



# Strategic Industry Profiles

## Seattle Metropolitan Area

January 2021

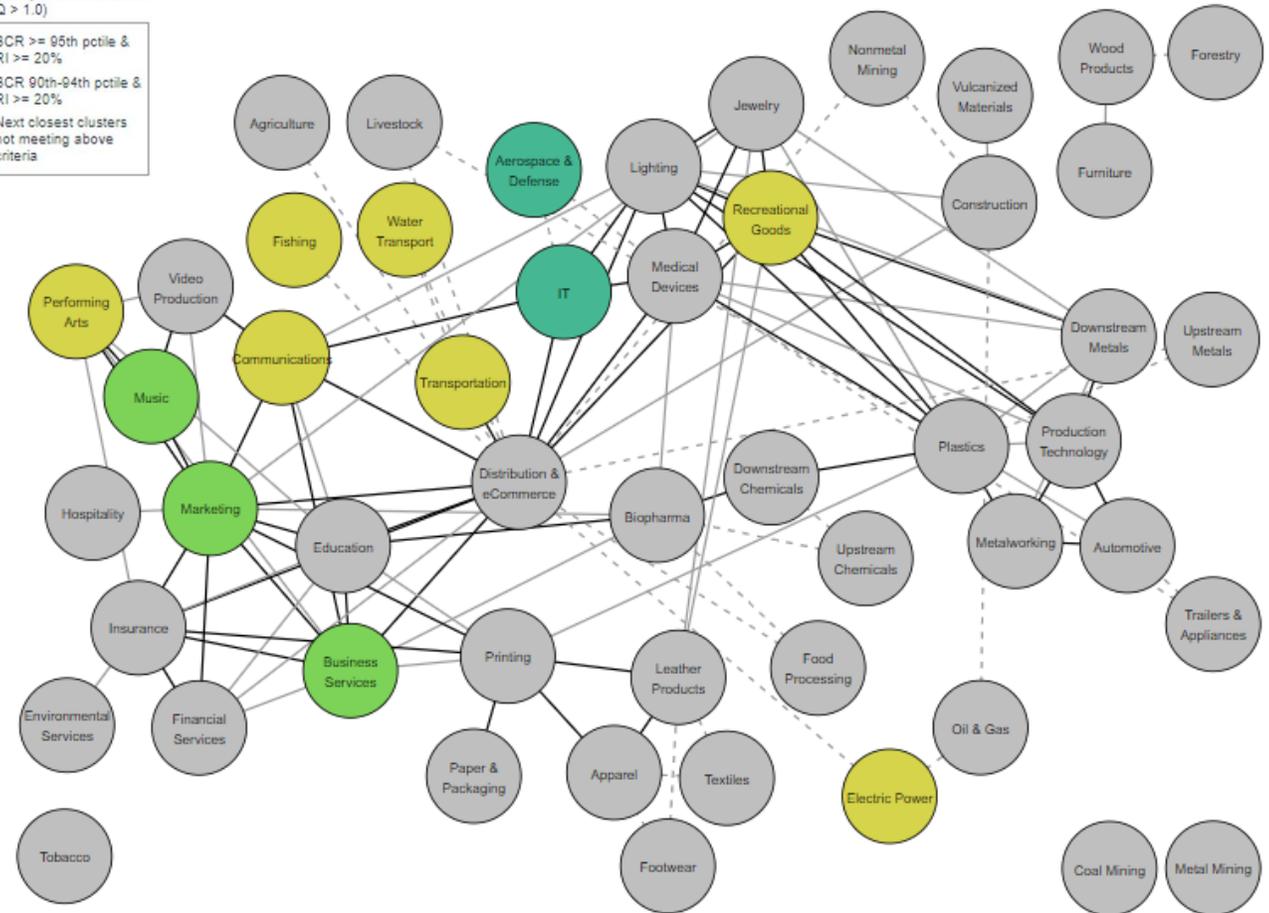
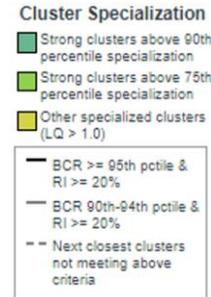
# Region Overview of Strategic Industries

