALTHCARE INDUSTRY



#### Top 5 Occupations

There are no notable changes from this report's last update. Healthcare hiring needs remain abundant. Registered nurses and licensed practical/vocational nurses remain the top two most in demand occupations in this industry, with medical support staff rounding out the top 5. The positions listed here represent a tailor-made career ladder for folks interested in working in healthcare but have no experience. Just as one example, Our Lady of the Lake Health (OLOL) recently partnered with Baton Rouge Community College to build a program that allows OLOL medical assistants to obtain an associate degree and become a licensed practical nurse.

Occupation	Unique/ Total Postings	Median Advertised Salary	% Change from April 2023 – May 2023	% Change from May 2022 – May 2023
Registered Nurses	440 / 3,570	\$63,772	-3%	1%
Licensed Practical and Licensed Vocational Nurses	429 / 4,235	\$46,806	-2%	-6%
Health Technologists and Technicians, All Other	208 / 944	\$32,500	4%	-4%
Medical Assistants	166 / 502	\$31,408	0%	14%
Nursing Assistants	159 / 646	\$27,771	18%	45%

#### Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	48%	1,826 / 3,824
Writing	29%	1,096 / 3,824
Time Management	26%	980 / 3,824
Customer Service	23%	883 / 3,824
Interpersonal Communications	23%	863 / 3,824

## Minimum Education Breakdown

A large number of openings requiring bachelor's degrees are for registered nurses. Other prospective healthcare workers can break into the field if they have a high school or an associate's degree.



Education Level	Unique Postings	% of Total
High school or GED	2,266	59%
Associate's degree	881	23%
Bachelor's degree	677	18%

## Top 5 Companies Hiring

Companies Hiring	Unique/Total Postings
Ochsner Health	914 / 2,849
Baton Rouge General Medical Center	416 / 889
Women's Hospital	256 / 923
Lafayette General Health	188 / 487
Amedisys	87 / 412

## Top 5 Certifications

Qualification	Postings with Qualifications
Basic Life Support (BLS) Certification	875
Registered Nurse (RN)	859
Licensed Practical Nurse (LPN)	542
Valid Driver's License	298
Cardiopulmonary Resuscitation (CPR) Certification	265

## TECH INDUSTRY



### Top 5 Occupation

As layoffs at tech companies continue across the country, tech jobs continue to be in demand locally. Employers in government, healthcare, and telecommunications need tech talent to fill critical IT and software/application development positions. About 15% of software developer positions are entry-level, meaning the job postings indicate they're looking for applicants with 0-1 years of experience. These entry-level positions have a \$72,000 median advertised salary, making software development one of the highest-paying fields for entry-level workers in the region.

Occupation	Unique/Total Postings	Median Advertised Salary	% Change from April 2023 – May 2023	% Change from May 2022 – May 2023
Software Developers	533 / 1,366	\$97,536	-9%	-11%
Computer Occupations, All Other	470 / 2,022	\$92,544	0%	5%
Computer User Support Specialists	344 / 1,331	\$59,520	3%	9%
Computer Systems Analysts	196 / 653	\$75,520	16%	-4%
Network and Computer Systems Administrators	121 / 413	\$61,440	2%	57%

### Top 5 Hard Skills

Specific coding languages like SQL have fallen off the list of the most in demand hard skills in favor of more general tech-based skills like computer science and computer engineering.

Skills	Frequency in Postings	Postings with Skill / Total Postings
Computer Science	41%	890 / 2,168
Information Systems	19%	421 / 2,168
Project Management	18%	396 / 2,168
Computer Engineering	17%	359 / 2,168
Telecommunications	16%	340 / 2,168

## Top 5 Common Skills



Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	44%	950 / 2,168
Management	43%	922 / 2,168
Information Technology	28%	609 / 2,168
Troubleshooting (Problem Solving)	27%	593 / 2,168
Operations	27%	576 / 2,168

## Minimum Education Breakdown

Two-thirds of job postings that include an education requirement ask that applicants have a bachelor's degree.

Education Level	Unique Postings	% of Total
High school or GED	298	14%
Associate's degree	428	20%
Bachelor's degree	1,442	67%

## Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
Cox Communications	168 / 234
State of Louisiana	147 / 869
Louisiana Workforce Commission	78 / 227
Humana	67 / 165
KPMG	61 / 265

## Top 5 Certifications



Qualification	Postings with Qualifications
Valid Driver's License	110
Certified Information Systems Security Professional	101
Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)	73
Certified Information System Auditor (CISA)	57
Certified Information Security Manager	49



## INDUSTRIAL SECTOR



Because of the significant overlap in skills needed for jobs in both construction and manufacturing – and with the relative ease of going between the industries compared to most others – BRAC aggregates skilled craft job openings in this section.

### Top 5 Occupations

There were 1,400 job postings that required either a high school, associate's, or bachelor's degree in the industrial sector over the first five months of 2023. By contrast, there were more than 1,900 job postings that did not list an education requirement, meaning there are plenty of jobs available in this sector to workers who may not have any education credentials.

