

2013 WORKFORCE TRENDS REPORT

Timeline: May 2012 – May 2013

Geographic Area: Atlanta Metropolitan Statistical Area

Industry sectors:

- Software development
- Mobility
- Internet security
- Digital media & gaming
- Financial transactions processing
- Health IT
- Supply chain IT/Software
- Logistics & Distribution

The Metro Atlanta Chamber commissioned Burning Glass International, a labor data firm, to review all advertised job openings in our strategic industry areas. Burning Glass is a global company founded by scientists who patented an artificial intelligence engine, and they are using that technology to match people with jobs. The goal of this report is to assess demand for talent and determine the skills needed to fill those positions.

In addition to details on a year's worth of job postings in metro Atlanta's most competitive, high-growth industries, the report also includes:

- A quantitative ranking of Atlanta's job postings against other US metro areas
- A listing of the top job titles within each industry
- A listing of the top employers that published the openings
- A record of the education requirements and, where applicable, the certifications and skills listed

SIGNIFICANT FINDINGS:

Signs of overall job recovery: According to Burning Glass, metro Atlanta job postings have "rebounded successfully following the recession". Online advertisements in all sectors dipped in 2010 to a low of 247,283, but rebounded to 410,571 in 2012; a 60% increase.

Growth in mobility: There was a 202% increase in the number of advertised positions in the mobility sector from 2010 to 2012.

Metro Atlanta as a digital media "super-hub":

- Over 28,000 postings in digital media in the last 12 months
- Atlanta had almost twice as many digital media job postings per capita as the rest of the nation in 2012

Health IT continues to surge: 167% growth in health IT job postings from 2010 – 2012

Continued supply chain dominance:

- Supply chain/logistics/distribution job postings grew nationally at a rate of 36% from 2010 – 2012. In metro Atlanta that growth rate was 115% over the same period
- Metro Atlanta ranked 2th in the US in job postings per capita for supply chain/logistics jobs in 2012

Workforce Council Chair: Phil Martens, CEO – Novelis

Workforce Council Co-Chair: Scott Burton, President – Whitaker-Taylor

Workforce Council Co-Chair: DeRetta Cole, VP, HR Global Operations/Technology – Turner Broadcasting

Workforce Council Staff: Chuck Meadows, VP Economic Development Policy – Metro Atlanta Chamber



Workforce Trends in Targeted Industries 2013 Update

Metro Atlanta Chamber 
W O R K F O R C E C O U N C I L

5.15.2013

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**Metro
Atlanta
Chamber** 

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Matching People
& Jobs

Resume Parsing &
Management

Reemployment
& Education
Pathways

Real-Time Jobs
Intelligence

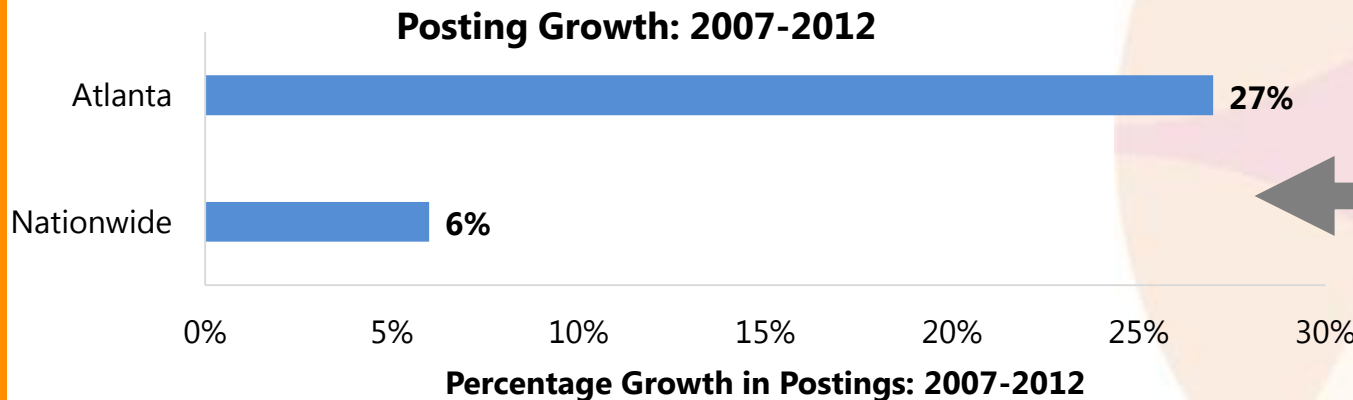
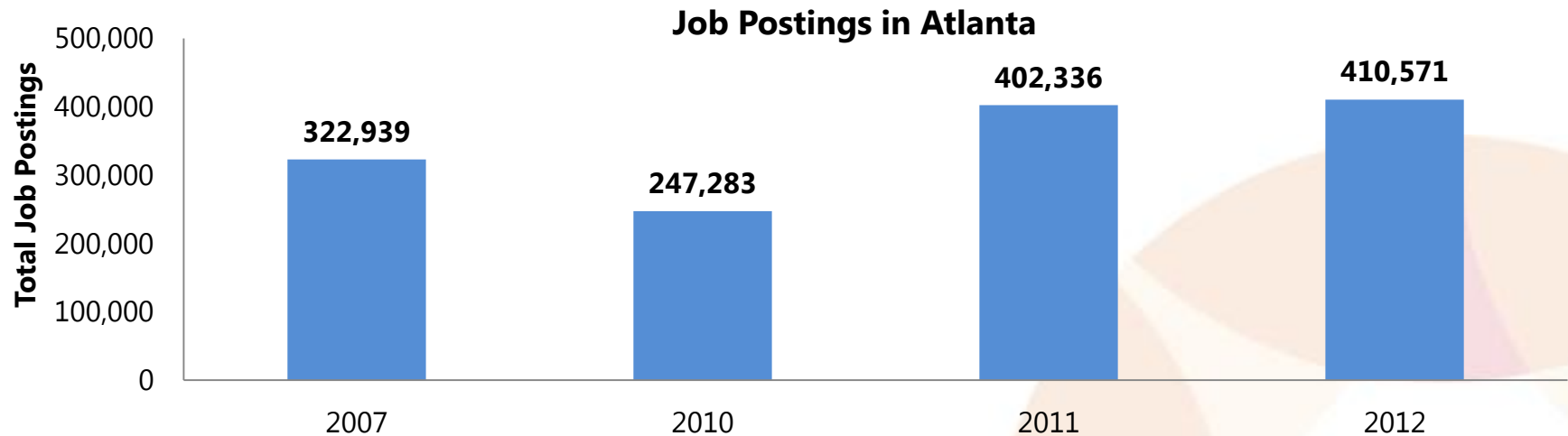
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Note: Categories are not mutually exclusive, so the same job can be counted in multiple job clusters. For example, the Software Development cluster includes jobs that also fall into the Wireless/Mobility cluster – such as Applications Developers.

Demand Overview

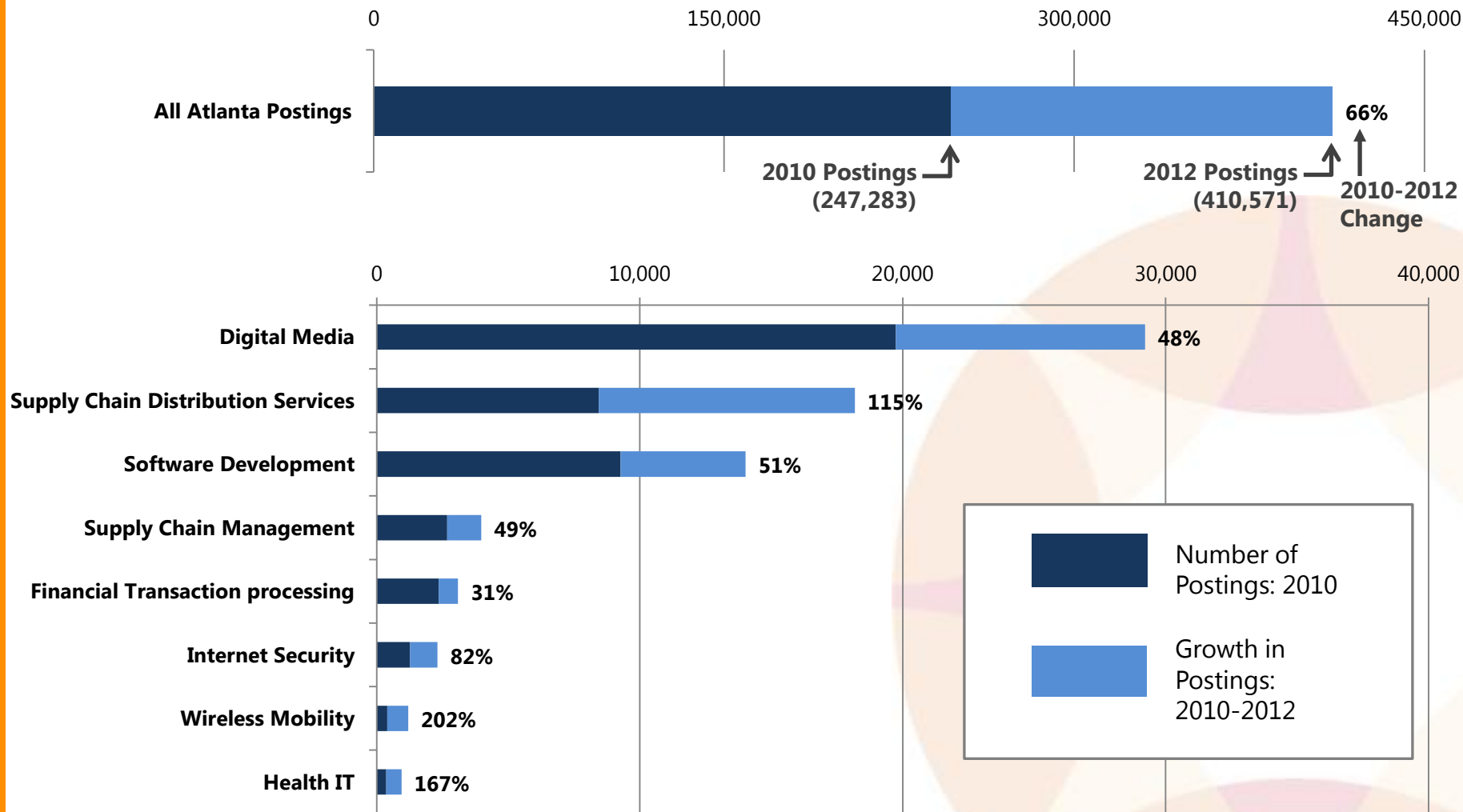
Online job postings rebounded successfully following the recession, and total job postings in Atlanta increased 27% – 87,600 postings – from 2007 to 2012.



Online job postings in Atlanta have grown 4.5 times faster than postings nationally.

Demand Overview

From 2010 to 2012, employer demand has grown across nearly all job categories in Atlanta.



Demand Overview

Postings per capita in Atlanta are greater than national postings per capita in all job categories. Additionally, employer posting growth in Atlanta outpaced national growth across nearly all job categories from 2010 to 2012.

Job Family	Location	Postings Per Capita*	Growth: 2010 to 2012
Digital Media & Gaming	Atlanta	82.5	48%
	Nation	44.6	28%
Supply Chain Distribution Services	Atlanta	56.3	115%
	Nation	40.9	36%
Software Development	Atlanta	39.9	51%
	Nation	26.9	33%
Supply Chain Management & Software	Atlanta	11.5	49%
	Nation	5.7	43%
Financial Transactions Processing	Atlanta	10.2	31%
	Nation	5.5	35%
Internet Security	Atlanta	6.0	82%
	Nation	3.9	43%
Wireless/Mobility	Atlanta	3.6	202%
	Nation	1.7	171%
Health IT Software Development	Atlanta	2.5	167%
	Nation	1.4	61%

*Postings Per Capita = Online job postings per 10,000 residents age 18-64.

Technology

Technology

- a. **Software Development**
- b. Wireless/Mobility
- c. Internet Security
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

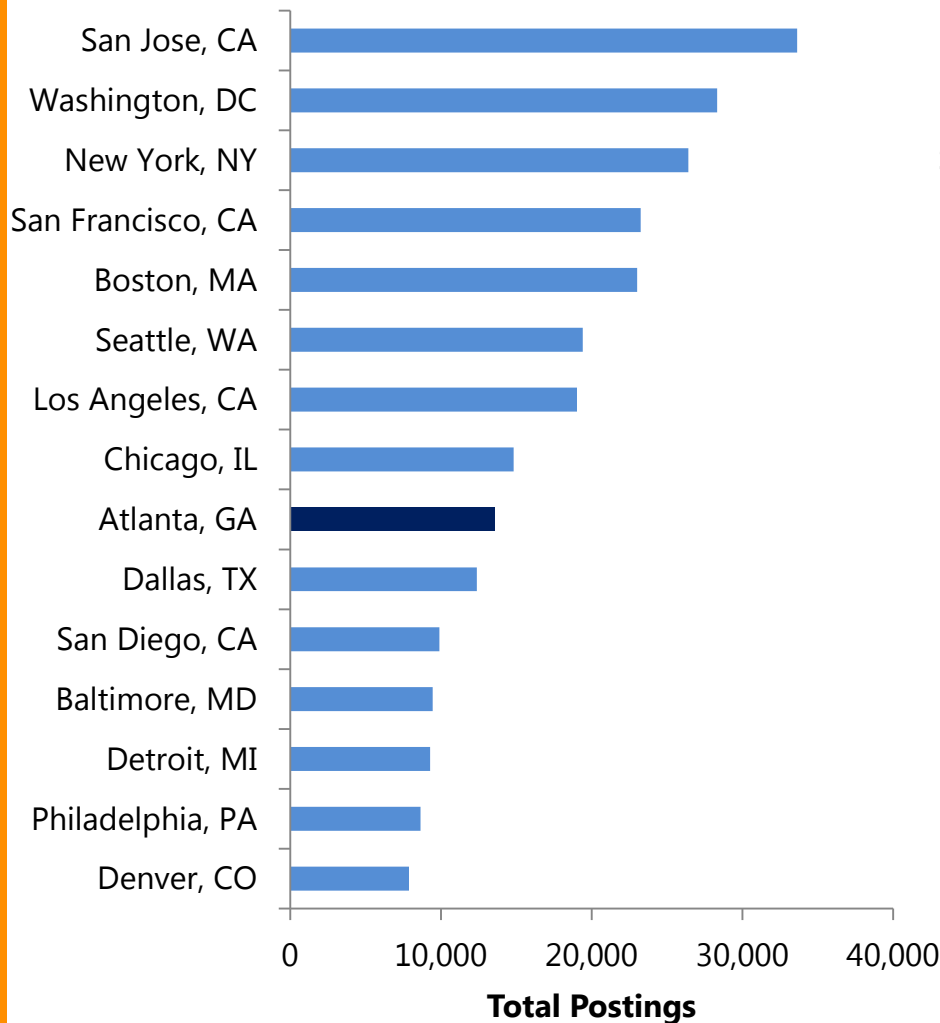
Technology

Software Development

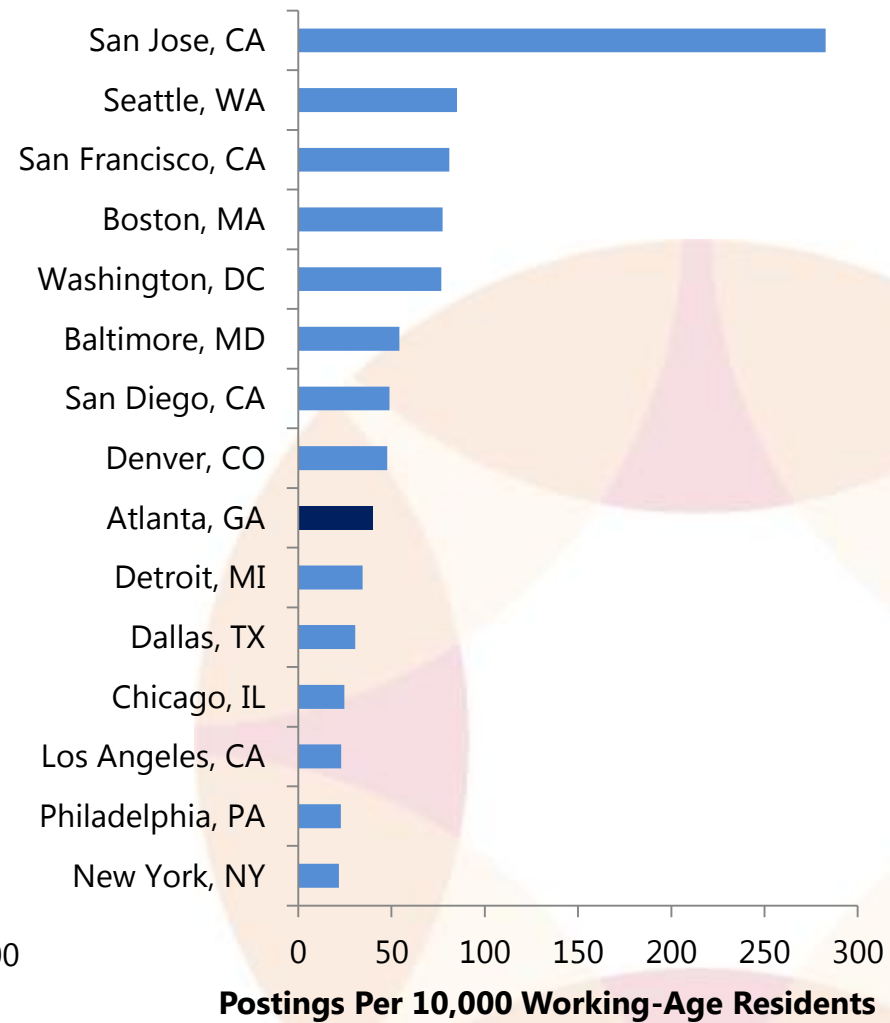
Software development jobs cover the full range of roles that relate to the engineering and development of computer software. They include titles such as Software Engineers, Systems Engineers, Software Developers, and Applications Developers.

Technology: Software Development

Top Locations by Ad Volume



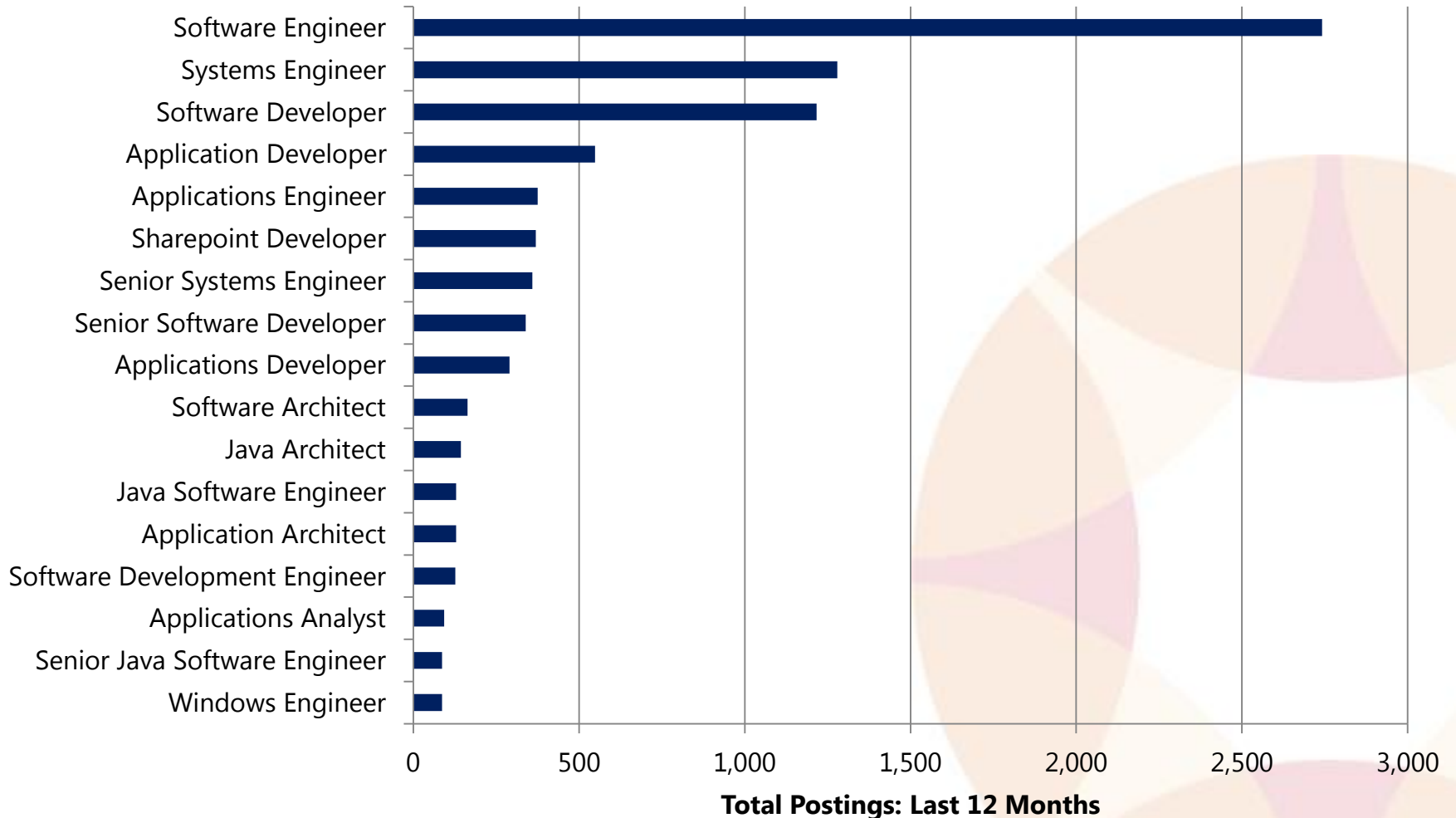
Postings Per Capita



Technology: Software Development

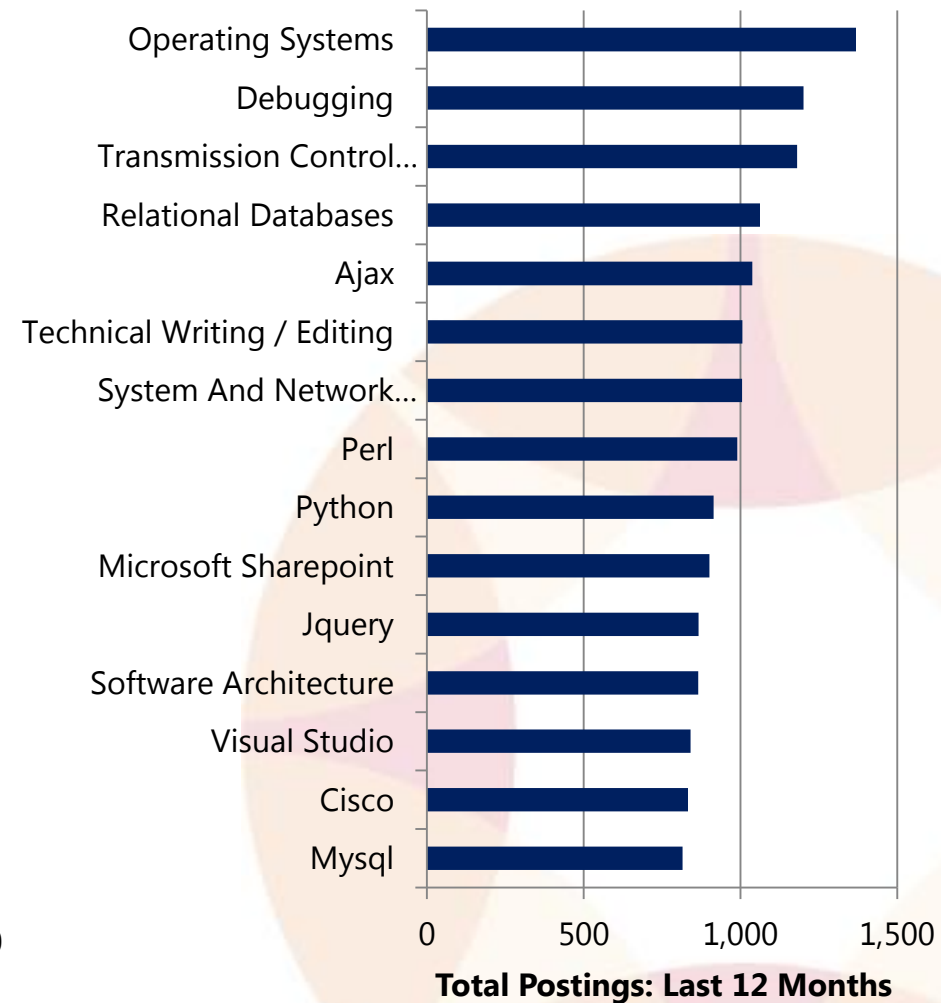
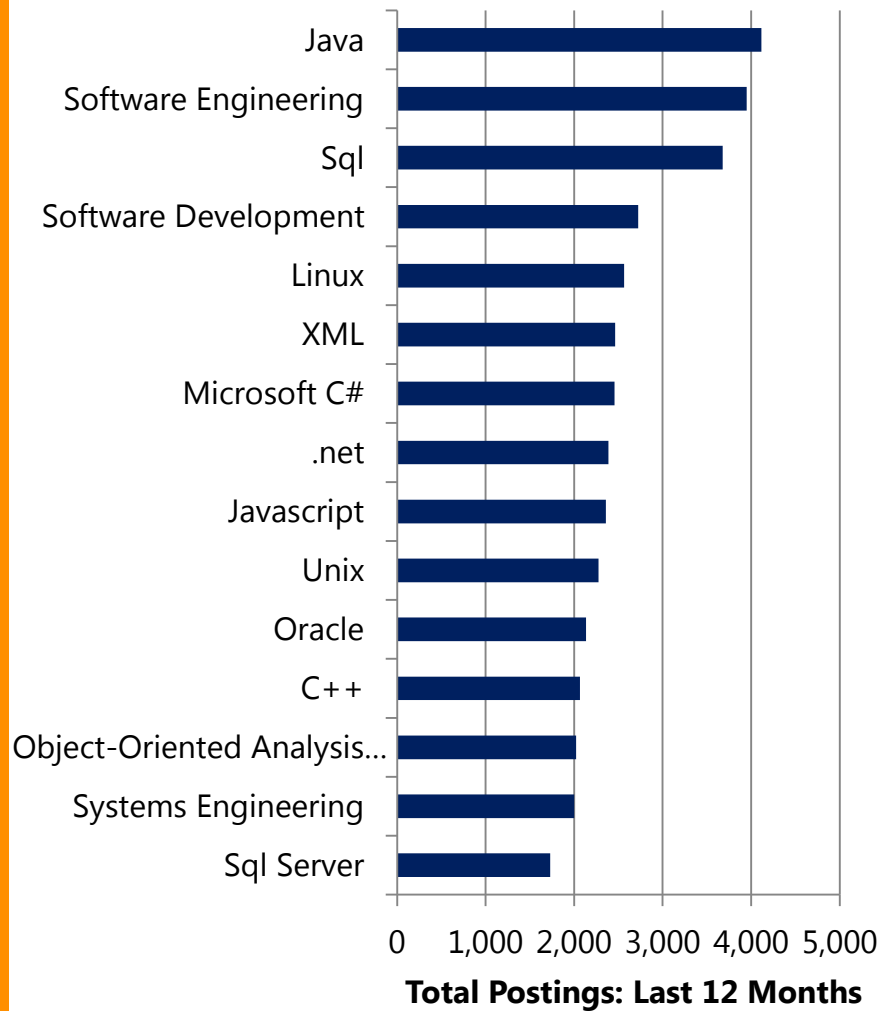
There were 13,575 postings in the last 12 months