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

## Cluster Linkages and Economic Diversification

Seattle, WA Metropolitan Area, 2017



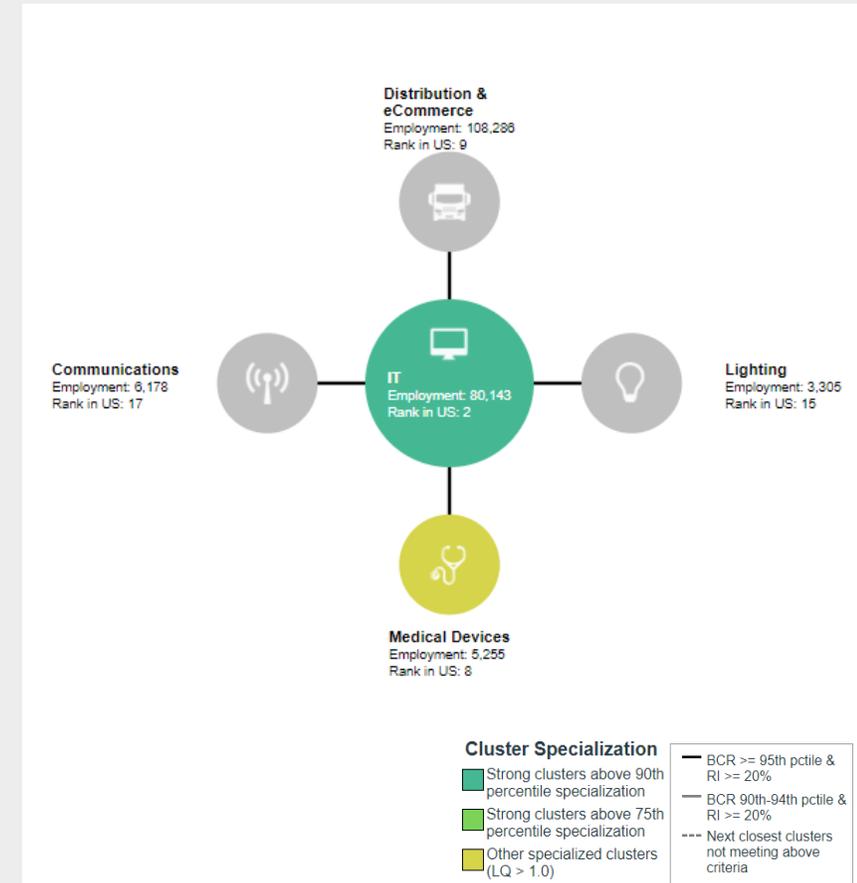
# Key Occupations & Industry Linkages

Industry: Information Technology

Region: Seattle, WA

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	First-Line Supervisors of Retail Sales Workers Customer Service Representatives Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Retail Salespersons Sales Representatives, Services	Maintenance and Repair Workers Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Sales Representatives, Services Customer Service Representatives Engineering Technicians	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
Bachelor's or Advanced Degree	Software Developers, Applications Computer Occupations, All Other General Managers Marketing Managers Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Bookkeeping, Accounting, and Auditing Clerks Lawyers Business Operations Specialists, All Other Technical Writers Information Security Analysts	Computer and Information Systems Managers Computer and Information Research Scientists Architectural and Engineering Managers Financial Specialists

Source: Analysis of Burning Glass job posting data



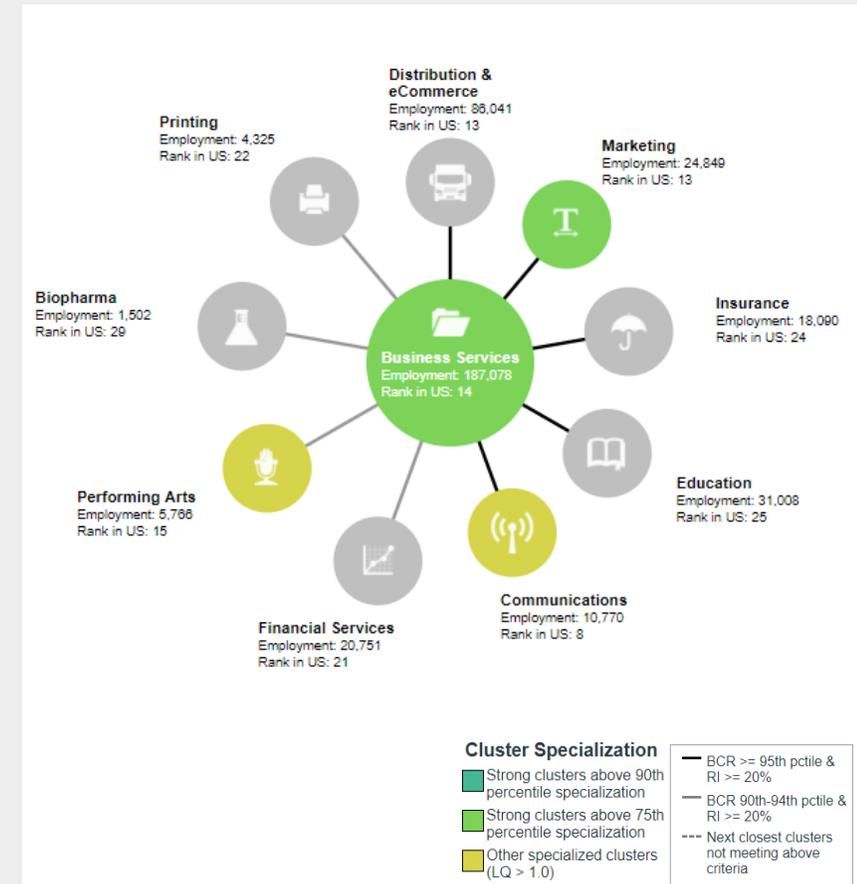
Source: U.S. Cluster Mapping <http://clustermapping.us/>