Most of these jobs have seen increased demand over the last year with plumbers, pipefitters, and steamfitters seeing a big jump in demand. There are currently more than 200 job postings in the Capital Region for plumbers/pipefitters/steamfitters, and these jobs come with a median advertised salary above \$62,000. Training programs exist to address these shortages. One example, the North Baton Rouge Industrial Training Initiative, offers a 52-week training program that takes place from 6-9 p.m. two nights a week and allows graduates to leave with critical certifications that lead to these high-wage, high-demand jobs.

Occupation	Unique/ Total Postings	Median Advertised Salary	% Change from April 2023 – May 2023	% Change from May 2022 – May 2023
Production Workers, All Other	142 / 412	\$39,552	-7%	14%
Inspectors, Testers, Sorters, Samplers, and Weighers	117 / 706	\$53,248	-14%	13%
Construction Laborers	90 / 211	\$42,624	20%	15%
Plumbers, Pipefitters, and Steamfitters	85 / 378	\$62,208	18%	48%
First-Line Supervisors of Production and Operating Workers	77 / 309	\$95,488	-3%	-31%

## Top 5 Hard Skills

Most job postings do not include specific skillsets required for potential applicants. This highlights the demand for generalists in the industrial sector and that employers are willing to train their employees in the specific competencies required for the job.



Skills	Frequency in Postings	Postings with Skill / Total Postings
Hand Tools	18%	255 / 1,400
Power Tool Operation	16%	220 / 1,400
Machinery	15%	206 / 1,400
Construction	12%	169 / 1,400
Welding	8%	106 / 1,400

## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	34%	474 / 1,400
Operations	25%	355 / 1,400
Lifting Ability	23%	323 / 1,400
Management	21%	290 / 1,400
Customer Service	13%	185 / 1,400

## Minimum Education Breakdown

Of the job postings that list an education requirement, 84% are looking for an applicant to have their high school degree. Many employers are willing to provide on-the-job training for motivated employees.

Education Level	Unique Postings	% of Total
High school or GED	1,182	84%
Associate's degree	48	3%
Bachelor's degree	170	12%

## Top 5 Companies Hiring

Companies Hiring	Unique/ Total Postings
Brown & Root	100 / 171
Epic Piping	43 / 84
REV Group	38 / 100
Flowserve	26 / 355
Ferrara Fire Apparatus	26 / 53

## Top 5 Certifications

Qualification	Postings with Qualifications
Valid Driver's License	346
Transportation Worker Identification Credential (TWIC) Card	43
Commercial Driver's Licenses (CDL)	31
Lean Certification	17
National Center For Construction Education & Research (NCCER) Certification	17



## LOGISTICS



### Top 5 Occupations

Demand for labor in this sector has fallen by more than 68% over the last year and a half. Advertised wages have also fallen, although not by as much. It appears the severe shortage of truck drivers the region was experiencing has alleviated. The most in demand occupation in the sector locally, customer service representatives, isn't confined to just the logistics sector. Mechanics, the highest-paying of the top-five in demand occupations, requires some level of training that can be completed in a shorter amount of time than training programs for other in-demand jobs.

Occupation	Unique/ Total Postings	Median Advertised Salary	% Change from April 2023 – May 2023	% Change from May 2022 – May 2023
Customer Service Representatives	26 / 131	\$33,408	-8%	140%
First-Line Supervisors of Retail Sales Workers	19 / 163	\$43,648	-9%	100%
Heavy and Tractor-Trailer Truck Drivers	18 / 109	\$48,384	-27%	-33%
Bus and Truck Mechanics and Diesel Engine Specialists	15 / 488	\$50,432	-20%	-76%
Laborers and Freight, Stock, and Material Movers, Hand	15 / 37	\$27,040	-20%	-27%

### Top 5 Hard Skills

Similar to the industrial sector, very few job postings include specific skillsets that companies are seeking in candidates.

Skills	Frequency in Postings	Postings with Skill / Total Postings
Forklift Truck	9%	44 / 467
Warehousing	8%	39 / 467
Heavy Equipment	7%	35 / 467
Hand Tools	6%	29 / 467
Machinery	6%	28 / 467

## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	46%	216 / 467
Operations	40%	189 / 467
Customer Service	34%	161 / 467
Management	29%	135 / 467
Lifting Ability	20%	92 / 467

## Minimum Education Breakdown

Currently, there are no formal training programs in the Capital Region for most logistics jobs, but with the increasing number of supervisory and management roles in the sector – as well as the increase in technology used in shipping – there is demand for such a program, either as a degree or certification.

Education Level	Unique Postings	% of Total
High school or GED	348	75%
Associate's degree	22	5%
Bachelor's degree	97	21%

## Top 5 Companies Hiring

Companies Hiring	Unique/Total Postings
FedEx	30 / 178
Transdev	29 / 93
Penske Automotive Group	24 / 770
Iron Mountain	23 / 44
UPS	18 / 56



## Top 5 Qualifications



Qualification	Postings with Qualifications
Valid Driver's License	145
Transportation Worker Identification Credential (TWIC) Card	20
CDL Class A License	19
Automotive Service Excellence (ASE) Certification	17
Commercial Driver's License (CDL)	13