



2021 HOT JOBS!

Your guide to high-demand careers in West Michigan

West Michigan Works! serves the counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa.



WESTMIWORKS.ORG

The West Michigan Works! Hot Jobs List is comprised of more than 200 job titles in high-demand industries with a positive career outlook in West Michigan (Allegan, Barry, Kent, Ionia, Montcalm, Muskegon, Ottawa counties). The list can be used as a resource to identify in-demand careers and the education required to pursue those roles.

DATA COLLECTION

Occupational data was obtained from the analytical program, EMSI, survey results from The Employers' Association (TEA) of West Michigan and the State of Michigan Bureau of Labor Market Information & Strategic Initiatives. Data and employer feedback were used to determine the industry focus for our region: manufacturing, health sciences, information technology, construction and energy, professional services, and agribusiness.

CRITERIA FOR INCLUSION

Occupations on the Hot Jobs List must show a growth rate of at least 9% (the regional average) over 10 years; annual openings above industry averages; and wages at or above \$13.75. The list was presented to West Michigan Works! staff and employers within the region's industry talent councils for anecdotal feedback and insight into hiring needs.

Sources:

Economic Modeling Specialists International (EMSI), <http://www.economicmodeling.com/data-sources/>
The Employers' Association (TEA) of West Michigan Wage and Salary Survey, https://www.teagr.org/teaimis/Members/Surveys/Survey_Home.aspx
O*Net O*NET OnLine. National Center for O*NET Development, <http://www.onetonline.org/>
Bureau of Labor Statistics, <http://www.bls.gov/data/>

INDUSTRY TALENT COUNCILS

Employer-led talent councils are a collaboration of workforce and economic developers, educators (K-12 and postsecondary) and employers in West Michigan's high-demand industries. Regional collaboration and problem-solving address talent, curriculum and advocacy issues on a broader level, resulting in a larger skilled labor pool and increased job placements.

West Michigan is home to several talent councils that provided in-depth expertise on their industries for the 2021 Hot Jobs List:



The West Michigan Health Careers Council

MISSION: To strengthen the West Michigan health care industry by identifying, developing, and promoting health care career opportunities.

KEY STRATEGIES | PROJECTS

Outreach and Promotion | MiCareerQuest, parent/school engagement, job seeker workshops, supply/demand review and validation

Education and Training | job analysis/career pathway development

Funding and Resources | scholarships, workforce policy and advocacy (federal and state), America's Promise Grant

Retention | employee barrier reduction, training and advancement opportunities for incumbent workers



West Michigan Tech Talent

MISSION: West Michigan Tech Talent looks to engage employers of Information Technology professionals with best practices, resources and a community to grow, develop, recruit and retain a diverse and inclusive world class IT workforce in West Michigan.

KEY STRATEGIES | PROJECTS

Grow (K-12) | MiCareerQuest, MiCareerQuest teacher event, parent/school engagement, Hour of Code, TeacherCon reception, support of local initiatives such as BitCamp, Camp Infinity and Girls Who Code

Develop (Training) | job analysis/career pathway development, apprenticeship development, industry-led collaboratives (shared cohort training for employees)

Recruit and Retain



Discover Manufacturing

MISSION: We exist to inspire and expand manufacturing talent in West Michigan.

KEY STRATEGIES | PROJECTS

Promotion & Events | MiCareerQuest, parent/school engagement, Manufacturing Week, Adopt A School

Training | job analysis/career pathway development, industry-led collaboratives (shared cohort training for employees)

Share Best Practices | best practices seminar for manufacturing businesses



Agribusiness Talent Council - West Michigan

MISSION: The Agribusiness Talent Council is an employer-led collaborative that seeks to expand the talent pool by promoting career pathways and opportunities in West Michigan's agribusiness industry.

KEY STRATEGIES | PROJECTS

Promote the Industry | MiCareerQuest, parent/school engagement

Train | curriculum development and alignment, apprenticeship development

Recruit and Retain | job analysis/career pathway development

Resources



The Construction Workforce Development Alliance of West Michigan (CWDA)

MISSION: The CWDA exists to develop and implement a plan to redefine the image of construction and to promote careers within the industry.