# Key Occupations & Industry Linkages

Industry: **Business Services**

Region: **Seattle, WA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Customer Service Representatives Maintenance and Repair Workers Heavy and Tractor-Trailer Truck Drivers 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



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

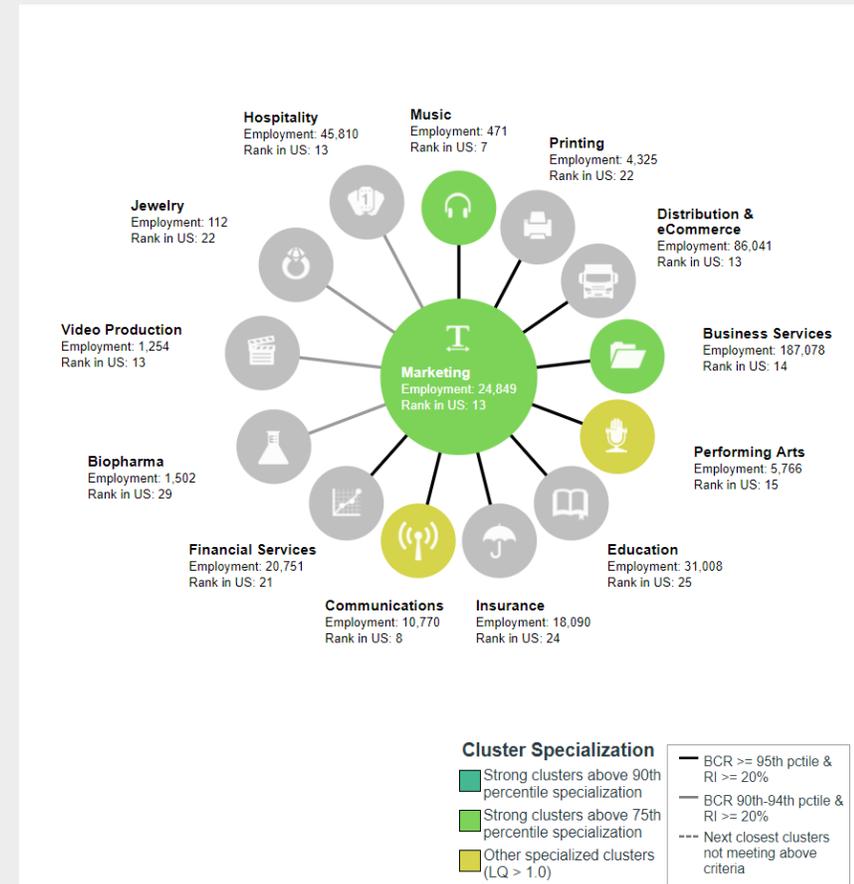
# Key Occupations & Industry Linkages

Industry: **Marketing**

Region: **Seattle, WA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
<b>No Postsecondary</b>	Customer Service Representatives Secretaries and Administrative Assistants, Except Legal, Medical, and Executive First-Line Supervisors of Retail Sales Workers Sales Representatives, Services Engineering Technicians	Engineering Technicians Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Sales Representatives, Services Customer Service Representatives First-Line Supervisors of Retail Sales Workers	Engineering Technicians Sales Representatives, Services First-Line Supervisors of Retail Sales Workers Customer Service Representatives Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
<b>Bachelor's or Advanced Degree</b>	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products Software Developers, Applications General Managers Marketing Managers Computer Occupations, All Other	Computer and Information Research Scientists Architectural and Engineering Managers Lawyers Operations Research Analysts	Lawyers Network and Computer Systems Administrators Information Security Analysts Software Developers, Applications Database Administrators

