The Seattle Area already claims…

- **Greatest comparative advantage in aerospace & defense production**
  - Aerospace & Defense: Ranked 1 in US
  - Metalworking: Ranked 1 in US

- **Strong comparative advantage in information technology**
  - Information Technology: Ranked 2 in US

- **Large business and marketing industries**
  - Business Services: Ranked 14 in US
  - Marketing: Ranked 13 in US

- **These profiles will feature:**
  - Aerospace & Defense
  - Business Services
  - Marketing & Design
  - Information Technology
## Key Occupations & Industry Linkages

### Industry: Information Technology

#### Occupations in Greatest Demand

- First-Line Supervisors of Retail Sales Workers
- Customer Service Representatives
- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
- Retail Salespersons
- Sales Representatives, Services

#### Occupations with Fastest-Growing Demand

- Maintenance and Repair Workers
- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
- Sales Representatives, Services
- Customer Service Representatives
- Engineering Technicians

#### Occupations with Highest Predicted Salaries

- First-Line Supervisors of Non-Retail Sales Workers
- First-Line Supervisors of Mechanics, Installers, and Repairers
- Engineering Technicians
- Sales Representatives, Services
- First-Line Supervisors of Retail Sales Workers

### Region: Seattle, WA

#### No Postsecondary

- Software Developers, Applications
- Computer Occupations, All Other
- General Managers
- Marketing Managers
- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

#### Bachelor’s or Advanced Degree

- Bookkeeping, Accounting, and Auditing Clerks
- Lawyers
- Business Operations Specialists, All Other
- Technical Writers
- Information Security Analysts

### Source:

- Analysis of Burning Glass job posting data
### Key Occupations & Industry Linkages

**Industry:** Business Services  
**Region:** Seattle, WA

<table>
<thead>
<tr>
<th>No Postsecondary</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
</table>
| Customer Service Representatives  
Maintenance and Repair Workers  
Retail Salespersons  
Production, Planning, and Expediting Clerks | Light Truck or Delivery Services Drivers  
Construction and Building Inspectors  
Security Guards  
Maintenance and Repair Workers  
Heavy and Tractor-Trailer Truck Drivers | Sales Representatives, Services, All Other  
First-Line Supervisors of Mechanics, Installers, and Repairers  
First-Line Supervisors of Retail Sales Workers  
Heavy and Tractor-Trailer Truck Drivers  
Inspectors, Testers, Sorters, Samplers, and Weighers |

| Bachelor’s or Advanced Degree | Computer Occupations, All Other  
Software Developers, Applications  
General Managers  
Management Analysts  
Computer Systems Analysts | Administrative Services Managers  
Compliance Officers  
Executive Secretaries and Executive Administrative Assistants  
Bookkeeping, Accounting, and Auditing Clerks | Computer and Information Systems Managers  
Lawyers  
Computer and Information Research Scientists  
Architectural and Engineering Managers  
Information Security Analysts |

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*Source: Analysis of Burning Glass job posting data*  
*Source: U.S. Cluster Mapping [http://clustermapping.us/]*
# Key Occupations & Industry Linkages

**Industry:** Marketing

<table>
<thead>
<tr>
<th>No Postsecondary</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Representatives</td>
<td>Engineering Technicians</td>
<td>Engineering Technicians</td>
<td></td>
</tr>
<tr>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Sales Representatives, Services</td>
<td></td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>Sales Representatives, Services</td>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td></td>
</tr>
<tr>
<td>Sales Representatives, Services</td>
<td>Customer Service Representatives</td>
<td>Customer Service Representatives</td>
<td></td>
</tr>
<tr>
<td>Engineering Technicians</td>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>Secretaries and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bachelor's or Advanced Degree</th>
<th>Occupations in Greatest Demand</th>
<th>Occupations with Fastest-Growing Demand</th>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</td>
<td>Computer and Information Research Scientists</td>
<td>Lawyers</td>
<td></td>
</tr>
<tr>
<td>Software Developers, Applications</td>
<td>Architectural and Engineering Managers</td>
<td>Network and Computer Systems Administrators</td>
<td></td>
</tr>
<tr>
<td>General Managers</td>
<td>Lawyers</td>
<td>Information Security Analysts</td>
<td></td>
</tr>
<tr>
<td>Marketing Managers</td>
<td>Operations Research Analysts</td>
<td>Software Developers, Applications</td>
<td></td>
</tr>
<tr>
<td>Computer Occupations, All Other</td>
<td>Database Administrators</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
### Key Occupations & Industry Linkages