Top Titles



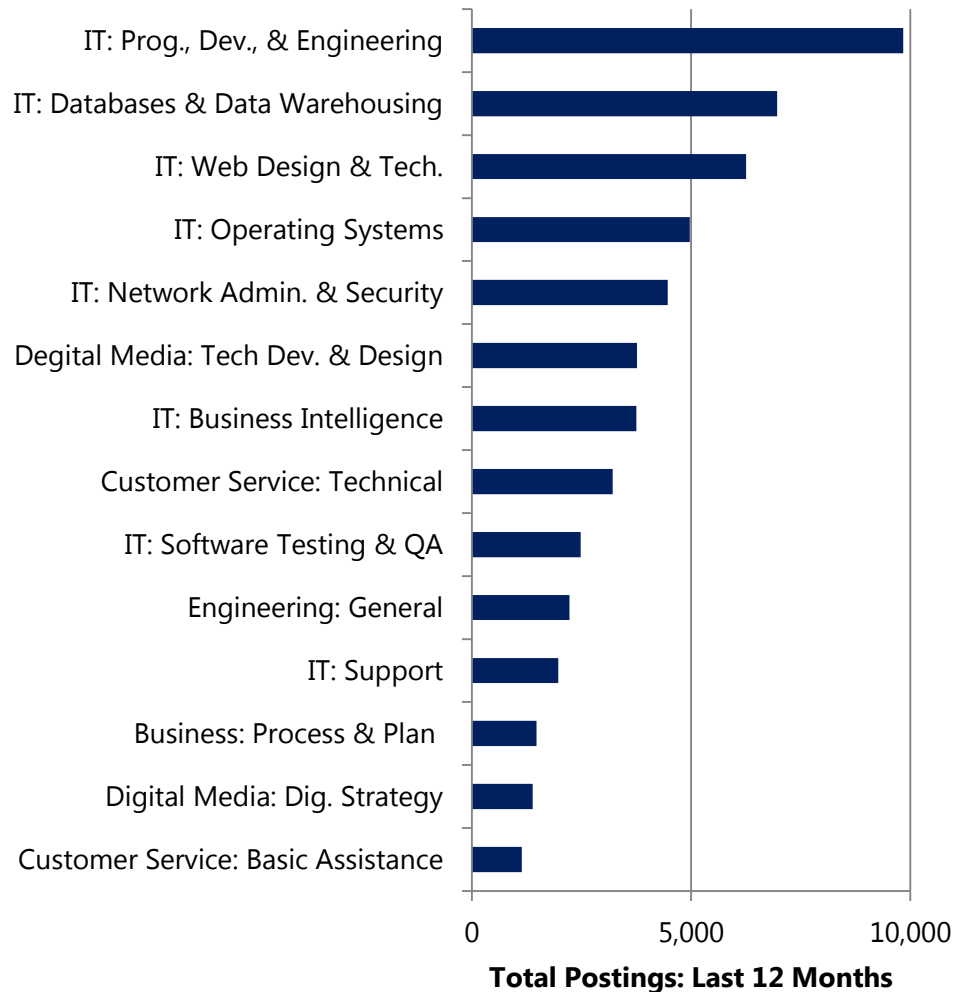
Technology: Software Development

Top Specialized Skills



Technology: Software Development

Top Skill Clusters

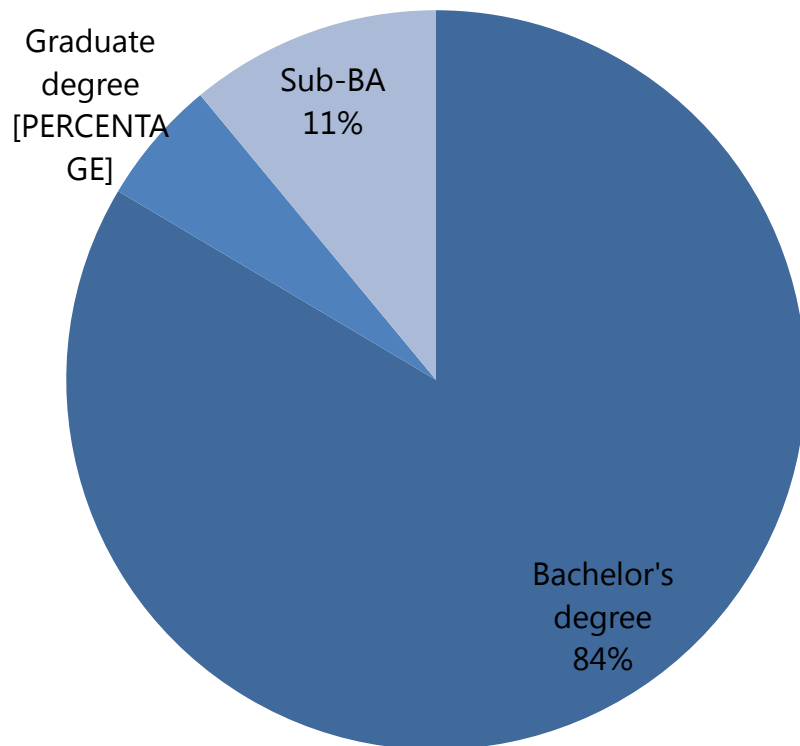


Top Baseline Skills

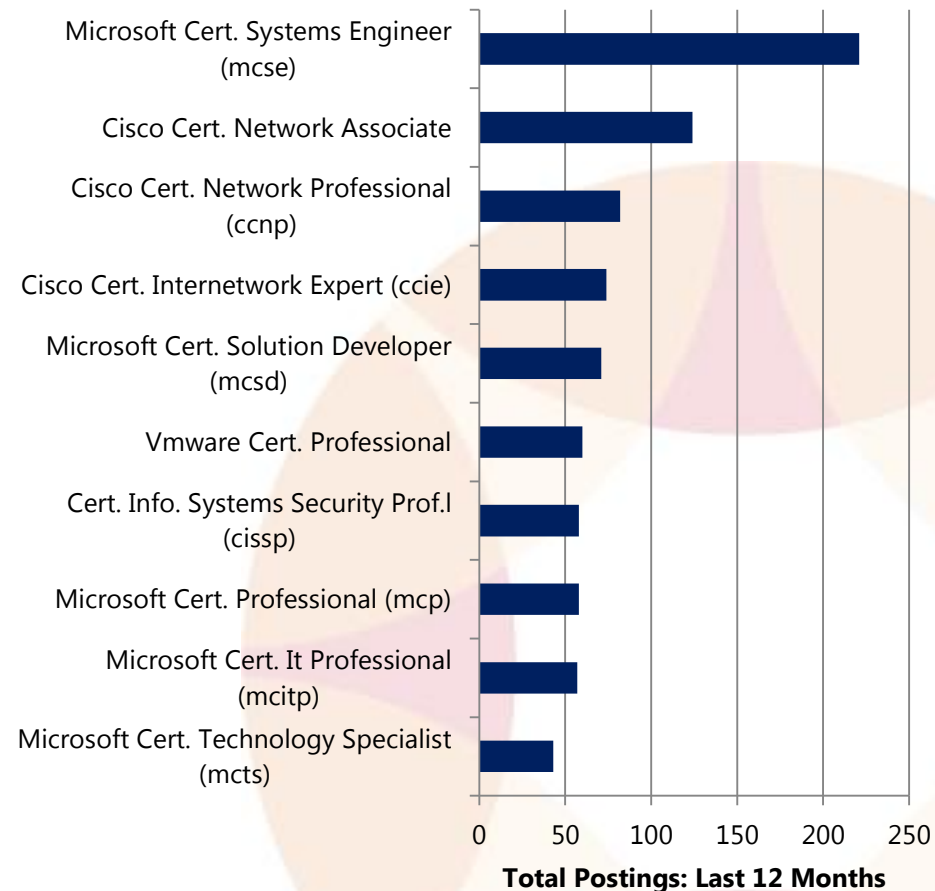


Technology: Software Development

Minimum Educational Requirements

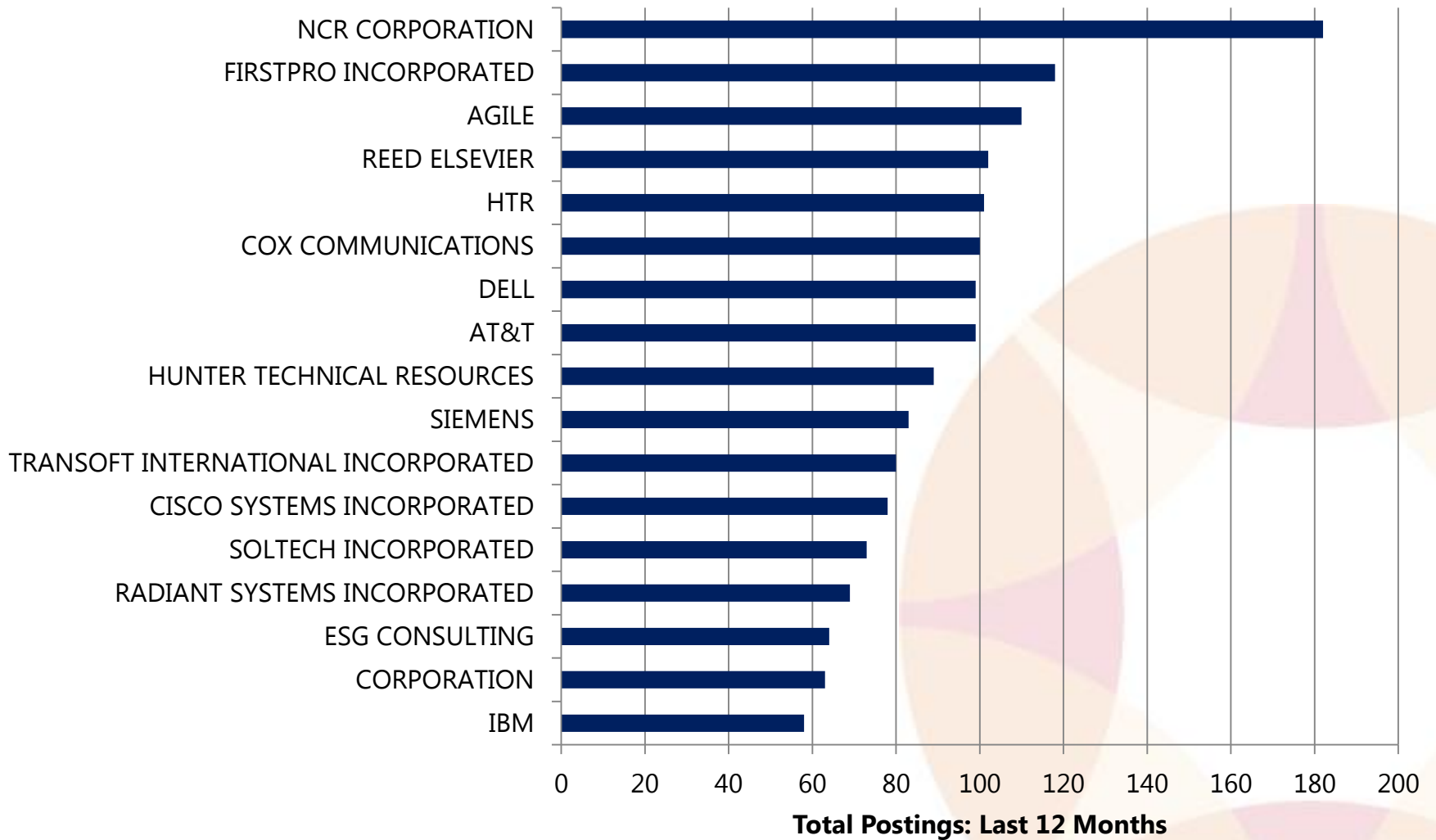


Top Certifications



Technology: Software Development

Top Employers



Technology

Technology

- a. Software Development
- b. **Wireless/Mobility**
- c. Internet Security
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

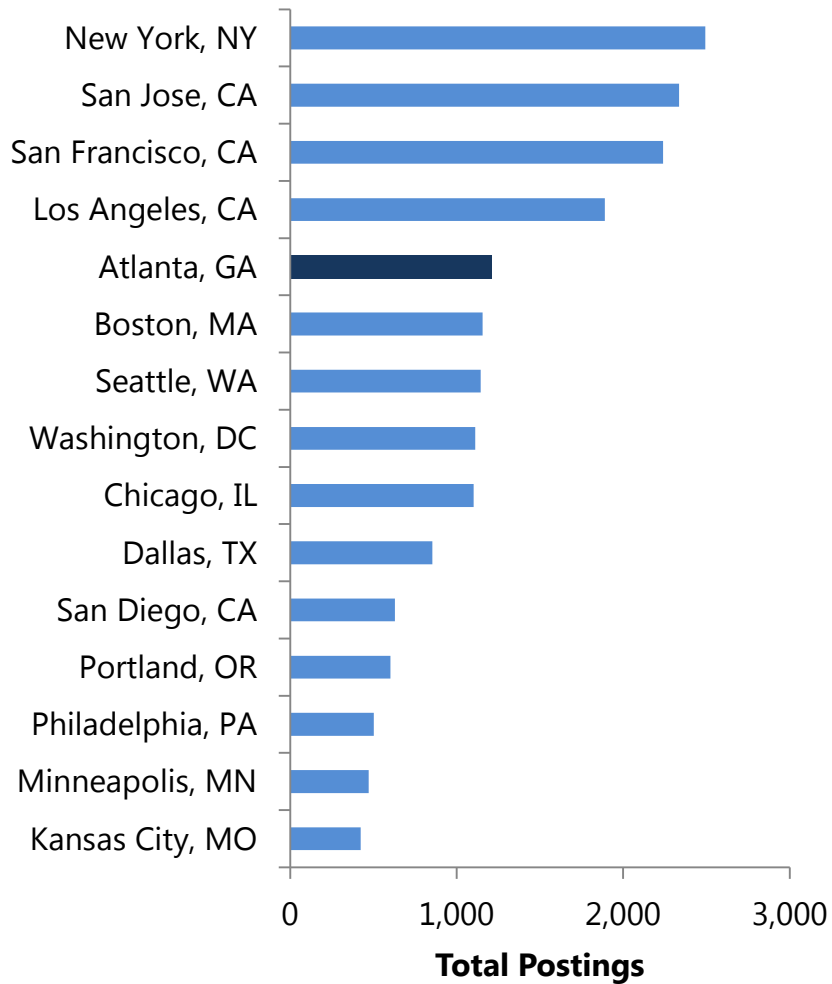
Technology

Wireless/Mobility

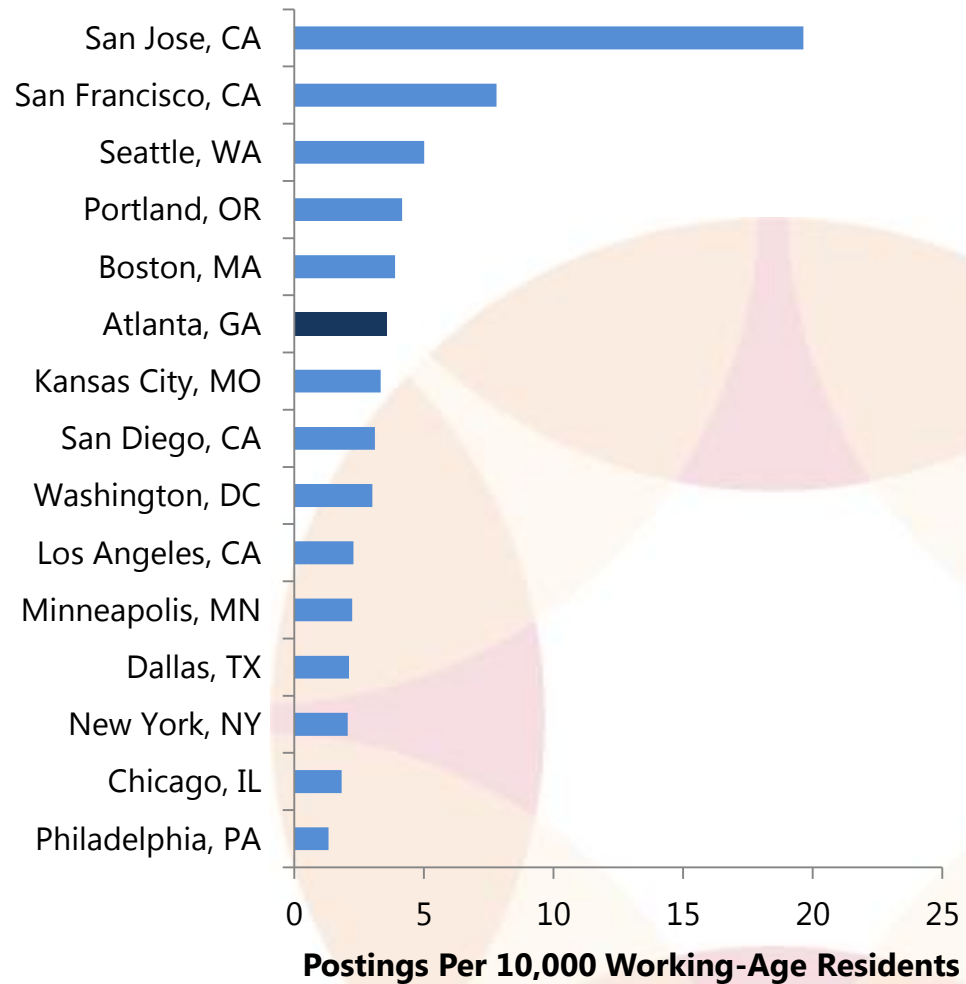
Wireless/Mobility jobs cover the emerging mobile application sector and include jobs developing applications for iOS, Android, and other mobile technologies.

Technology: Wireless/Mobility

Top Locations by Ad Volume



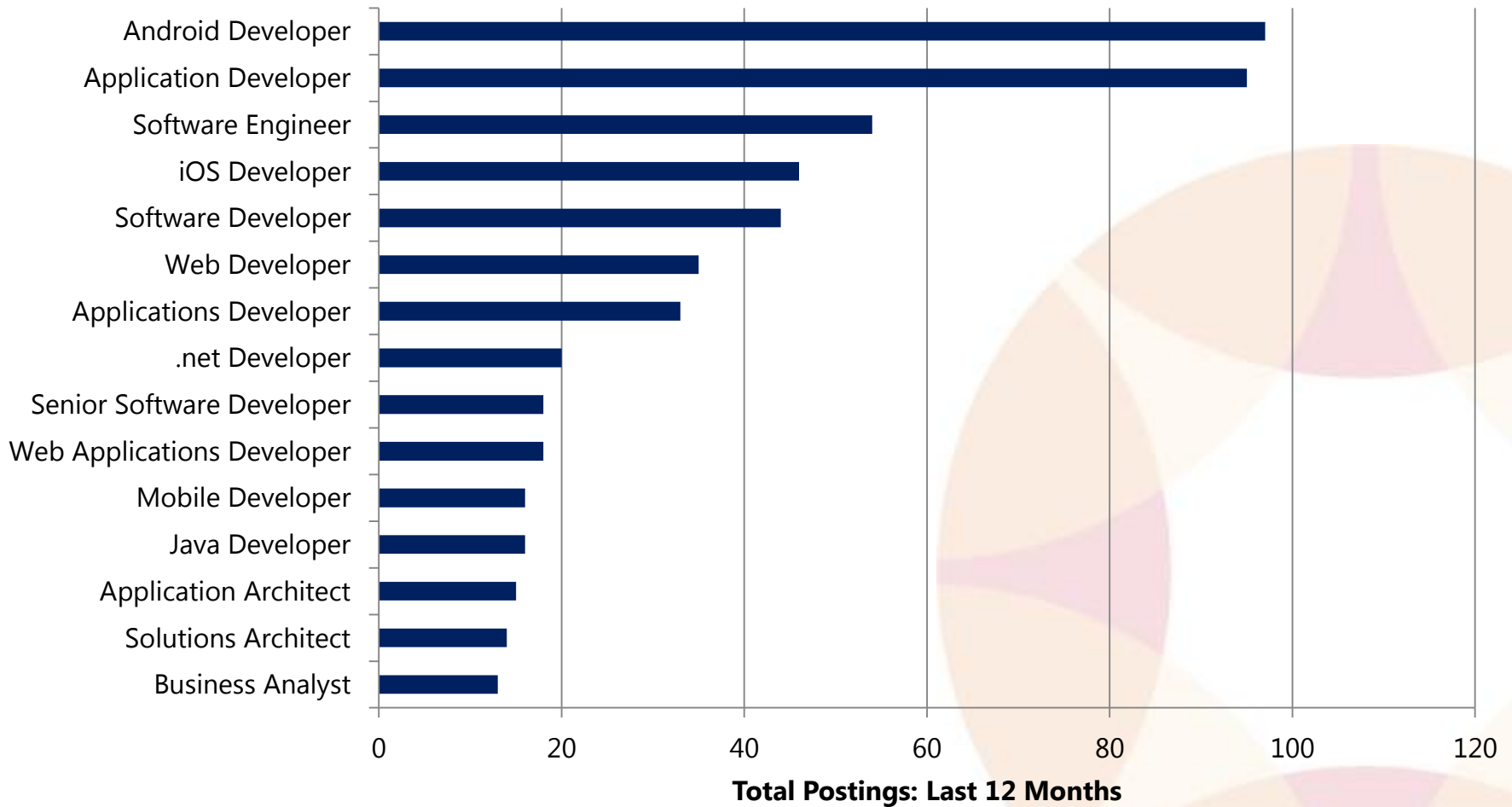
Postings Per Capita



Technology: Wireless/Mobility

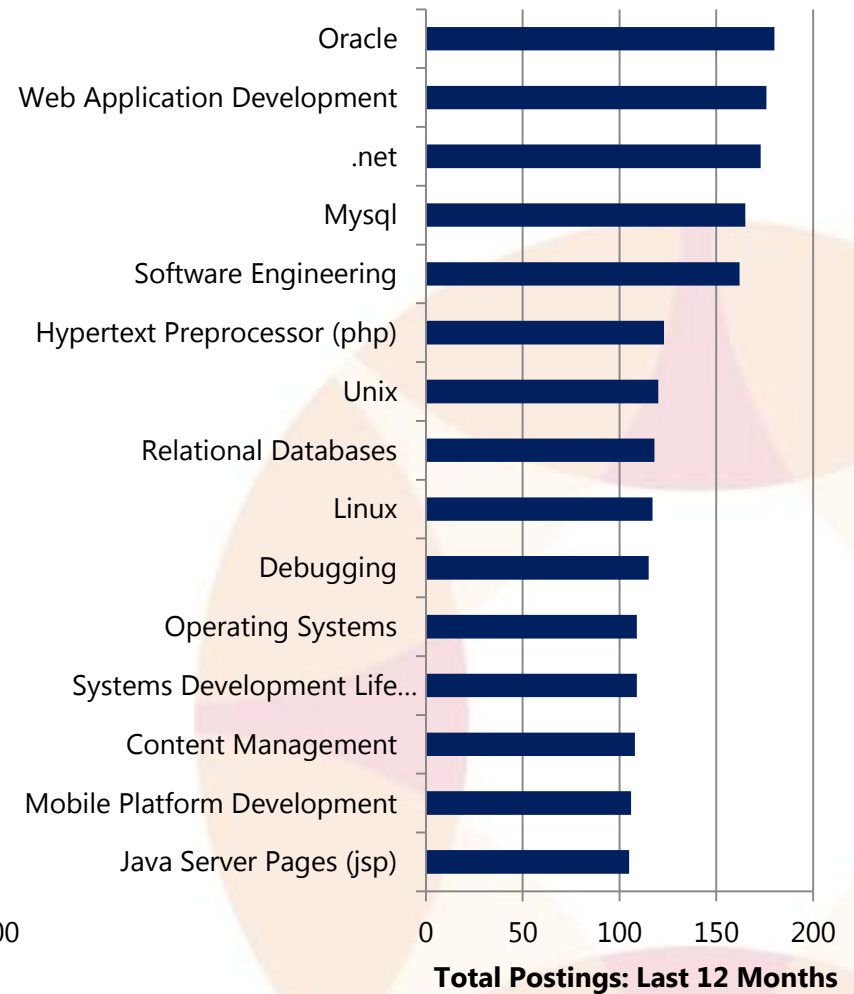
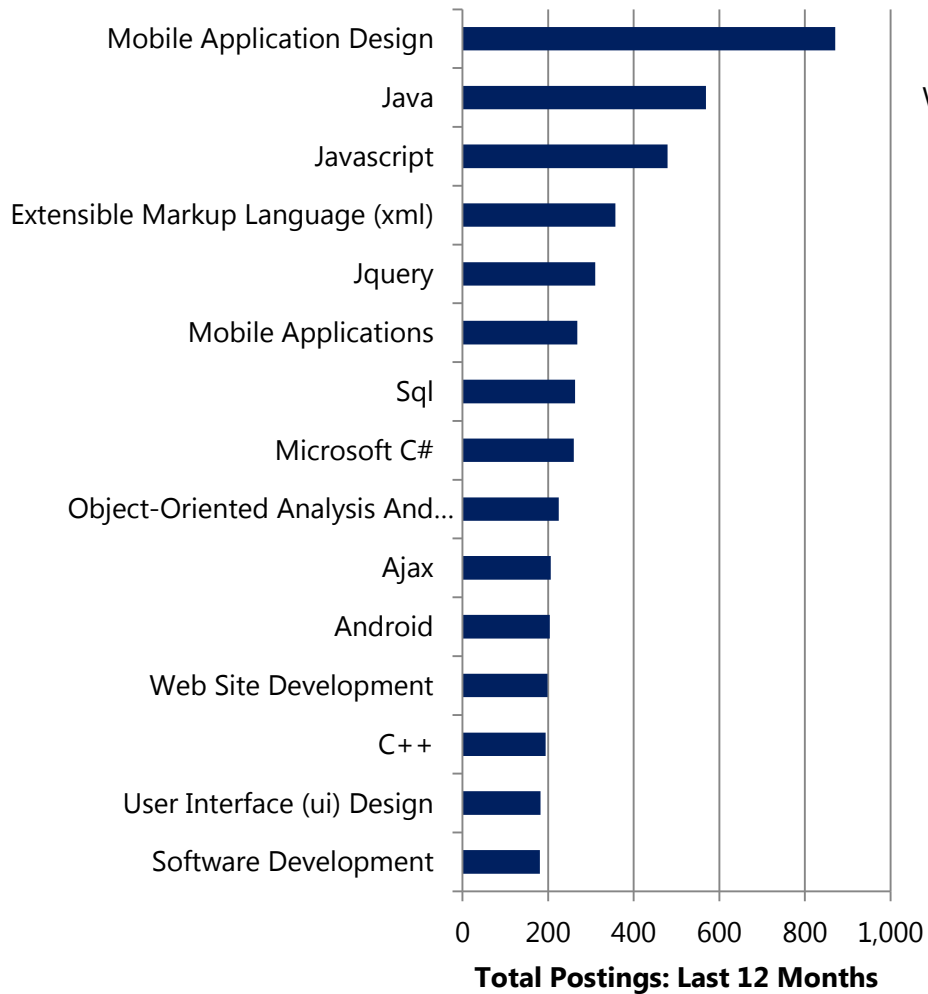
There were 1,213 postings in the last 12 months