Source: Analysis of Burning Glass job posting data



Source: U.S. Cluster Mapping <http://clustermapping.us/>

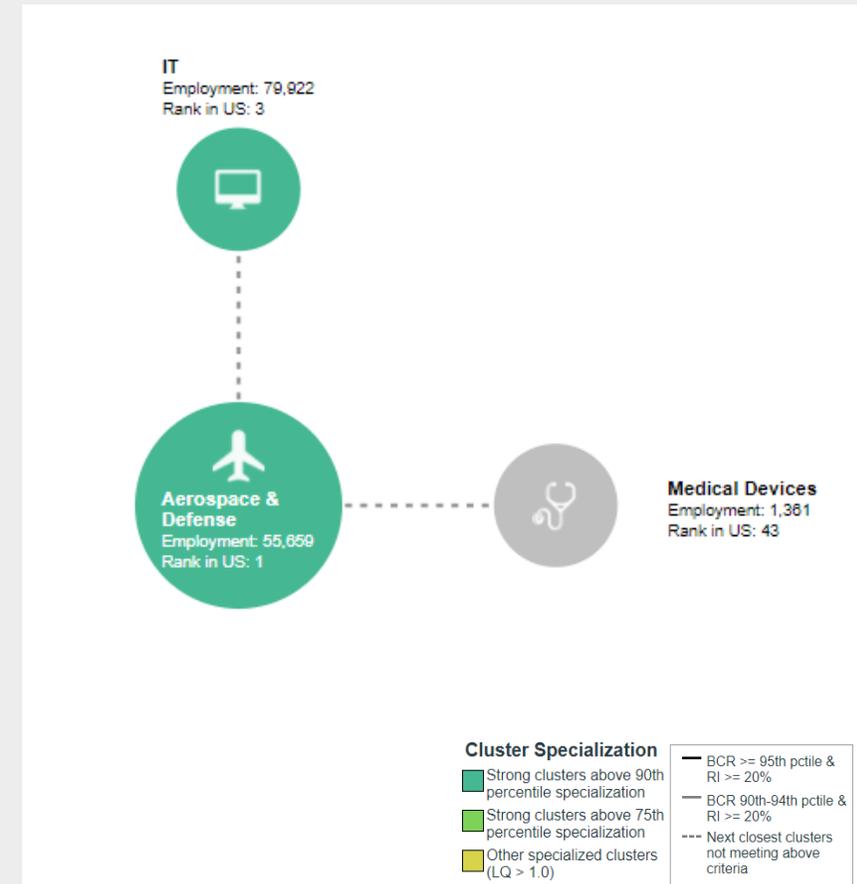
# Key Occupations & Industry Linkages

Industry: **Aerospace & Defense**

Region: **Seattle, WA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	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	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	Drafters Electricians First-Line Supervisors of Production and Operating Workers Production, Planning, and Expediting Clerks Engineering Technicians
Bachelor's or Advanced Degree	Software Developers, Applications Computer Occupations, All Other General Managers Engineers, All Other Mechanical Engineers	Web Developers Software Developers, Applications Computer Network Architects Electronics Engineers Financial Analysts	Computer Network Architects Electronics Engineers Computer Hardware Engineers Architectural and Engineering Managers Marketing Managers

Source: Analysis of Burning Glass job posting data



Source: U.S. Cluster Mapping <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

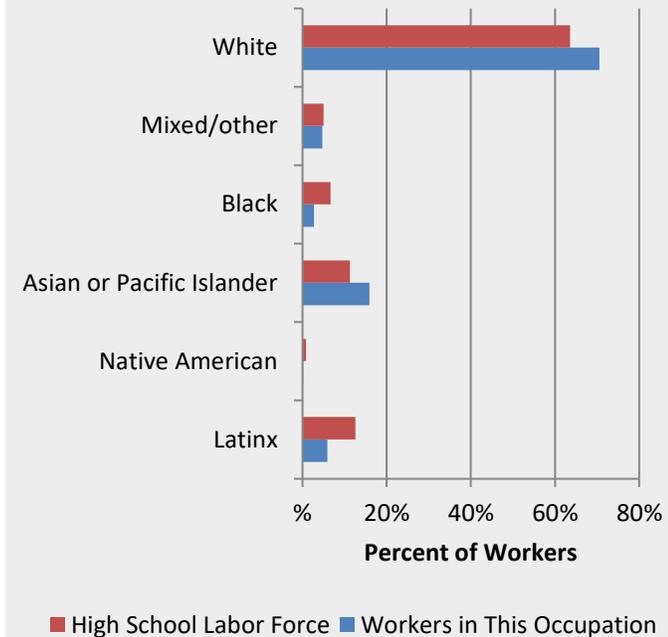
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



