



# BATON ROUGE JOB OPENING ANALYTICS

July – December 2023



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 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.

## KEY TAKEAWAYS

- There were more than 66,000 unique job postings in the Capital Region between July and December of 2023. These jobs had a median advertised salary of \$50,100. The median advertised salary in December 2023 was almost 8% higher than in December 2022;
- The State of Louisiana posted more jobs than any other organization in the first half of the year, with almost 2,800 unique job postings;
- Communication remains the most sought-after common skill by employers, while project management is the most in-demand specialized skill;
- Health care and administrative/support/waste management had the most postings of any industry during these six months;
- The three most in-demand occupations during the second half of 2023 were registered nurses (2,272 postings), retail salespersons (1,919 postings) and retail supervisors (1,715 postings)

## I. OVERALL

### Top Job Postings

Demand for labor has fallen over the last year: there were six percent fewer job postings during the second half of 2023 than there were in the first half. Despite that, job postings still outnumber unemployed workers. Registered nurses, sales reps, and managers each had more than 1,000 job postings between July and December 2023, and these jobs collectively advertised a median salary of \$70,500.

On the skilled craft front, job postings are down but demand for labor remains high. The Louisiana Workforce Commission is projecting a nearly 20% increase in the number of plumbers, pipefitters, construction laborers, and welders by 2030. The Capital Region continues securing investment for transitional energy and manufacturing projects, many of which require the services of construction labor. Because of the high demand, certified workers in these fields have the potential to earn a good salary and move up the career ladder quickly.

Occupation	Unique Postings	Median Advertised Salary	% Change in the last 30 days	% Change in the last 12 months	Projected growth 2020 to 2030
Registered Nurses	2,272	\$71,546	0%	-30%	+8%
Retail Salespersons	1,919	\$26,666	0%	-21%	+18%
First-Line Supervisors of Retail Sales Workers	1,715	\$38,214	+3%	-21%	+4%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,669	\$67,384	-4%	-24%	+4%
Heavy and Tractor-Trailer Truck Drivers	1,247	\$48,196	-12%	-11%	+3%



## Top 5 Common Skills Overall

The top three most in-demand skills involve face-to-face interactions. Given the tight labor market, employers are often 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	29%	19,411 / 66,619
Customer Service	24%	15,819 / 66,619
Management	21%	14,149 / 66,619
Operations	16%	10,682 / 66,619
Sales	15%	9,943 / 66,619

## Top 10 Companies Hiring Overall

As was the case during the first half of the year, healthcare systems continue to seek talent. Nurses remain in high demand, but the demand stretches across occupations to include back-office staff, operations professionals, and more. Government institutions, including the State of Louisiana and the City of Baton Rouge, continue to seek talented managers, accountants, bookkeepers, and administrative professionals among other, more specialized roles.

In a sign of the times, Walmart recently announced new initiatives to better attract and retain store managers, many of whom often start their careers as entry-level Walmart employees. The stubbornly tight labor market does not show signs of easing anytime soon, which means many companies and organizations are willing to upskill their own employees to fill in-demand managerial roles.

Companies Hiring	Unique / Total Postings
State of Louisiana	2,769 / 15,752
Baton Rouge General Medical Center	1,220 / 3,860
Labor Services	935 / 24,242
Louisiana State University	816 / 2,279
Ochsner Health	752 / 2,822
Franciscan Missionaries of Our Lady Health System	726 / 2,234
Walmart	439 / 1,248
City of Baton Rouge	360 / 656



Companies Hiring	Unique / Total Postings
Express Employment Professionals	335 / 759
ManpowerGroup	313 / 783

### Top 5 Industries Hiring Overall

Two of the five industries that advertised the most jobs in the second half of 2023 were employment placement agencies and temporary help services. Because of the intense demand for labor, firms across all sectors are seeking corporate assistance in finding and hiring talent. Healthcare, including hospitals, continue to do a lot of hiring as well. While jobs like nurses, engineers, and skilled craft workers, all jobs that require advanced certifications or degrees, continue to see significant demand, so do jobs in industries that welcome more entry-level employees like limited service restaurants. As noted previously, these industries are willing to upskill their own employees to better retain their own talent.

Industries Hiring	Unique / Total Postings
General Medical and Surgical Hospitals	3,335 / 10,580
Employment Placement Agencies	3,020 / 7,652
Other General Government Support	2,793 / 15,795
Limited-Service Restaurants	2,077 / 10,696
Temporary Help Services	1,833 / 28,700



## 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 (LOL) recently partnered with Baton Rouge Community College to build a program that allows LOL medical assistants to obtain an associate degree and become a licensed practical nurse.