Top Titles



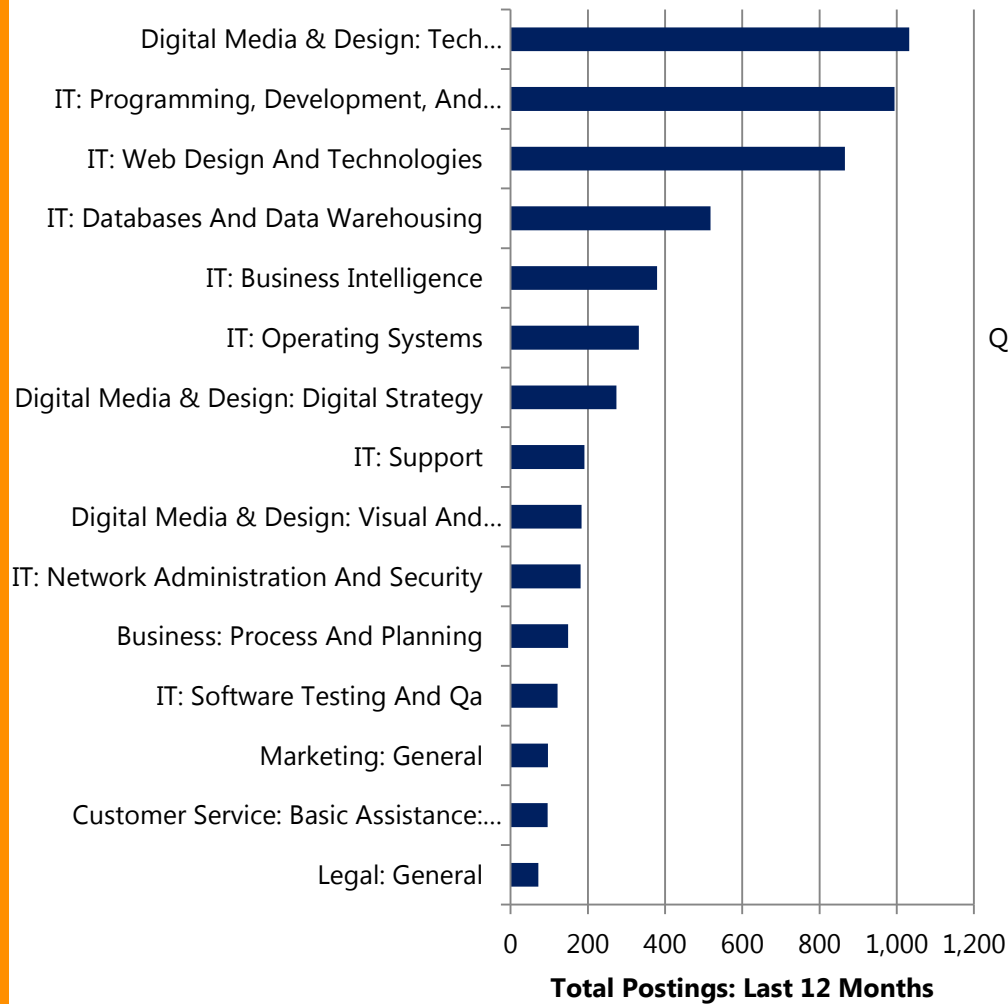
Technology: Wireless/Mobility

Top Specialized Skills

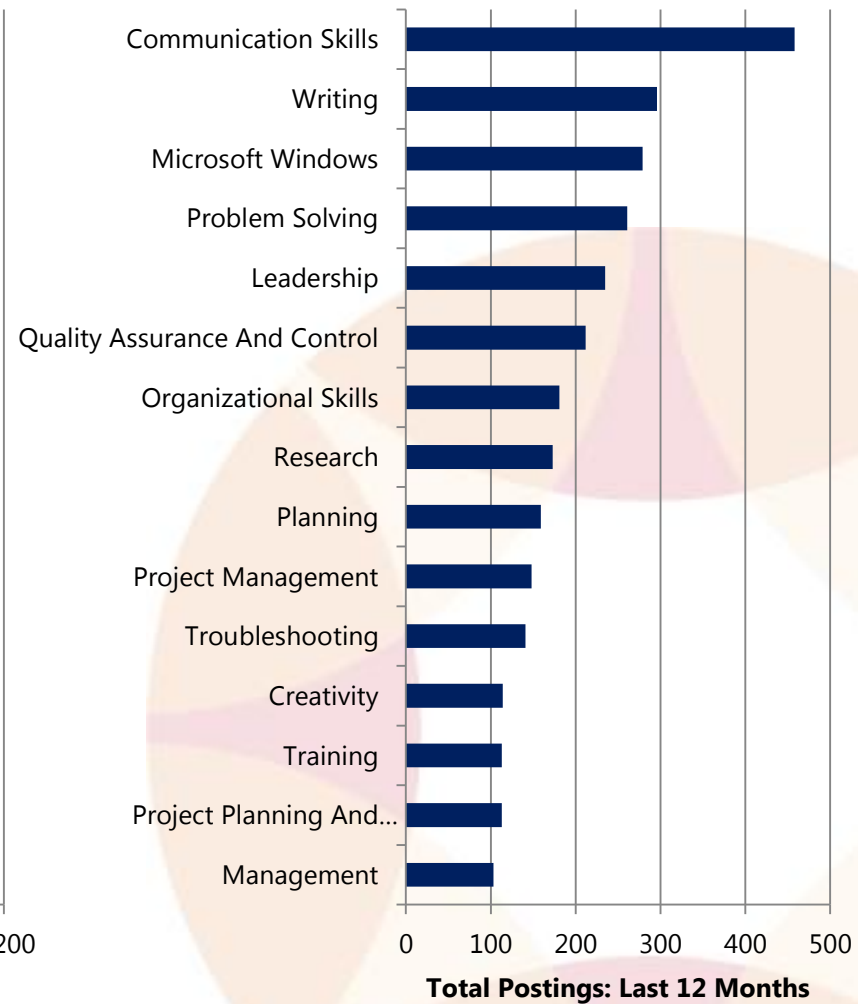


Technology: Wireless/Mobility

Top Skill Clusters

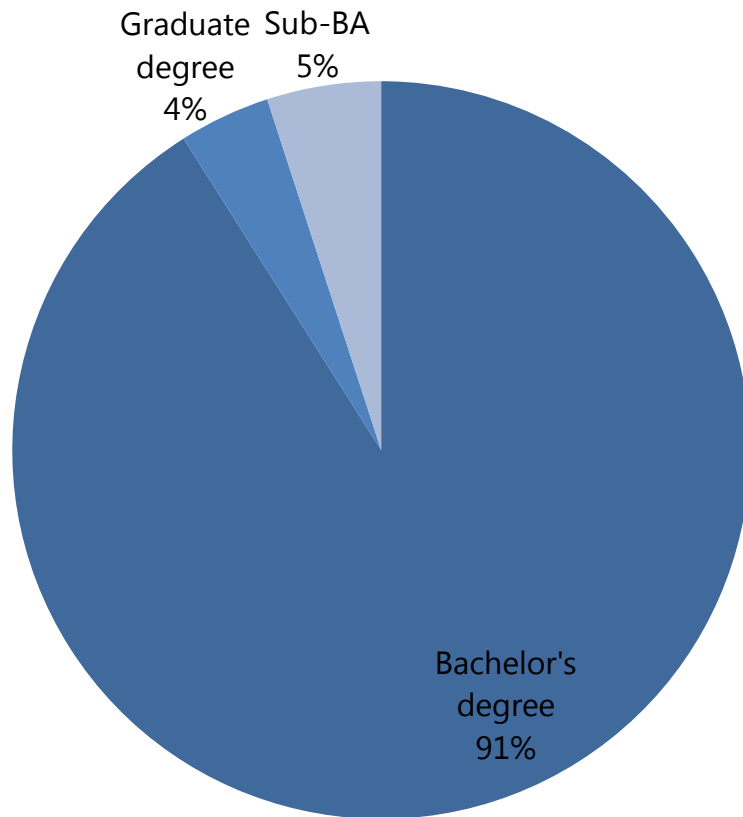


Top Baseline Skills

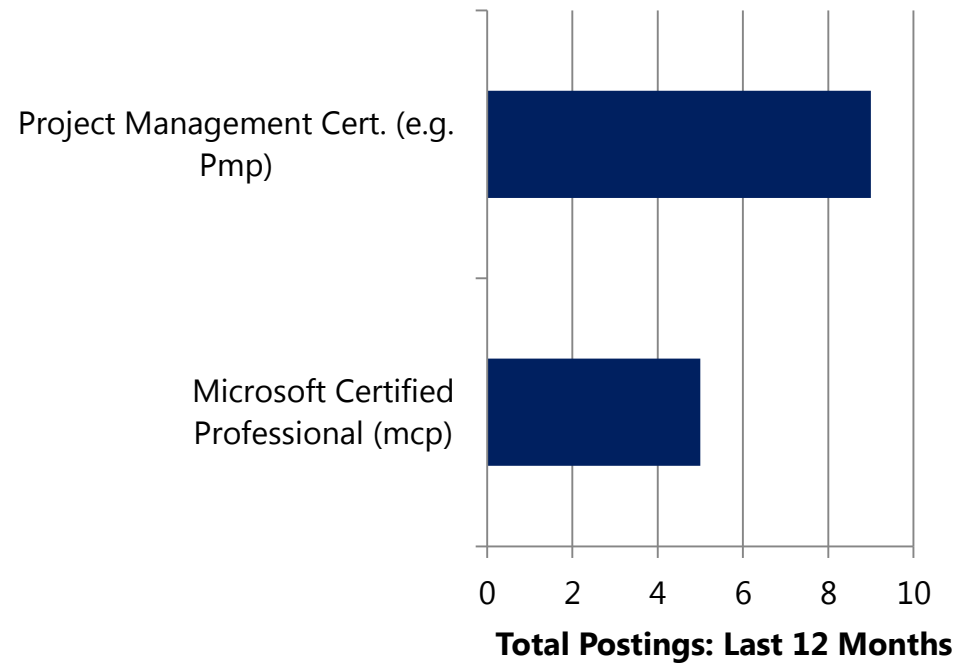


Technology: Wireless/Mobility

Minimum Educational Requirements

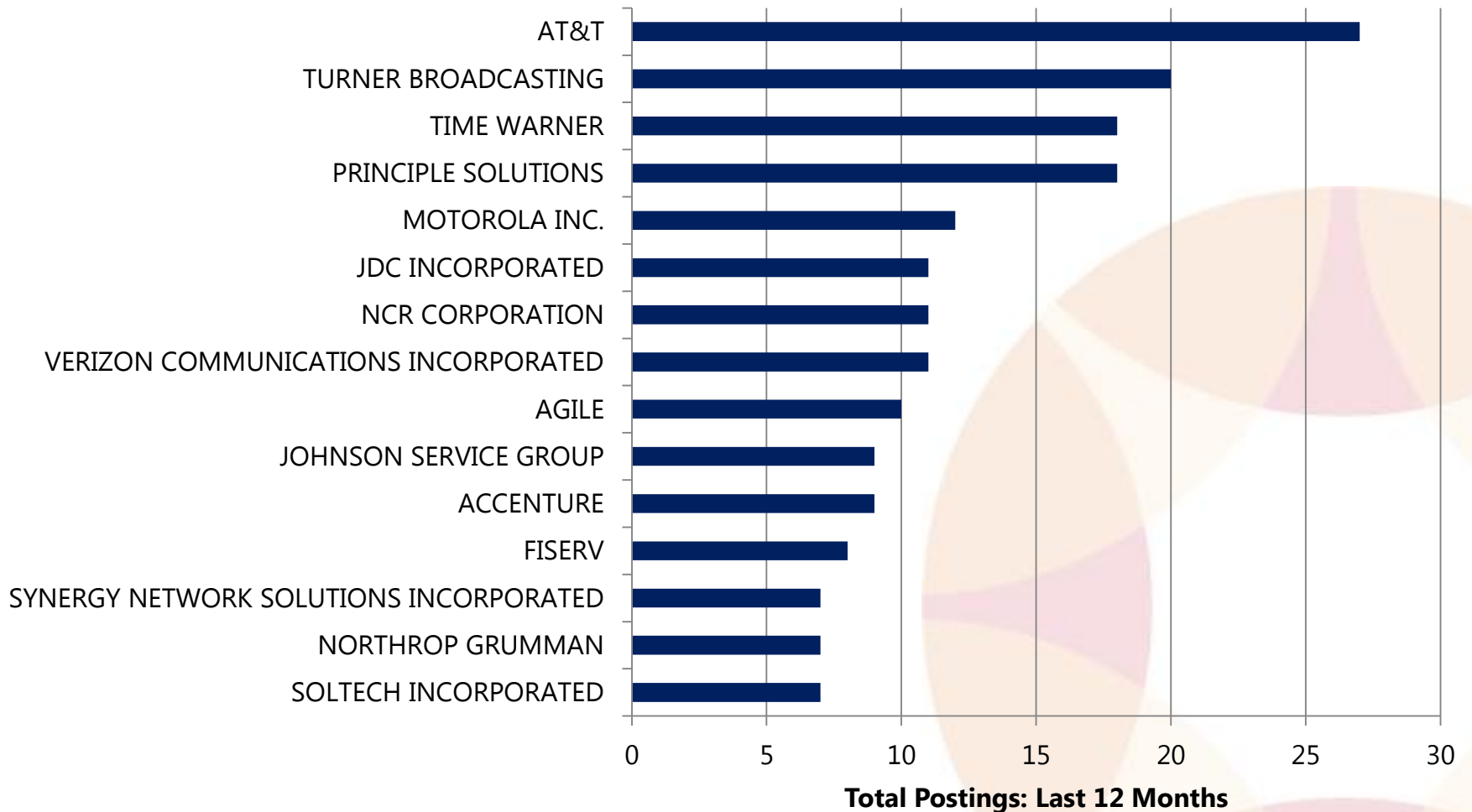


Top Certifications



Technology: Wireless/Mobility

Top Employers



Technology

Technology

- a. Software Development
- b. Wireless/Mobility
- c. **Internet Security**
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

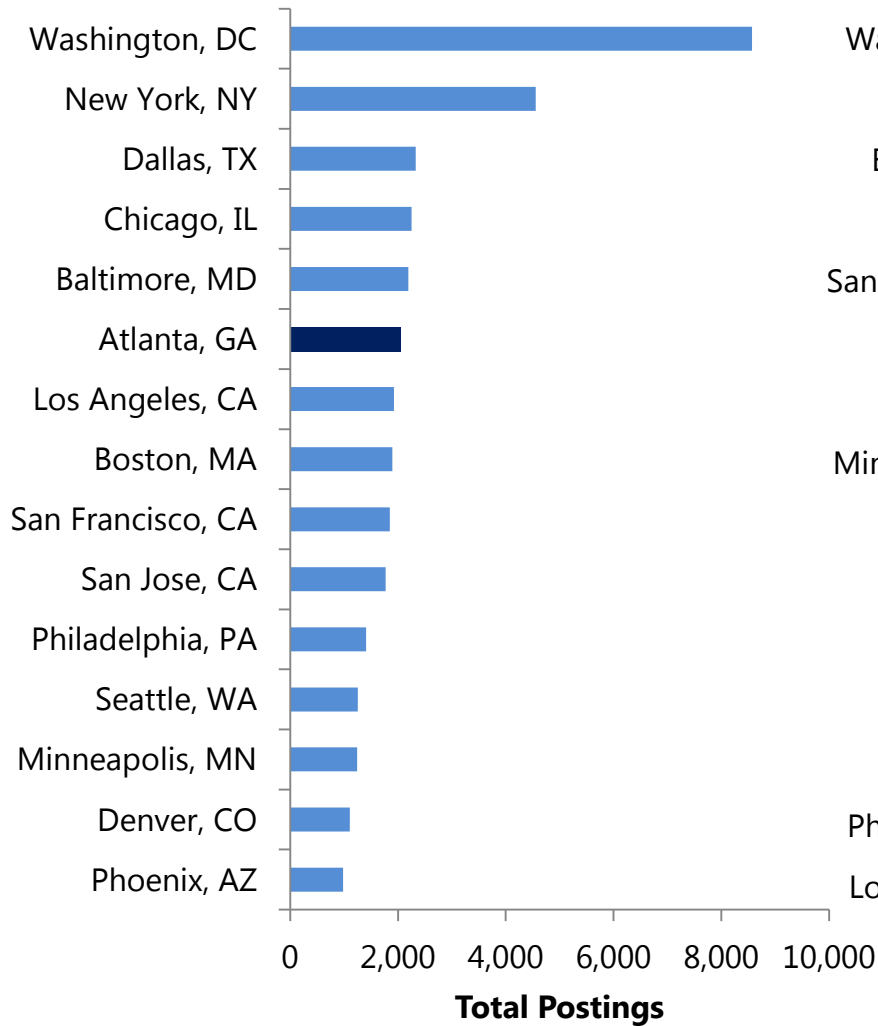
Technology

Internet Security

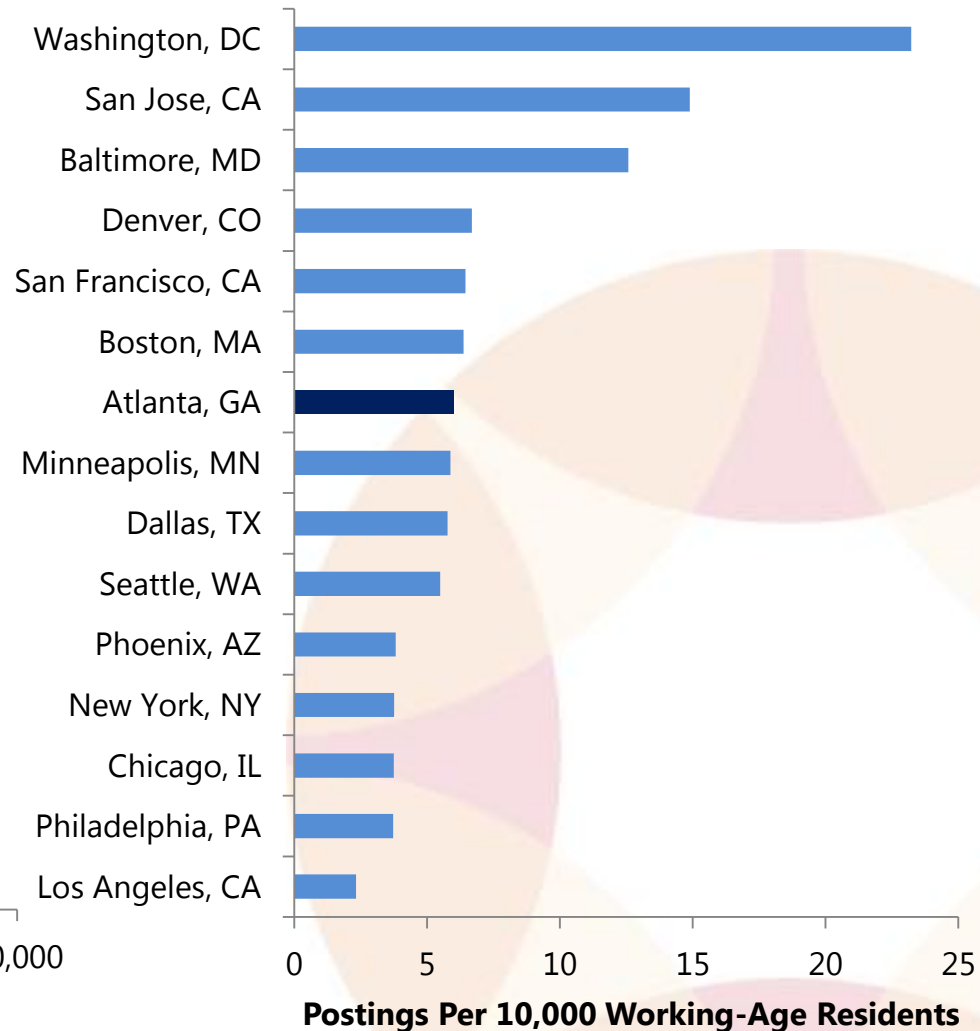
Internet security covers jobs related to protecting computer networks and data from unauthorized intrusion and attacks. Common titles include security engineers, analysts and auditors.

Technology: Internet Security

Top Locations by Ad Volume



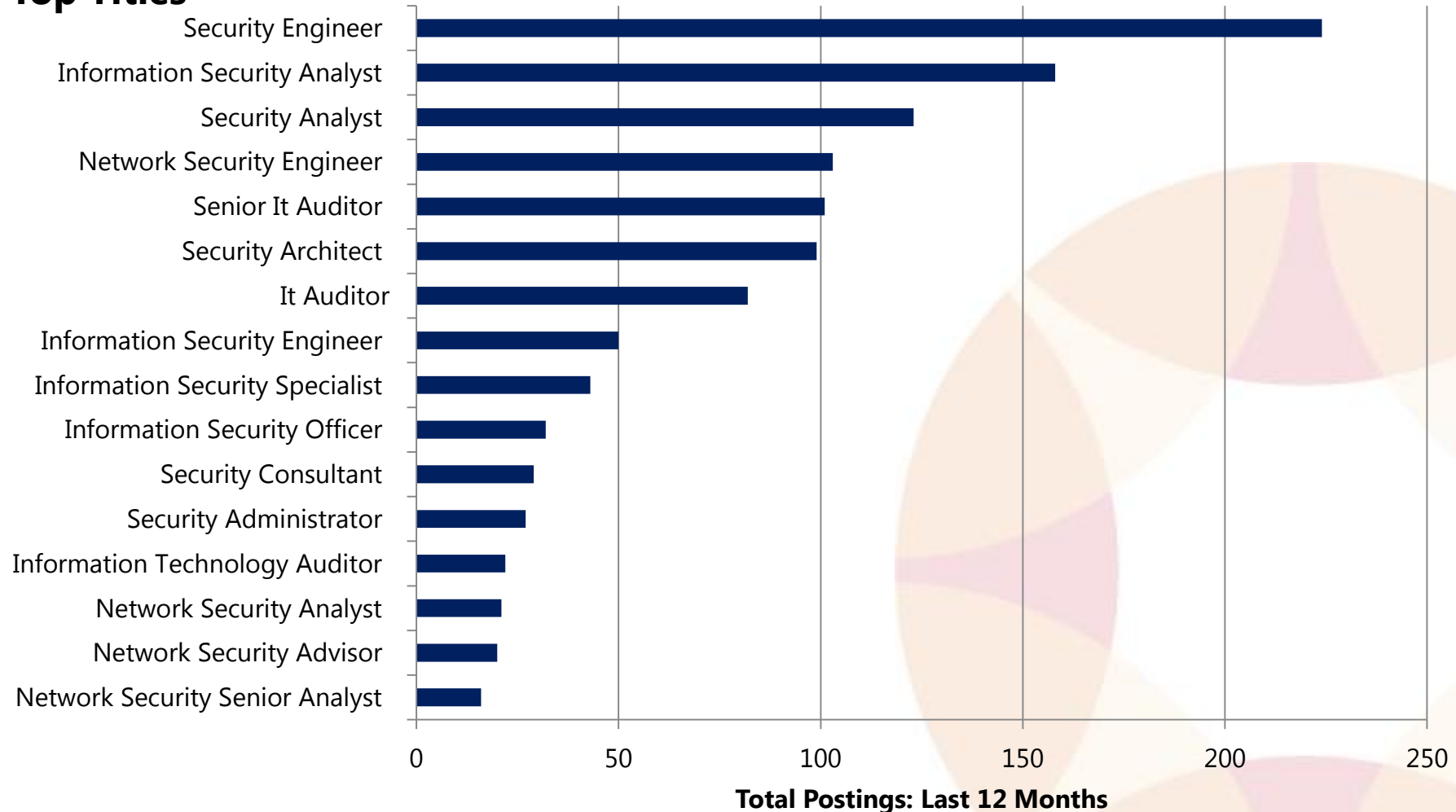
Postings Per Capita



Technology: Internet Security

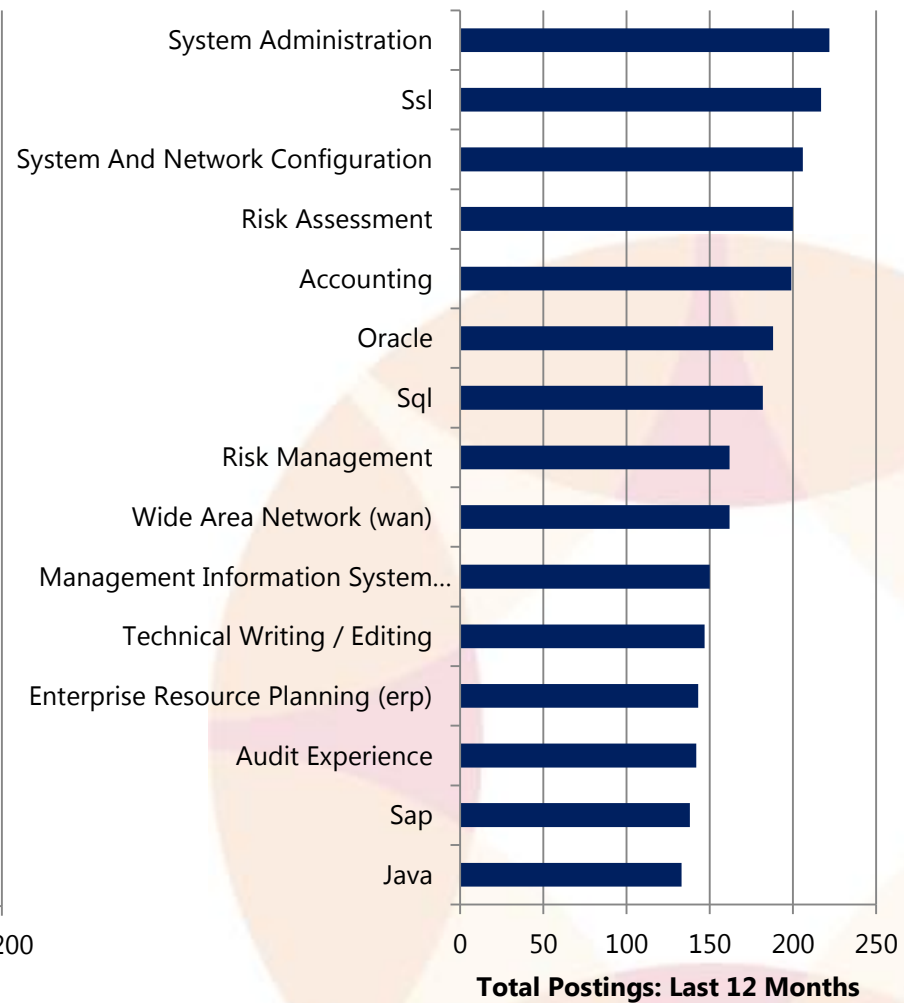
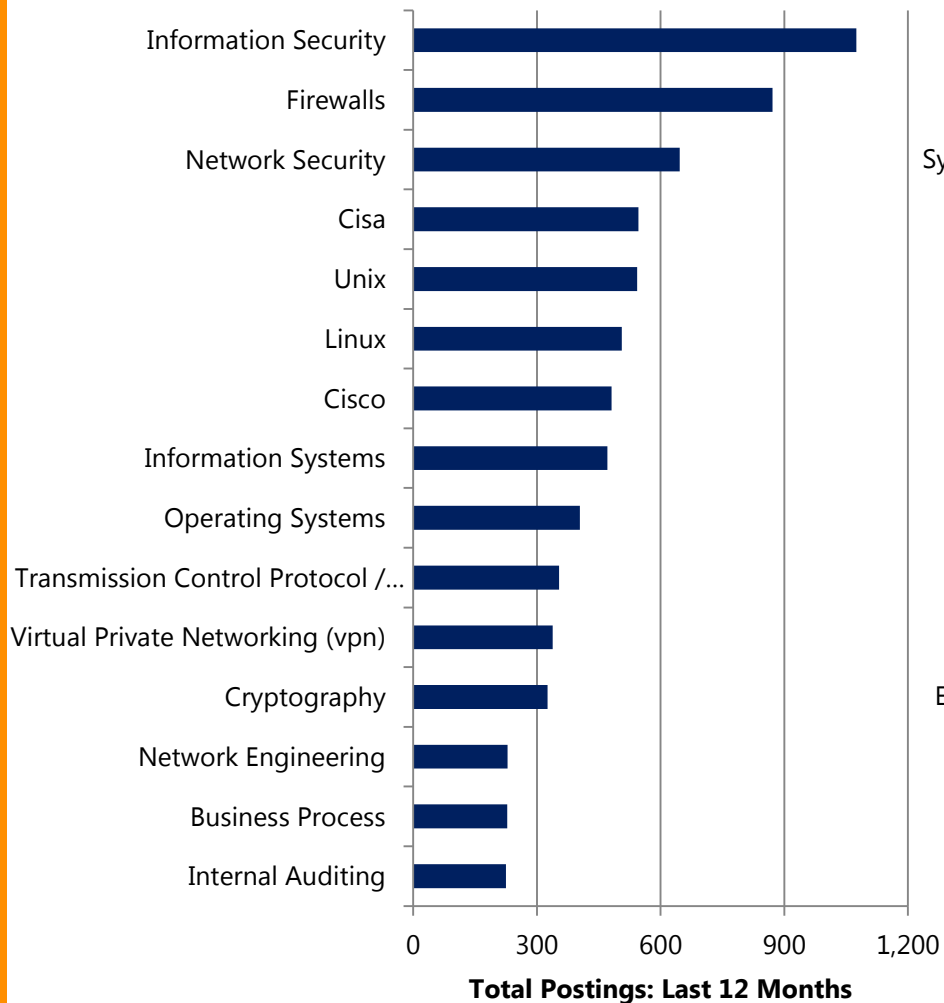
There were 2,043 postings in the last 12 months