KEY STRATEGIES | PROJECTS

Awareness | MiCareerQuest, revamp webuildmi.org website, CWDA Rally, various marketing /advertising efforts

Exploration | industry field trips/guest speakers, Construction Month

Preparation | job analysis/career pathway development, Construction Career Jumpstart

Transition | industry employment

West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

CONSTRUCTION & ENERGY

SOC TITLE	JOB TITLE	MEDIAN WAGE (mid-career)	RECOMMENDED CREDENTIAL	
11-9041.00 Architectural and Engineering Managers	Engineering Manager	\$54.18	Bachelor's degree and 5+ years work experience	
	Project Manager	\$58.17	Bachelor's degree, certification and 5+ years work experience	
	Solutions Design Manager	\$58.17	Bachelor's degree and 5+ years work experience	
	Director of Engineering	\$58.17	Bachelor's degree and 5+ years work experience	
47-2021.00 Brickmasons	Bricklayer	\$25.85	Apprenticeship	■
49-3031.00 Bus and Truck Mechanics and Diesel Engine Specialists	Diesel Mechanic	\$22.07	Certification and long-term OJT	■ ■
	Heavy Equipment Mechanic	\$22.07	Certification and long-term OJT	■ ■
51-7011.00 Cabinetmakers and Bench Carpenters	Cabinet Maker	\$18.31	Moderate-term OJT or apprenticeship	■
	Custom Cabinet Maker	\$18.31	Moderate-term OJT or apprenticeship	■
	Woodworker	\$18.31	Moderate-term OJT or apprenticeship	■
47-2031.00 Carpenters	Carpenter	\$22.18	Apprenticeship	■
	Carpenters Apprentice	\$15.95	Apprenticeship	■
	Commercial Carpenter	\$24.90	Apprenticeship	■
47-2051.00 Cement Masons and Concrete Finishers	Concrete Finisher	\$21.38	Apprenticeship	■
	Concrete Laborer	\$21.38	Apprenticeship	■
	Structural Engineer	\$37.78	Bachelor's degree	■
17-2051.00 Civil Engineers	Civil Engineer	\$32.62	Bachelor's degree	■
	Transportation Engineer	\$37.78	Bachelor's degree	■
	Horizontal Construction Engineer	\$37.78	Bachelor's degree	■
	Technical Engineer	\$37.78	Bachelor's degree	■
47-2061.00 Construction Laborers	Construction Laborer	\$15.12	No formal education requirement	
11-9021.00 Construction Managers	Project Manager	\$36.40	Bachelor's degree and 5+ years work experience	
	Construction Superintendent	\$43.20	Bachelor's degree and 10+ years work experience	
49-9051.00 Electrical Power Line Installers and Repairers	Journeyman Lineman	\$40.91	Apprenticeship and license	■
	Distribution Technician	\$40.91	Apprenticeship and license	■
	Lineman	\$32.03	Apprenticeship and license	■
47-2111.00 Electricians	Electrician	\$17.21	Apprenticeship or technical school and license	■
	Journeyman Electrician	\$28.06	Apprenticeship or technical school and license	■
	Maintenance Electrician	\$24.16	Apprenticeship and license	■
	Master Electrician	\$31.20	Apprenticeship or technical school, license and 4+ years work experience	
	Licensed Electrician	\$24.16	Apprenticeship and license	■
37-1012.00 First-Line Supervisors of Landscaping, Lawn Service and Groundskeeping Workers	Landscape Foreman	\$24.58	2+ years work experience	
	Landscape Crew Leader	\$18.51	No formal educational requirement	
	Maintenance Supervisor	\$34.88	5+ years work experience	■
	Maintenance Manager	\$34.88	5+ years work experience	■
	Assistant Fleet Manager	\$34.88	5+ years work experience	■
	Maintenance Lead	\$29.31	5+ years work experience	■
49-9021.00 Heating, Air Conditioning and Refrigeration Mechanics and Installers	HVAC Technician	\$28.32	Certification and long-term OJT	■
	HVAC Installer	\$25.57	Certification and long-term OJT	■
	HVAC Apprentice	\$19.47	Certification and long-term OJT	■
	Commercial HVAC Service Technician	\$28.32	Certification and long-term OJT	■
53-3032.00 Heavy and Tractor-Trailer Truck Drivers	CDL Truck Driver	\$19.82	Commercial driver's license (CDL A)	■ ■
	Heavy Equipment Operator	\$22.40	Certification and moderate-term OJT	■ ■
47-2073.00 Operating Engineers and Other Construction Equipment Operators	Heavy Construction Equipment Operator	\$22.40	Certification and moderate-term OJT	■ ■
	Landfill Heavy Equipment Operator	\$22.40	Certification and moderate-term OJT	■ ■
47-2152.00 Plumbers, Pipefitters and Steamfitters	Plumber	\$20.01	Apprenticeship and license	■
	Service Plumber	\$23.00	Apprenticeship and license	■
	Master Plumber	\$23.00	Apprenticeship, license and 5+ years work experience	
	Journeyman Plumber	\$23.00	Apprenticeship and license	■
	Pipefitter Journeyman	\$23.00	Apprenticeship and license	■
47-2181.00 Roofers	Roofer	\$15.59	No formal educational require	
	Lead Roofer	\$18.73	No formal educational require	
49-2098.00 Security and Fire Alarm Systems Installers	Fire Alarm Technician	\$23.16	Certification	■
	Security Installation Technician	\$23.16	Certification	■
47-1011.00 First-Line Supervisors of Construction Trades and Extraction Workers	Plumber Foreman	\$28.07	5+ years work experience	
	Concrete Foreman	\$28.07	5+ years work experience	
	Construction Crew Member	\$28.07	5+ years work experience	
	Carpenter Foreman	\$29.36	5+ years work experience	