### 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

# Key Occupations Profile

## Key Occupation: Production, Planning, and Expediting Clerks

Region: Seattle, WA

**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

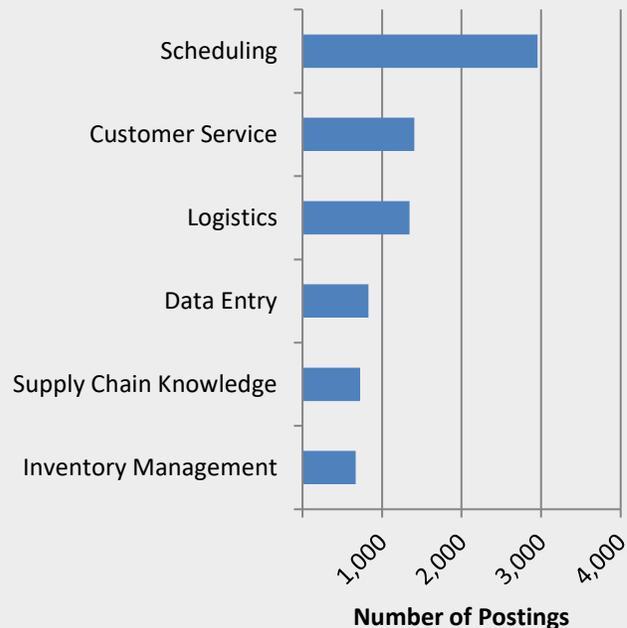
**35%**

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

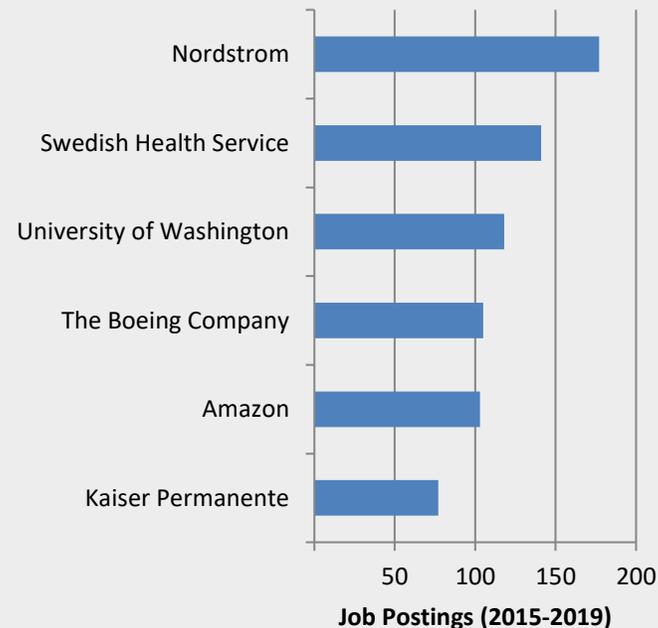
**21%**

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

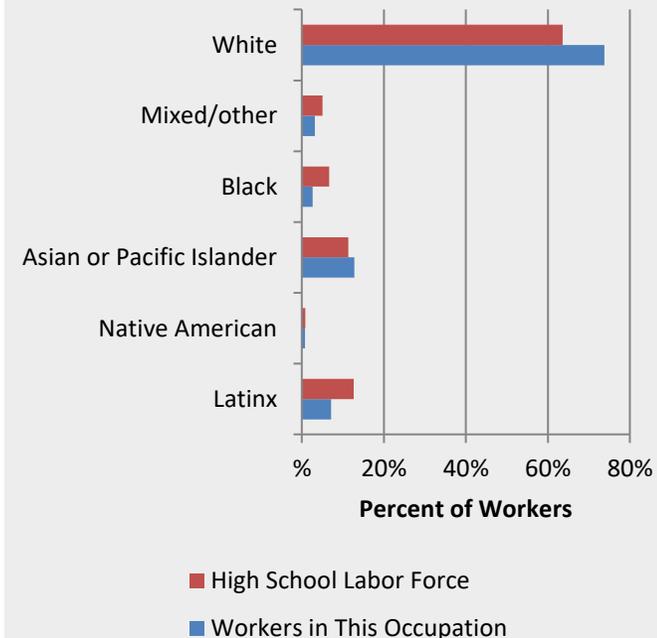
### Top Skills



### Top Regional Employers



### Occupation Demographics



### Industries employing this occ:

- Local Health Services
- Aerospace Vehicles and Defense
- Local Motor Vehicle Products and Services
- Education and Knowledge Creation