Top Titles



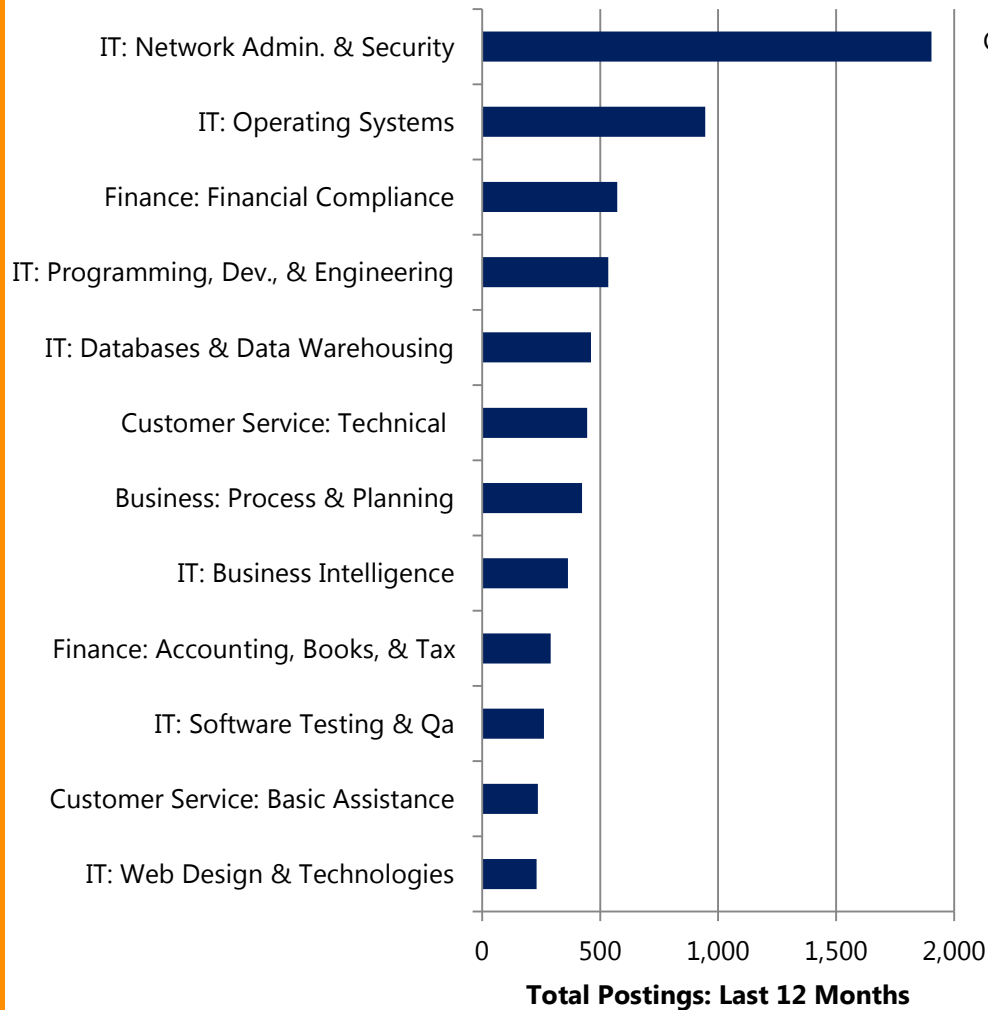
Technology: Internet Security

Top Specialized Skills

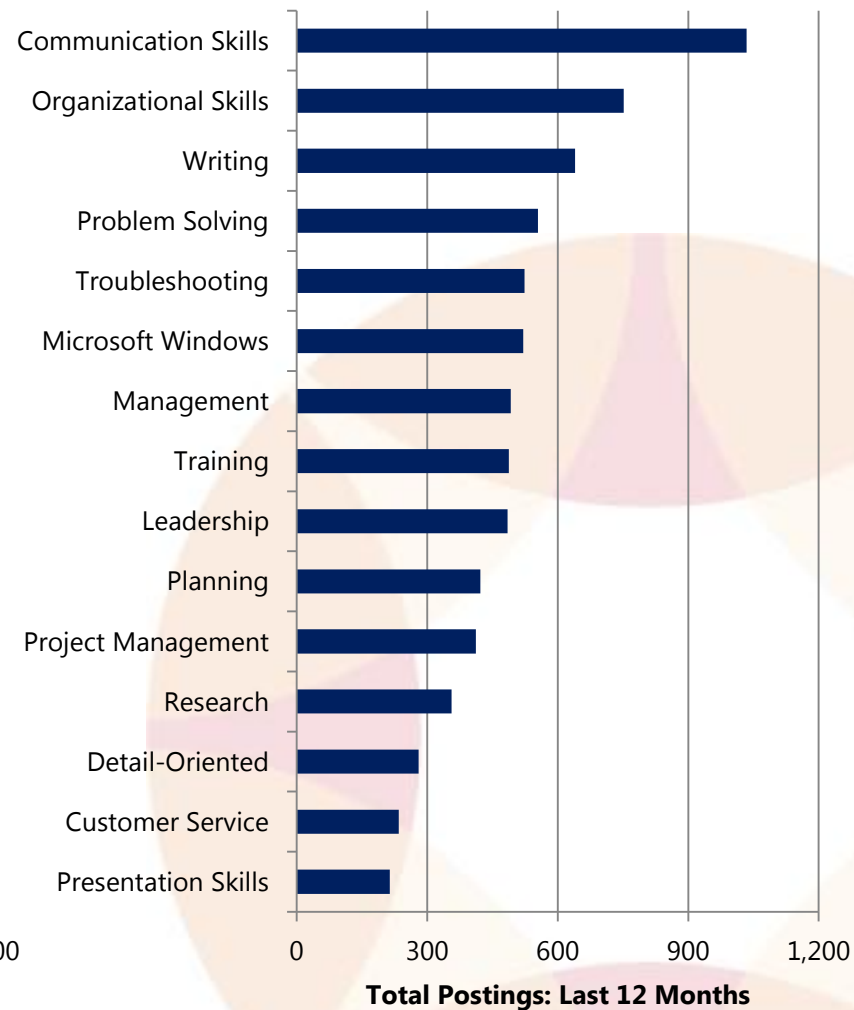


Technology: Internet Security

Top Skill Clusters

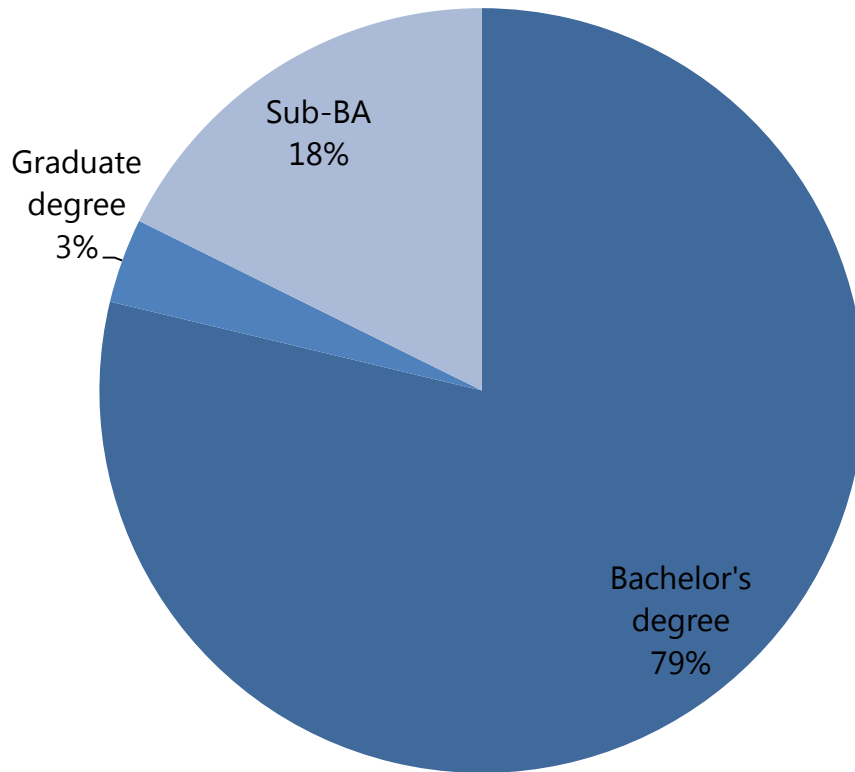


Top Baseline Skills

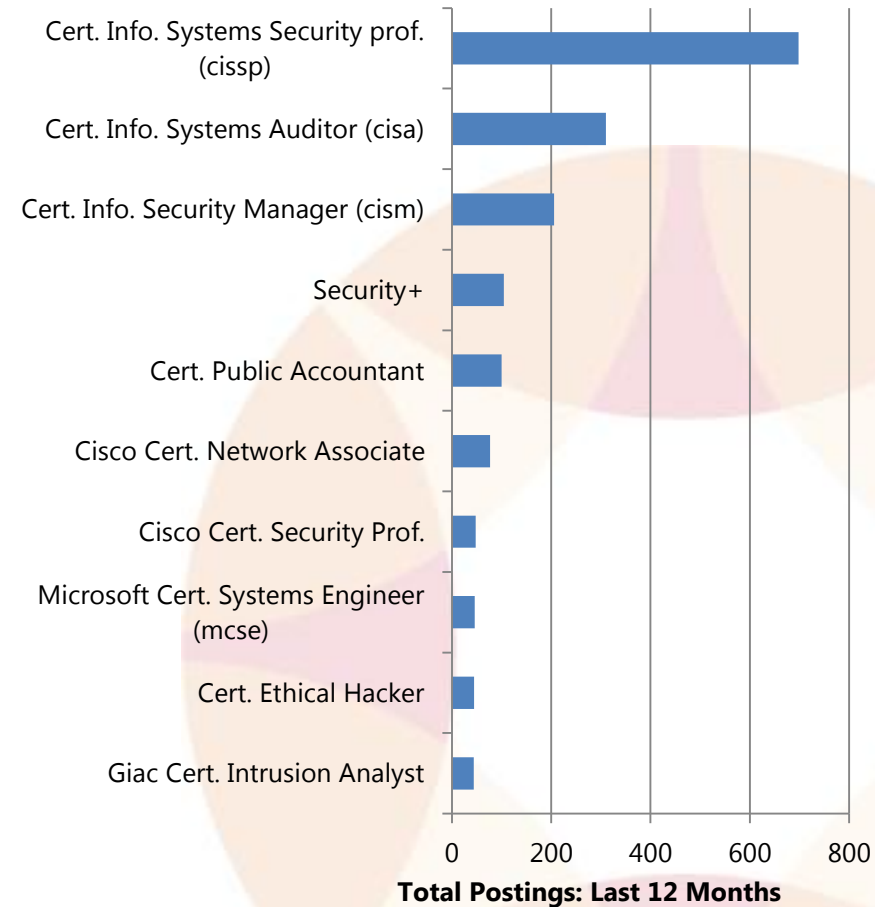


Technology: Internet Security

Minimum Educational Requirements

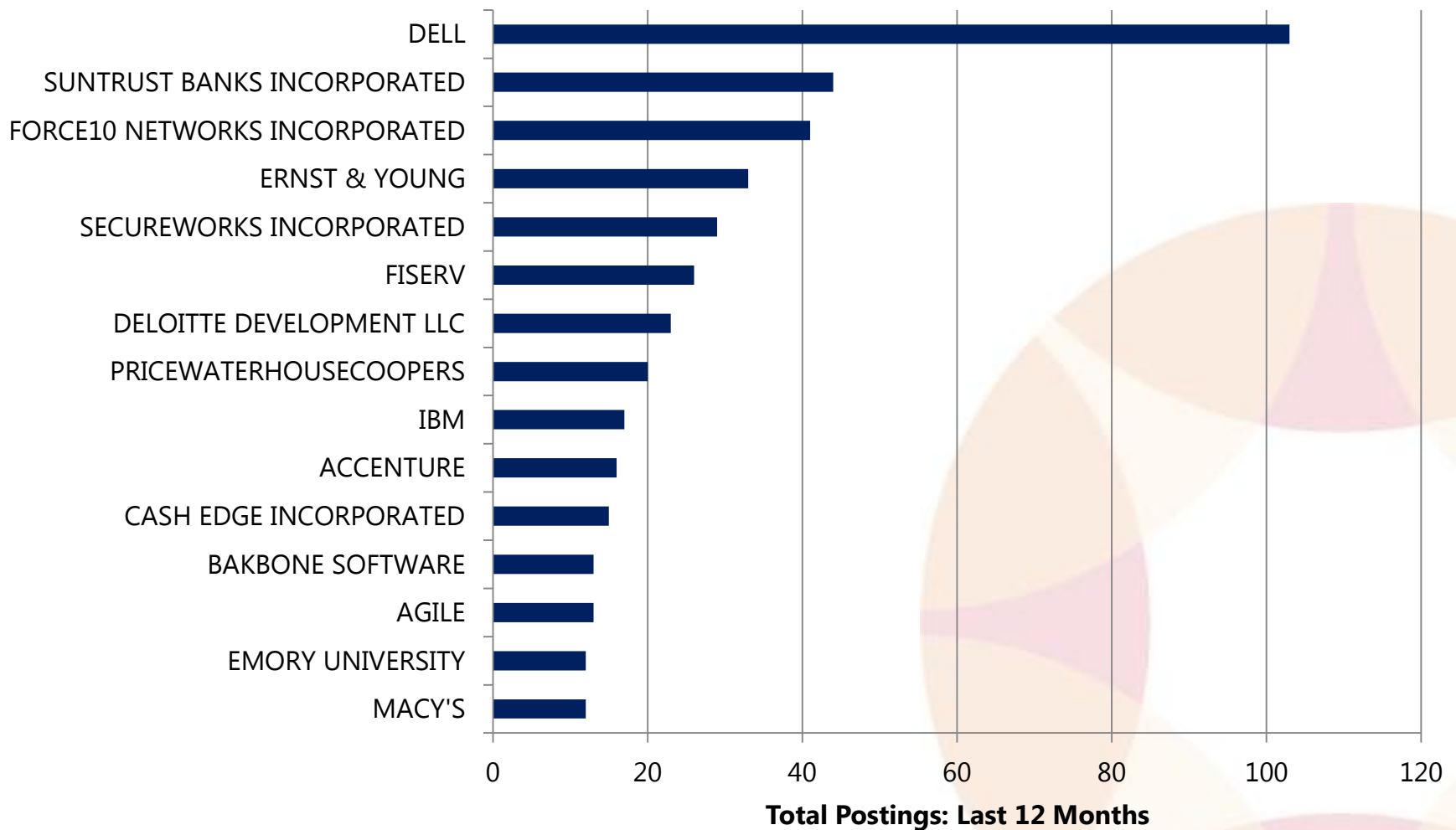


Top Certifications



Technology: Internet Security

Top Employers



Technology

Technology

- a. Software Development
- b. Wireless/Mobility
- c. Internet Security
- d. **Digital Media and Gaming**
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

Technology

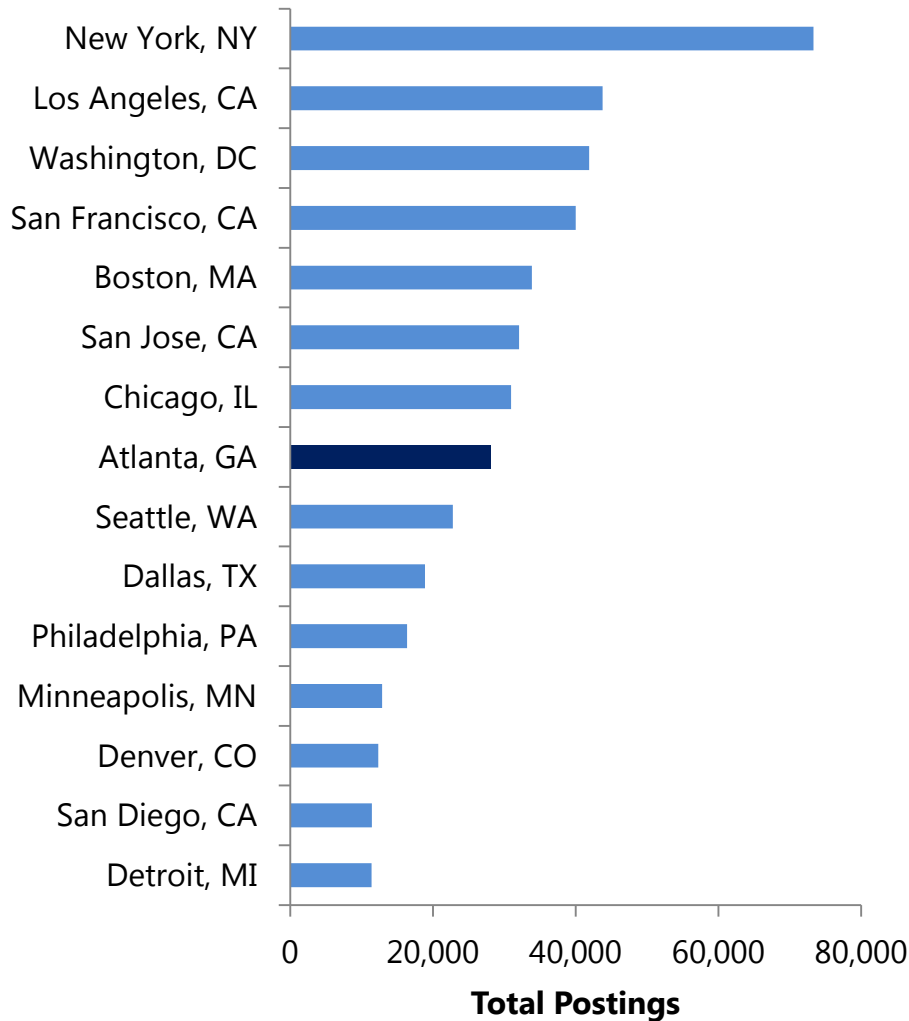
Digital Media and Gaming

Digital media jobs cover the essential skill sets of the digital design economy including visual design, video production, digital strategy, web journalism and publishing, web production and game design.

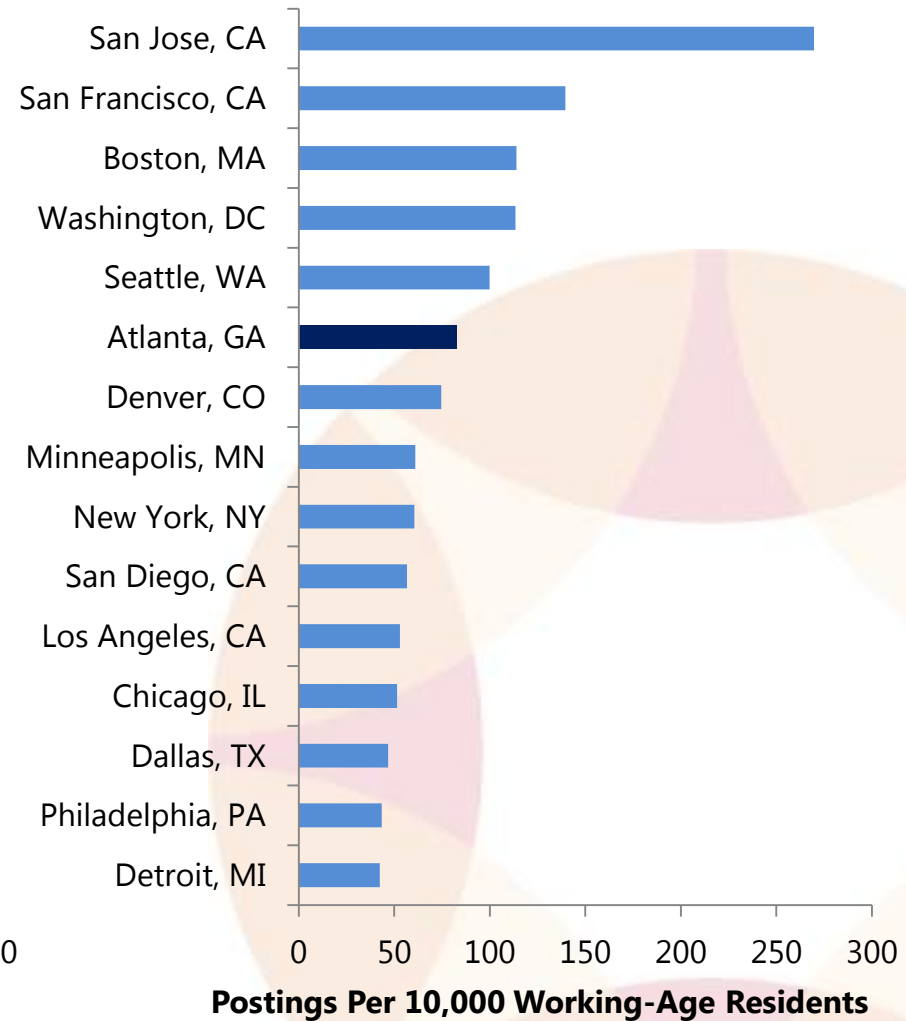


Technology: Digital Media

Top Locations by Ad Volume



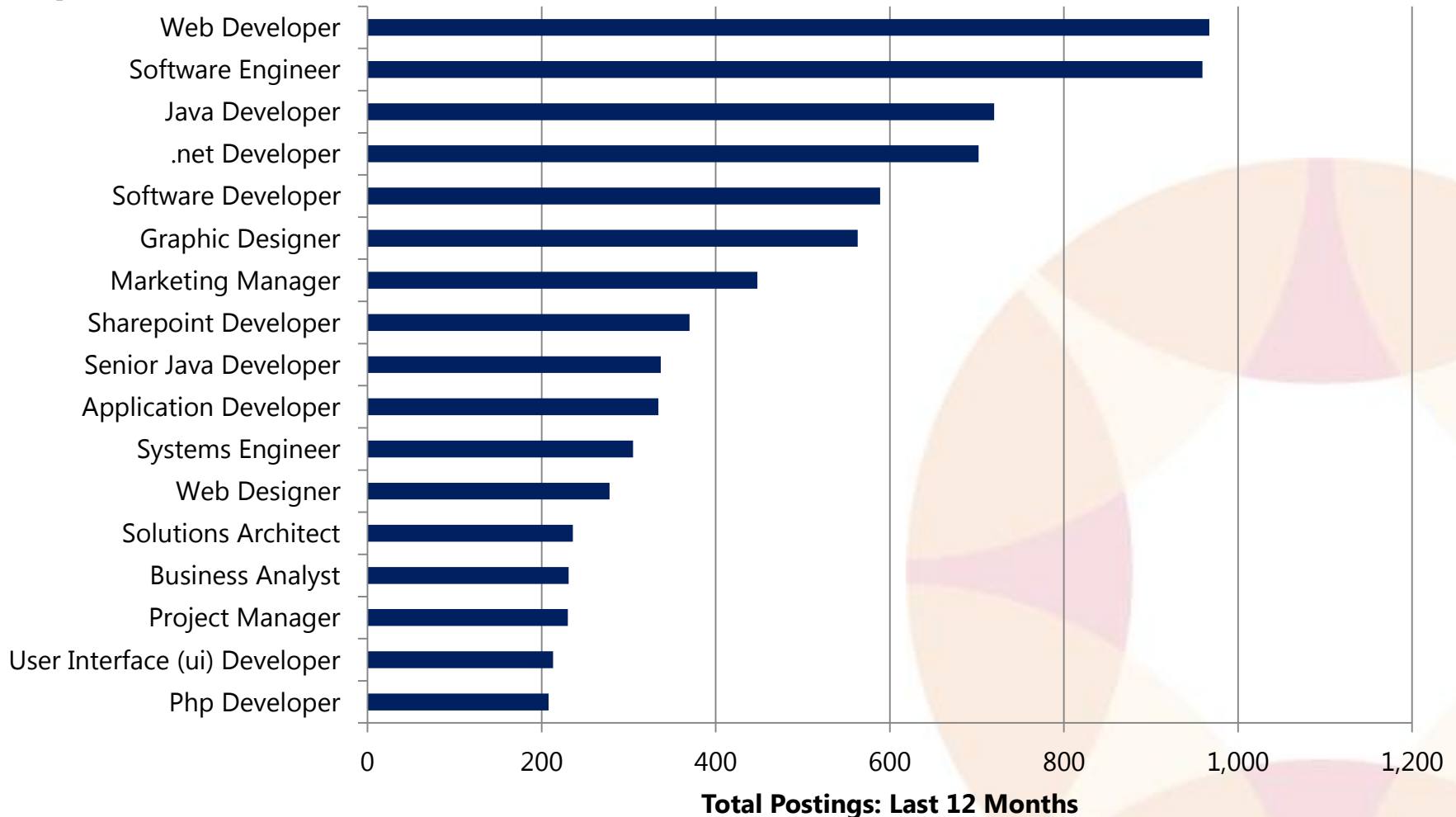
Postings Per Capita



Technology: Digital Media

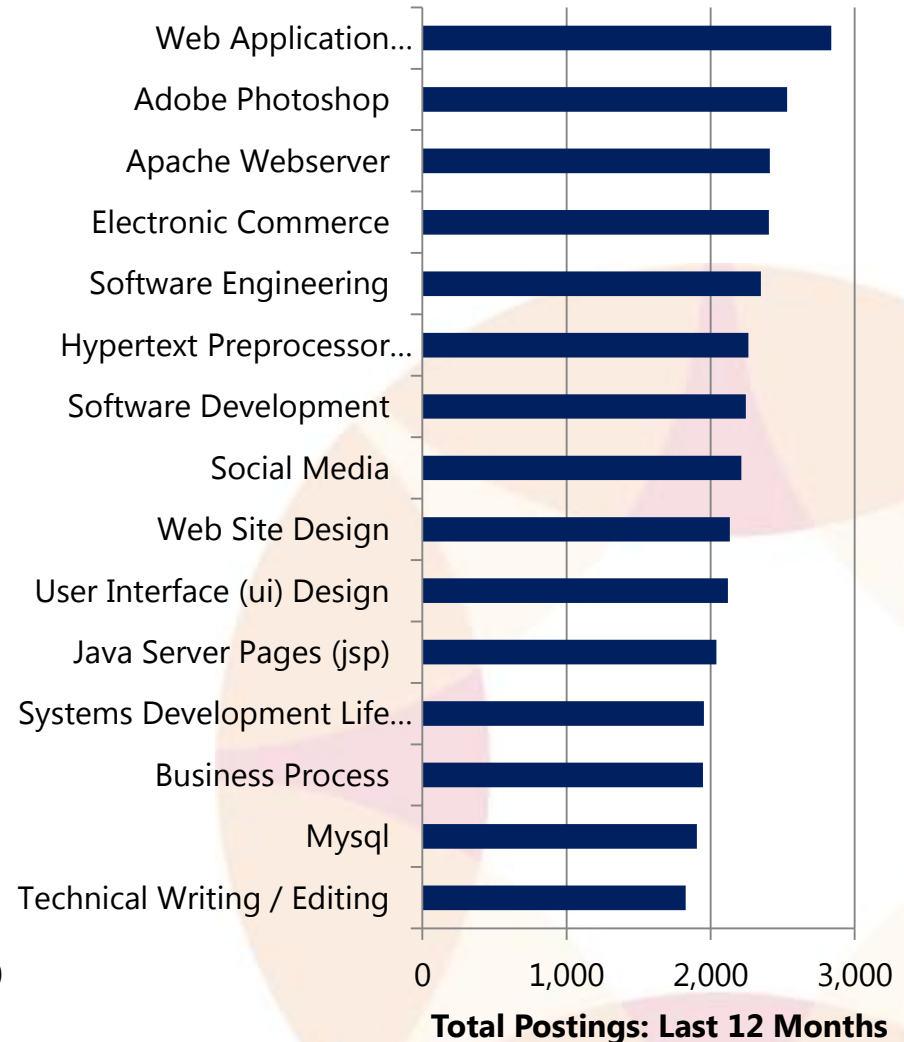
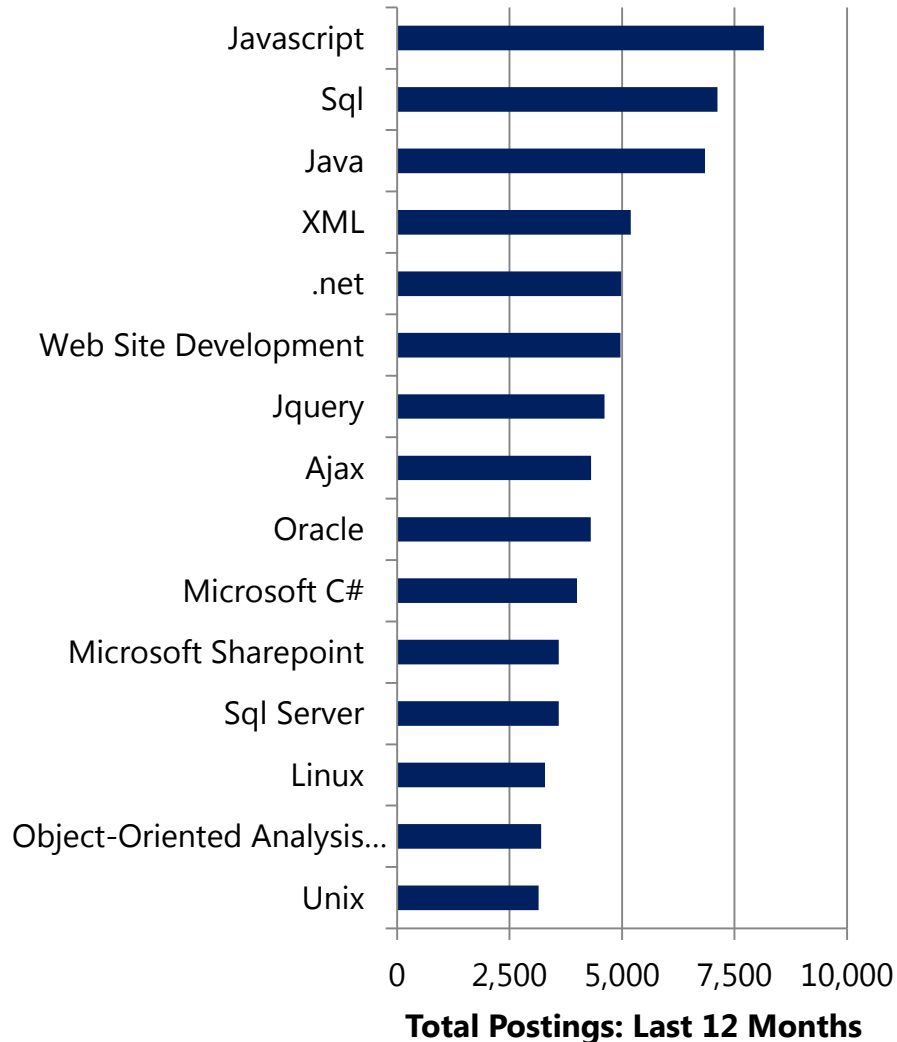
There were 28,071 postings in the last 12 months