#### Industry: Aerospace & Defense

<table>
<thead>
<tr>
<th>Region: Seattle, WA</th>
</tr>
</thead>
</table>

#### Occupations in Greatest Demand
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Electrical and Electronics Engineering Technicians
- Maintenance and Repair Workers, General
- First-Line Supervisors of Production and Operating Workers
- Automotive Service Technicians and Mechanics

#### Occupations with Fastest-Growing Demand
- Machinists
- Computer-Controlled Machine Tool Operators, Metal and Plastic
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Production, Planning, and Expediting Clerks
- Electrical and Electronics Engineering Technicians

#### Occupations with Highest Predicted Salaries
- Drafters
- Electricians
- First-Line Supervisors of Production and Operating Workers
- Production, Planning, and Expediting Clerks
- Engineering Technicians

### Bachelor's or Advanced Degree

<table>
<thead>
<tr>
<th>Occupations in Greatest Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers, Applications</td>
</tr>
<tr>
<td>Computer Occupations, All Other</td>
</tr>
<tr>
<td>General Managers</td>
</tr>
<tr>
<td>Engineers, All Other</td>
</tr>
<tr>
<td>Mechanical Engineers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupations with Fastest-Growing Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Developers</td>
</tr>
<tr>
<td>Software Developers, Applications</td>
</tr>
<tr>
<td>Computer Network Architects</td>
</tr>
<tr>
<td>Electronics Engineers</td>
</tr>
<tr>
<td>Financial Analysts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupations with Highest Predicted Salaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Network Architects</td>
</tr>
<tr>
<td>Electronics Engineers</td>
</tr>
<tr>
<td>Computer Hardware Engineers</td>
</tr>
<tr>
<td>Architectural and Engineering Managers</td>
</tr>
<tr>
<td>Marketing Managers</td>
</tr>
</tbody>
</table>

**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
Key Occupations Profile

**Key Occupation:** First-Line Supervisors of Retail Sales Workers

**Region:** Seattle, WA

- **44,573** Job Postings in Region 2015-2019, across all industries
- **$45,000** Advertised Salary Salary modeled from job postings for this occupation
- **+5%** Projected Growth Estimated growth in employment, 2020-2030
- **74%** Entry Level Percent of job postings calling for 0-2 years of experience or not specifying
- **40%** BA+ Level Percent of job postings calling for a BA or higher
- **5%** Within Key Industries Percent of demand for this occupation that falls within the target industry

### Top Skills
- Retail Industry Knowledge
- Store Management
- Sales
- Merchandising
- Customer Service
- Scheduling

### Top Regional Employers

<table>
<thead>
<tr>
<th>Employer</th>
<th>Number of Postings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>4,000</td>
</tr>
<tr>
<td>Kroger Company</td>
<td>3,000</td>
</tr>
<tr>
<td>Safeway Incorporated</td>
<td>2,000</td>
</tr>
<tr>
<td>Whole Foods Market, Inc.</td>
<td>2,000</td>
</tr>
<tr>
<td>Lowe's Companies, Inc</td>
<td>2,000</td>
</tr>
<tr>
<td>Nordstrom</td>
<td>2,000</td>
</tr>
</tbody>
</table>

### Occupation Demographics

- **White**
- **Mixed/other**
- **Black**
- **Asian or Pacific Islander**
- **Native American**
- **Latinx**

**Industries employing this occ:**
- Local Retailing of Clothing and General Merchandise
- Local Food and Beverage Processing and Distribution
- Distribution and Electronic Commerce
- Local Motor Vehicle Products and Services

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Key Occupations Profile

Key Occupation: Production, Planning, and Expediting Clerks

- **6,901** Job Postings in Region 2015-2019, across all industries
- **$47,000** Advertised Salary
  - Salary modeled from job postings for this occupation
- **+24%** Projected Growth
  - Estimated growth in employment, 2020-2030
- **75%** Entry Level
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **35%** BA+ Level
  - Percent of job postings calling for a BA or higher
- **21%** Within Key Industries
  - Percent of demand for this occupation that falls within the target industry

**Region: Seattle, WA**

**Top Skills**
- Scheduling
- Customer Service
- Logistics
- Data Entry
- Supply Chain Knowledge
- Inventory Management

**Top Regional Employers**
- Nordstrom
- Swedish Health Service
- University of Washington
- The Boeing Company
- Amazon
- Kaiser Permanente

