

Employment in New York State



Department of Labor
Research and Statistics

At a Glance

New York State had 9,694,900 total nonfarm jobs in December 2018, including 8,243,700 private sector jobs, after seasonal adjustment. The state's seasonally adjusted private sector job count increased by 0.1% in November-December 2018, while the nation's job count increased by 0.2% over this period. From December 2017 to December 2018, the number of private sector jobs increased by 1.5% in the state and by 2.0% in the nation (not seasonally adjusted).

In December 2018, New York State's seasonally adjusted unemployment rate remained unchanged at 3.9%. The comparable rate for the U.S. in December 2018 was also 3.9%.

The labor force participation rate (seasonally adjusted) in New York State rose from 61.0% to 61.2% in November-December 2018.

Change in Nonfarm Jobs

December 2017 - December 2018

(Data not seasonally adjusted, net change in thousands)

| | Net | % |
|-----------------------|-------|-------|
| Total Nonfarm Jobs | 123.1 | 1.3% |
| Private Sector | 120.6 | 1.5% |
| Goods-producing | 16.2 | 2.0% |
| Nat. res. & mining | -0.1 | -2.0% |
| Construction | 14.5 | 3.8% |
| Manufacturing | 1.8 | 0.4% |
| Durable gds. | -4.6 | -1.8% |
| Nondurable gds. | 6.4 | 3.4% |
| Service-providing | 106.9 | 1.2% |
| Trade, trans. & util. | 6.1 | 0.4% |
| Wholesale trade | -3.7 | -1.1% |
| Retail trade | 3.5 | 0.4% |
| Trans., wrhs. & util. | 6.3 | 2.0% |
| Information | -3.0 | -1.1% |
| Financial activities | -1.7 | -0.2% |
| Prof. & bus. svcs. | 13.8 | 1.0% |
| Educ. & health svcs. | 62.6 | 3.0% |
| Leisure & hospitality | 15.5 | 1.7% |
| Other services | 11.1 | 2.7% |
| Government | 2.5 | 0.2% |

Many sales and marketing occupations are also growing... (Part 2)

A Look at Some of the Hottest New Jobs Today

Last month, we looked at five emerging tech-related job titles. Many occupations, like data scientist and machine learning engineer, are increasingly in demand in today's tech-focused labor market. However, there has also been strong growth among job titles that require "soft skills" like communication, management and problem solving. This month, we focus on five sales and marketing job titles that require these "soft skills." All wage data cited here are for the U.S. and come from Payscale.com.

Customer Success Manager

A customer success manager (CSM) represents a company or a brand as the main contact for clients with product concerns, support needs and account billing queries. A CSM's main responsibility is to provide clients with the best

experience possible and to ensure that customers are satisfied with their product or service.

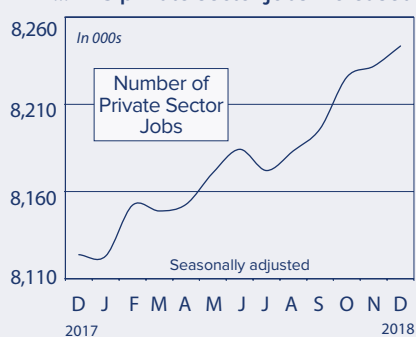
The most important challenge for a CSM is to expand and retain the company's customer base. However, CSMs also periodically review customers' accounts, whether requested by a client or red-flagged by the company's computer system. They generate recurring revenue and upsell customers on existing product upgrades or add-ons. In summary, a CSM is someone who combines marketing, sales and support activities into one role.

Most employers want CSM candidates to have a bachelor's or master's degree and three to five years of work experience. A background in sales, management and software as a service (SaaS) is highly desirable. Certain personality traits are

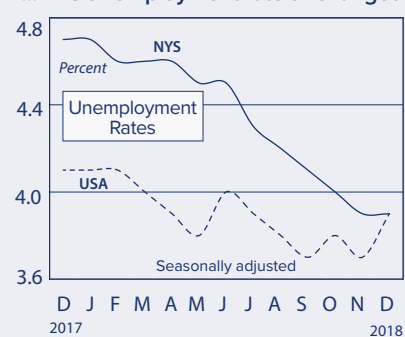
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In December...