Top Titles



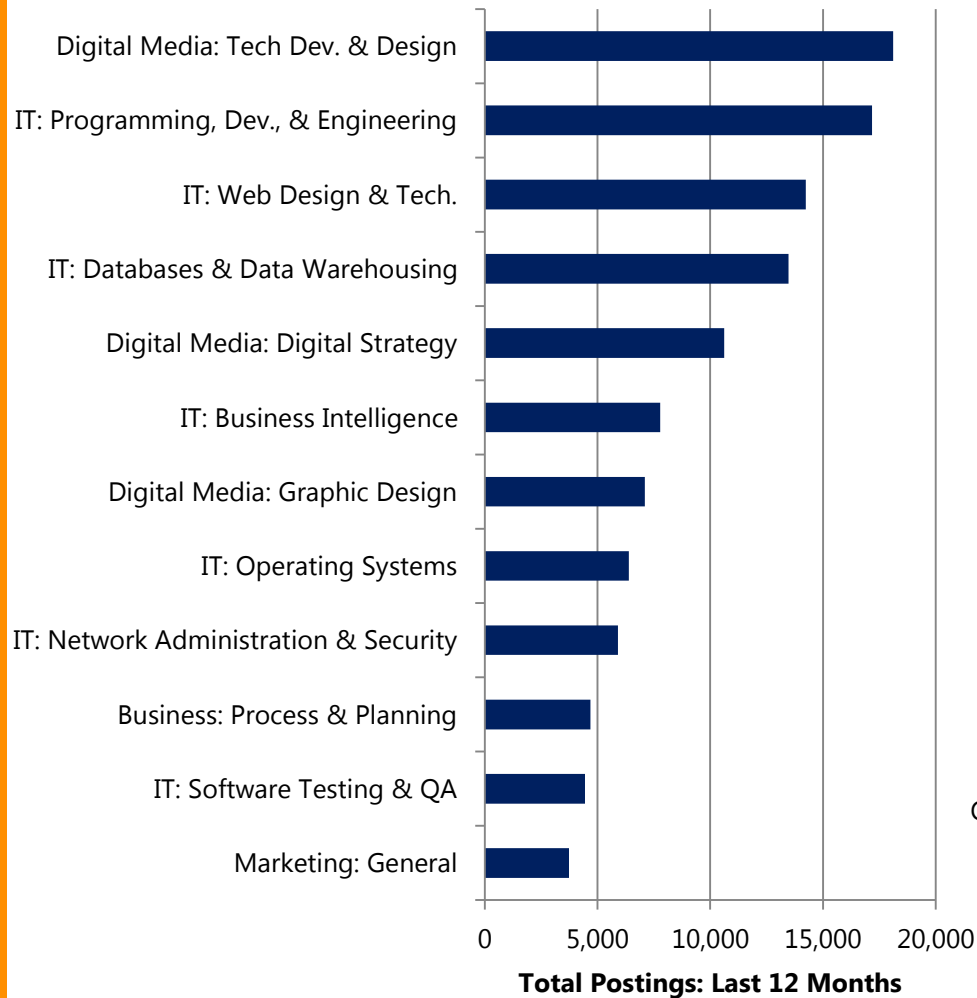
Technology: Digital Media

Top Specialized Skills

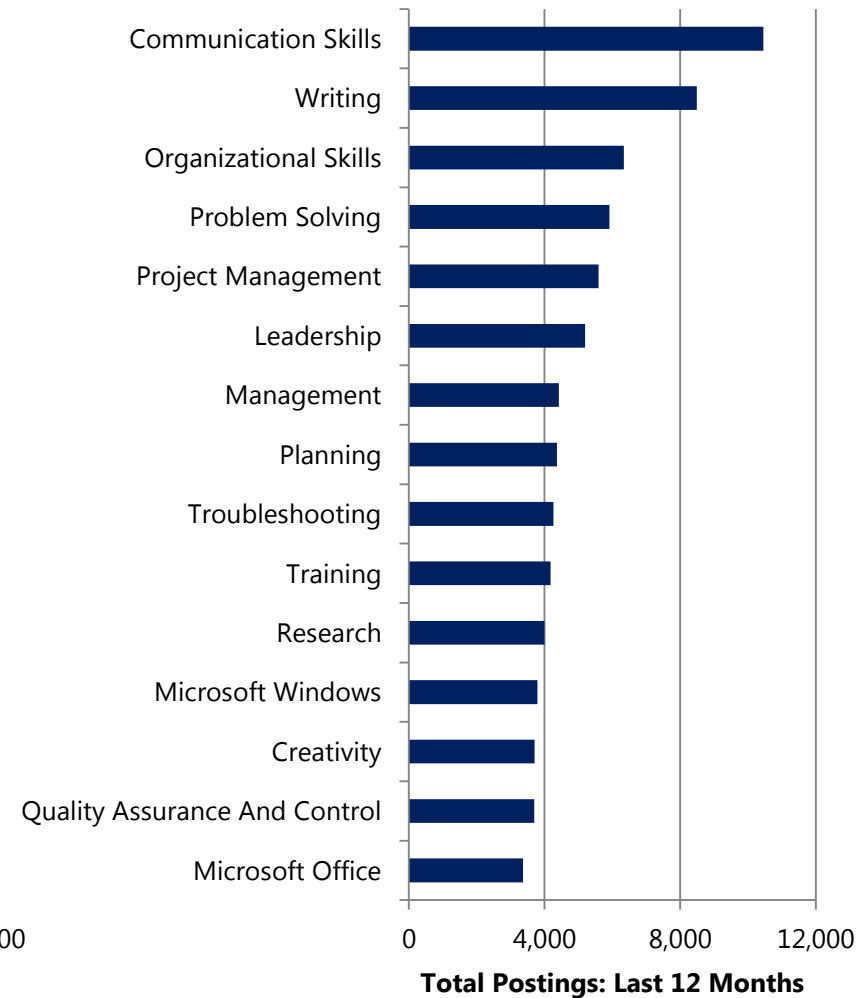


Technology: Digital Media

Top Skill Clusters

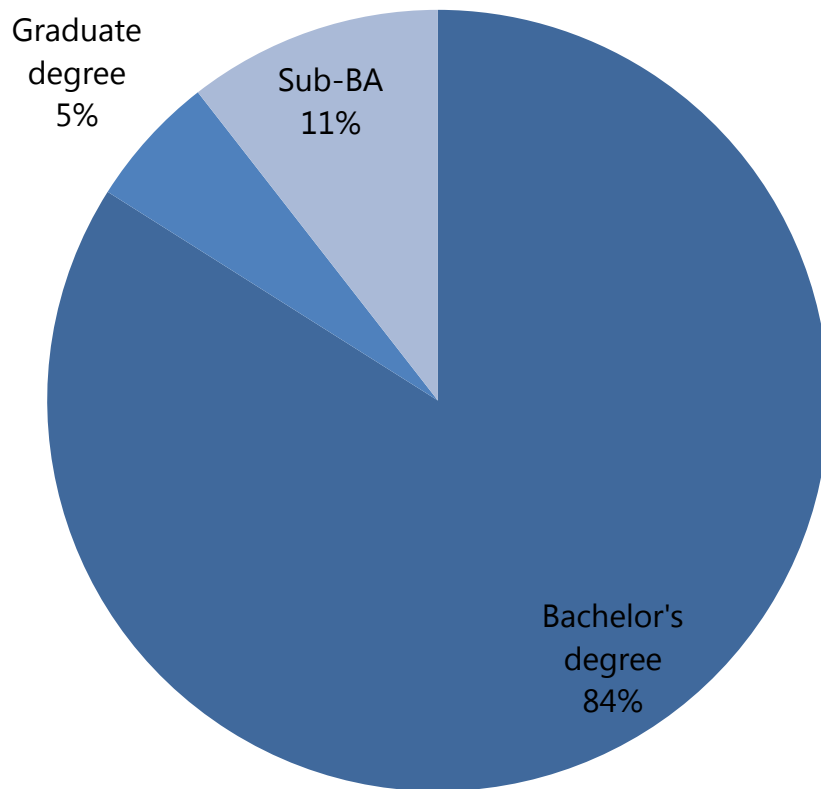


Top Baseline Skills

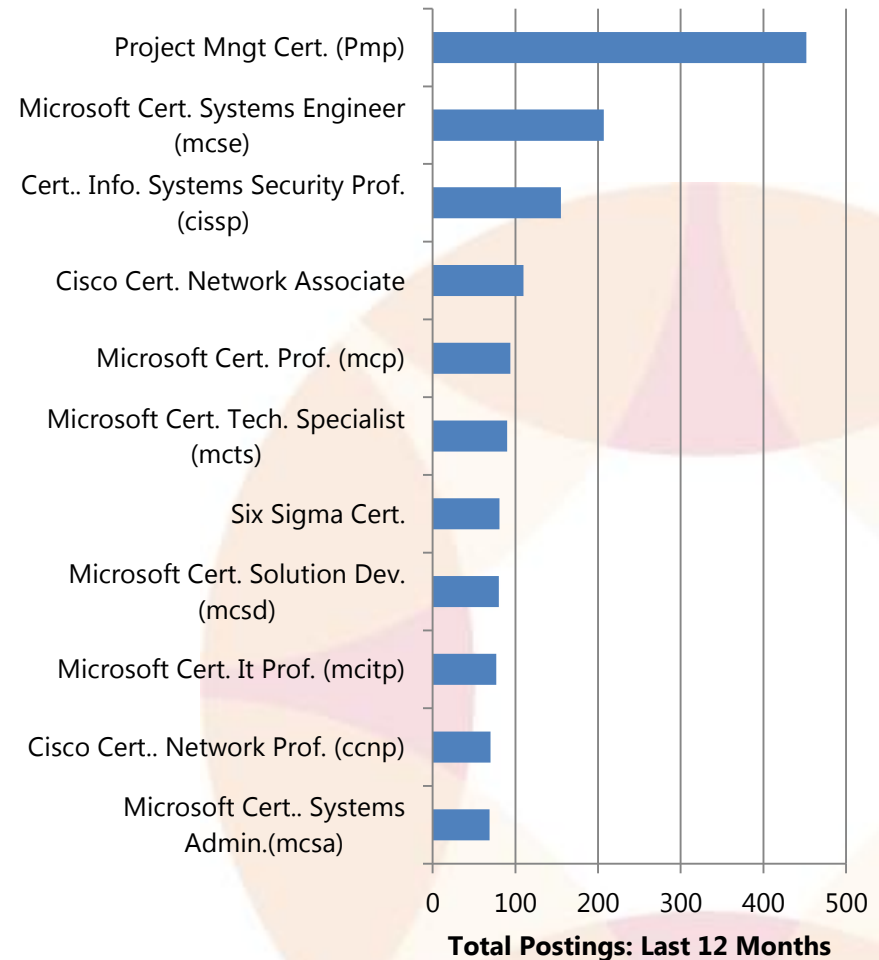


Technology: Digital Media

Minimum Educational Requirements

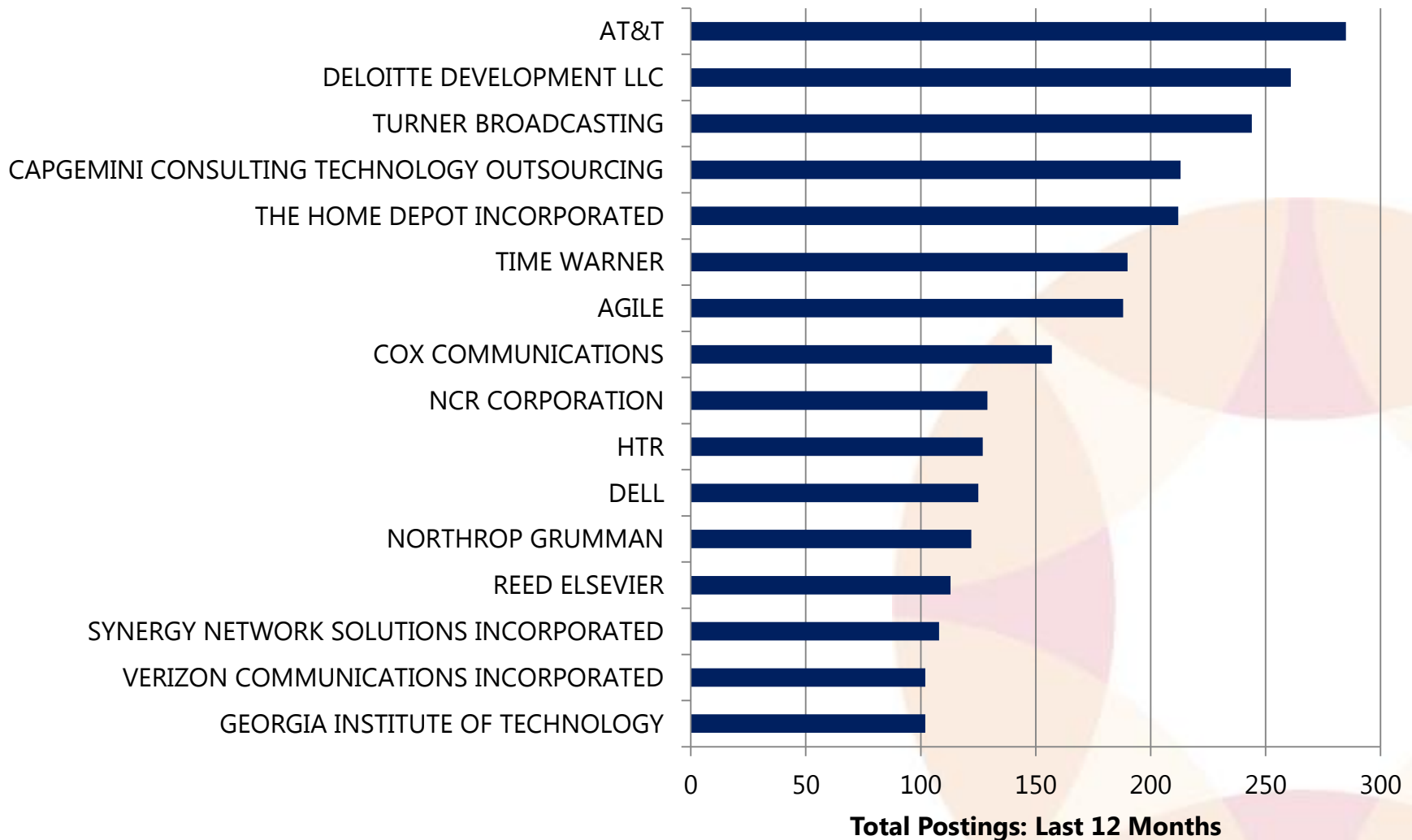


Certifications Required



Technology: Digital Media

Top Employers



Technology

Technology

- a. Software Development
- b. Wireless/Mobility
- c. Internet Security
- d. Digital Media and Gaming
- e. **Financial Transactions Processing**

Bioscience

- a. Health IT Software Development

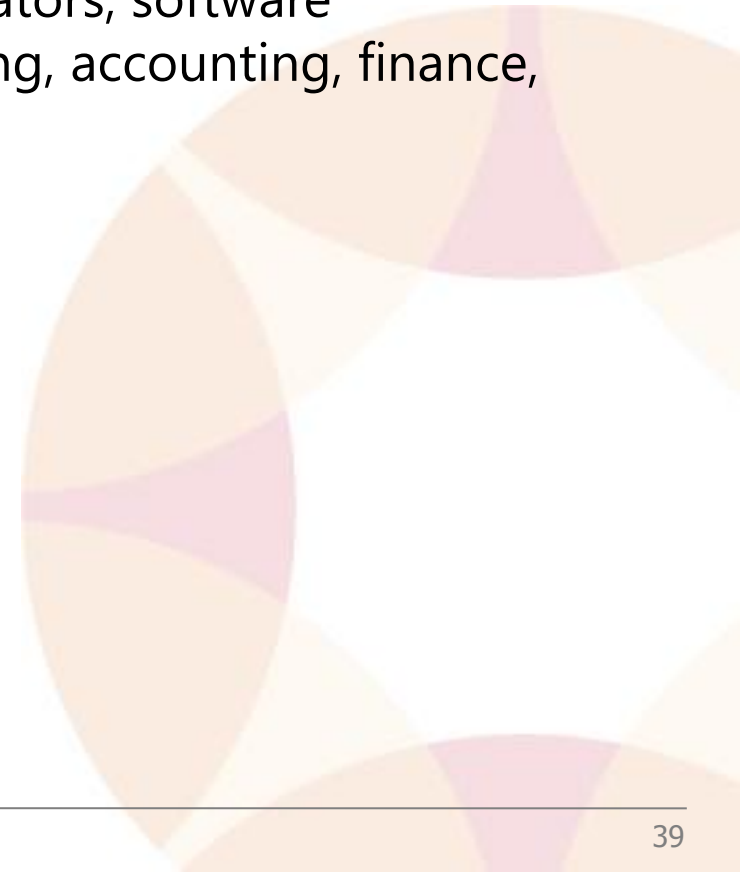
Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

Technology

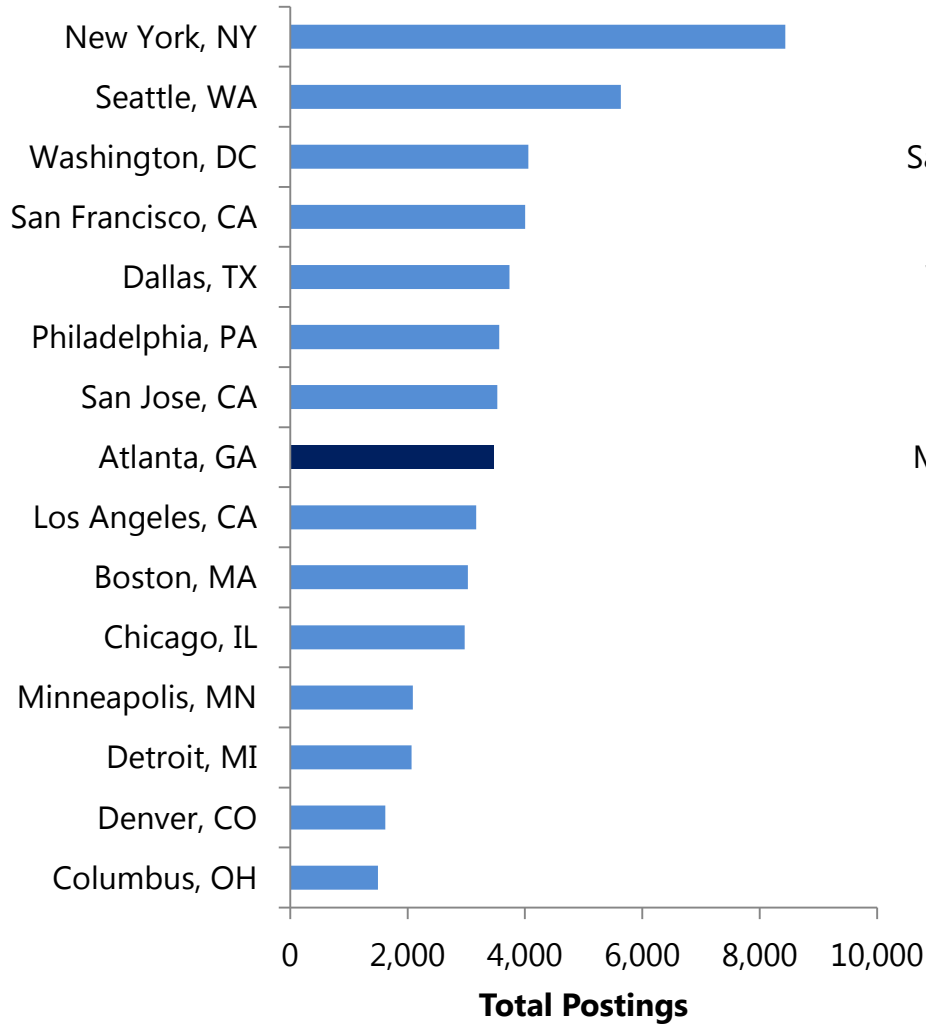
Financial Transactions Processing

Financial transactions processing jobs cover IT back office jobs such as system administrators, database administrators, software developers, and analysts in the data processing, accounting, finance, and banking industries.

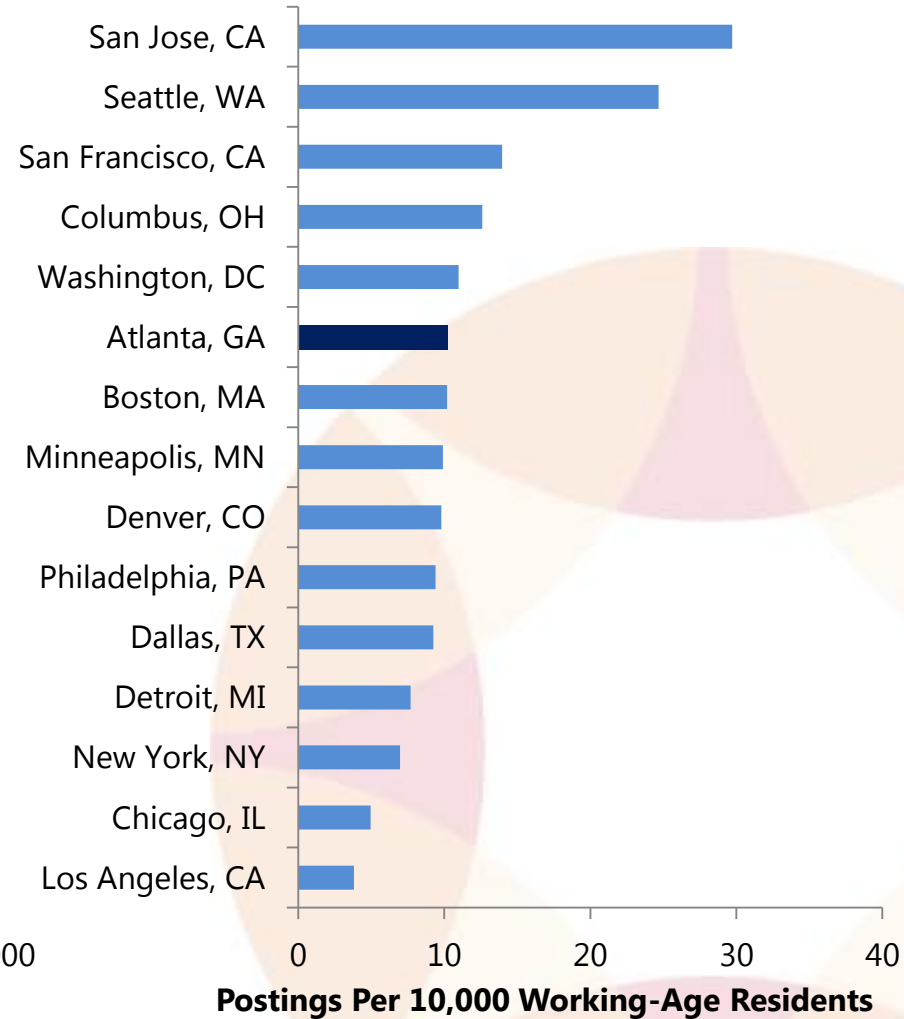


Technology: Financial Transaction Processing

Locations by Ad Volume



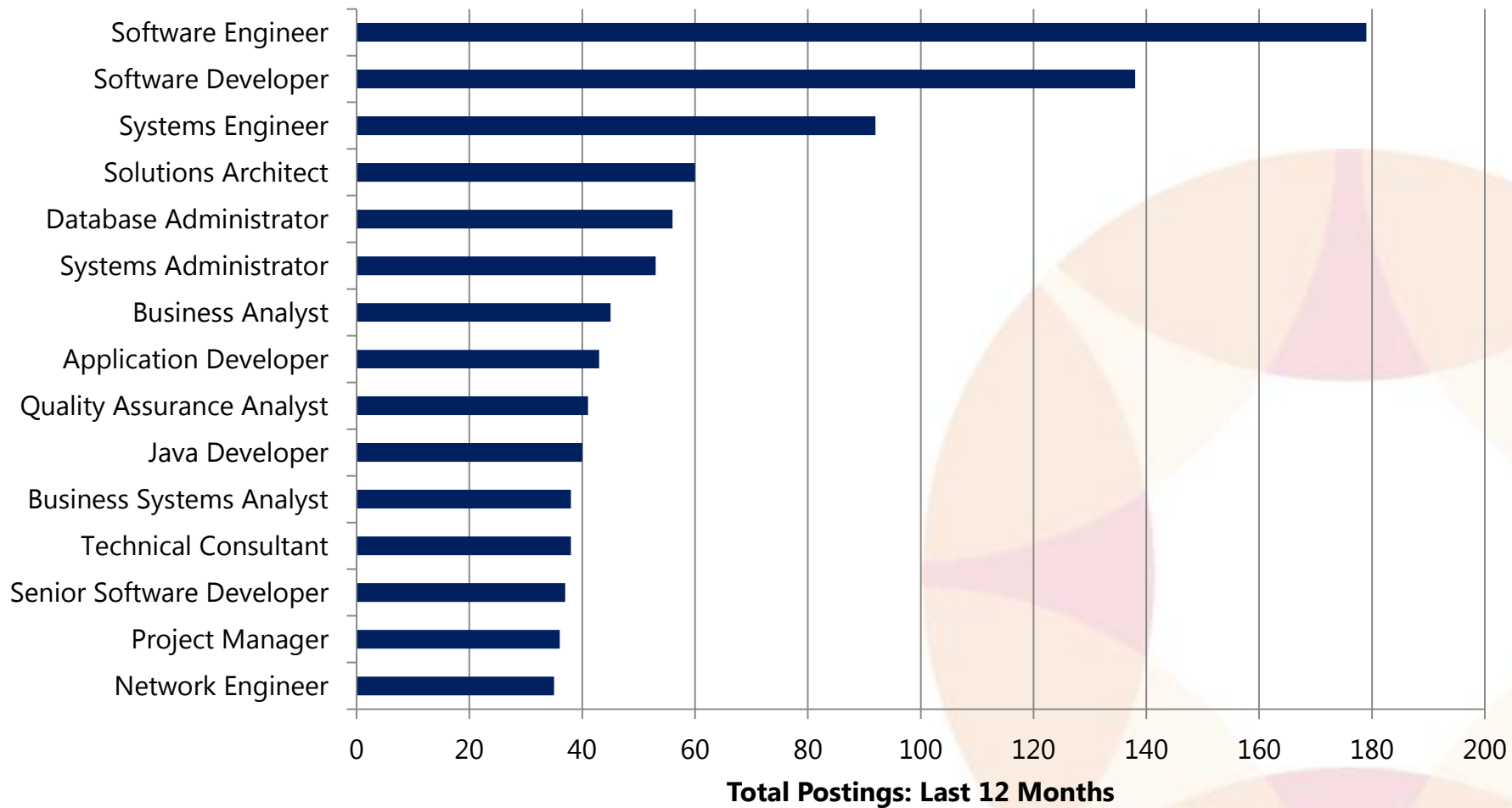
Locations Per Capita



Technology: Financial Transaction Processing

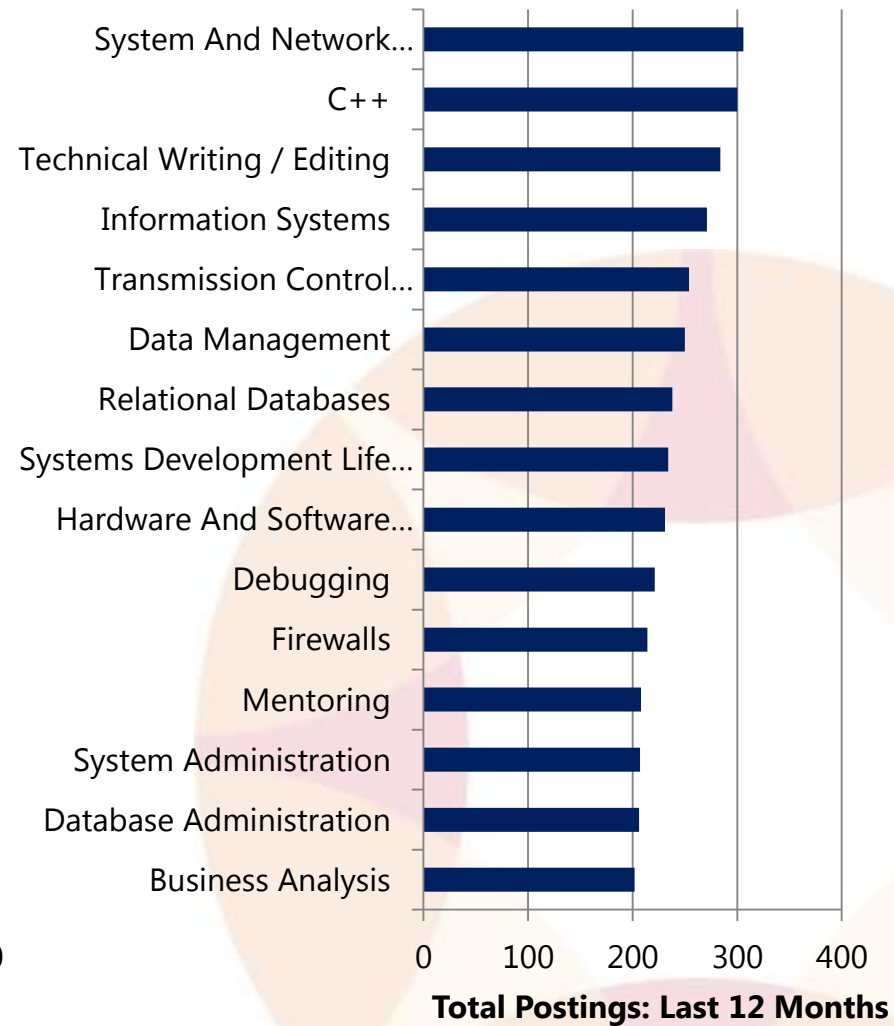
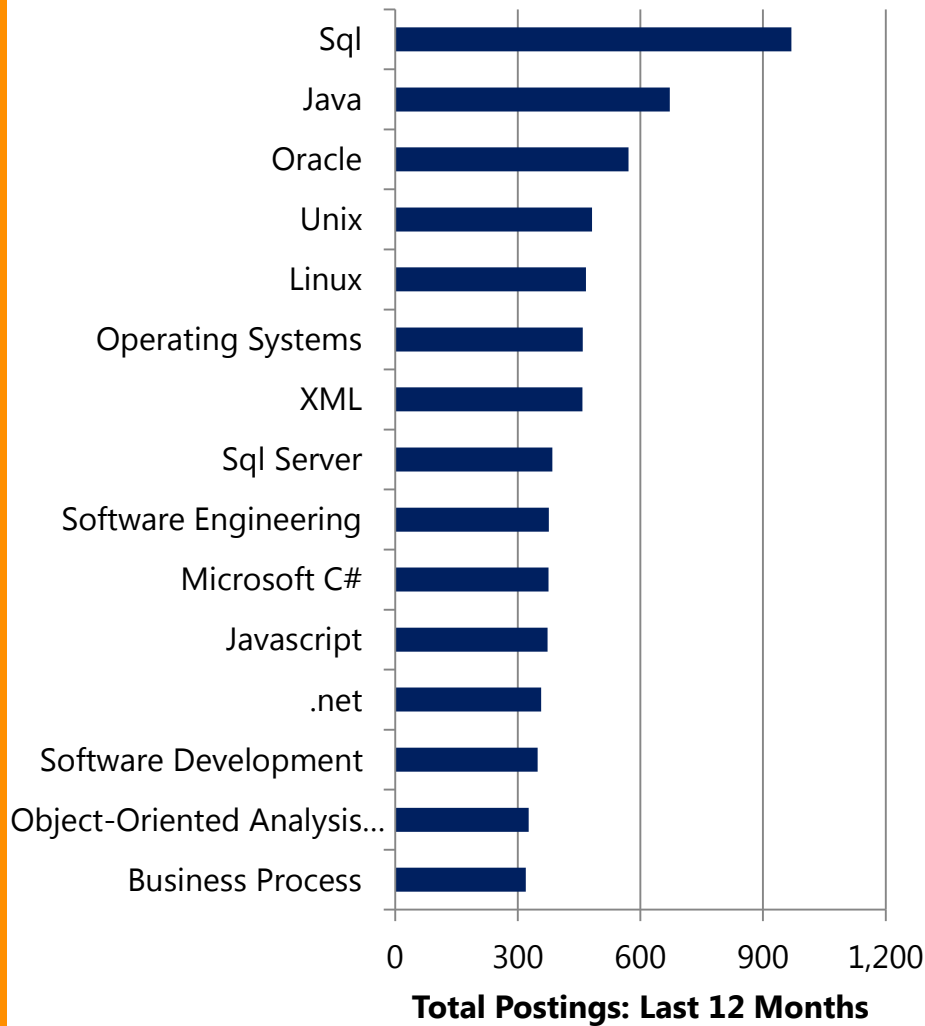
There were 3,472 postings in the last 12 months

Top Titles



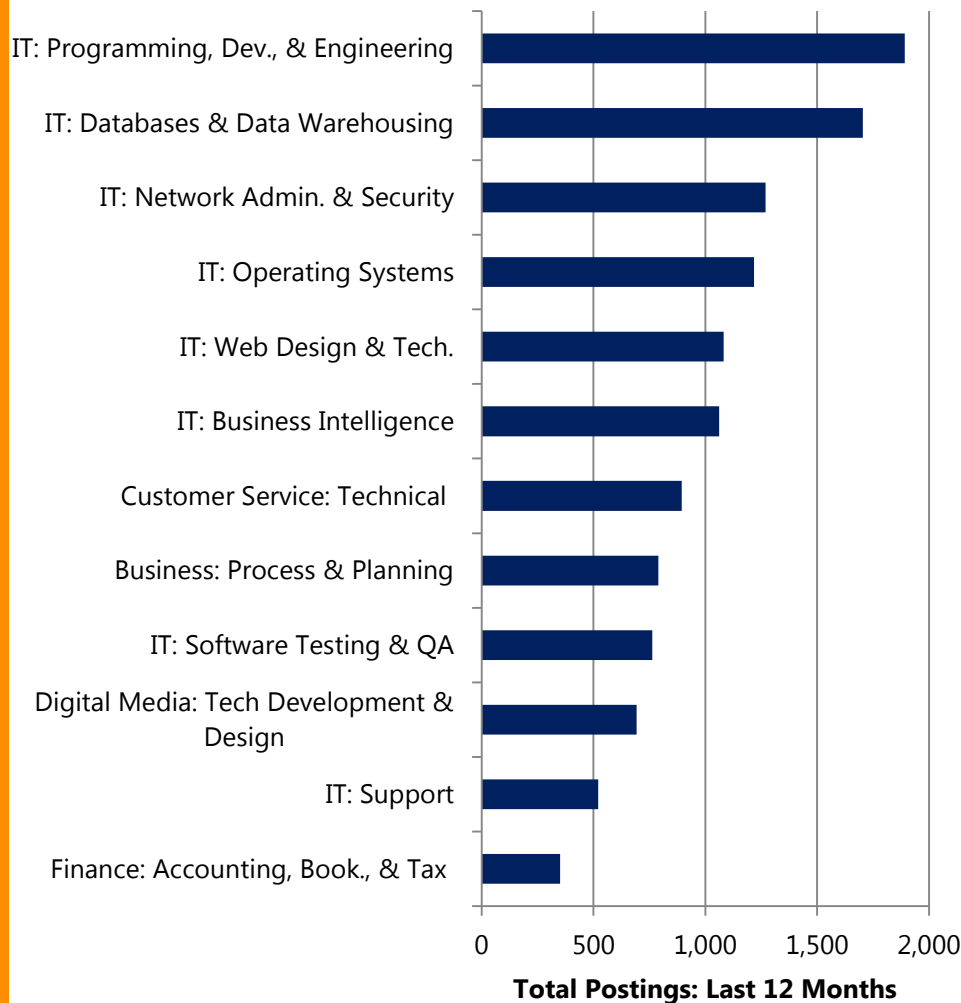
Technology: Financial Transaction Processing

