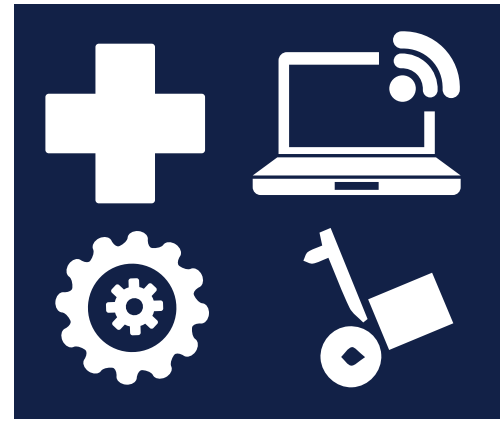


BATON ROUGE JOB OPENING ANALYTICS

July – December 2022



Each year, the Baton Rouge Area Chamber will release 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 regional 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 it identified during the pandemic.

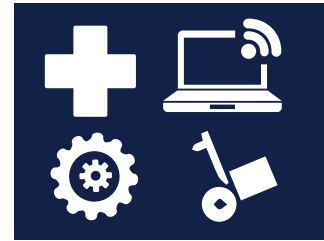
Key Takeaways

- There were more than 78,000 unique job postings in the Capital Region between July and December of 2022 with a median advertised salary of \$42,700;
- The State of Louisiana posted more jobs than any other organization in the second half of the year, with more than 2,000 unique job postings;
- Communication is the most sought-after common skill by employers, showing up in 35% of all job postings;
- Healthcare (6,790) and retail (6,421) had the most postings of any industry during these six months; and,
- The three most in-demand occupations were unchanged from the first half of 2022 as registered nurses (2,543 postings), retail salespersons (2,220), and retail supervisors (2,004) have now spent the last year atop job postings rankings.

I. OVERALL

Top Job Postings

Registered nurses, retail salespersons, and retail supervisors have spent the last 12 months atop the list of the most in-demand occupations in the Baton Rouge Metro. Demand for managers has shot up more than 40% from last year, pushing it into the top five. Job postings for these five occupations slowed between November and December as seasonal hiring began to level off. These jobs, which are generally people-facing, align with the most in-demand skills included in job postings (see below).



Occupation	Unique Postings	Median Advertised Salary	% Change from November 2022 to December 2022	% Change from December 2021 – December 2022
Registered Nurses	2,543	\$73,664	-13.5%	-9.8%
Retail Salespersons	2,220	\$29,120	-19.5%	+21.3%
First-Line Supervisors of Retail Sales Workers	2,004	\$37,504	-20.2%	+28.8%
Managers, All Other	1,829	\$67,456	-16.3%	+41.9%
Sales Representatives (Wholesale and Manufacturing except scientific and technical products)	1,739	\$59,840	-23.2%	+5.7%

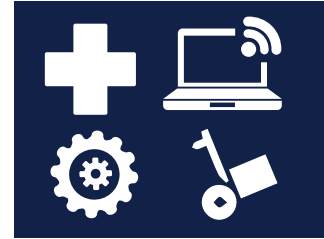
Top 5 Common Skills Overall

Communication has been showing up in more than a third of all job postings throughout 2022. This highlights the value employers are placing on soft skills.

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	35%	27,079 / 78,486
Customer Service	27%	21,426 / 78,486
Management	26%	20,727 / 78,486
Operations	19%	14,679 / 78,486
Sales	17%	13,013 / 78,486

Top 10 Companies Hiring Overall

Eight of the top ten companies for hiring during the second half of 2022 can be found in either healthcare or the public sector. State government continues to play a major role in hiring across the Baton Rouge Metro. East Baton Rouge Parish Schools, Delgado Community College, and LSU are among the top ten job posters which demonstrate the demand for workers across all levels of the education sector.



Companies Hiring	Unique/Total Postings
State of Louisiana	2,042 / 9,736
Ochsner Clinic Foundation	1,444 / 3,479
Louisiana Workforce Commission	1,285 / 3,182
Baton Rouge General	1,051 / 2,837
Louisiana State University	756 / 2,057
Walmart	635 / 2,280
Delgado Community College	598 / 1,818
Baton Rouge General Medical Center	560 / 1,135
KPMG	505 / 2,384
East Baton Rouge Parish Public Schools	496 / 1,247

Top 5 Industries Hiring Overall

Healthcare is hiring more than any other industry, but retail and professional/scientific/technical services' presence in the top three highlights the breadth and variety of job openings available to workers in Baton Rouge.