# Key Occupations Profile

## Key Occupation: Marketing Managers

## Region: Seattle, WA

**45,529**

**Job Postings in Region**  
2015-2019, across all industries



**\$95,000**

**Advertised Salary**  
Salary modeled from job postings for this occupation

**+34%**

**Projected Growth**  
Estimated growth in employment, 2020-2030

**31%**

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

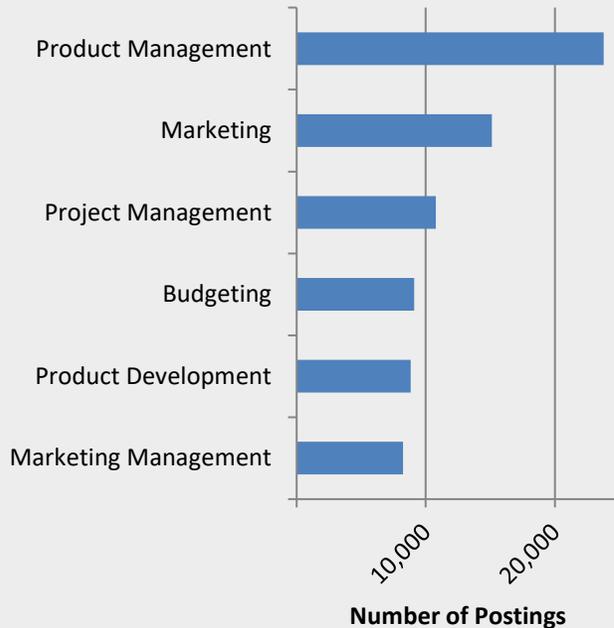
**96%**

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

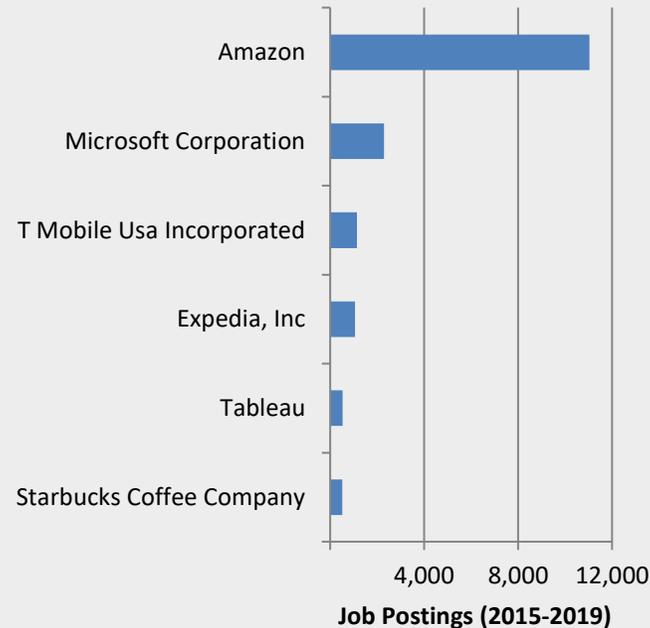
**35%**

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