Top Specialized Skills



Technology: Financial Transaction Processing

Top Skill Clusters

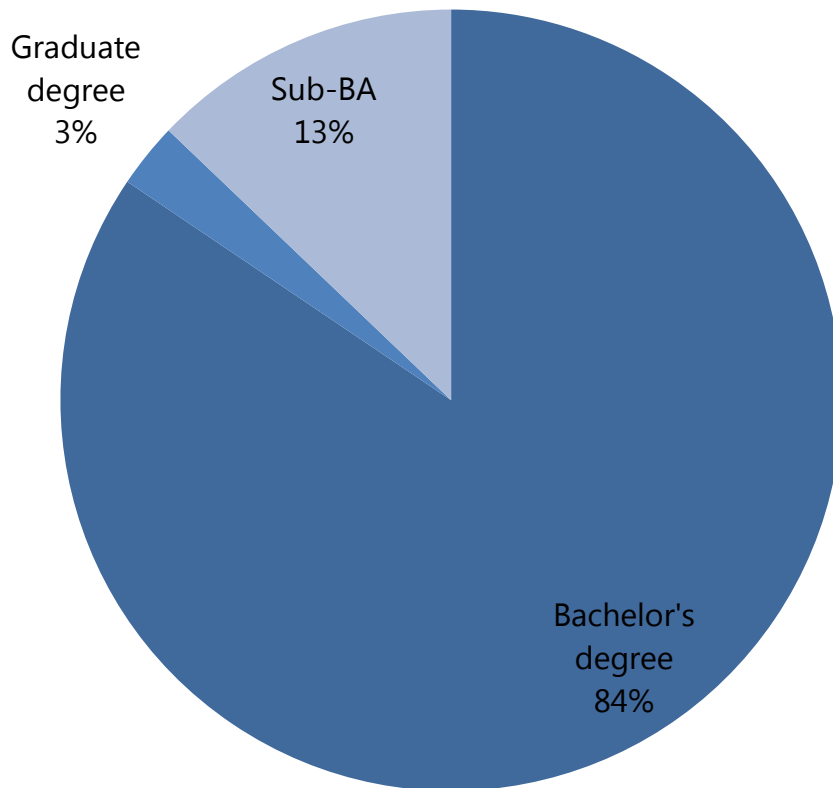


Top Baseline Skills

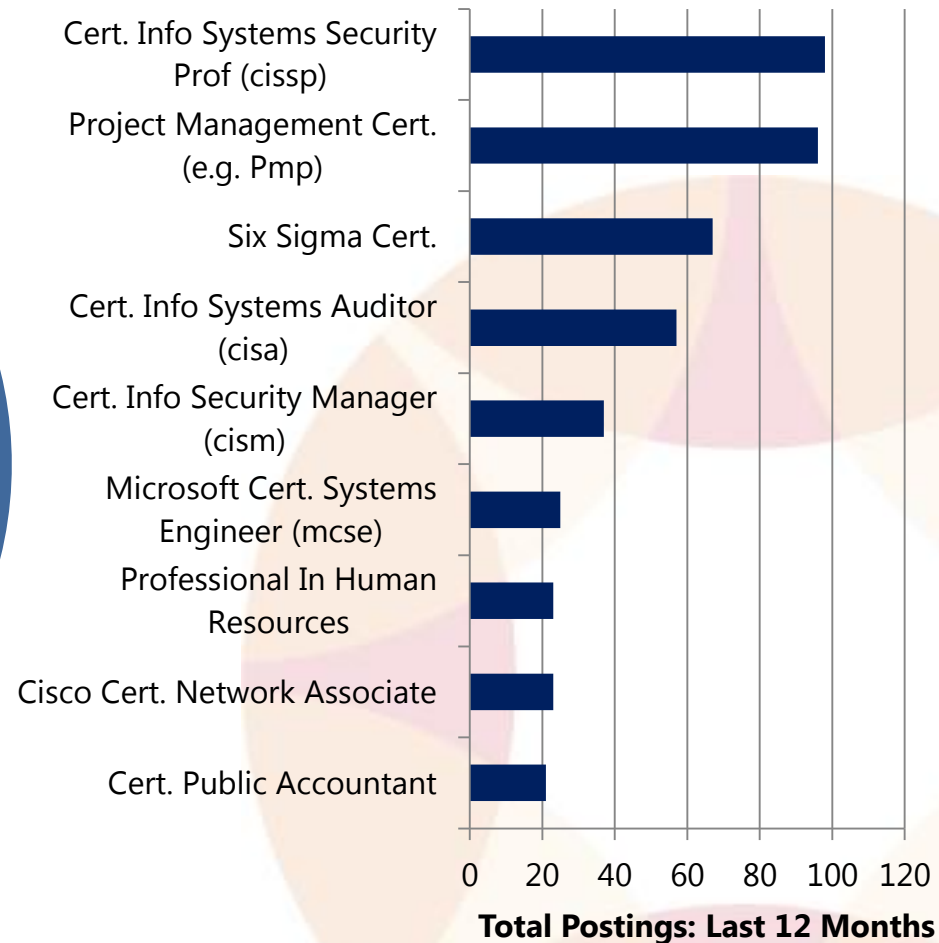


Technology: Financial Transaction Processing

Minimum Educational Requirements

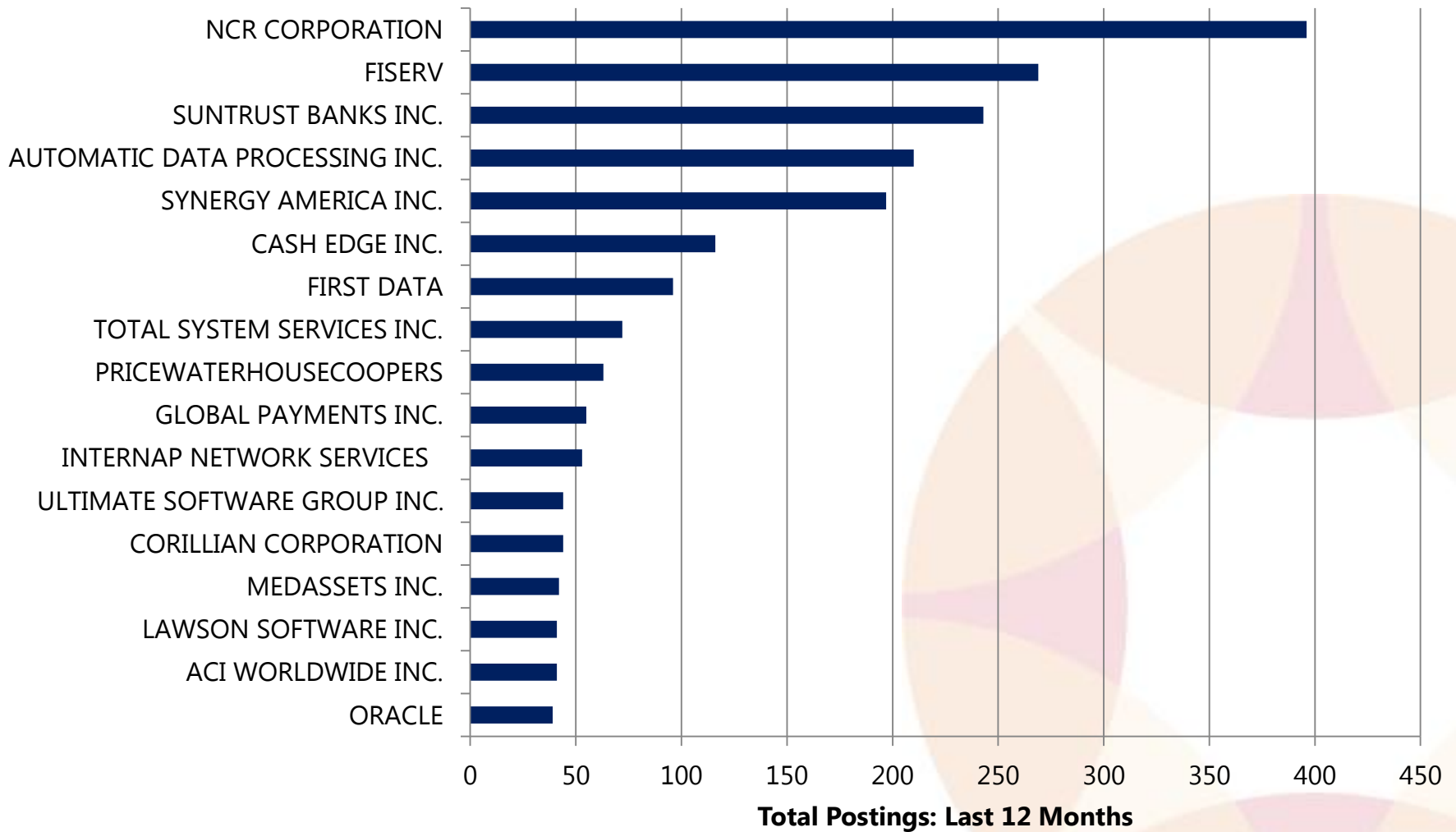


Top Certifications



Technology: Financial Transaction Processing

Top Employers



Bioscience

Technology

- a. Software Development
- b. Wireless/Mobility
- c. Internet Security
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. **Health IT Software Development**

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. Distribution Services

Bioscience

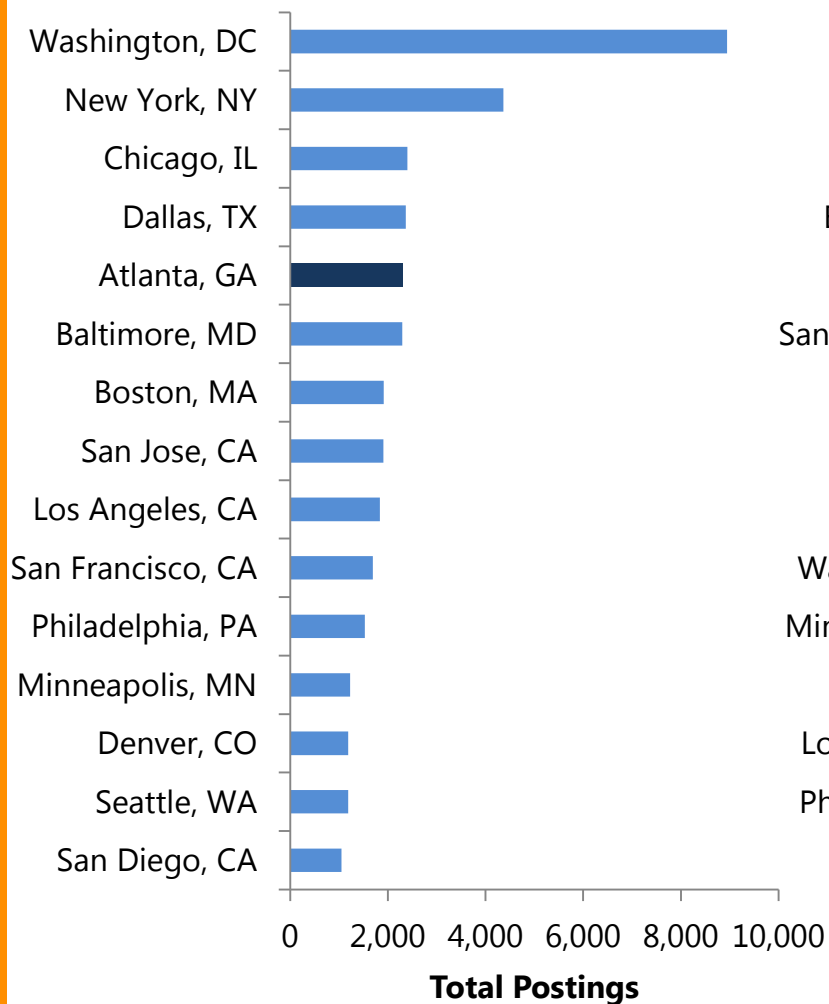
Bioscience

a. Health IT Software Development

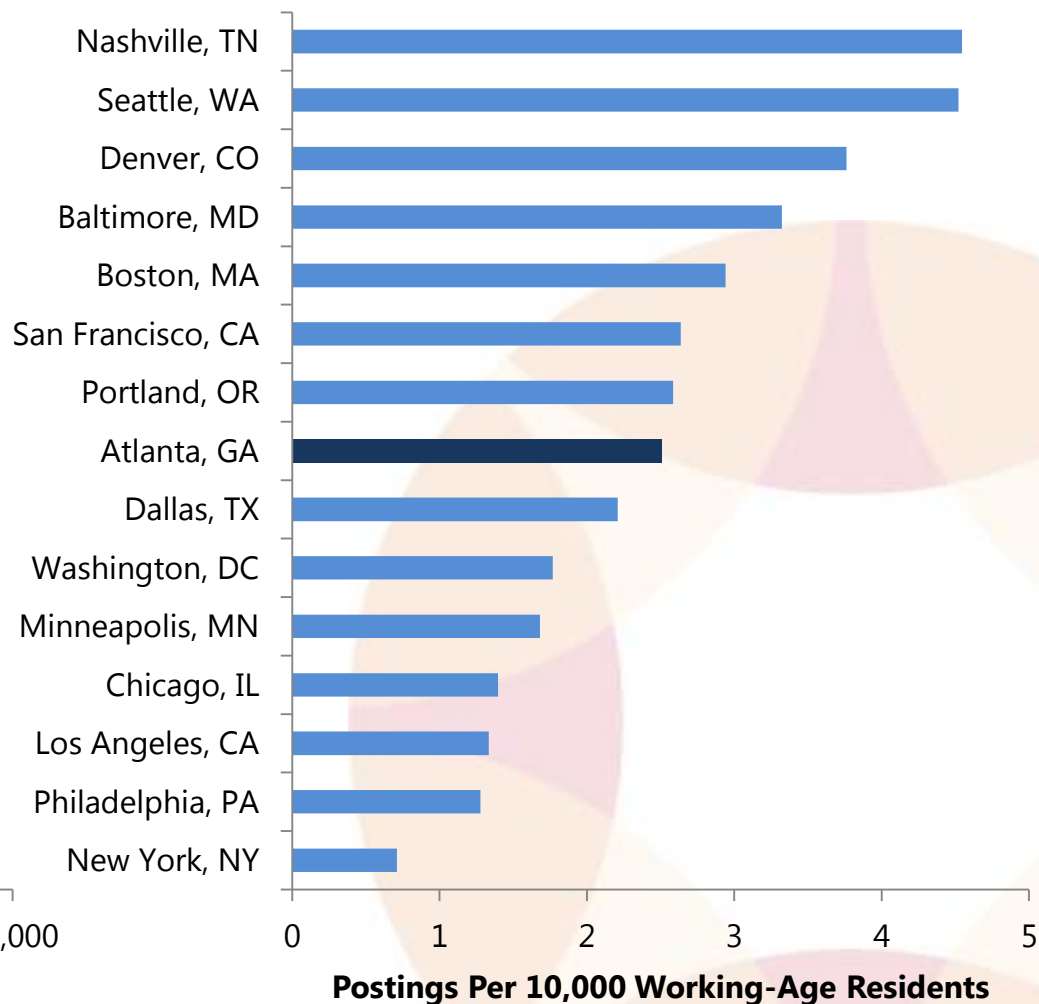
The emerging health informatics sector has created a new category of software development roles: producing electronics medical records and clinical decision support software. This field requires a workforce with expertise in bot software development and clinical care.

Bioscience: Health IT Software Development

Top Locations by Ad Volume



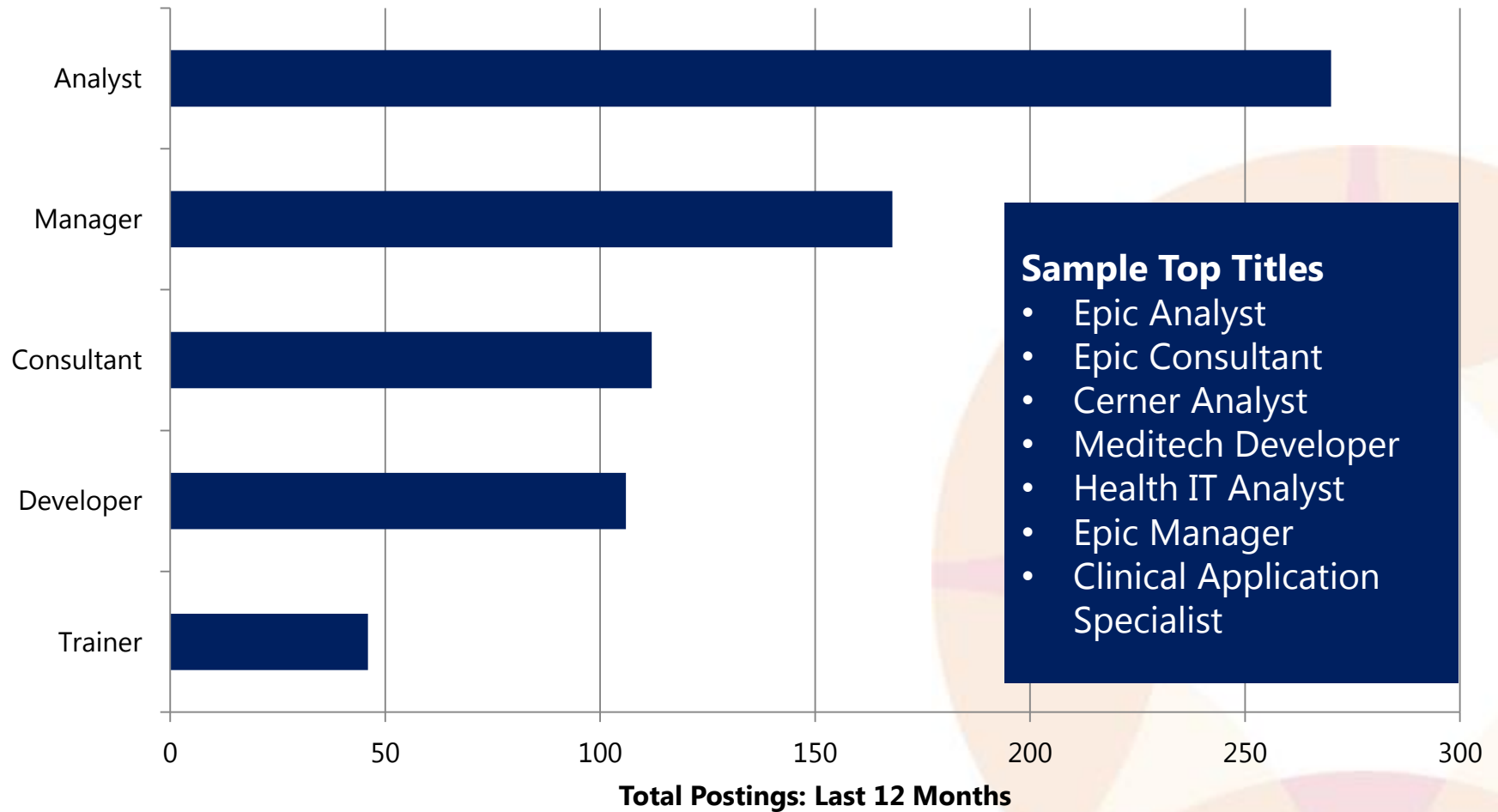
Postings Per Capita



Bioscience: Health IT Software Development

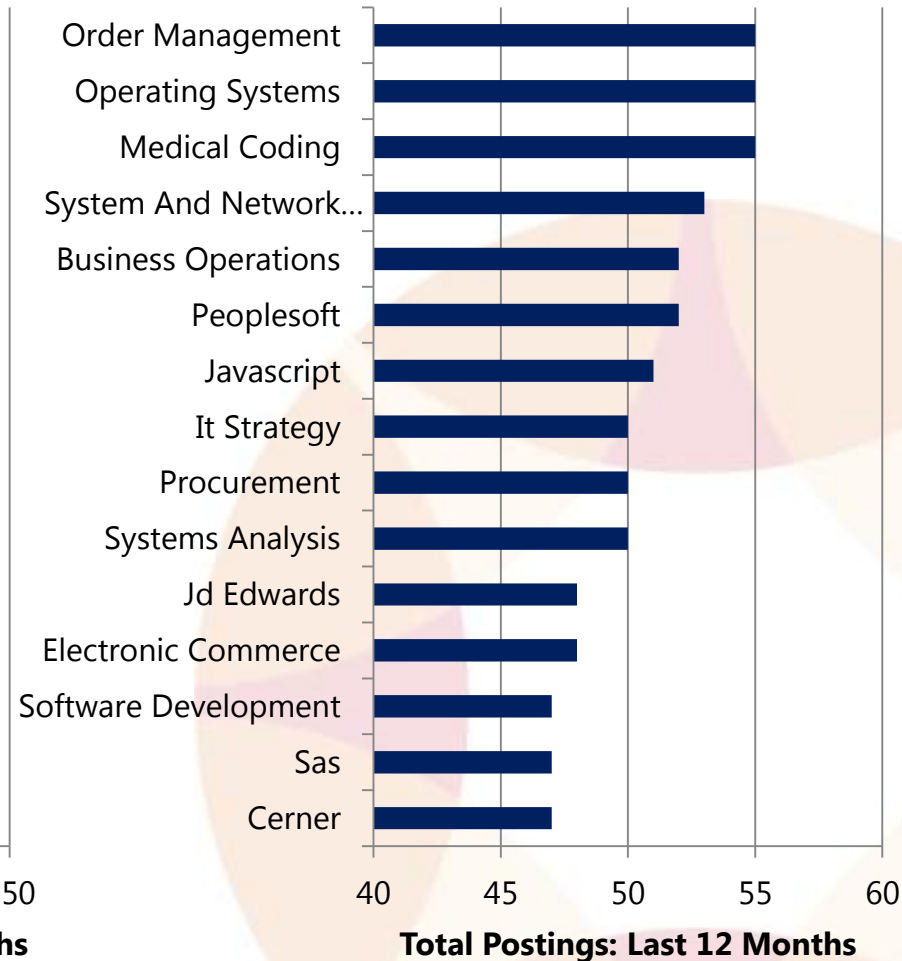
There were 853 postings in the last 12 months

Top Titles



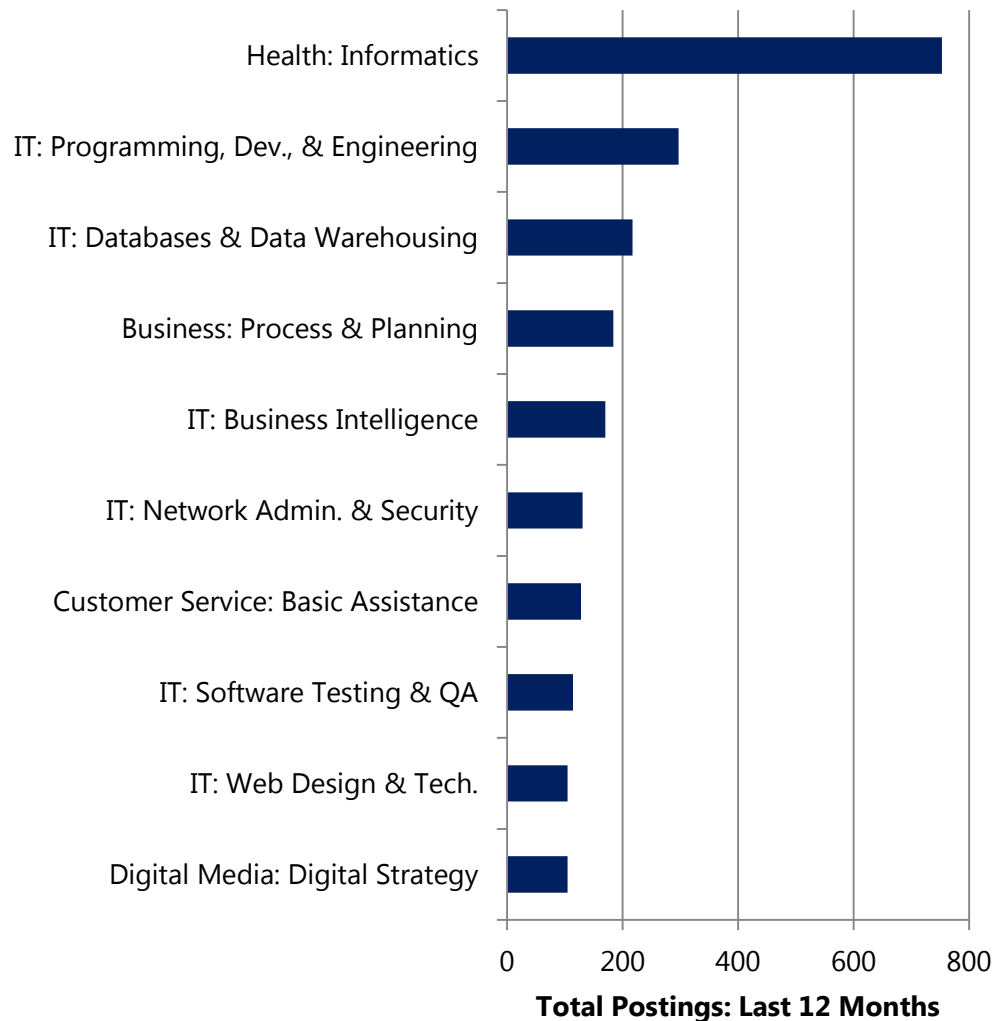
Bioscience: Health IT Software Development