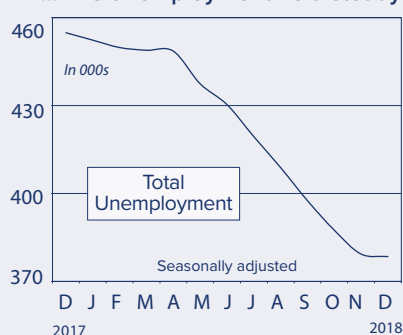
...NYS private sector jobs increased



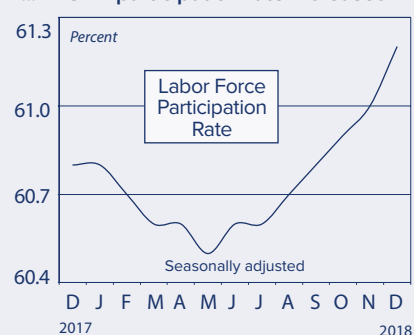
...NYS unemployment rate unchanged



...NYS unemployment held steady



...NYS LF participation rate increased



Focus on Central New York

Syracuse's Strong Job Market

by Karen Knapik-Scalzo, Labor Market Analyst, Central New York

The Syracuse metro area's economy is currently experiencing its strongest performance in over a decade. For example, in December 2018, the total nonfarm job count was at its highest level for the month since 2007, as most industry sectors experienced job growth. In addition, local unemployment rates have been falling and were at their lowest December level (4.0%) since 2000.

This labor market is clearly very favorable for job seekers. In contrast, local employers continue to report they are having trouble finding enough workers to fill open positions.

Broad-based Job Growth

Local job growth has been broad-based, ranging from blue-collar sectors like construction and manufacturing, to white-collar fields like education and health care. In addition, high-tech fields, such as radar systems, engineering services and drone technology, have experienced strong growth. The success of defense firms like Lockheed Martin and SRC Inc. in winning government defense contracts has fueled this growth.

In January 2019, there were 6,534 job openings for Central New York listed on the State Department of Labor's Jobs Express website (www.labor.ny.gov/jobs/regional.shtm). The occupational clusters with the most listings include: Healthcare Practitioner and Technical jobs (1,058); Office, Clerical and Secretarial jobs (701); and Sales and Related jobs (624).

It is a great time for job seekers to enter the job market. For the year ending December 2018, the Syracuse area's civilian labor force grew by 8,600, or 2.8%, as more people

were employed (+11,900) and fewer people (-3,300) were unemployed.

More Labor Shortages

As the Syracuse area economy has continued to improve, the local labor market has tightened significantly. As a result, employers in a diverse set of industries now report a shortage of qualified job applicants. This means it takes longer to fill job vacancies in most fields.

Labor shortages cut across a wide range of skill levels, industries and occupations. For example, it is becoming harder for employers to recruit candidates for job titles such as engineers, software developers, registered nurses, teachers, machinists, cooks, roofers and truck drivers.

Some of the local industries that are having trouble filling positions include health care, education, professional services (i.e., engineering, R&D and computer-related fields), manufacturing, construction, transportation and warehousing, retail trade and food service, just to name a few.

Entry-level, mid-level and highly skilled workers are all in demand. As members of the Baby Boom generation (born 1946-1964) continue to retire and exit the local workforce, the demand for workers to fill newly vacant positions continues to grow.

Attracting New Workers

Some employers in the Syracuse metro area have raised their wages or offered signing bonuses to attract new talent. This has helped to boost local average wages, which rose by 2.4% between January-September 2017 and January-September 2018.



"The Syracuse metro area is currently enjoying broad-based job growth."

Employers are increasingly seeking workers with excellent "soft skills," such as a good work ethic and the ability to learn new skills. Some employers are also offering on-the-job training, while others are actively participating in local job fairs and hosting hiring events to recruit new workers. Help-wanted signs, banners, billboards and print advertisements are seen frequently throughout the area.

Some local firms cite the inability to recruit new workers as a major impediment to growth. For example, officials at Syracuse-based Feldmeier Equipment, which makes stainless steel tanks, noted in a recent interview that while their business has experienced strong growth, "... for us to [continue to] grow we have to have more employees. We can only do so much through equipment and technology."

Summary

The Syracuse metro area is currently enjoying broad-based job growth. In December 2018, the area's job count was at its highest level for the month in more than a decade, while its unemployment rate was at an 18-year low.

Going forward, the area's economic outlook appears bright. However, area job growth could slow if businesses are unable to find qualified applicants to fill their job openings.

