



## Santa Cruz County High Demand Job Opportunities

Santa Cruz County has continued to see jobs returning to the local economy and prospects for lower unemployment are improving. Over the next three years (2014-2016) the County is projected to add 3,500 jobs. The occupations within the industry sectors identified by the Workforce Investment Board of Santa Cruz County that have the best job prospects in the five county area including Santa Cruz (primary area), Santa Clara, San Benito, Monterey and San Mateo are shown in the sections below.

Agriculture & Transportation Sector		Annual Outlook Occupations		3 yr. Outlook - Occupations		Average Annual Wages	
SOC	Occupation	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area
41-4012	Sales Reps, Wholesale & Manufacturing	945	10,773	962	10,952	\$42,827	\$58,906
53-3032	Heavy & Tractor-Trailer Truck Drivers	523	5,713	527	5,733	\$33,010	\$41,163
53-7051	Industrial Truck & Tractor Operators	97	822	100	832	\$48,942	\$34,882
	<b>Total, All</b>	<b>1,565</b>	<b>17,308</b>	<b>1,589</b>	<b>17,517</b>		

Top 5 Types of Employers Where You Would Find Agriculture & Transportation Jobs	
• Crop Production	• Wholesale Trade Agents and Brokers
• General Local Freight Trucking	• Packaging Manufacturers
• Wine & Distilled Alcoholic Beverage Merchant Wholesalers	

Healthcare & Social Assistance Sector		Annual Outlook Occupations		3 yr. Outlook - Occupations		Average Annual Wages	
SOC	Occupation	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area
29-1141	Registered Nurses	1,632	21,829	1,731	22,398	\$93,080	\$123,635
25-3099	Teachers & Instructors, All Other	750	5,993	793	6,219	\$52,000	\$58,968
31-1014	Nursing Assistants	529	7,585	568	7,931	\$26,770	\$33,218
43-6013	Medical Secretaries	573	5,730	608	5,980	\$36,275	\$39,998
25-3021	Self-Enrichment Education Teachers	377	3,345	409	3,510	\$44,325	\$40,352
25-9041	Teacher Assistants	1,096	12,746	1,123	13,039	\$30,264	\$30,930
31-9092	Medical Assistants	719	6,996	745	7,196	\$39,811	\$38,917
29-2061	Licensed Practical & Licensed Voc. Nurses	257	3,468	278	3,643	\$52,478	\$57,949
31-9091	Dental Assistants	399	4,399	415	4,504	\$36,629	\$41,850
29-2021	Dental Hygienists	275	2,279	288	2,344	\$104,000	\$105,830
21-1093	Social & Human Service Assistants	481	2,416	492	2,495	\$26,582	\$37,190
29-2056	Veterinary Technologists & Technicians	121	764	132	794	\$36,608	\$40,726
11-9111	Medical & Health Services Managers	162	2,652	172	2,727	\$104,416	\$121,326
29-2071	Medical Records & Health Information Techs	168	1,273	177	1,318	\$43,576	\$45,968
	<b>Total, All</b>	<b>7,539</b>	<b>81,475</b>	<b>7,931</b>	<b>84,098</b>		

Top 5 Types of Employers Where You Would Find Healthcare Jobs	
• General Medical and Surgical Hospitals	• Dentists Offices
• Doctors' Offices	• Local Government
• Nursing Care Facilities	

Hospitality & Tourism Sector		Annual Outlook Occupations		3 yr. Outlook - Occupations		Average Annual Wages	
SOC	Occupation	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area
35-1012	First-Line Supervisors of Food Prep & Serving Workers	669	8,411	707	8,768	\$29,723	\$33,405
43-6014	Secretaries & Admin. Assts.,(Exc. Legal, Medical, & Exec.)	860	8,252	875	8,378	\$40,394	\$41,371
43-3031	Bookkeeping, Accounting, & Auditing Clerks	356	828	368	836	\$27,914	\$46,384
	<b>Total, All</b>	<b>1,885</b>	<b>17,491</b>	<b>1,950</b>	<b>17,982</b>		

Top 5 Types of Employers Where You Would Find Hospitality & Tourism Jobs	
• Full-Service Restaurants	• Caterers
• Fast Food Restaurants	• Hotels & Lodging
• Amusement Parks	

Retail Sector		Annual Outlook Occupations		3 yr. Outlook - Occupations		Average Annual Wages	
SOC	Occupation	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area
41-3099	Sales Representatives, Services, All Other	499	15,082	507	15,310	\$47,715	\$72,946
43-3021	Billing & Posting Clerks	104	1,733	110	1,777	\$42,827	\$45,802
	<b>Total, All</b>	<b>603</b>	<b>16,815</b>	<b>617</b>	<b>17,087</b>		

Top 5 Types of Employers Where You Would Find Retail Jobs	
• Locally Owned Stores	• Banking Centers
• Home Centers	• National Chain Stores
• Grocery Stores	

Occupations Across Four WIB Priority Sectors		Annual Outlook Occupations		3 yr. Outlook - Occupations		Average Annual Wages	
SOC	Occupation	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area	Santa Cruz County	5 County Area
43-9061	Office Clerks, General	2,141	30,200	2,223	30,943	\$32,614	\$36,442
43-4051	Customer Service Representatives	958	19,343	991	19,974	\$35,776	\$44,075
43-4171	Receptionists & Information Clerks	366	10,460	392	10,741	\$36,275	\$34,174
43-1011	First-Line Supervisors of Office/Admin Support Workers	965	14,754	986	14,986	\$53,893	\$61,901
13-1071	Human Resources Specialists	306	5,665	319	5,809	\$60,091	\$77,043
43-3031	Bookkeeping, Accounting, & Auditing Clerks	356	828	368	836	\$43,555	\$46,384
49-9071	Maintenance & Repair Workers, General	1,198	12,071	1,210	12,256	\$36,712	\$45,802
	<b>Total, All</b>	<b>6,290</b>	<b>93,321</b>	<b>6,489</b>	<b>95,545</b>		

Top 5 Types of Employers Where You Would Find Business Support Jobs	
• Accounting Services	• Corporate and Regional Managing Offices
• Local Government	• Education, including Colleges, Universities and Professional Schools
• Janitorial Services	

## Useful Links

### SHORT TERM TRAINING

CABRILLO COLLEGE ED2GO ONLINE TRAINING

<http://www.ed2go.com/cabrillo>

### Other Training Providers:

[WIB APPROVED TRAINING PROVIDERS](#)

### Other Resources:

WIB Online Orientation

[WWW.LABORMARKETINFO.EDD.CA.GOV](http://WWW.LABORMARKETINFO.EDD.CA.GOV)

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<sup>1</sup>These occupations are in industries with projected job growth from 2014 to 2016, that pay a living wage of \$26,200 or more and have an education/experience level at or below the Bachelor's degree level.