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OJT: On-the-job training: Training or preparation received while working to learn the skills needed for that occupation (short-term: 1 month or less, moderate-term: between 1-12 months, long-term: more than 12 months).
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■ Occupations that meet the criteria for West Michigan Works! training scholarships.

HEALTH SCIENCES

SOC TITLE	JOB TITLE	MEDIAN WAGE (mid-career)	RECOMMENDED CREDENTIAL *Credentials that local employers <i>require</i> (as opposed to recommend).	
21-1021.00 Child, Family and School Social Workers	Social Worker	\$23.58	Master's degree and license or limited license*	
	Safety Advocate	\$23.58	High school diploma*	
	Autism Consultant	\$23.58	High school diploma*	
21-1094.00 Community Health Workers	Community Health Worker	\$21.99	Certification	■
31-9091.00 Dental Assistants	Orthodontic Assistant	\$21.30	High school diploma*	
	Dental Assistant	\$21.30	License*	■
29-2021.00 Dental Hygienists	Dental Hygienist	\$30.19	Associate degree and license*	■
29-2041.00 Emergency Medical Technicians and Paramedics	Emergency Medical Technician	\$14.85	Certification and license*	■
	Emergency Department Technician	\$14.85	High school diploma or certification or license*	■
	Paramedic	\$19.69	Certification and license*	■
29-1215.00 - Family Medicine Physicians	Family Medicine Physician	\$119.72	Doctoral degree*	
	Physician	\$119.72	Doctoral degree*	
21-1022.00 Health Care Social Workers	Social Worker	\$23.57	Master's degree and license or limited license*	
29-2061.00 Licensed Practical and Licensed Vocational Nurses	Licensed Practical Nurse	\$22.00	License*	■
	Licensed Vocational Nurse	\$22.00	License*	■
	Home Health Licensed Practical Nurse	\$22.00	License*	■
31-9011.00 Massage Therapists	Massage Therapist	\$21.63	License*	■
29-2011.00 Medical and Clinical Laboratory Technologists	Medical Technologist/ Medical Laboratory Technician	\$20.69	Bachelor's degree and license *	■
	Laboratory Technician	\$20.69	Bachelor's degree and license *	■
11-9111.00 Medical and Health Services Managers	Director of Nursing	\$42.73	Bachelor's degree, license and 5+ years work experience*	
	Nursing Home Administrator	\$39.22	Bachelor's degree, license and 5+ years work experience*	
	Assistant Director of Nursing	\$34.59	Bachelor's degree, license and 5+ years work experience*	
31-9092.00 Medical Assistants	Medical Assistant	\$15.98	Certification*	■
29-2072.00 Medical Records Specialists	Medical Records Clerk	\$15.36	Certification*	■
	Billing/Coding	\$15.36	Certification or bachelor's degree*	■
	Inpatient Coder	\$19.50	Certification or bachelor's degree*	■
43-6013.00 Medical Secretaries	Patient Services Representative Associate	\$16.34	High school diploma*	
	Scheduling Coordinator	\$17.40	High school diploma*	
	Medical Secretary	\$16.34	High school diploma*	