Emerging Job Titles... from page 1

common among effective CSMs, including personability, patience, influence and collaborative skills. The average annual salary for a CSM is \$66,000. Additional compensation such as bonuses, profit-sharing and commissions can add another \$30,000/year.

Sales Development Representative

A sales development representative (SDR) focuses on "outbound prospecting." SDRs use a direct marketing approach to identify and contact target customers and introduce them to the company, its products and its services. SDRs reach out to potential clients, taking them through the preliminary stages of the selling process. They either get more

information from the customers or gauge their interest in the product or service.

SDRs use three primary channels to identify and reach out to prospective customers. These include social media (e.g., LinkedIn, Twitter and Facebook), email communication and phone outreach. Unlike salespersons who have a quota, SDRs do not concentrate on closing a deal. Instead, SDRs focus on moving clients through the "sales pipeline." This allows them to spend more time selling to qualified customers and reduces the need for cold calling.

As expected, companies usually look for SDR candidates with a track record of successful sales experience. Candidates

typically possess a bachelor's degree. The average salary for an SDR is \$43,000/year. However, when bonuses, commissions and profit-sharing are added to the mix, another \$35,000 can be earned annually.

Brand Activation Manager

A brand activation manager (BAM) promotes a company's growth through the establishment and implementation of branding plans, promotion initiatives, consumer education and other projects that boost the bottom line. The goal of a successful BAM is to create memorable campaigns that promote new products or enhance a company's or brand's image.

Unemployment Rates in New York State

Data Not Seasonally Adjusted

| | DEC '17 | DEC '18 | | DEC '17 | DEC '18 | | DEC '17 | DEC '18 |
|-------------------------|------------|------------|----------------------|------------|------------|-------------------------|------------|------------|
| New York State | 4.4 | 3.8 | Hudson Valley | 4.4 | 3.3 | Finger Lakes | 5.0 | 3.9 |
| Capital | 4.4 | 3.4 | Dutchess | 4.1 | 3.1 | Genesee | 5.3 | 4.1 |
| Albany | 4.0 | 3.2 | Orange | 4.4 | 3.3 | Livingston | 5.1 | 3.8 |
| Columbia | 3.8 | 2.9 | Putnam | 4.1 | 3.2 | Monroe | 5.0 | 3.8 |
| Greene | 5.6 | 4.1 | Rockland | 4.2 | 3.2 | Ontario | 4.7 | 3.7 |
| Rensselaer | 4.3 | 3.3 | Sullivan | 5.4 | 3.7 | Orleans | 6.2 | 4.6 |
| Saratoga | 4.1 | 3.2 | Ulster | 4.5 | 3.4 | Seneca | 4.7 | 3.6 |
| Schenectady | 4.5 | 3.6 | Westchester | 4.4 | 3.4 | Wayne | 5.2 | 3.9 |
| Warren | 6.5 | 4.9 | Mohawk Valley | 5.6 | 4.3 | Wyoming | 6.2 | 4.8 |
| Washington | 5.0 | 3.8 | Fulton | 6.1 | 4.8 | Yates | 4.8 | 3.6 |
| Central New York | 5.3 | 4.1 | Herkimer | 6.2 | 4.8 | Western New York | 5.6 | 4.2 |
| Cayuga | 5.1 | 4.1 | Montgomery | 6.0 | 4.6 | Allegany | 6.6 | 5.0 |
| Cortland | 6.5 | 4.9 | Oneida | 5.3 | 4.2 | Cattaraugus | 6.6 | 5.1 |
| Madison | 5.8 | 4.4 | Otsego | 5.3 | 4.0 | Chautauqua | 6.3 | 4.6 |
| Onondaga | 4.7 | 3.6 | Schoharie | 5.3 | 4.0 | Erie | 5.2 | 3.9 |
| Oswego | 6.9 | 5.3 | North Country | 6.5 | 4.9 | Niagara | 6.6 | 4.9 |
| Southern Tier | 5.5 | 4.1 | Clinton | 5.1 | 4.0 | Long Island | 4.2 | 3.1 |
| Broome | 5.6 | 4.3 | Essex | 6.3 | 4.9 | Nassau | 4.0 | 3.0 |
| Chemung | 5.5 | 4.0 | Franklin | 6.4 | 4.6 | Suffolk | 4.5 | 3.2 |
| Chenango | 6.0 | 4.4 | Hamilton | 11.5 | 7.9 | New York City | 4.0 | 3.9 |
| Delaware | 5.8 | 4.2 | Jefferson | 7.3 | 5.6 | Bronx | 5.6 | 5.4 |
| Schuyler | 7.4 | 5.4 | Lewis | 6.9 | 5.6 | Kings | 4.0 | 4.0 |
| Steuben | 6.2 | 4.5 | St. Lawrence | 6.7 | 4.9 | New York | 3.5 | 3.5 |
| Tioga | 5.1 | 4.0 | | | | Queens | 3.4 | 3.4 |
| Tompkins | 4.0 | 3.0 | | | | Richmond | 3.9 | 3.9 |