Top Specialized Skills

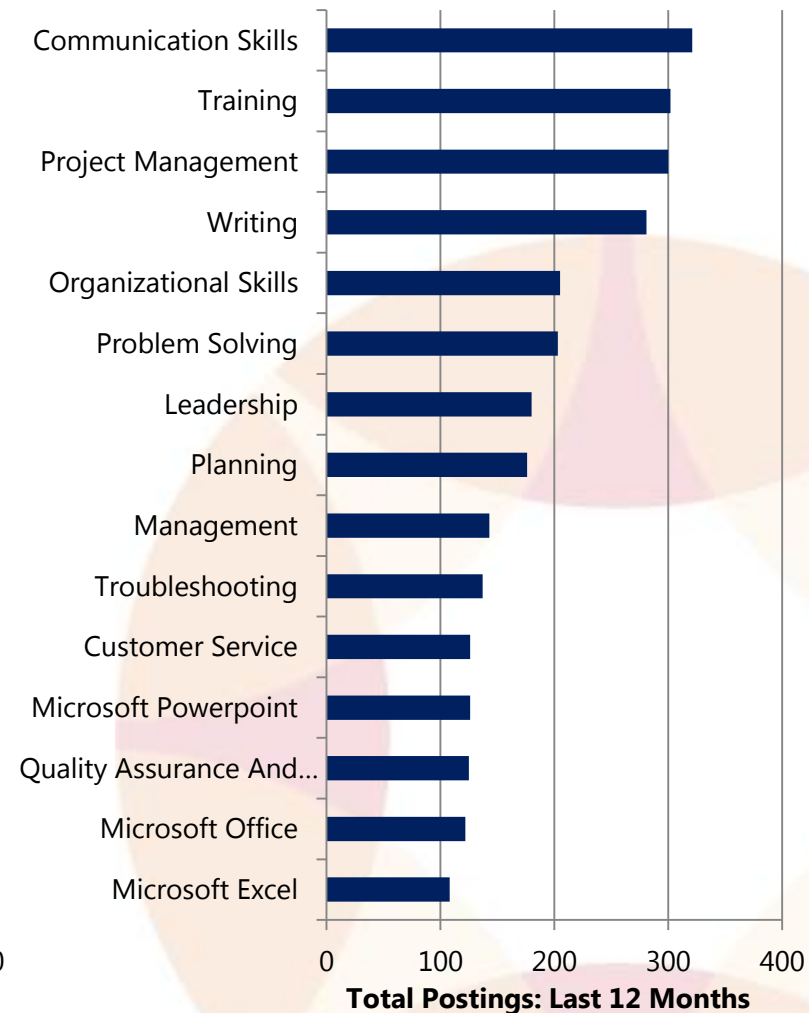


Bioscience: Health IT Software Development

Top Skill Clusters

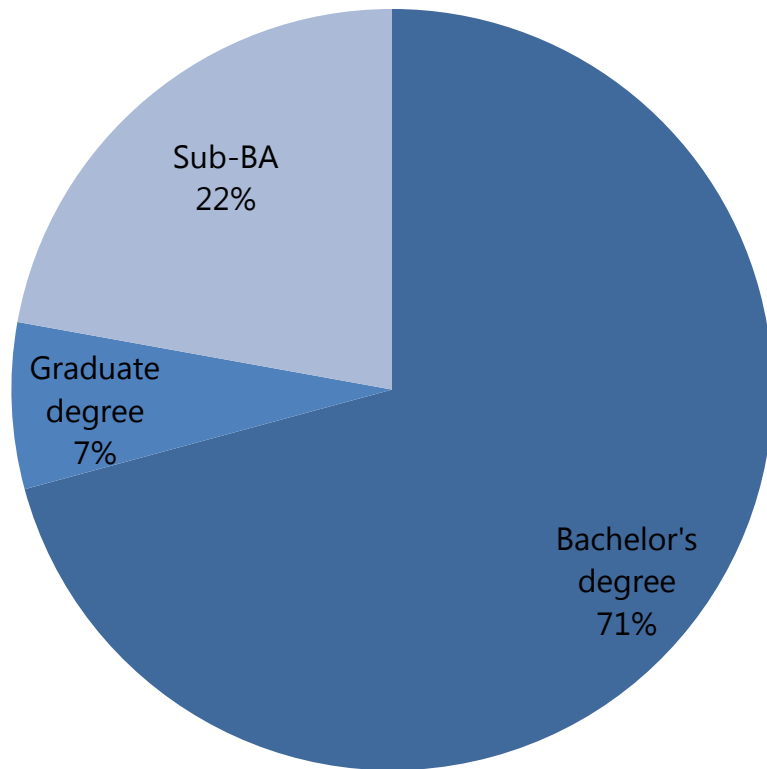


Top Baseline Skills

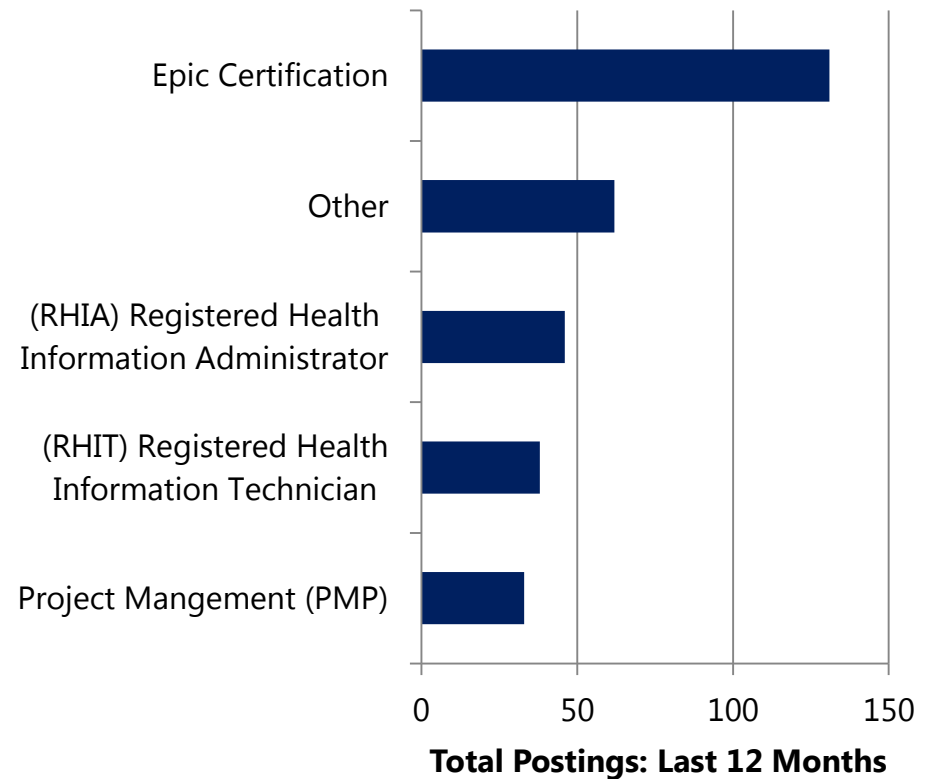


Bioscience: Health IT Software Development

Minimum Educational Requirements

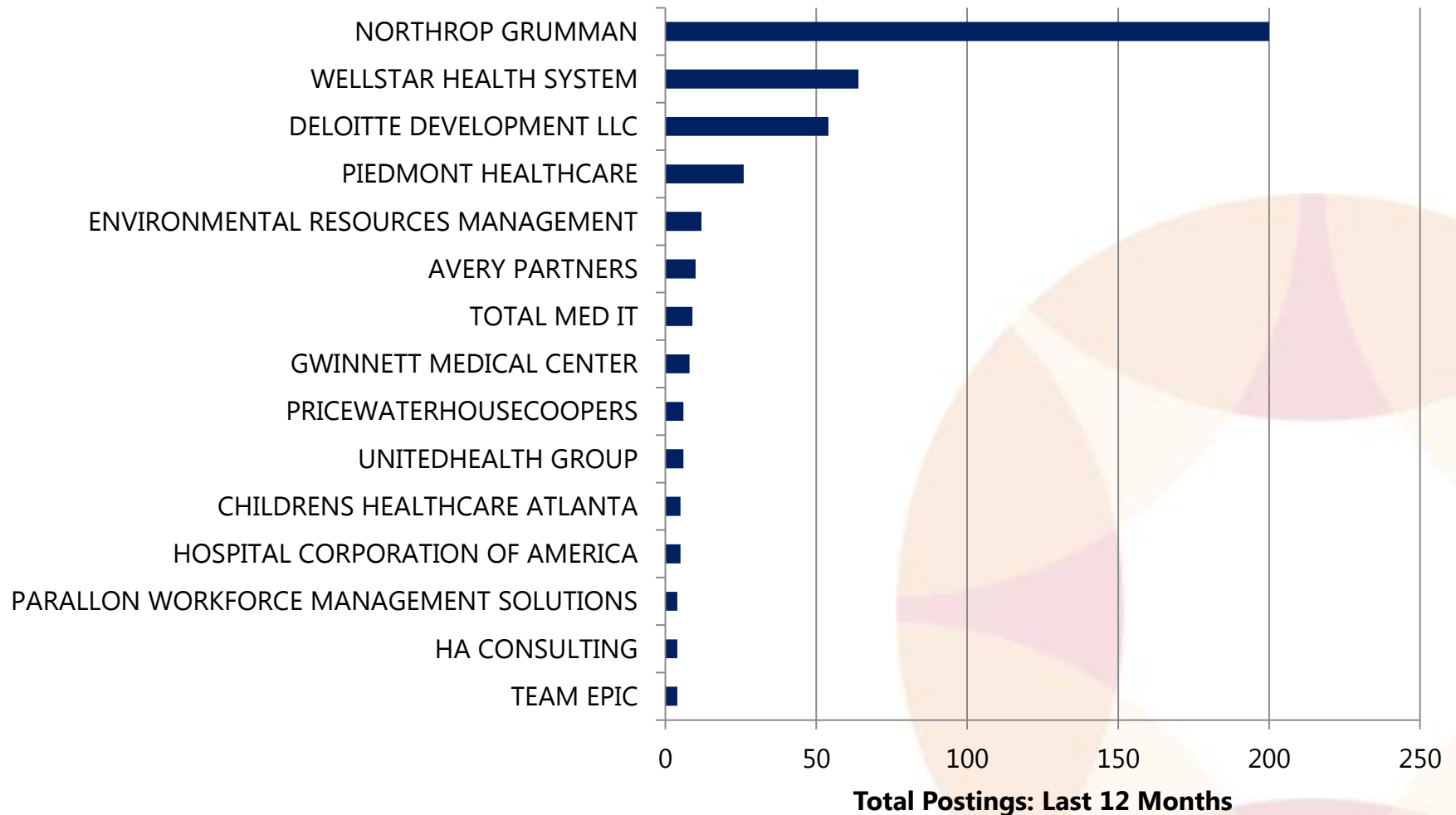


Top Certifications



Bioscience: Health IT Software Development

Top Employers



Supply Chain & Logistics

Technology

- a. Software Development
- b. Wireless/Mobility
- c. Internet Security
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. **Supply Chain Management & Software**
- b. Distribution Services

Supply Chain & Logistics

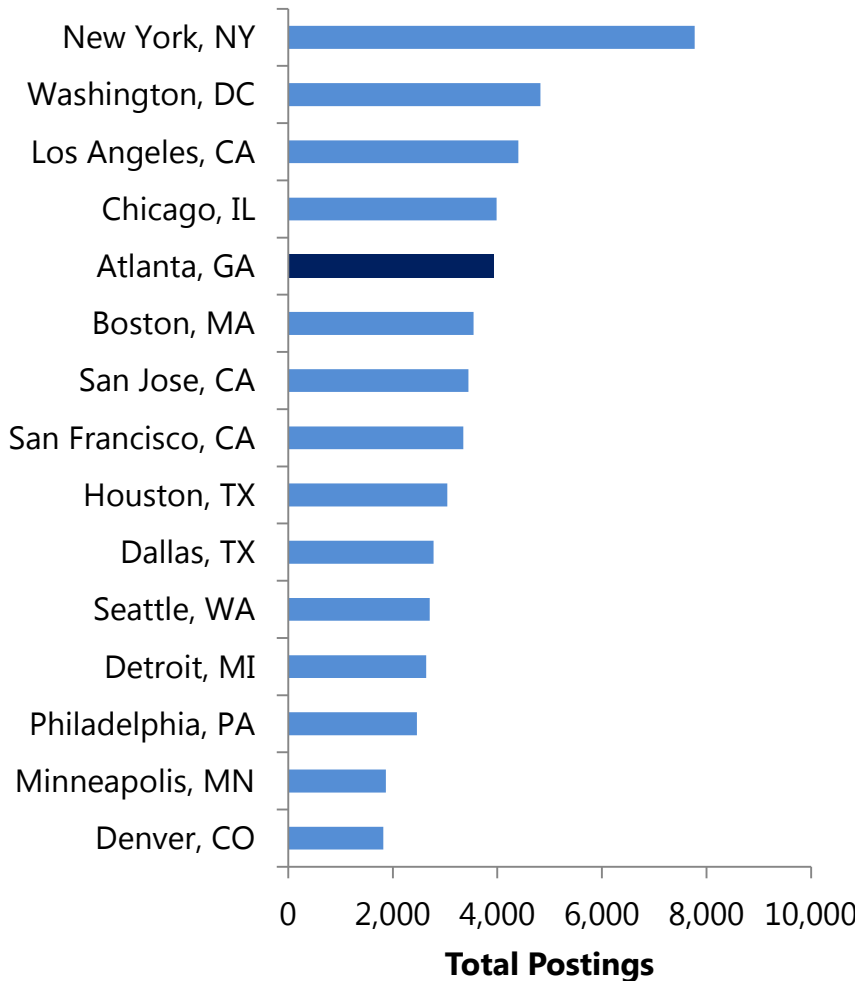
Supply Chain Management & Software

Supply chain management and software jobs cover IT jobs relating to supply chain management, logistics and procurement.

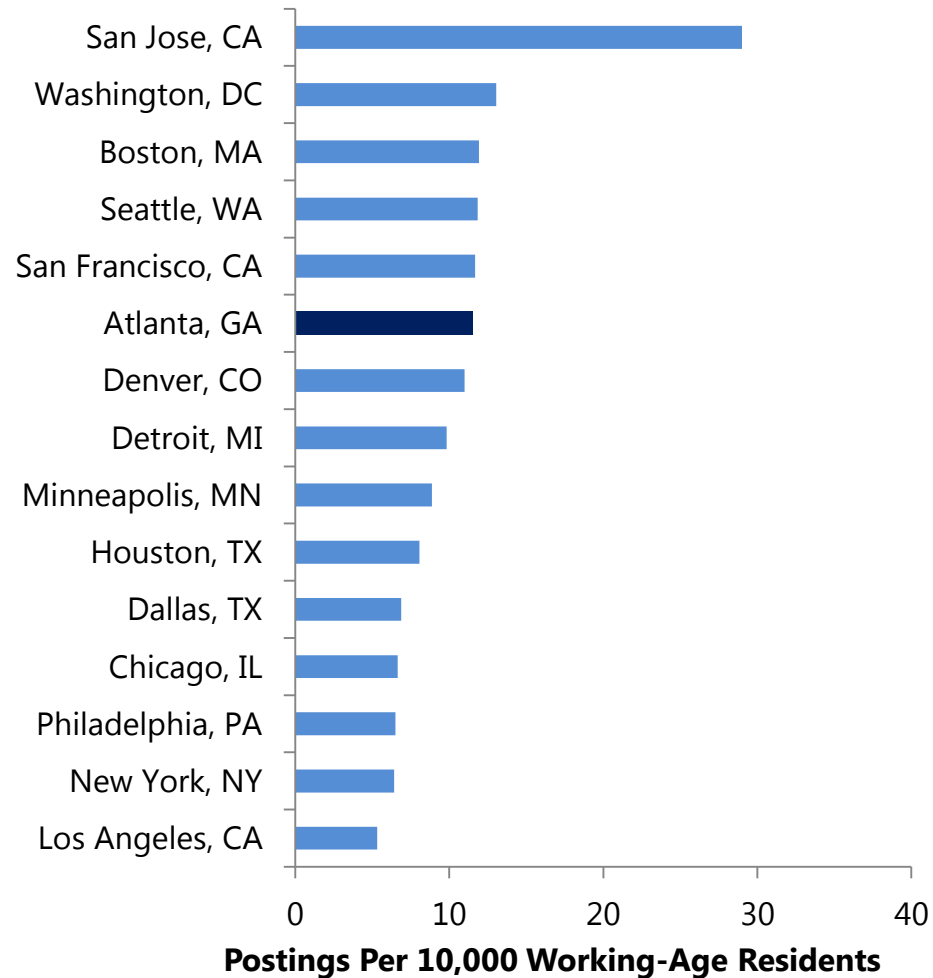


Supply Chain: Management & Software

Top Locations by Ad Volume



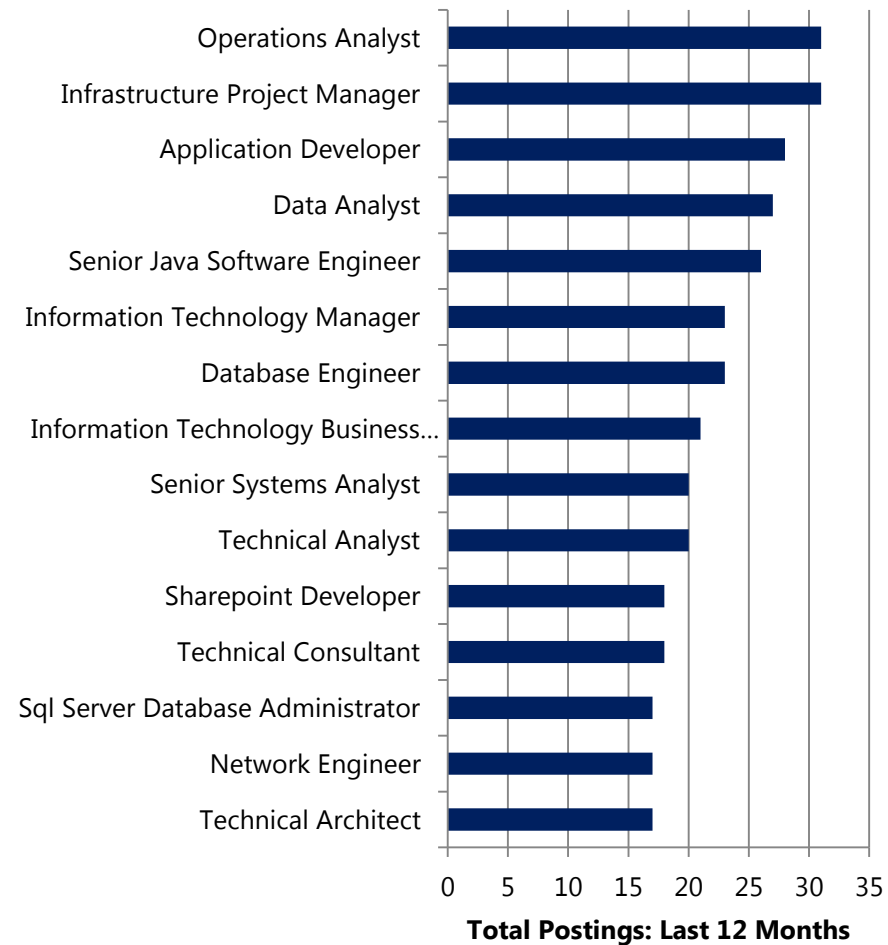
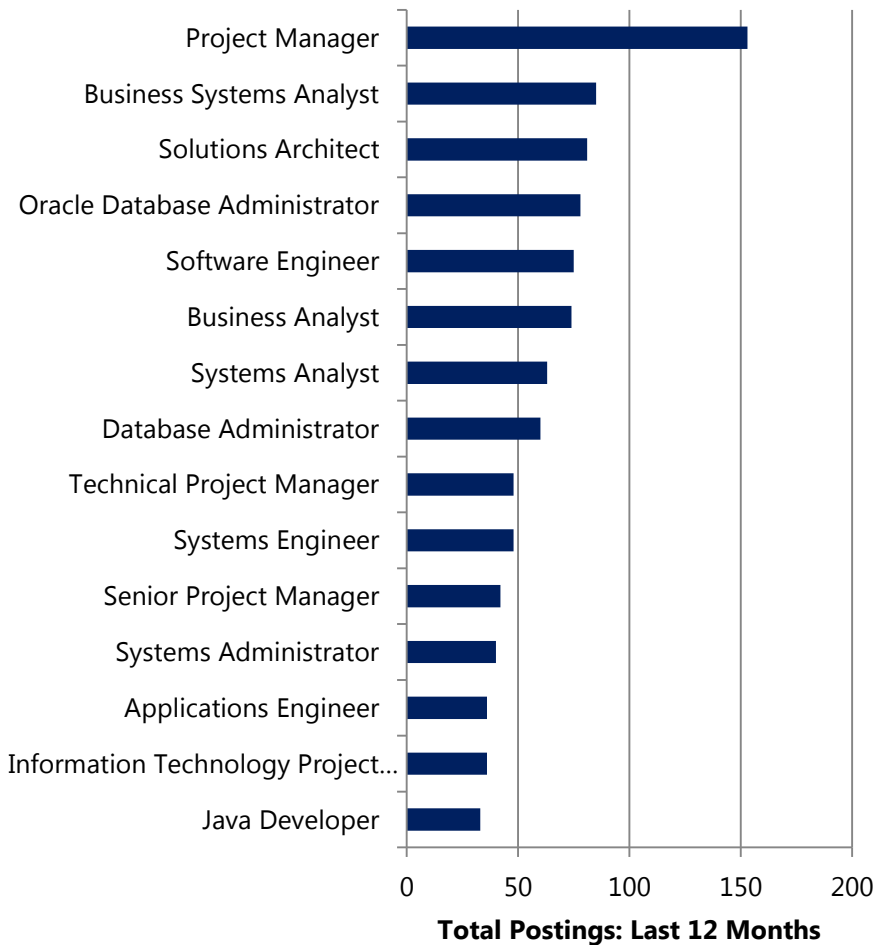
Postings Per Capita



Supply Chain: Management & Software

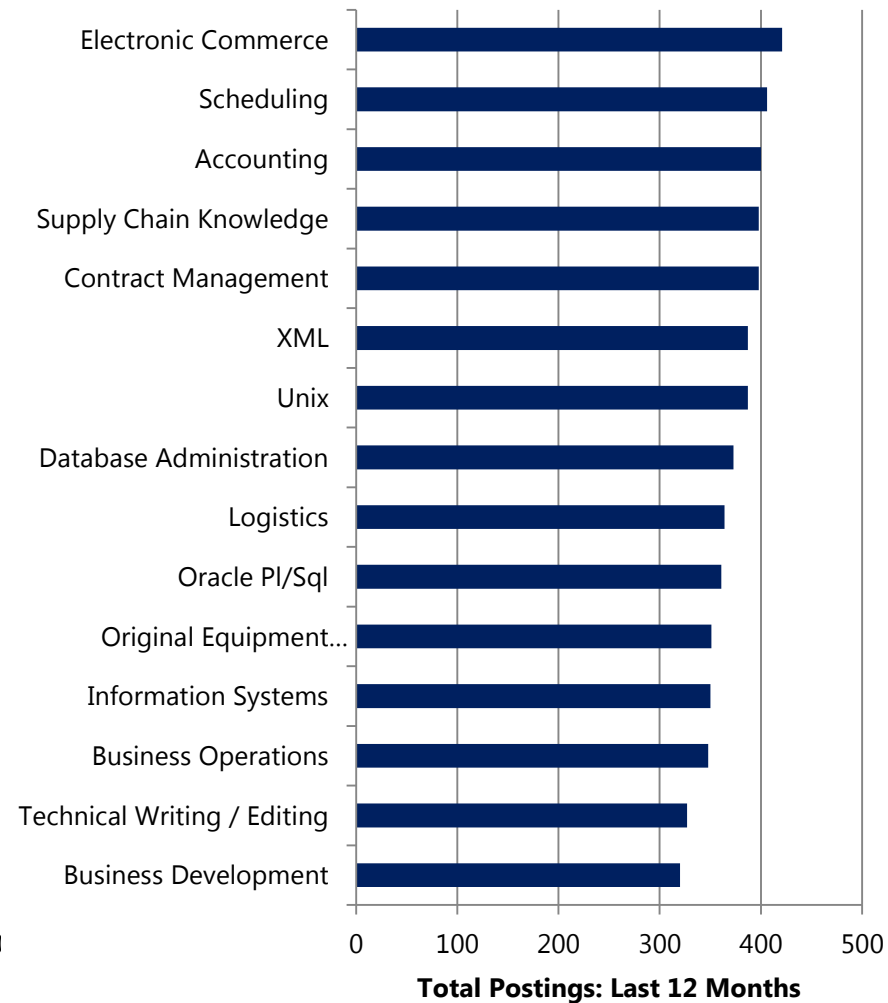
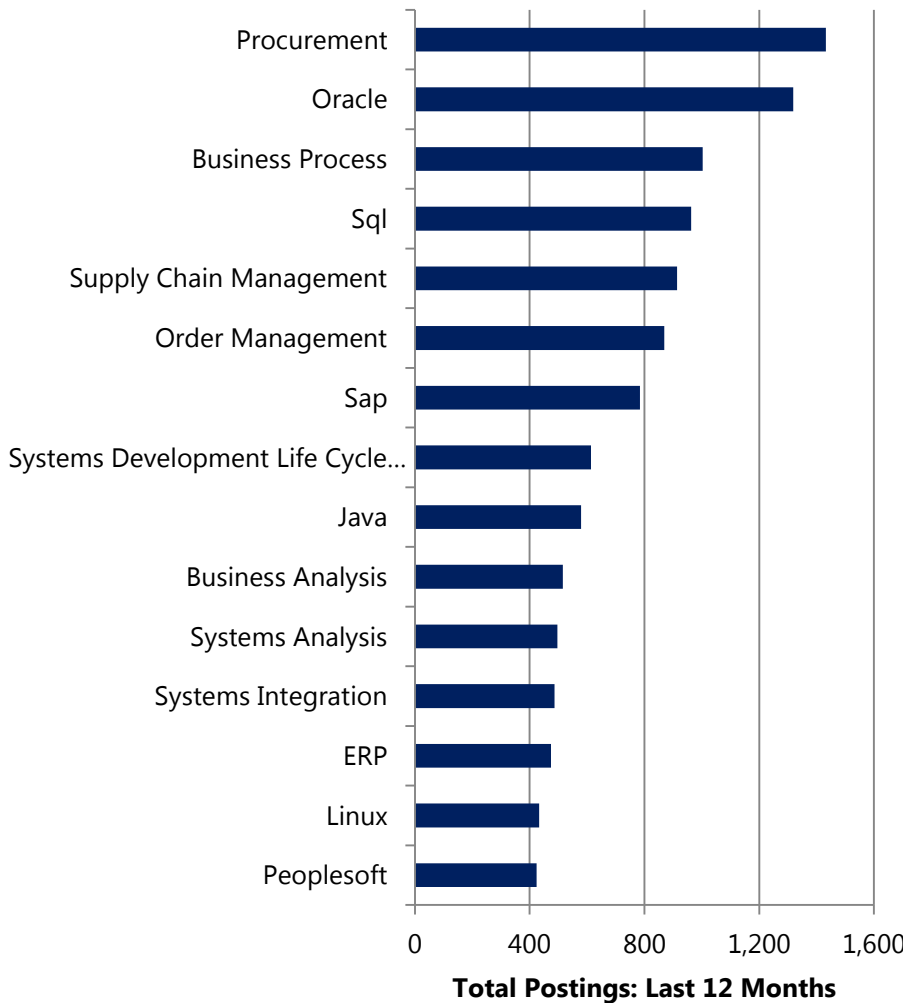
There were 3,924 postings in the last 12 months