21-1023.00 Mental Health and Substance Abuse Social Workers	Outpatient Therapist	\$25.02	Master's degree and license*	
	Licensed Therapist	\$25.02	Master's degree and license*	
	Licensed Clinical Social Worker	\$25.02	Bachelor's degree and license*	■
	Substance Use Disorder Counselor	\$25.02	Bachelor's degree and license*	■
	Behavioral Health Clinician	\$25.02	Bachelor's degree and license*	■
21-1014.00 Mental Health Counselors	Behavioral Health Therapist	\$21.26	Master's degree and license or limited license*	
	Crisis Counselor	\$21.26	Bachelor's degree and license*	■
	Mental Health Clinician	\$21.26	Master's degree and license or limited license*	
29-1171.00 Nurse Practitioners	Nurse Practitioner	\$49.57	Master's degree and license*	
31-1131.00 Nursing Assistants	Certified Nursing Assistant	\$14.13	Certification and license*	■
	Patient Care Technician	\$14.13	High school diploma*	
29-1122.00 Occupational Therapists	Occupational Therapist	\$33.03	Master's degree and license*	
31-2011.00 Occupational Therapy Assistants	Certified Occupational Therapy Assistant	\$24.83	Certification and license*	■
	Occupational Therapy Assistant	\$24.83	Certification and license*	■
29-2052.00 Pharmacy Technicians	Pharmacy Technician	\$15.58	Certification and license*	■
	Pharmacy Technician Specialist	\$15.58	Certification and license*	■
31-9097.00 Phlebotomists	Phlebotomist	\$16.68	License*	■
	Phlebotomy Technician, Lab Assistant	\$16.68	License*	■
31-2021.00 Physical Therapists Assistants	Physical Therapist Assistant	\$25.74	Associate degree and license*	■
	Rehabilitation Technician	\$25.74	Associate degree and license*	■
29-1123.00 Physical Therapists	Physical Therapist	\$40.03	Doctoral degree and license*	
29-1071.00 Physician Assistants	Physician Assistant	\$50.75	Master's degree and license*	
29-1229.00 Physicians, All Other	Physician	\$100.83	Doctoral degree, license and residency*	
29-2034.00 Radiologic Technologists	Computed Tomography Technologist	\$25.75	Associate degree and license*	■
	Radiology Technologist	\$25.75	Associate degree and license*	■
	Ultrasound Technologist	\$25.75	Associate degree and license*	■
	Mammography Technologist	\$25.75	Associate degree and license*	■
29-1141.00 Registered Nurses	Registered Nurse	\$31.90	Bachelor's degree and license*	■
29-1126.00 Respiratory Therapists	Respiratory Therapist	\$27.88	Associate degree and license*	■
11-9151.00 Social and Community Service Manager	Program Director	\$34.71	Bachelor's degree and 5+ years work experience*	
	Executive Director	\$34.71	Bachelor's degree and 5+ years work experience*	
	Service Manager	\$34.71	Bachelor's degree and 5+ years work experience*	
29-2055.00 Surgical Technologists	Surgical Technologist	\$20.82	Associate degree and license*	■

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■ Occupations that meet the criteria for West Michigan Works! training scholarships.