Emerging Job Titles... from page 2

A BAM's main work tasks include competitor analysis, social media analysis, cross-functional collaboration, market research and vendor coordination. This position may also require frequent travel for promotional events, location exploration and visits to existing sites.

Most firms require BAM candidates to possess a bachelor's degree. They also usually want to see experience in business, marketing, sales or a similar field. The average salary is \$70,000/year, but bonuses, profit-sharing and commissions can add an additional \$23,000 in compensation for a typical worker.

Head of Partnerships

A person working as a "head of partnerships" (HoP) recruits and manages key industry partners, both locally and globally. For example, Ime Archibong, who is the head of partnerships at Facebook, focuses on media, music and video partnerships that will help to bring the world's population online.

A person in this position also works to define partner strategies and develop roadmaps with stakeholders. To be successful, candidates need to be analytical, creative, persuasive and influential. Successful HoPs must also be able to forge new partnerships by selling the company's vision and values. Other responsibilities include overseeing marketing initiatives, negotiating contracts, developing proposals and quotes, setting sales goals

and tracking a company's progress toward meeting these goals.

In general, successful HoP candidates have a bachelor's degree in business or a related field. Some work experience and a background with sales software is also helpful. The average annual salary for this occupation is about \$100,000. However, pay levels can potentially double if sales targets are met or exceeded.

Personal Loan Consultant

Demand for finance-related jobs has increased in recent years. This makes personal loan consultant (PLC) one of the top non-tech job titles. PLCs have job duties similar to loan officers and often work at financial firms like banks or mortgage companies.

PLCs review paperwork, determine eligibility and recommend the products that best fit the needs of loan applicants. They also identify potential lending issues, answer questions and update credit files. Superior customer service skills are a must for this position. It is important to make clients feel at ease when they choose a company to fulfill their lending needs. Besides working with existing clients, PLCs develop referral programs, participate in periodic reviews and communicate with the company's other departments (e.g., processing, underwriting).

Applicants for PLC positions typically need to have a bachelor's degree as well as hold certain licenses. Licensing usually requires 20 hours of approved coursework. Effective loan consultants are responsive, proactive, organized, driven and sociable. The average salary for this job title is \$45,000/year, but it can range from \$30,000 to \$77,000.

Summing Up

The common bond among all of the job titles discussed here is "soft skills." All five occupations have experienced strong growth, which is due to the fact that most firms need to market and sell their product or service and generate new customers, regardless of their industry. Stay tuned...

by Elena Grovenger and David Quickenton

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Regional Analysts' Corner

CAPITAL

Kevin Alexander — 518-242-8245

For the 12-month period ending December 2018, the private sector job count in the Capital Region rose by 3,500, or 0.8 percent, to 449,000. The greatest gains were in educational and health services (+2,100), natural resources, mining and construction (+800), leisure and hospitality (+300), financial activities (+200), manufacturing (+200) and other services (+200). Losses occurred in information (-300).

CENTRAL NY

Karen Knapik-Scalzo — 315-479-3391

Private sector jobs in the Syracuse metro area rose over the year by 3,400, or 1.3 percent, to 265,700 in December 2018. Growth was centered in educational and health services (+1,400), trade, transportation and utilities (+1,200), manufacturing (+500), natural resources, mining and construction (+400) and professional and business services (+400). Job losses occurred in financial activities (-400) and leisure and hospitality (-200).

FINGER LAKES

Tammy Marino — 585-258-8870

Over the past year, the private sector job count in the Rochester metro area rose by 2,500, or 0.5 percent, to 463,700 in December 2018. Employment gains were centered in natural resources, mining and construction (+1,500), educational and health services (+900), trade, transportation and utilities (+400) and financial activities (+300). Declines were greatest in leisure and hospitality (-700).

