Teaching Aid:  
Career Services

Labor Market Profile Sample One-Pager



## Suggested Strategy:

The Career Services and Business Services teams should collaborate to develop one-pagers on each major sector in the local area. Include a handful of in-demand occupations as well as the names of major employers. Make these one-pagers available to customers in the resource room or during your one-on-one meetings.

### Customers:

Use this Labor Market Profile one-pager as a guide to research and explore your target occupations.

First: Find the Occupation Profile Search Page of CareerOneStop here:

<https://www.careeronestop.org/toolkit/careers/occupations/Occupation-profile.aspx?newsearch=true>

Use one of the Standard Occupational Classification (SOC) Codes below (or a Job Title) and enter it into the “Search by Occupation” field along with our local zip code or the name of our city.

Review the profile information for that occupation. It includes information about the occupation’s future outlook, the education level required, wage information, tasks, skills, and abilities needed to do the job, as well as training opportunities in the area. Ask for assistance if you are not finding what you need.

Second: Incorporate what you learn into your resume development and interview strategies.

Become familiar with the tasks, skills, abilities and responsibilities of your target occupation. Make sure your resume reflects similar experiences from your previous jobs. Use the same language and terminology during your informational and job interviews. Share information you learn with your career coaches and advisors.

## Local area in-demand sectors and industries (examples)

#### Healthcare (with SOC codes)

* Nursing Assistants 31-1014.00
* Home Health Aide 31-1011.00

#### Manufacturing (with SOC codes)

* Computer Numerically Controlled Machine Tool Programmer 51-4012.00
* Manufacturing Production Technicians 17-3029.09

#### Transportation and Logistics (with SOC occupation codes)

* Logistics Managers 11-3071.03
* Storage and Distribution Manager 11-3071.02

\*Include the names of major employers in our local area here:

* XYZ Corp, LLC
* ABC, Inc.