**Occupation Demographics**
- **High School Labor Force**
- **Workers in This Occupation**

**Industries employing this occ:**
- Local Health Services
- Aerospace Vehicles and Defense
- Local Motor Vehicle Products and Services
- Education and Knowledge Creation

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Key Occupations Profile

**Key Occupation: Marketing Managers**

- **Job Postings in Region**: 45,529
  - 2015-2019, across all industries
- **Advertised Salary**: $95,000
  - Salary modeled from job postings for this occupation
- **Projected Growth**: +34%
  - Estimated growth in employment, 2020-2030
- **Entry Level**: 31%
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **Within Key Industries**: 35%
  - Percent of demand for this occupation that falls within the target industry
- **BA+ Level**: 96%
  - Percent of job postings calling for a BA or higher

**Top Skills**

- Product Management
- Marketing
- Project Management
- Budgeting
- Product Development
- Marketing Management

**Top Regional Employers**

- Amazon
- Microsoft Corporation
- T Mobile USA Incorporated
- Expedia, Inc
- Tableau
- Starbucks Coffee Company

**Number of Postings**

- 10,000
- 20,000

**Occupation Demographics**

- **Bachelor’s Degree Labor Force**
- **Workers in This Occupation**

**Industries employing this occ:**

- Distribution and Electronic Commerce
- Marketing, Design, and Publishing
- Information Technology and Analytical Instruments
- Hospitality and Tourism

**Region: Seattle, WA**
Key Occupations Profile

**Key Occupation:** Computer and Information Research Scientists

**Region:** Seattle, WA

- **7,880** Job Postings in Region (2015-2019, across all industries)
- **$113,000** Advertised Salary
  - Salary modeled from job postings for this occupation
- **+27%** Projected Growth
  - Estimated growth in employment, 2020-2030
- **45%** Entry Level
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **>99%** BA+ Level
  - Percent of job postings calling for a BA or higher
- **5%** Within Key Industries
  - Percent of demand for this occupation that falls within the target industry

**Top Skills**

- Data Science
- Machine Learning
- Python
- SQL
- Java
- R

**Number of Postings**

<table>
<thead>
<tr>
<th>Skill</th>
<th>2,000</th>
<th>4,000</th>
<th>6,000</th>
<th>8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Science</td>
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<td>Machine Learning</td>
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<td>Python</td>
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<td>SQL</td>
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<td>Java</td>
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<tr>
<td>R</td>
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</table>

**Top Regional Employers**

- Amazon
- Microsoft Corporation
- Facebook
- Expedia, Inc
- Fred Hutchinson Cancer Research Center
- Pacific Northwest National Laboratory

**Job Postings (2015-2019)**

- Amazon: 1,500
- Microsoft Corporation: 1,000
- Facebook: 500
- Expedia, Inc: 250
- Fred Hutchinson Cancer Research Center: 200
- Pacific Northwest National Laboratory: 100

**Occupation Demographics**

- **White**
- **Mixed/other**
- **Black**
- **Asian or Pacific Islander**
- **Native American**
- **Latinx**

**Industries employing this occ:**

- Distribution and Electronic Commerce
- Information Technology and Analytical Instruments
- Education and Knowledge Creation
- Marketing, Design, and Publishing

**Latinx**

<table>
<thead>
<tr>
<th>Percent of Workers</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>20%</td>
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<tr>
<td>40%</td>
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<tr>
<td>60%</td>
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<tr>
<td>80%</td>
</tr>
</tbody>
</table>
Key Occupations Profile

**Key Occupation:** Software Developers, Applications

**Region:** Seattle, WA

156,912
Job Postings in Region
2015-2019, across all industries

$103,000
Advertised Salary
Salary modeled from job postings for this occupation

+13%
Projected Growth
Estimated growth in employment, 2020-2030

41%
Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

97%
BA+ Level
Percent of job postings calling for a BA or higher

37%
Within Key Industries
Percent of demand for this occupation that falls within the target industry

---

### Top Skills

- Software Development
- Software Engineering
- Java
- C++
- Microsoft C#
- SQL

Number of Postings

---

### Top Regional Employers

- Amazon
- Microsoft Corporation
- Tableau
- Oracle
- Nordstrom
- T Mobile Usa Incorporated

Job Postings (2015-2019)

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### Occupation Demographics

<table>
<thead>
<tr>
<th>Percent of Workers</th>
<th>White</th>
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Bachelor's Degree Labor Force
Workers in This Occupation

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**Industries employing this occ:**
Distribution and Electronic Commerce
Information Technology and Analytical Instruments
Business Services
Insurance Services