TOP EMPLOYERS

The table to the right lists the employers in New York City that posted the most new, unduplicated ads in the last 90 days and the number of ads they posted.¹ The list of top-advertising employers is dominated by firms in finance, media and telecommunications, and universities. Finance companies have posted the highest volume of ads in each month this report has been issued. Higher-education ad volume reflects pre-fall hiring activity. In recent years, media and telecommunications companies, like T-Mobile, ATT&T, and Bloomberg LP, have also been among the employers with the highest ad volumes.

MONTHLY AD TRENDS

The line chart below shows the monthly total volume of on-line ads from August 2009 through August 2013. There were 92,223 online ads for New York City jobs this month, down 5.2 percent from the same month in 2012, when online advertising was especially active. The chart shows the seasonality of online job ad volume, with annual lows in late fall and annual peaks in spring and late summer. The chart also shows a trend of overall growth in online advertising since 2010.

ADS BY SECTOR AND OCCUPATION

The pie chart to the bottom right shows New York City job ads by sector. Between June 19, 2013, and September 16, 2013, the largest proportion of job postings were in professional, scientific, and technical services (26%), concentrated in computer systems design, accounting, and computer programming services and in the finance and insurance sector (25%), concentrated in commercial banking, securities brokerage, and insurance agencies and brokerages. Shown on the other side of this page are the highest volume occupations by group and by detailed occupation. The most in-demand occupations in the past 90 days were marketing managers, web developers, retail salespersons, and executive secretaries and administrative assistants, continuing a long-term pattern of high demand over the past several years.

¹ Please note that this report includes only ads from direct employers. Ads posted in bulk or by employment agencies have been excluded.
### New York City’s Most Advertised Job Openings by Occupation

#### Online Ads for New York City Jobs by Major Occupation Group

(June 19, 2013, to September 16, 2013)

#### Management
- **Total Ads**: 30,706
  - Marketing Managers: 7,373
  - Financial Managers, Branch or Department: 4,561
  - Sales Managers: 2,406
  - General and Operations Managers: 1,925
  - Managers, All Other: 1,850

#### Computer and Mathematical
- **Total Ads**: 26,755
  - Web Developers: 6,341
  - Software Developers, Applications: 4,253
  - Network and Computer Systems Administrators: 2,607
  - Computer Systems Analysts: 2,597
  - Computer User Support Specialists: 2,435

#### Sales and Related Services
- **Total Ads**: 25,603
  - Retail Salespersons: 5,039
  - First-Line Supervisors of Retail Sales Workers: 3,715
  - Sales Representatives, Wholesale and Manufacturing: 2,384
  - Sales Agents, Financial Services: 1,850
  - Sales Representatives, Services, All Other: 1,716

#### Office and Administrative Support
- **Total Ads**: 21,334
  - Executive Secretaries and Executive Administrative Assistants: 4,827
  - First-Line Supervisors of Office & Administrative Support Workers: 2,369
  - Customer Service Representatives: 2,288
  - Secretaries and Administrative Assistants, Excluding Executive: 1,564
  - Bookkeeping, Accounting, and Auditing Clerks: 1,506

#### Arts, Design, Entertainment, Sports, and Media Occupations
- **Total Ads**: 18,641
  - Public Relations Specialists: 3,254
  - Graphic Designers: 2,888
  - Actors: 1,155
  - Editors: 1,091
  - Musicians, Instrumental: 768

### ABOUT REAL-TIME LABOR MARKET INFORMATION

Real-time labor market information comes from the daily scraping and analysis of online labor exchanges. It can provide insight into the nature and extent of current employer demand, emerging occupations and skill requirements. Internet job ads represent about 70 percent of all vacancies in the economy (and nearly 95% of jobs other than the lowest skill, lowest pay, and highest turnover occupations such as in retail, food service, and construction).

**SOURCE** | These analyses were conducted by the NYCLMIS using Wanted Analytics Hiring Demand Dashboard.