INFORMATION TECHNOLOGY

SOC TITLE	JOB TITLE	MEDIAN WAGE (mid-career)	RECOMMENDED CREDENTIAL	
11-3021.00 Computer and Information Systems Managers	IT Manager	\$46.60	Bachelor's degree and 5+ years work experience	■
	Director of IT	\$63.31	Bachelor's degree and 5+ years work experience	■
	IT Project Manager	\$52.68	Bachelor's degree and 5+ years work experience	
	Analytics Manager	\$52.68	Bachelor's degree and 5+ years work experience	
15-1231.00 Computer Network Support Specialists	Network Services Specialist	\$25.17	Bachelor's degree or certification	■
	Network Technician	\$25.17	Bachelor's degree or certification	■
	Noc Technician	\$25.17	Bachelor's degree or certification a	■
15-1151.00 Computer User Support Specialists	IT Help Desk/Desktop Support	\$22.62	Postsecondary non-degree award or certification	■ ■
	Field Service/Installation Technician	\$23.39	Postsecondary non-degree award or certification	■
15-1242.00 Database Administrators	Database Administrator	\$35.74	Bachelor's degree and 5+ years of experience	■
15-1252.00 Software Developers	Software Engineer	\$34.11	Bachelor's degree	■
	Software Developer	\$40.78	Bachelor's degree	■
	Application Developer	\$30.52	Bachelor's degree	■
27-1024.00 Graphic Designers	Graphic Designer	\$25.86	Bachelor's degree	■
	Digital Designer	\$23.28	Bachelor's degree	■
	UX/UI Designer	\$28.91	Bachelor's degree	■
15-1212.00 Information Security Analysts	Pen Tester	\$37.57	Bachelor's degree	■
	Cybersecurity Architect	\$37.57	Bachelor's degree	■
	Security Engineer	\$37.57	Bachelor's degree	■
15-1244.00 Network and Computer Systems Administrators	Network Engineer	\$32.79	Bachelor's degree	■
	Systems Administrator	\$32.87	Bachelor's degree	■
	IT Support Engineer	\$30.77	Bachelor's degree	■
	Network Architect	\$33.12	Bachelor's degree	■
	Network Administrator	\$34.85	Bachelor's degree	■
15-1254.00 Web Developers	Front End Developer	\$27.43	Bachelor's degree	■
	Web Developer	\$27.43	Bachelor's degree	■