Occupation	Unique / Total Postings	Median Advertised Salary	% Change in the last 30 days	% Change in the last 12 months	Projected growth 2020 to 2030
Registered Nurses	1,326 / 6,295	\$75,008	+4%	-14%	+8%
Licensed Practical and Licensed Vocational Nurses	567 / 2,549	\$56,064	-8%	-35%	+6%
Health Technologists and Technicians, All Other	527 / 2,020	\$36,719	+1%	-21%	+7%
Medical Assistants	408 / 1,224	\$33,127	+18%	+18%	+10%
Nursing Assistants	296 / 1,114	\$29,421	0%	-27%	+7%



## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communication	34%	2,797 / 8,182
Time Management	19%	1,446 / 8,182
Customer Service	17%	1,396 / 8,182
Management	16%	1,295 / 8,182
Ethical Standards and Conduct	16%	1,212 / 8,182

## Minimum Education Breakdown

While jobs like registered nurses require advanced degrees and certifications, many jobs in the healthcare sector require only a high school degree. This speaks to the demand for entry-level positions in addition to more advanced positions.

Education Level	Unique Postings	% of Total
High school or GED	3,498	36%
Associate's degree	1,207	12%
Bachelor's degree	990	10%

## Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
Baton Rouge General Medical Center	1,609 / 4,997
Ochsner Health	952 / 3,459
Franciscan Missionaries of Our Lady Health Center	807 / 2,651
Woman's Hospital	284 / 1,136
Our Lady of Lourdes Regional Medical Center	268 / 532



## Top 5 Certifications

Qualification	Postings with Qualifications
Registered Nurse (RN)	2,297
Basic Life Support Certification (BLS)	1,434
Licensed Practical Nurse (LPN)	844
Valid Driver's License	685
Cardiopulmonary Resuscitation (CPR) Certification	625



## TECH INDUSTRY

### Top 5 Occupation

While the top five tech-based occupations all show a sharp decline in job postings over the last 12 months, this more so reflects the sky-high demand these positions were seeing last year rather than a lack of demand today. There is still significant demand for roles including software developers and other computer-based occupations, and most of these positions advertise impressive salaries. Layoffs at tech companies persisted through 2023, but tech jobs are not isolated to the tech industry. As evidence of this, the State of Louisiana advertised more tech-based jobs during the second half of 2023 than any other company or organization. As tech companies continue to right-size themselves in 2024, tech talent will be more likely to pursue roles in government institutions, utility companies, and consulting firms, among others.

Occupation	Unique / Total Postings	Median Advertised Salary	% Change in the last 30 days	% Change in the last 12 months	Projected growth 2020 to 2030
Software Developers	821 / 2,009	\$93,952	-25%	-66%	+23%
Computer Occupations, All Other	657 / 2,275	\$92,544	-19%	-56%	+3%
Computer User Support Specialists	486 / 1,787	\$56,192	-9%	-57%	+7%
Computer Systems Analysts	279 / 975	\$75,520	-5%	-48%	+3%
Network and Computer Systems Administrators	168 / 685	\$71,936	-29%	-60%	+6%





## Top 5 Software Skills

SQL and Python are two of the most in-demand skills requested in tech-based job postings. These skills can be learned through online courses that are free if you know where to look. The East Baton Rouge Library System's digital resources provide free access for members to hundreds of online classes. Several of these classes offer skills-based training in programming languages like SQL and Python.

Skills	Frequency in Postings	Postings with Skill / Total Postings
SQL (Programming Language)	13%	357 / 2,660
Microsoft Office	11%	292 / 2,660
Microsoft Azure	9%	246 / 2,660
Microsoft Excel	9%	232 / 2,660
Python (Programming Language)	8%	211 / 2,660

## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communications	35%	922 / 2,660
Management	33%	891 / 2,660
Troubleshooting (Problem Solving)	24%	638 / 2,660
Operations	21%	560 / 2,660
Problem Solving	20%	541 / 2,660



## Minimum Education Breakdown

Almost half of all job postings request applicants have a bachelor's degree. That being said, 30% of job postings listed no education requirement. This suggests that, for a lot of jobs, employers are willing to forego a bachelor's or associate degree if candidates can prove they have both the soft skills and the specific computer-based skills (like SQL or Python) to do the job.

