



Social Media Assistant

July 2017

Prepared by the Los Angeles/Orange County Center of Excellence for
Labor Market Research

Employer Job Postings

In this research brief, real-time labor market information was used to provide a more nuanced view of the current job market, as it captures job post advertisements for occupations relevant to the field of study. Since social media assistant is a niche occupation, employer job postings are consulted to understand who is employing social media assistants and what they are looking for in potential candidates. To identify job postings, the job title “social media assistant” was used as a search term. Since there are a range of social media occupations (ex. Social Media Director, Social Media Manager) and many require high levels of education and experience, it was important to search “assistant” to find middle-skills occupations.

Top Titles

In 2016, there were 137 online job postings for social media assistants and related positions in Los Angeles County. The top job titles for employers posting ads for social media assistants are listed in exhibit 1. Marketing Coordinator/Assistant is the reported job title in 24% of all relevant job postings (33 postings).

Exhibit 1 –Job titles (n=137)

Title	Job Postings, Full Year 2016
Marketing Coordinator/Assistant	33
Social Media Assistant	32
Administrative Assistant	29
Social Media Manager	8

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 2 lists all the employers hiring social media assistants. Top employers postings job ads locally in 2016 included employers in various industries (Only 31% of job postings included the employer): Honda, Marymount University and Marriott International Incorporated. The top worksite cities in the region for these occupations were Los Angeles (59% of job postings), Torrance, Burbank, Beverly Hills and Culver City.

**Exhibit 2 – Los Angeles County employers with Social Media Assistant job postings in 2016
(n=42)**

Conill	Dollar Shave Club	East West Bank	Enabler Media
Freedompop	Girled Out, Inc	Go Pavers	Hip'tique
Honda	Idealab	IDS Travel	Jeanne Verger Jewelry
Laugh Factory Hollywood	Markwins Beauty Brand	Marriott International Incorporated	Marymount University
Mini Maven	MRL Nutrition Coaching	mxdown	Necessories
Netflix	Poppy Rose/Peaches' Smokehouse	Ritmo Mundo USA	Skechers USA Incorporated
Techstyle Group LLC	The Creative Group	University of Southern California	Urban
Valley Alarm			

Source: Labor Insight/Jobs (Burning Glass)

Certifications and Skills

There were no required certifications listed on any of the 137 job posting in 2016. The top specific social media platforms mentioned on job postings are Facebook (46 postings), Instagram (27), Pinterest (15), Youtube (11) and LinkedIn (2).

Exhibit 3 –Job skills (n=101)

Skills	Job Postings, Full Year 2016
Social Media	110
Facebook	46
Marketing	41
Microsoft Excel	36
Adobe Photoshop	34

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 4 displays the education level requested by employers in online job ads. The majority of social media assistant employers who included an education requirement on their job posting(s) were looking for a candidate with a Bachelor's degree. Approximately 73% of job postings did not specify a level of education.

Exhibit 4 - 2016 Online job ads with minimum advertised education requirements for social media assistants (n=37)



Source: Labor Insight/Jobs (Burning Glass)

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional real-time labor market data for the social media assistant program. The information in this report was based upon the program title of “social media assistant”. Once the college can provide the COE with a program description, course descriptions and/or more information about program outcomes, a re-evaluation can be completed to see if additional labor market data is available.

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Notes

Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.