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MANUFACTURING

SOC TITLE	JOB TITLE	MEDIAN WAGE (mid-career)	RECOMMENDED CREDENTIAL		
17-2071.00 Engineers: Electrical, Industrial, Mechanical	Controls Engineer	\$39.54	Bachelor's degree		
	Quality Engineer	\$35.58	Bachelor's degree		
	Electrical Engineer	\$35.34	Bachelor's degree		
	Mechanical Engineer	\$34.37	Bachelor's degree		
	Manufacturing Engineer	\$37.43	Bachelor's degree		
	Filler Operator	\$14.92	High school diploma and short-term OJT		
	Parts Cleaner	\$14.92	High school diploma and short-term OJT		
	Sanitation Technician	\$14.92	High school diploma and short-term OJT		
27-1021.00 Commerical and Industrial Designers	CAD Designer	\$19.21	Certification		
	CAD Designer II	\$25.10	Certification and 2+ years of work experience		
	CAD Designer III	\$30.10	Certification and 2+ years of work experience		
	Package Designer	\$29.48	Certification and 2+ years of work experience		
51-9162.00 Computer Numerically Controlled Tool Programmers	CNC Operator	\$20.18	Certification and moderate-term OJT		
	CNC Programmer	\$25.37	Certification and moderate-term OJT		
	CNC Router Operator	\$25.37	Certification and moderate-term OJT		
	CMM Programmer	\$25.52	Certification and moderate-term OJT		
51-9032.00 Cutting and Slicing Machine Setters, Operators and Tenders	Die Cutter Operator	\$16.71	High school diploma and short-term OJT		
	Glass Cutter	\$16.71	High school diploma and short-term OJT		
	Concrete Cutting Operator	\$16.71	High school diploma and short-term OJT		
53-1042.00 - First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	Warehouse Supervisor	\$26.59	High school diploma and 5+ years of work experience		
	Unit Supply Specialist/Warehouse Manager	\$25.50	High school diploma and 5+ years of work experience		
51-3091.00 Food and Tobacoo Roasting, Baking and Drying Machine Operators and Tenders	General Laborer	\$18.00	High school diploma or equivalent		
	Warehouse Operator	\$14.59	High school diploma or equivalent		
51-3092.00 Food Batchmakers	Dough Maker	\$17.73	High school diploma and short-term OJT		
	Batch Maker	\$17.73	High school diploma and short-term OJT		
	Mixer Operator	\$17.73	High school diploma and short-term OJT		
51-3093.00 Food Cooking Machine Operators and Tenders	Booker	\$17.46	High school diploma and short-term OJT		
	Food Truck Manager		High school diploma and short-term OJT		
49-9041.00 Industrial Machinery Mechanics	Machine Repair Journeyman	\$24.95	Apprenticeship		
	Field Service Technician	\$25.69	Apprenticeship		
	Maintenance Mechanic	\$23.14	Apprenticeship		
	Maintenance Millwright	\$23.14	Apprenticeship		
53-7062.00 Laborers and Freight, Stock and Material Movers, Hand	Warehouse Worker	\$18.00	High school diploma or equivalent		
	Material Handler	\$18.00	High school diploma or equivalent		
	Warehouse Production Worker	\$14.47	High school diploma or equivalent		
	Warehouse Package Handler	\$14.47	High school diploma or equivalent		
49-9071.00 Maintenance and Repair Workers, General	Maintenance Technician	\$23.00	Certification and moderate-term OJT		
	Maintenance Shift Manager	\$29.31	Certification and moderate-term OJT		
	Service Technician	\$17.51	Certification and moderate-term OJT		
49-9044.00 Millwrights	Millwright	\$26.61	Apprenticeship		
51-9023.00 Mixing and Blending Machine Setters, Operators and Tenders	Mixer	\$18.05	High school diploma and short-term OJT		
	Blender	\$18.05	High school diploma and short-term OJT		
	Shift Leader	\$18.05	High school diploma and short-term OJT		
	Blending Operator	\$18.05	High school diploma and short-term OJT		
51-4081.00 Multiple Machine Tool Setters, Operators and Tenders, Metal and Plastic	Die Setter	\$25.33	Certification and moderate-term OJT		
	Palletizer Operator	\$17.29	Certification and moderate-term OJT		
51-9111.00 Packaging and Filling Machine Operators and Tende	Machine Operator	\$16.3	Short-term OJT		
	CNC Machine Operator	\$20.18	High school diploma and moderate-term OJT		
	Packaging Operator	\$15.26	Short-term OJT		
	Assembly and Machine Operator	\$15.26	High school diploma and short-term OJT		
43-5061.00 Production, Planning and Expediting Clerks	Production Planner	\$28.75	Bachelor's degree		
	Master Scheduler	\$33.89	Bachelor's degree and 5+ years of work experience		
	Expeditor	\$21.73	Bachelor's degree		
	Scheduler	\$24.15	Bachelor's degree		
51-9012.00 Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators and Tenders	Head Brewer	\$17.22	Bachelor's degree		

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PROFESSIONAL & ADMINISTRATIVE SERVICES