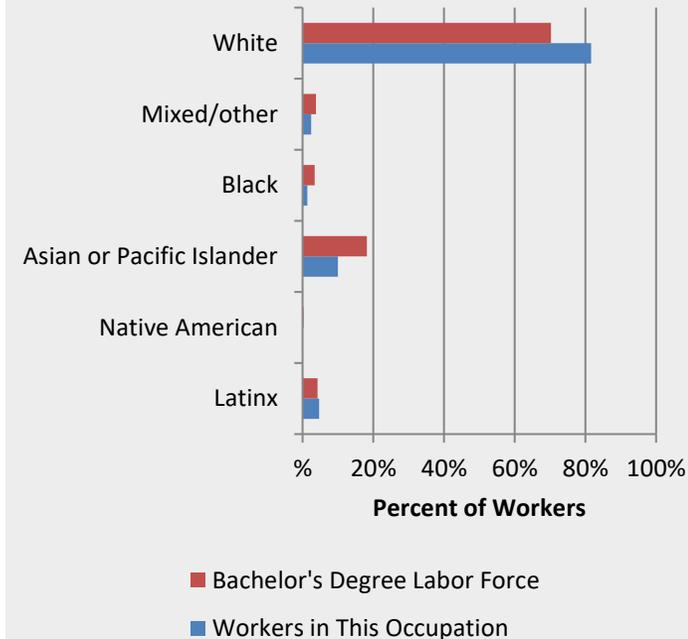
### Top Skills



### Top Regional Employers



### Occupation Demographics



### Industries employing this occ:

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

# 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

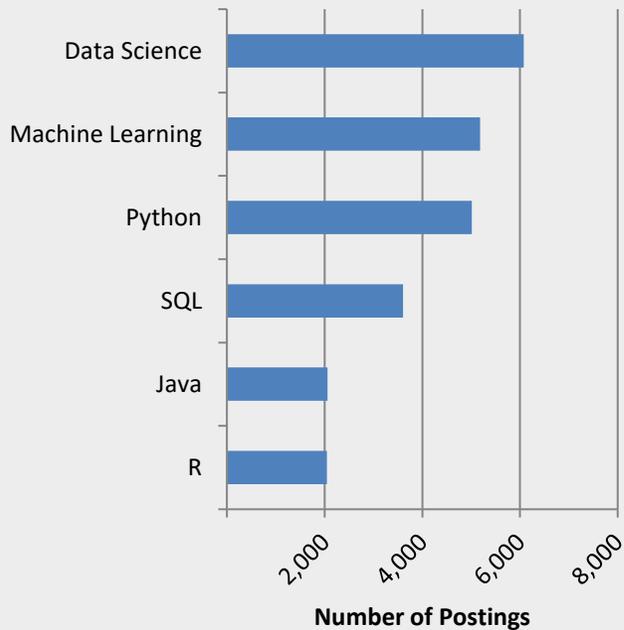
**>99%**

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

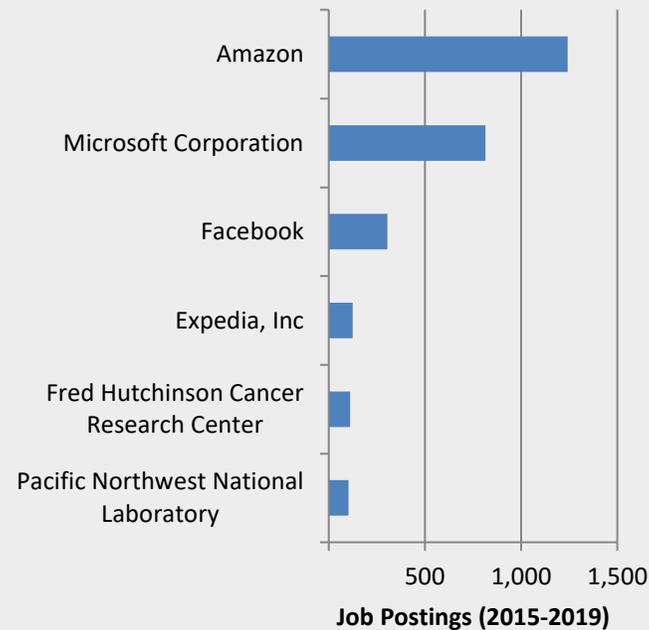
**5%**

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

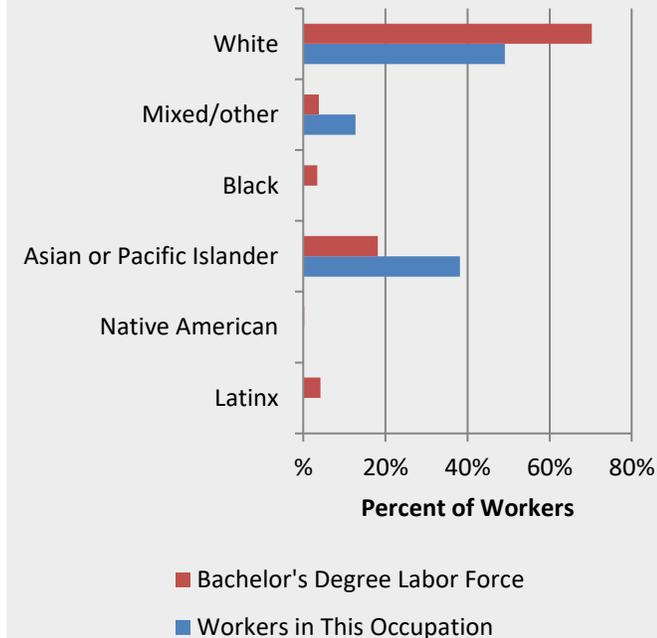
**Top Skills**



**Top Regional Employers**



**Occupation Demographics**



### Industries employing this occ:

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