Top Titles



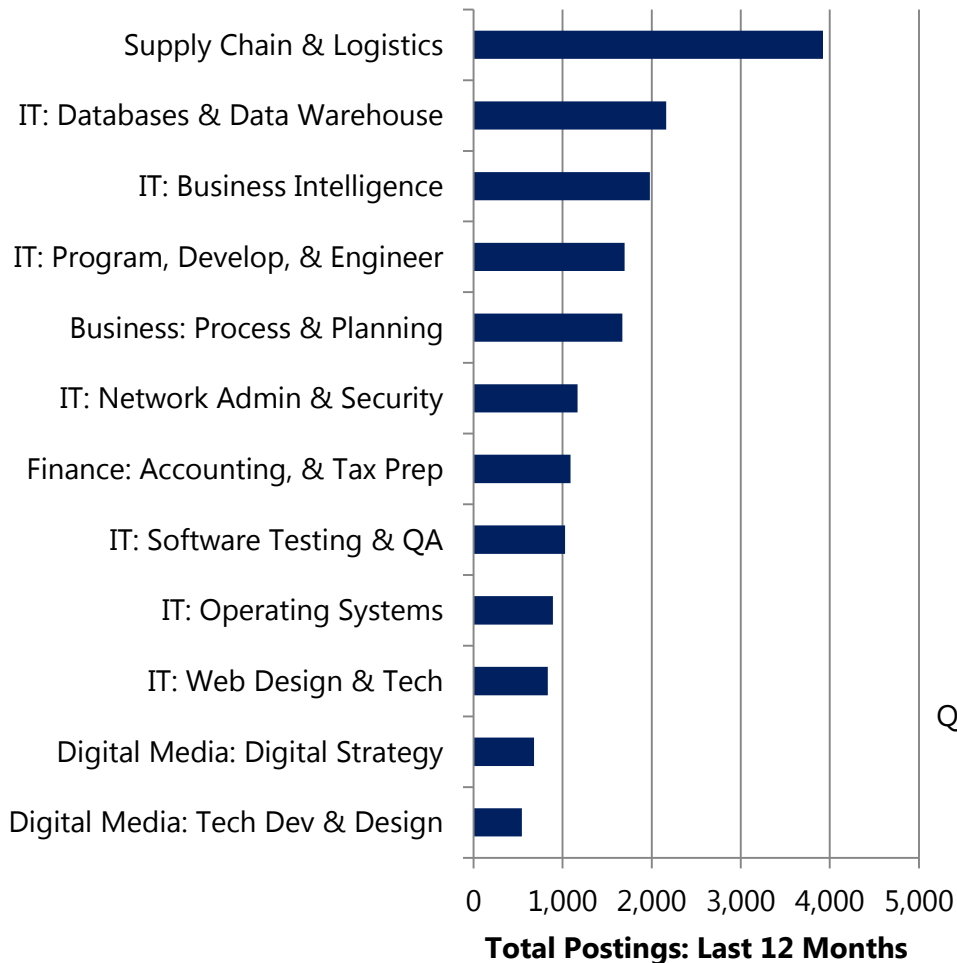
Supply Chain: Management & Software

Top Specialized Skills



Supply Chain: Management & Software

Top Skill Clusters

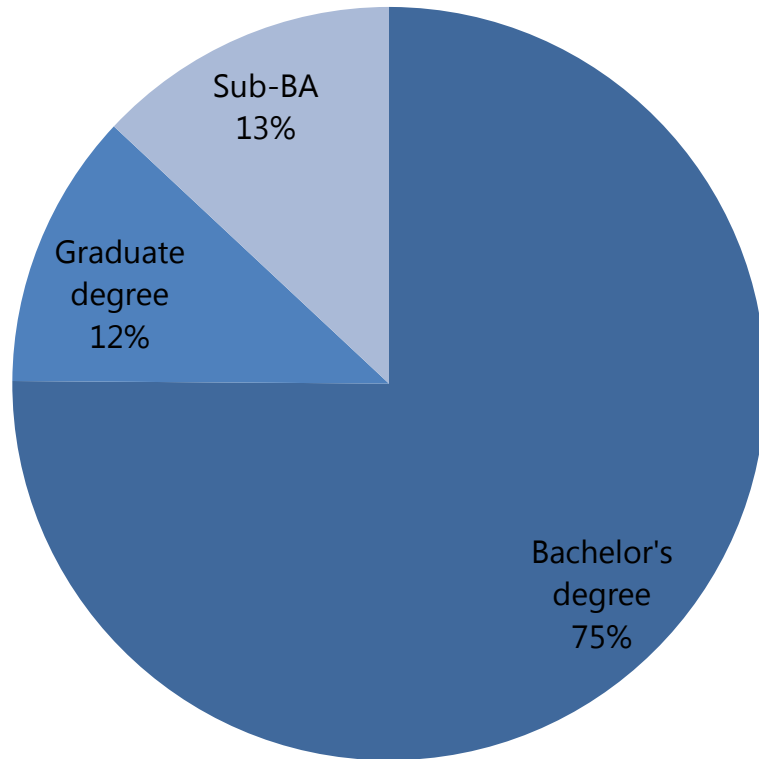


Top Baseline Skills

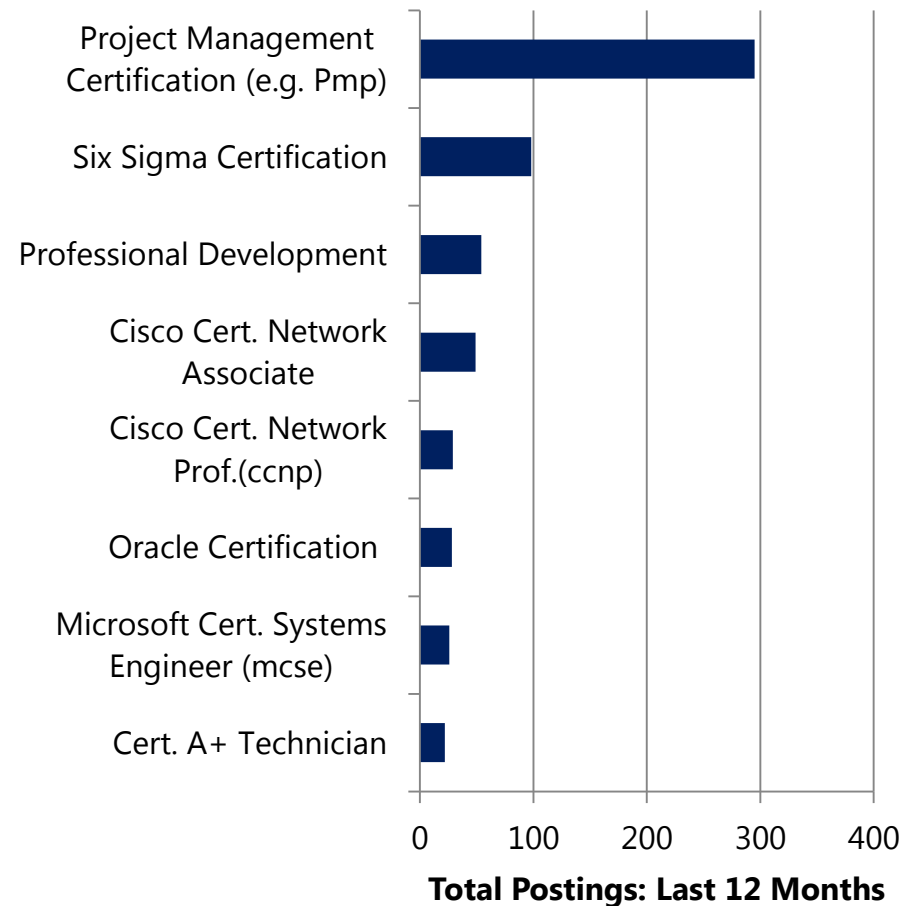


Supply Chain: Management & Software

Minimum Educational Requirements

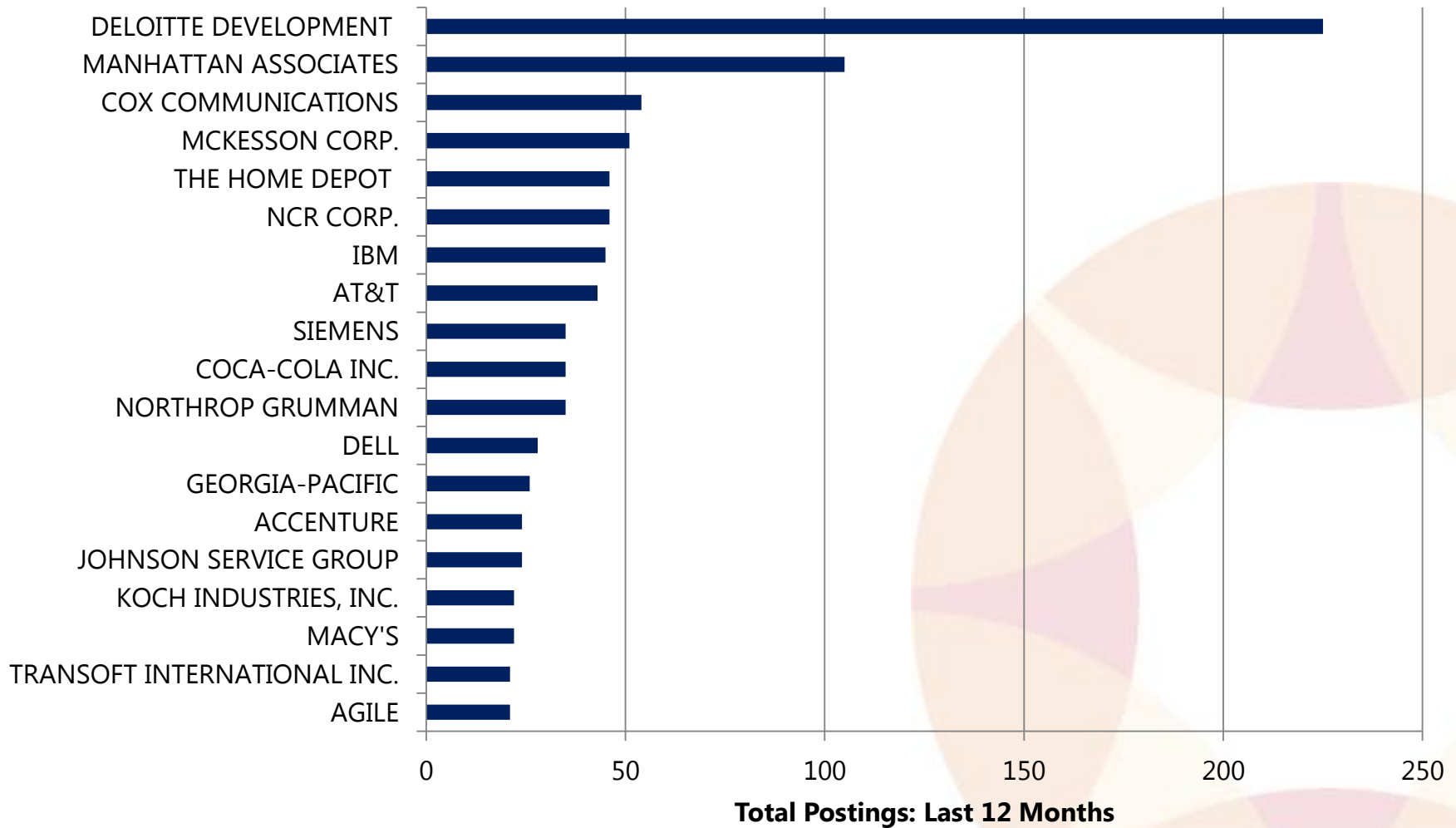


Top Certifications



Supply Chain: Management & Software

Top Employers



Supply Chain & Logistics

Technology

- a. Software Development
- b. Wireless/Mobility
- c. Internet Security
- d. Digital Media and Gaming
- e. Financial Transactions Processing

Bioscience

- a. Health IT Software Development

Supply Chain & Logistics

- a. Supply Chain Management & Software
- b. **Distribution Services**

Supply Chain & Logistics

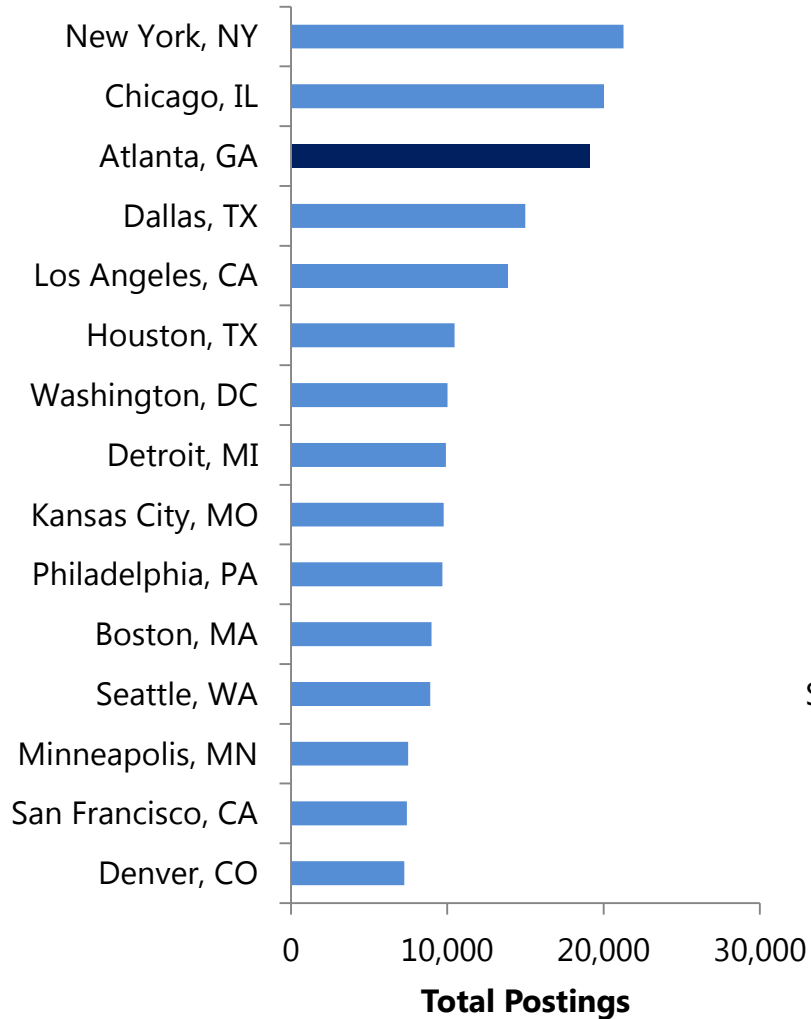
Supply Chain Distribution Services

Supply chain distribution services cover jobs requiring knowledge of transportation, storage, distribution, and other supply chain activities.

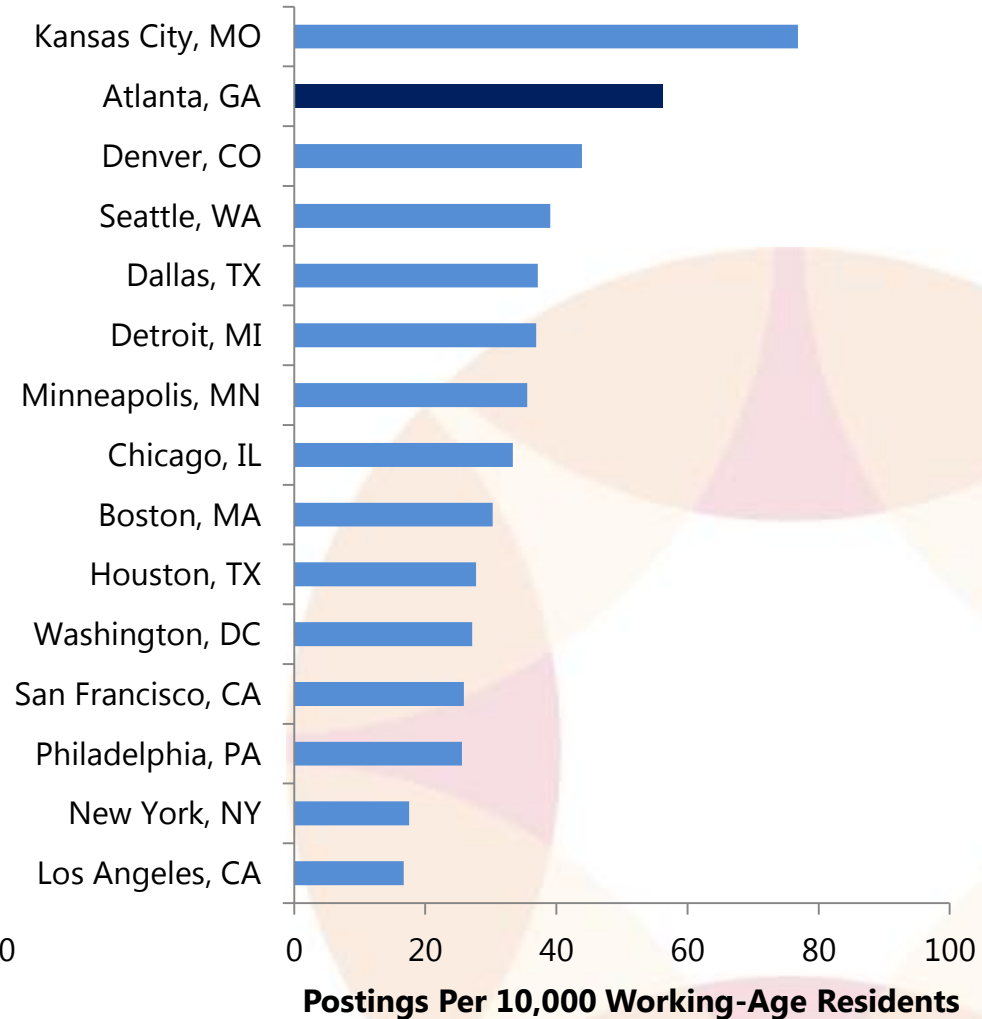


Supply Chain: Distribution Services

Top Locations by Ad Volume



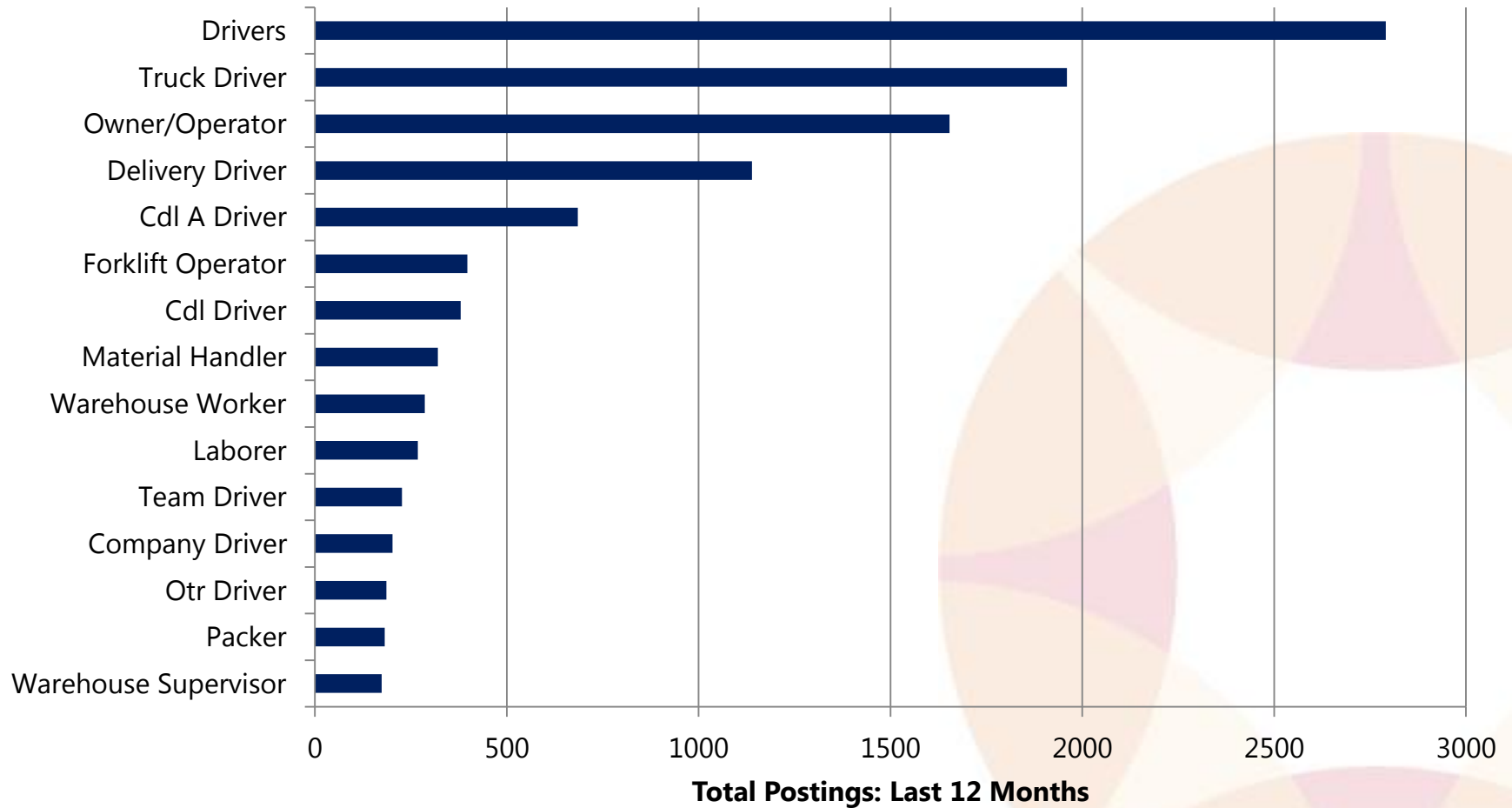
Postings Per Capita



Supply Chain: Distribution Services

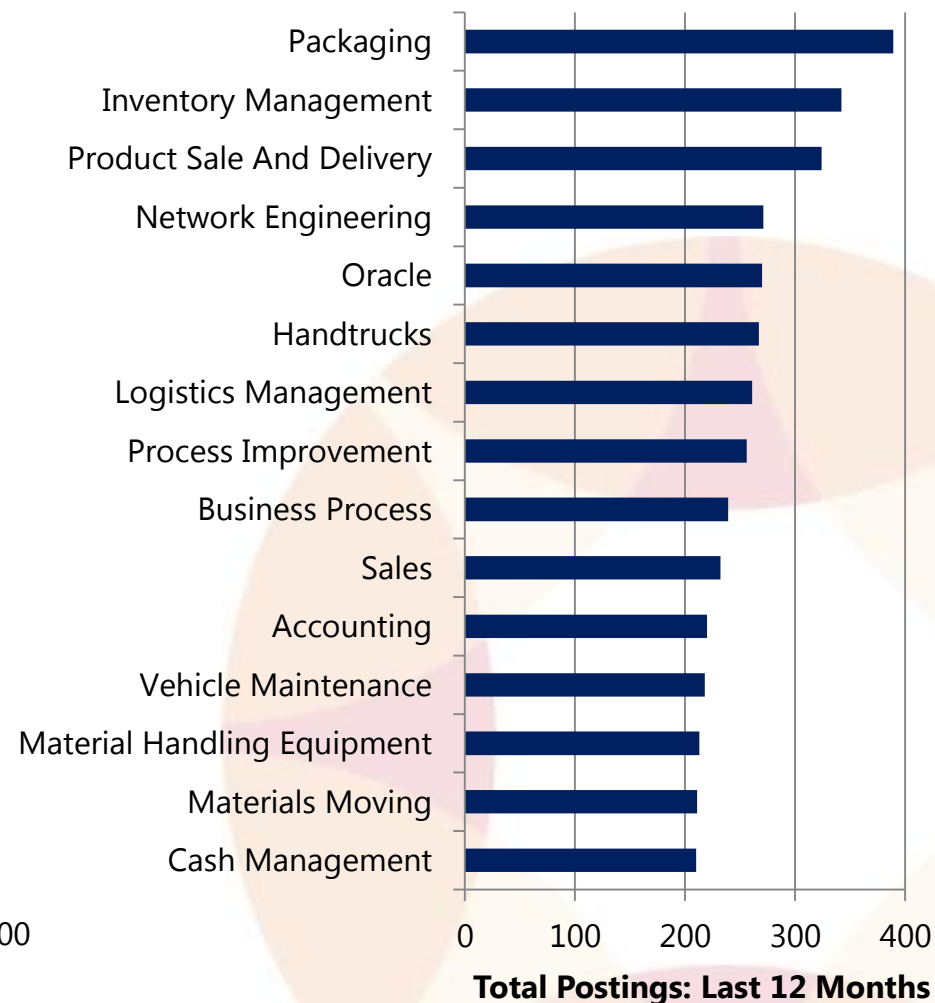
There were 19,131 postings in the last 12 months

Top Titles



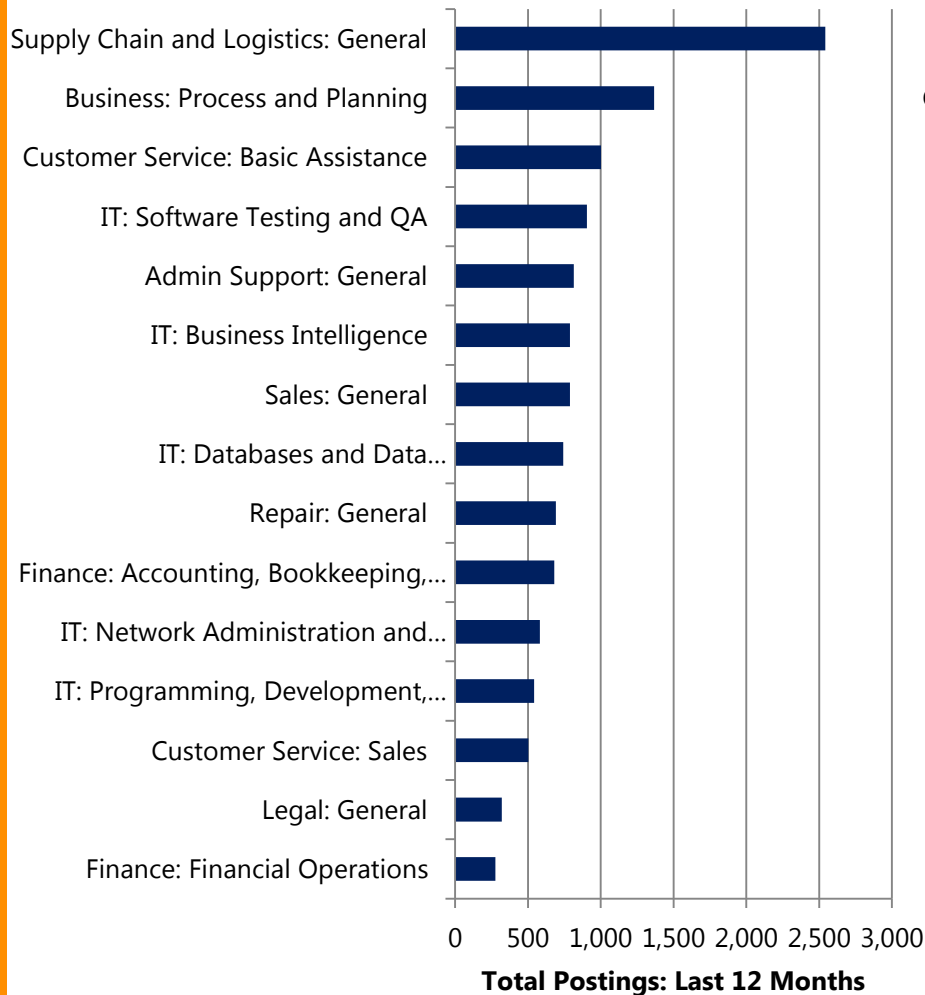
Supply Chain: Distribution Services

Top Specialized Skills

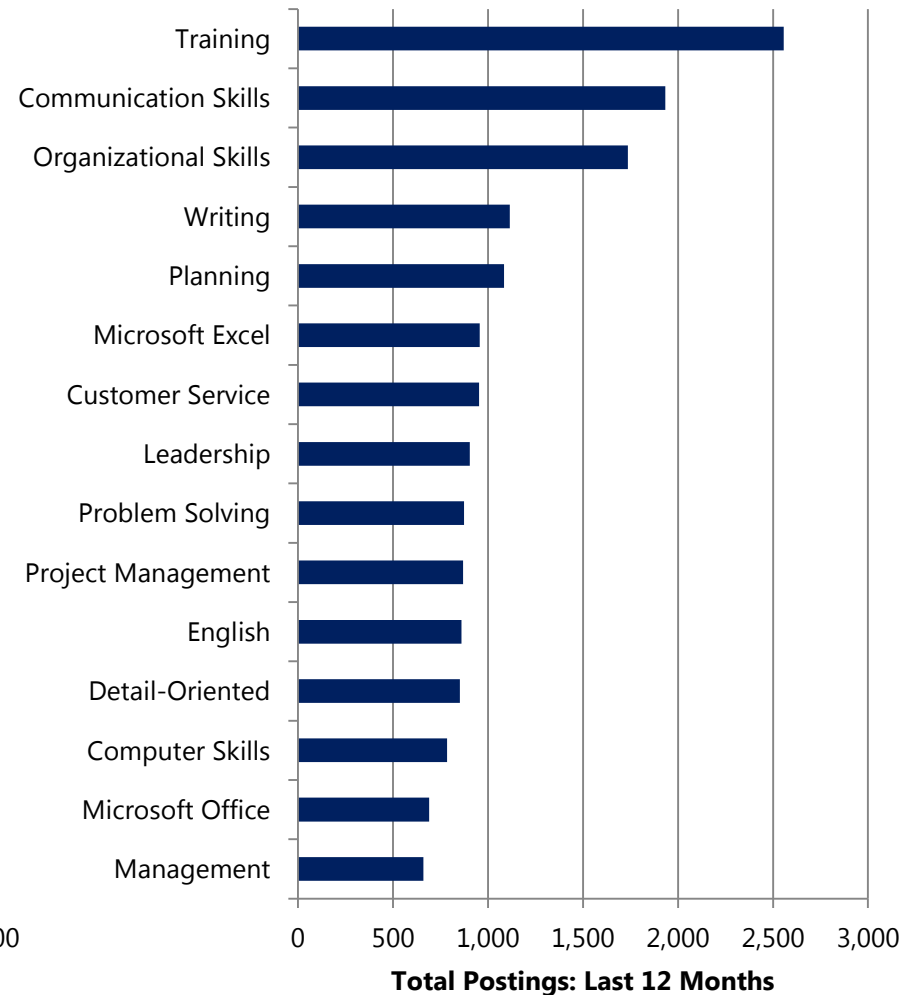


Supply Chain: Distribution Services

Top Skill Clusters

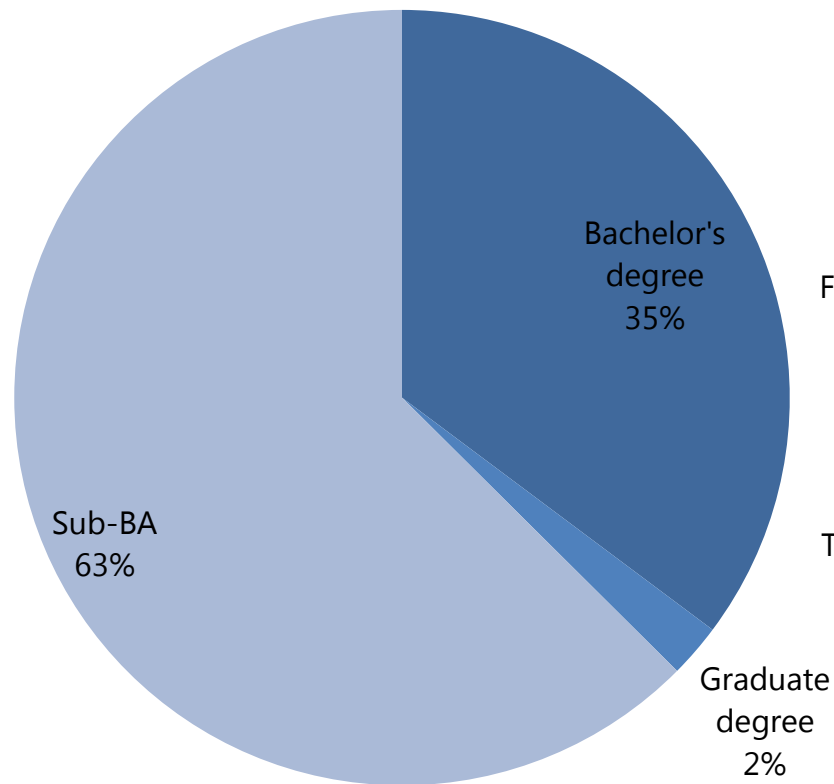


Top Baseline Skills

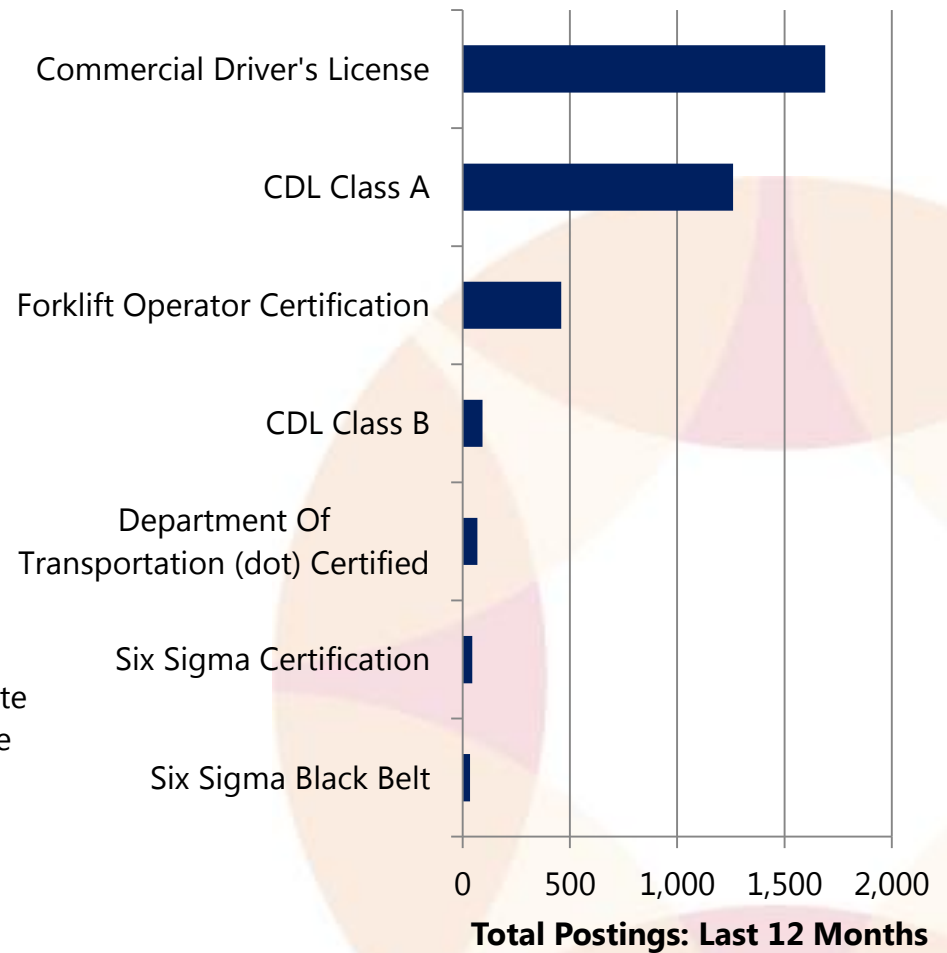


Supply Chain: Distribution Services

Minimum Educational Requirements



Top Certifications



Supply Chain: Distribution Services

Top Employers