SOC TITLE	JOB TITLE	MEDIAN WAGE (mid-career)	RECOMMENDED CREDENTIAL		
11-1021.00 General and Operations Managers	General Manager	\$45.98	Bachelor's degree and 5+ years work experience		■
	Store Manager	\$23.06	Bachelor's degree and 5+ years work experience		
	Operations Manager	\$45.98	Bachelor's degree and 5+ years work experience		■
	Branch Manager	\$45.98	Bachelor's degree and 5+ years work experience		
	District Manager	\$45.98	Bachelor's degree and 5+ years work experience		
13-2011.00 Accountants and Auditors	Accountant	\$27.64	Bachelor's degree and certification	■	■
	Staff Accountant	\$29.76	Bachelor's degree and certification	■	■
	Cost Accountant	\$28.36	Bachelor's degree and certification	■	■
	Controllers	\$29.76	Bachelor's degree and certification	■	■
	Tax Professional	\$29.76	Bachelor's degree and certification	■	■
11-3012.00 - Administrative Services Managers	Maintenance Director	\$41.11	Bachelor's degree and 5+ years work experience		■
	Director of Facilities	\$41.11	Bachelor's degree and 5+ years work experience		■
	Facilities Manager	\$41.58	Bachelor's degree and 5+ years work experience		■
	Business Office Manager	\$26.28	Bachelor's degree and 5+ years work experience		■
13-1051.00 Cost Estimators	Billing Specialist	\$17.95	High school diploma and short-term OJT		
	Billing Clerk	\$17.95	High school diploma and short-term OJT		
	Estimator	\$31.23	Bachelor's degree		■
	Construction Estimator	\$34.56	Bachelor's degree		■
	Residential Estimator	\$28.33	Bachelor's degree		■
11-9033.00 Education Administrators	Civil Estimator	\$28.33	Bachelor's degree		■
	Vice President of Enrollment Management	\$39.55	Master's degree and 5+ years work experience		
	Director of Admissions	\$39.55	Bachelor's degree and 5+ years work experience		
	Client Director	\$39.55	Bachelor's degree and 5+ years work experience		
	Dean of Arts and Science	\$39.55	Master's or doctorate degree, experience in field		
21-1012.00 Educational, Guidance, School and Vocational Counselors	Program Director	\$39.55	Bachelor's degree and 5+ years work experience		
	Admissions Counselor	\$26.06	Master's degree and certification		
	Middle School Counselor	\$26.06	Master's degree and certification		
	School Counselor	\$26.06	Master's degree and certification		
25-2021.00 Elementary and Middle School Teachers, Except Special Education	Career Coach	\$26.06	Master's degree and certification		
	Elementary Teacher	\$28.93	Bachelor's degree and license		■
	Middle School Science Teacher	\$28.93	Bachelor's degree and license		■
	Long-term Substitute Teacher	\$28.93	Bachelor's degree and license		■
	Elementary School Teacher	\$28.93	Bachelor's degree and license		■
11-3031.00 Financial Managers	5th Grade Teacher	\$28.93	Bachelor's degree and license		■
	Tax Manager	\$51.72	Bachelor's or master's degree and 5+ years work experience		■
	Chief Financial Officer	\$79.81	Bachelor's or master's degree and 5+ years work experience		■
	Accounting Manager	\$38.46	Bachelor's or master's degree and 5+ years work experience		■
	Controller	\$51.72	Bachelor's or master's degree and 5+ years work experience		■
35-1012.00 First-Line Supervisor of Services	Finance Manager	\$51.72	Bachelor's or master's degree and 5+ years work experience		■
	Shift Manager	\$17.28	High school diploma and moderate-term OJT		■
	Assistant Manager	\$17.28	High school diploma and moderate-term OJT		■
	Assistant Restaurant Manager	\$17.28	High school diploma and moderate-term OJT		■
	Department Manager	\$17.28	High school diploma and moderate-term OJT		■
11-9051.00 Food Service Managers	Shift Supervisor	\$17.28	High school diploma and moderate-term OJT		■
	Restaurant General Manager	\$28.19	High school diploma and 5+ years work experience		
13-1071.00 Human Resource Specialists	General Manager	\$28.19	High school diploma and 5+ years work experience		
	Recruiter	\$23.30	Bachelor's degree	■	■
43-9041.00 Insurance Claims and Policy Processing Clerks	Human Resource Specialist	\$26.86	Bachelor's degree	■	■
	Claims Processing Representative	\$19.57	High school diploma and short-term OJT		