# 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%**

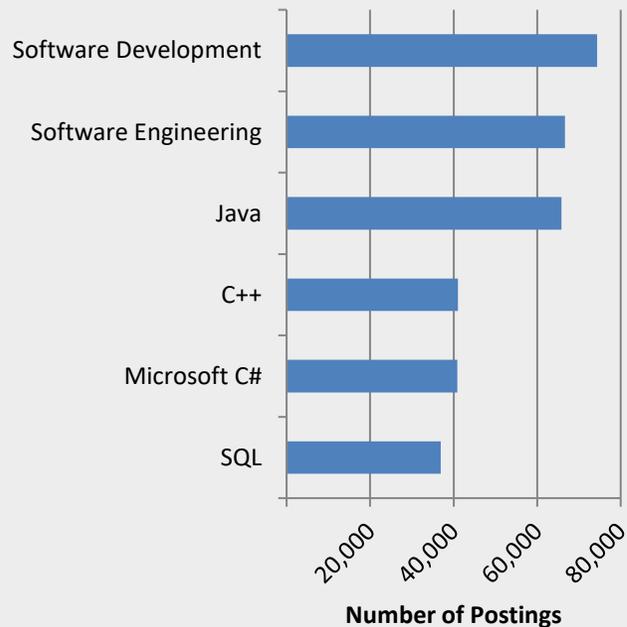
BA+ Level  
Percent of job postings calling for a BA or higher



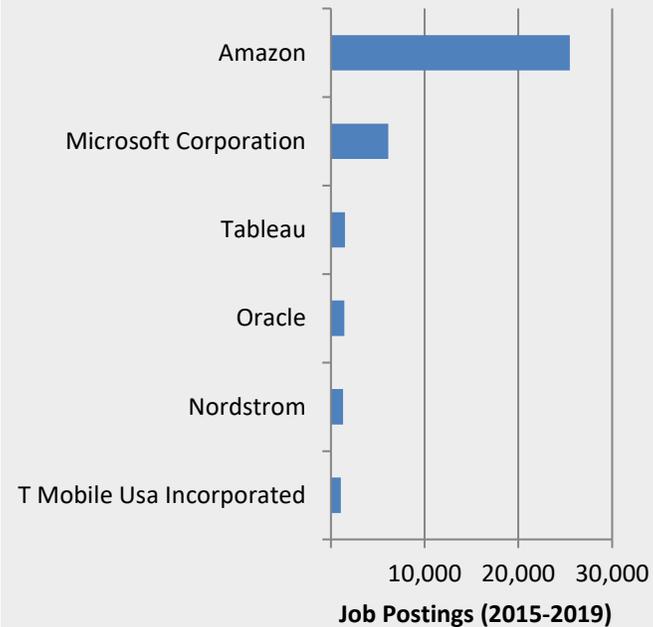
**37%**

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

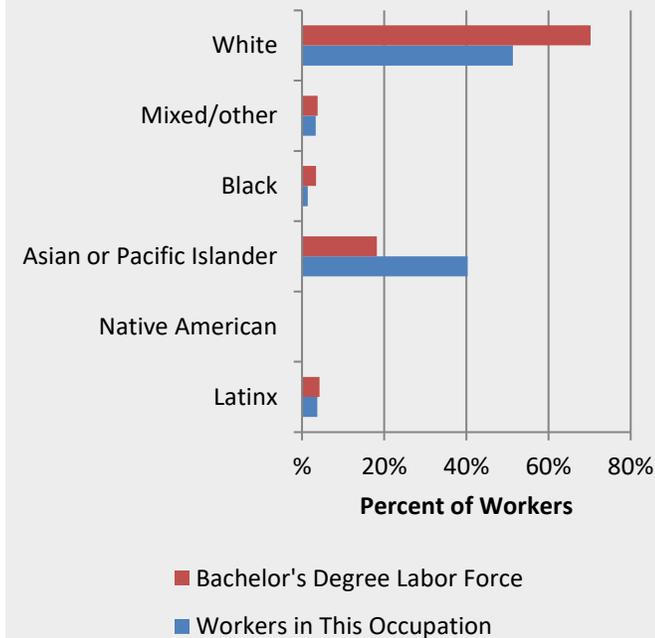
Top Skills



Top Regional Employers



Occupation Demographics



### Industries employing this occ:

- Distribution and Electronic Commerce
- Information Technology and Analytical Instruments
- Business Services
- Insurance Services