Industries Hiring	Unique/Total Postings
Health Care and Social Assistance	6,790 / 29,722
Retail Trade	6,421 / 30,051
Professional, Scientific, and Technical Services	5,378 / 24,766
Administrative & Support and Waste Management & Remediation Services	4,748 / 21,968
Accommodation and Food Services	4,135 / 18,309

II. TOP POSTINGS BY KEY INDUSTRY

HEALTHCARE INDUSTRY



Top 5 Occupations

Even though many of the most in-demand healthcare occupations have seen a decrease in demand over the year, employers continue to struggle with chronic understaffing. Nurses make up the top two spots, showing that nurses with both fewer credentials (licensed nurses) and more credentials (registered nurses) are needed. More entry-level occupations like health technologists and medical assistants are also among the most needed, and these positions can often serve as gateways to the healthcare industry for professionals who may then choose to pursue careers as either medical managers or nurses.

Occupation	Unique/Total Postings	Median Advertised Salary	% Change from November 2022 to December 2022	% Change from December 2021 – December 2022
Registered Nurses	942 / 4,196	\$76,544	+4.3%	-22.6%
Licensed Practical and Licensed Vocational Nurses	502 / 2,102	\$54,016	-8.5%	-6.5%
Health Technologists and Technicians, All Other	397 / 1,629	\$33,152	+2.2%	+13.3%
Medical and Health Services Managers	285 / 814	\$60,032	-55.9%	-10.0%
Medical Assistants	249 / 2,078	\$29,056	+21.4%	-19.7%

Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	44%	2,981 / 4,815
Writing	25%	1,685 / 4,815
Customer Service	22%	1,464 / 4,815
Computer Literacy	21%	1,398 / 4,815
Interpersonal Communications	20%	1,370 / 4,815

Education Breakdown

More than 40% of job postings ask that applicants have just a high school diploma, meaning that these jobs are open to a wide range of applicants with the necessary soft skills (listed above).



Education Level	Unique Postings	% of Total
High school or GED	2,752	41%
Associate's degree	895	13%
Bachelor's degree	791	12%
Master's degree	249	4%
Ph.D. or professional degree	61	1%

Top 5 Companies Hiring

Companies Hiring	Unique/Total Postings
Ochsner Clinic Foundation	1,444 / 3,479
Baton Rouge General Medical Center	560 / 1,135
Lafayette General Health	364 / 750
Women's Hospital	278 / 1,057
Acadian Companies	171 / 297

Top 5 Certifications

Qualification	Postings with Qualifications
Basic Life Support (BLS) Certification	1,250
Licensed Practical Nurse	687
Advanced Cardiovascular Life Support (ACLS) Certification	396
Nurse Practitioner (APRN-CNP)	180
Board Certified/Board Eligible	168

TECH INDUSTRY



Top 5 Occupation

The past few months have seen layoffs at tech companies like Salesforce, Twitter, Google, and Amazon. However, tech jobs, which can be found across all industries including government, higher education, and healthcare, are still in great demand. While the top five occupations have seen declining demand over the past month, these jobs are not going anywhere. Nearly all tech jobs in the top five have seen an increase in demand compared to December 2021. Software developers, which consistently occupies the top spot on this list, is offering median salaries above \$94,000.

Occupation	Unique/Total Postings	Median Advertised Salary	% Change from November 2022 – December 2022	% Change from December 2021 – December 2022
Software Developers	999 / 2,534	\$94,080	-21.8%	-12.6%
Computer Occupations, All Other	829 / 2,156	\$80,768	-10.9%	+21.3%
Computer User Support Specialists	727 / 2,595	\$52,096	-25.4%	+39.3%
Computer Systems Analysts	399 / 1,280	\$75,136	-24.4%	+0.6%
Information Security Analysts	189 / 394	\$78,080	-30.4%	+10.0%

Top 5 Hard Skills

It is key that training providers take note of specific coding languages, platforms, and skills local businesses are seeking for tech openings. Many of the top demand hard skills – like SQL and Agile Methodology – can be acquired through online certification programs.

Skills	Frequency in Postings	Postings with Skill / Total Postings
Computer Science	28%	299 / 3,207
Agile Methodology	19%	199 / 3,207
SQL (Programming Language)	14%	148 / 3,207
Software Development	14%	147 / 3,207
Computer Engineering	12%	125 / 3,207

Top 5 Common Skills



Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	35%	373 / 3,207
Management	30%	321 / 3,207
Troubleshooting (Problem Solving)	25%	262 / 3,207
Problem Solving	24%	254 / 3,207
Leadership	20%	212 / 3,207

Education Breakdown

Fewer job postings are asking for bachelors degrees – just 44%, compared to 53% during the first half of the year.