	Policy Processor	\$19.57	High school diploma and short-term OJT		
	Claims Coordinator	\$19.57	High school diploma and short-term OJT		
41-3021.00 Insurance Sales Agents	Claims Associate	\$19.57	High school diploma and short-term OJT		
	Licensed Insurance Agent	\$27.91	Bachelor's degree and license		■
13-2072.00 Loan Officers	Licensed Life Insurance Agent	\$27.91	Bachelor's degree and license		■
	Mortgage Loan Originator	\$25.12	Bachelor's degree and license		■
13-1111.00 Management Analysts	Mortgage Underwriter	\$25.12	Bachelor's degree and license		■
	Business Analyst	\$36.67	Bachelor's degree and 5+ years work experience		■
	Data Analyst	\$36.67	Bachelor's degree and 5+ years work experience		■
	Senior Consultant	\$36.67	Bachelor's degree and 5+ years work experience		■
	Solutions Consultant	\$36.67	Bachelor's degree and 5+ years work experience		■
13-1161.00 Market Research Analysts and Marketing Specialists	Human Resource Business Partner	\$36.67	Bachelor's degree and 5+ years work experience		■
	Marketing Specialist	\$21.25	Bachelor's degree	■	■
	Digital Marketing Specialist	\$27.04	Bachelor's degree	■	■
	Data Analyst (Market Research)	\$32.29	Bachelor's degree and 5+ years work experience		■
13-2052.00 Personal Financial Advisors	Analytics and Insights Manager	\$27.04	Bachelor's degree and 5+ years work experience		■
	Financial Advisor	\$33.97	Bachelor's degree, license, and long-term OJT		■
	Retirement Plan Consultant	\$33.97	Bachelor's degree, license, and long-term OJT		■
25-1199.00 Postsecondary Teachers, All others	Wealth Planner	\$33.97	Bachelor's degree, license, and long-term OJT		■
	Adjunct Faculty	\$32.56	Master's or doctorate degree, experience in field		
	New Hire Trainer	\$32.56	Master's or doctorate degree, experience in field		
11-9141.00 Property, Real Estate and Community Association Managers	Residential Instructor	\$32.56	Master's or doctorate degree, experience in field		
	Community Manager	\$31.40	High school diploma and 5+ years work experience		
	Property Manager	\$31.40	High school diploma and 5+ years work experience		
	Assistant Property Manager	\$18.93	High school diploma and 2+ years work experience		
11-2022.00 Sales Managers	Leasing Consultant	\$18.93	High school diploma or equivalent, short-term OJT		
	Commerical Sales Manager	\$44.71	Bachelor's degree and 5+ years work experience		■
	Territory Manager	\$61.73	Bachelor's degree and 5+ years work experience		■
	Sales Manager	\$44.71	Bachelor's degree and 5+ years work experience		■
	Director of Sales	\$84.13	Bachelor's degree and 5+ years work experience		■
41-3099.00 Sales Representatives, Services, All Other	Regional Store Manager	\$57.69	Bachelor's degree and 5+ years work experience		
	Sales Representative	\$28.85	High school diploma and moderate-term OJT		■

KEY
SOC Title: Standard Occupational Classification (SOC) title used to classify workers for the purpose of collecting, calculating or disseminating data. The titles in this report represent one or more detailed occupations; in some cases occupations with similar job duties, skills, education and training are grouped together.
Job Title: Local in-demand jobs that fall within the Standard Occupational Classification. These are the job titles used by West Michigan employers; job seekers can use the titles as a guide when searching for specific jobs.
Median Wage: Median wages tend to align with an employee that is mid-career, not entry level.
Recommended Credential: Training or preparation that local employers prefer that job seekers possess prior to employment in the field.
OJT: On-the-job training: Training or preparation received while working to learn the skills needed for that occupation (short-term: 1 month or less, moderate-term: between 1-12 months, long-term: more than 12 months).
■ Occupations also in demand in the agribusiness industry. The agriculture industry, including farming and food production, accounts for nearly 26,000 jobs and \$300 million in labor income in the region.
■ Occupations that meet the criteria for West Michigan Works! training scholarships.