HUDSON VALLEY

John Nelson — 914-997-8798

For the year ending December 2018, private sector jobs in the Hudson Valley increased by 8,400, or 1.0 percent, to 818,100. Gains were largest in educational and health services (+7,400), professional and business services (+2,400), leisure and hospitality (+2,100) and natural resources, mining and construction (+1,100). Losses were centered in trade, transportation and utilities (-3,100), manufacturing (-700) and information (-600).

LONG ISLAND

Shital Patel — 516-934-8533

The number of private sector jobs on Long Island increased over the year by 18,100, or 1.6 percent, to 1,177,600 in December 2018. The largest gains occurred in educational and health services (+10,300), natural resources, mining and construction (+10,100), professional and business services (+1,500) and leisure and hospitality (+1,200). Employment losses were greatest in financial activities (-2,900) and trade, transportation and utilities (-1,700).

MOHAWK VALLEY

Brian Acton — 315-793-2282

For the 12-month period ending December 2018, the private sector job count in the Mohawk Valley rose by 1,200, or 0.8 percent, to 148,000. The largest job gains in the region occurred in educational and health services (+800), leisure and hospitality (+400) and manufacturing (+400). The greatest employment loss was in trade, transportation and utilities (-200).

NEW YORK CITY

Elena Volovelsky — 718-613-3971

Private sector jobs in New York City rose over the year by 71,000, or 1.8 percent, to 4,035,300 in December 2018. Gains were greatest in educational and health services (+41,700), leisure and hospitality (+11,900), professional and business services (+9,000), other services (+5,200) and trade, transportation and utilities (+3,300). Losses occurred in information (-2,100) and finance (-1,000).

SOUTHERN TIER

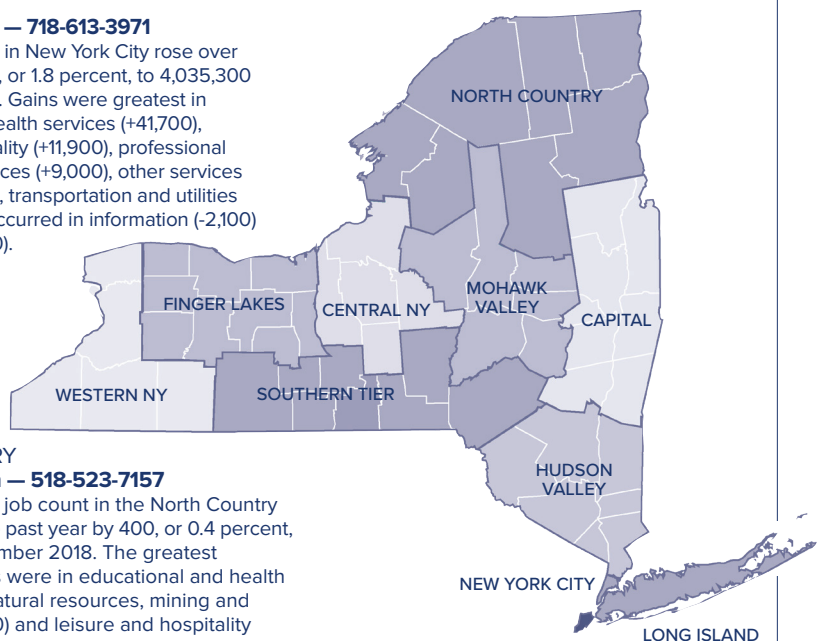
Christian Harris — 607-741-4480

Over the past year, the private sector job count in the Southern Tier region increased by 2,600, or 1.1 percent, to 230,000 in December 2018. The greatest employment gains were in leisure and hospitality (+900), educational and health services (+800), manufacturing (+500) and trade, transportation and utilities (+200).

WESTERN NY

Timothy Glass — 716-851-2742

For the year ending December 2018, private sector jobs in the Buffalo-Niagara Falls metro area rose by 7,400, or 1.5 percent, to 486,900. The largest job gains were in educational and health services (+4,700), natural resources, mining and construction (+2,600), trade, transportation and utilities (+1,300) and manufacturing (+400). Losses were greatest in leisure and hospitality (-1,700).



NORTH COUNTRY

Anthony Hayden — 518-523-7157

The private sector job count in the North Country increased over the past year by 400, or 0.4 percent, to 111,000 in December 2018. The greatest employment gains were in educational and health services (+300), natural resources, mining and construction (+300) and leisure and hospitality (+200). Losses occurred in trade, transportation and utilities (-400).