Education Level	Unique Postings	% of Total
High school or GED	73	7%
Associate's degree	122	11%
Bachelor's degree	466	44%
Master's degree	14	1%
Ph.D. or professional degree	5	0%

Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
IBM	34 / 146
State of Louisiana	32 / 112
KPMG	32 / 92
Robert Half	22 / 32
Humana	20 / 25

Top 5 Certifications



Qualification	Postings with Qualifications
Certified Information Systems Security Professional	29
Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)	21
Certified Information System Auditor	15
CompTIA A+	13
Project Management Professional Certification	13

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

Demand for labor in construction and manufacturing is rising rapidly. Nearly all the top five positions saw an increase in demand both month-over-month and year-over-year. Workers don't need any specialized skills – generalist-type positions, many of them entry-level, represent the top two most in-demand occupations. Plumbers, Pipefitters, and Steamfitters are the most needed employees with specialized skills. Considering labor in the industrial sector is sorely needed, including managers, employers may benefit from deliberately upskilling their current employees to either have specialized skills or to become effective managers.

Occupation	Unique/ Total Postings	Median Advertised Salary	% Change from November 2022 to December 2022	% Change from December 2021 – December 2022
Production Workers, All Other	332 / 1,437	\$34,944	+50.0%	+29.2%
Construction Laborers	276 / 970	\$36,480	-17.1%	+13.0%
First-Line Supervisors of Construction Trades and Extraction Workers	198 / 365	\$56,704	+16.7	+75.2%
Plumbers, Pipefitters, and Steamfitters	181 / 666	\$45,696	+54.2%	+13.1%
Inspectors, Testers, Sorters, Samplers, and Weighers	179 / 667	\$41,600	+61.9%	+58.5%

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
Power Tool Operation	13%	437 / 3,246
Construction	13%	430 / 3,246
Hand Tools	11%	371 / 3,246
Machinery	9%	302 / 3,246
Carpentry	7%	233 / 3,246

Top 5 Common Skills



Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	27%	862 / 3,246
Operations	22%	703 / 3,246
Valid Driver's License	21%	676 / 3,246
Management	18%	591 / 3,246
Lifting Ability	16%	516 / 3,246

Education Breakdown

Only 6% of jobs posted explicitly require more than a high school degree in terms of credentials, although other skills and certificates are needed. For the 59% missing from below, no level of education attainment was given in the job post.

Education Level	Unique Postings	% of Total
High school or GED	1,124	35%
Associate's degree	38	1%
Bachelor's degree	172	5%
Master's degree	6	0%
Ph.D. or professional degree	5	0%

Top 5 Companies Hiring

Companies Hiring	Unique/ Total Postings
Brown & Root	97 / 161
Cajun Industries	87 / 233
State of Louisiana	73 / 192
Louisiana Workforce Commission	59 / 111
Savard Labor & Marine Personnel	58 / 177

Top 5 Certifications



Qualification	Postings with Qualifications
Transportation Worker Identification Credential (TWIC) Card	154
Commercial Driver's License (CDL)	153
National Center For Construction Education & Research (NCCER) Certification	92
CDL Class A License	64
10-Hour OSHA General Industry Card	25

LOGISTICS



Top 5 Occupations

Civil Engineers have rocketed into the top five – there are job postings for almost 500 at the moment, and these positions have starting salaries well above the area median wage. Demand for truck drivers is down slightly but still high. Managers in the logistics industry are also in demand with postings rising 131% over the past year.

Occupation	Unique/ Total Postings	Median Advertised Salary	% Change from November 2022 to December 2022	% Change from December 2021 – December 2022
Managers, All Other	569 / 1,538	\$72,064	-9.8%	+131.0%
Heavy and Tractor-Trailer Truck Drivers	558 / 1,680	\$73,152	-21.4%	-14.9%
Civil Engineers	434 / 551	\$93,120	+72.7%	+1,916.7%
Secretaries and Administra- tive Assistants, Except Legal, Medical, and Executive	427 / 1,872	\$36,480	-26.8%	+54.6%
Maintenance and Repair Workers, General	413 / 738	\$41,600	-4%	+18%

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	7%	77 / 1,059
Warehousing	7%	76 / 1,059
Auditing	6%	64 / 1,059
Truck Driving	5%	53 / 1,059
Hand Tools	5%	48 / 1,059

Top 5 Common Skills



Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	32%	340 / 1,059
Valid Driver's License	29%	309 / 1,059
Operations	28%	301 / 1,059
Customer Service	24%	259 / 1,059
Management	20%	214 / 1,059

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	353	33%
Associate's degree	26	2%
Bachelor's degree	133	13%
Master's degree	4	0%
Ph.D. or professional degree	2	0%

Top 5 Companies Hiring

Companies Hiring	Unique/Total Postings
Transdev	64 / 159
UPS	50 / 381
United States Postal Service	50 / 80
FedEx	28 / 210
Watco	26 / 50

Top 5 Qualifications



Qualification	Postings with Qualifications
Commercial Driver's License (CDL)	122
CDL Class A License	93
Transportation Worker Identification Credential (TWIC) Card	45
Hazmat Endorsement	24
Tanker Endorsement	23