Education Level	Unique Postings	% of Total
High school or GED	262	10%
Associate's degree	311	12%
Bachelor's degree	1,255	47%

## Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
State of Louisiana	213 / 1,056
Lumen Technologies	71 / 87
Entergy	64 / 77
Beacon Hill Staffing Group	57 / 85
Guidehouse	48 / 57

## Top 5 Certifications

Qualification	Postings with Qualifications
Valid Driver's License	137
Certified Information Systems Security Professional	73
Project Management Professional Certification	67
Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)	50
CompTIA A+	46



## 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

Skilled craft workers, including plumbers, pipefitters, and welders continue to see significant demand for their skills. The Capital Region’s construction sector has been on a tear over the last two years, increasing the number of jobs by more than 30% since the beginning of 2022. Even with these positions getting filled, job postings for plumbers, pipefitters, and welders have increased in the last year. This shows just how much demand there is for these types of workers. There’s no reason to believe that this demand is temporary, as the Louisiana Workforce Commission is projecting significant growth in these fields through 2030.

Occupation	Unique / Total Postings	Median Advertised Salary	% Change in the last 30 days	% Change in the last 12 months	Projected growth 2020 to 2030
Production Workers, All Other	295 / 1,285	\$36,480	-11%	-45%	-0.4%
Plumbers, Pipefitters, and Steamfitters	288 / 1,239	\$62,464	-31%	+8%	+17%
Construction Laborers	241 / 1,039	\$40,576	-24%	-40%	+19%
Welders, Cutters, Solderers, and Brazers	212 / 516	\$57,344	-35%	+5%	+15%
Inspectors, Testers, Sorters, Samplers, and Weighers	198 / 828	\$50,944	0%	-17%	-12%



## Top 5 Specialized 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%	471 / 3,741
Hand Tools	11%	420 / 3,741
Construction	10%	381 / 3,741
Machinery	8%	304 / 3,741
Welding	8%	291 / 3,741

## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Communication	25%	919 / 3,741
Operations	16%	614 / 3,741
Management	14%	532 / 3,741
Lifting Ability	11%	415 / 3,741
Detail Oriented	10%	373 / 3,741

## Minimum Education Breakdown

Because of the lack of available workers in skilled craft fields, those with a high school degree and the relevant NCCER certification(s) will have few, if any, issues finding a job.

Education Level	Unique Postings	% of Total
High school or GED	1,261	34%
Associate's degree	62	2%
Bachelor's degree	132	14%



## Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
Aerotek	118 / 186
State of Louisiana	116 / 491
Brown & Root	106 / 245
Cajun Industries	100 / 785
Turner Industries	81 / 175

## Top 5 Certifications

Qualification	Postings with Qualifications
Valid Driver's License	529
National Center For Construction Education & Research (NCCER) Certification	174
Transportation Worker Identification Credential (TWIC) Card	156
Commercial Driver's License (CDL)	77
CDL Class-A License	40



## LOGISTICS

### Top 5 Occupations

Truck drivers continue to be in-demand, although that demand has fallen over the last few years. There were around 1,500 job postings in the Capital Region for truck drivers during the summer of 2020, compared to about 500 during the last three months of 2023. Despite this, demand remains high, and advertised wages remain high as well. With Amazon's new Cortana site set to come online at some point in 2024, residents with commercial driver's licenses will have no problems finding work driving either in-state routes or the higher-paying routes that cross state borders.

Occupation	Unique / Total Postings	Median Advertised Salary	% Change in the last 30 days	% Change in the last 12 months	Projected growth 2020 to 2030
Heavy and Tractor-Trailer Truck Drivers	382 / 1,506	\$79,232	-26%	-30%	+3%
Postal Service Clerks	84 / 137	\$41,472	0%	+175%	-3%
Light Truck Drivers	37 / 139	\$47,744	-6%	-21%	-4%
Laborers and Freight Stock, and Material Movers, Hand	35 / 149	\$33,664	0%	-41%	+3%
Driver/Sales Workers	33 / 118	\$33,920	+10%	-39%	-17%



## 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
Truck Driving	8%	113 / 1,414
Selling Techniques	7%	95 / 1,414
Warehousing	7%	93 / 1,414
Mail Sorting	5%	70 / 1,414
Forklift Truck	5%	66 / 1,414

## Top 5 Common Skills

Skills	Frequency in Postings	Postings with Skill / Total Postings
Operations	24%	336 / 1,414
Customer Service	23%	327 / 1,414
Communication	23%	323 / 1,414
Management	15%	214 / 1,414
Loading and Unloading	15%	206 / 1,414

## 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	399	28%
Associate's degree	21	1%
Bachelor's degree	95	7%



## Top 5 Companies Hiring

Companies Hiring	Unique / Total Postings
United States Postal Service	117 / 208
UPS	54 / 200
FedEx	41 / 196
Roberts	41 / 42
Transdev	39 / 114

## Top 5 Qualifications

Qualification	Postings with Qualifications
Valid Driver's License	333
Commercial Driver's License (CDL)	160
CDL Class A License	149
Hazmat Endorsement	48
Transportation Worker Identification (TWIC) Card	42

