

## CareerBuilder and Emsi Release Top 10 Careers for Persuaders

CHICAGO and ATLANTA, March 7, 2017 /PRNewswire/ -- Confident, outgoing, comfortable with (and even attracted to) risky situations, persuaders are usually found in business-oriented careers such as management or sales. CareerBuilder and Emsi compiled a list of the top 10 persuader jobs the labor market needs based on their current number of jobs (over 200,000), remarkable growth from 2011 to 2017, and high annual salaries (an average of at least \$88K).

"If you're competitive, if you love the thrill of the hunt, if you were the kid who could convince your parents to get a dog —you probably have some strong persuasive genes," said Rob Sentz, chief innovation officer of Emsi. "Fortunately, there are many jobs where this ability is key."

**Infographic:** <https://cb.com/EmsiPersuaderJobs>

- **Operations managers** — With 2.25 million jobs, operations managers make up the 11th largest occupation group in the U.S. Operations managers form policies, manage daily operations and plan the use of materials within a business. Since 2011, 249,000 jobs have been added, and they earn \$68K- \$151K a year.
- **IT managers** — IT managers plan and coordinate computer-related activities, determine company IT goals and implement computer systems to meet those goals. There are currently 366K IT managers in the U.S., with 56,000 new jobs (18 percent growth) since 2011. Typically, they earn \$106-\$167K a year.
- **Financial managers** — These folks are responsible for the financial health of an organization. They produce financial reports, direct investment activities and develop strategies to reach the financial goals of a company. There are 565,000 financial managers and 43,000 new jobs have been added in the U.S. since 2011. Yearly salaries are roughly \$89K-\$163K.
- **Sales managers** — In this role, managers oversee the sales representatives within a business: assigning sales territories, setting sales goals and establishing training programs. There are 381,000 sales managers in the U.S. and they've grown by 38,000 since 2011. Their annual salary is about \$80K-163K.
- **Personal financial advisors** — To be a successful personal financial advisor, you need analytical skills to sort through various money matters, and persuasive skills to help people with things like investments, mortgages and taxes. There are 215,000 personal financial advisors in the U.S., and since 2011, 36,000 new jobs (20 percent growth). They make around \$61K-\$152K a year.
- **Construction managers** — If you like building but also planning, coordinating, budgeting and overseeing large projects, this may be the right role for you. There are 254,000 of these managers in the U.S., adding 35,000 since 2011. Annual salaries are roughly \$69K-\$116K.
- **Sales representatives (wholesale & manufacturing), technical and scientific products** — Good sales reps thrive under pressure—their income and job security depend on the amount they sell. There are 350,000 of these sales reps, with 32,000 new jobs in the U.S. since 2011. They earn about \$55K-\$109K a year.
- **Medical and health services managers** — These managers are in charge of planning, directing and coordinating medical and health services. They might manage an entire facility, a specific clinical area or a medical practice. There are 332,000 of these managers and they've grown by 31,000 since 2011. Typical annual salaries are \$76K-\$123K.
- **Administrative services managers** — These managers need to be organized, since they run the admin within a business: buying supplies, monitoring records, budgeting for equipment and making sure the facility stays secure and well maintained. There are 290,000 of these managers in the U.S. (28,000 new since 2011), and they make \$66K-\$114K a year.
- **Marketing managers** — Marketing managers estimate demand for an organization's products, identify potential markets and generate interest in those products. They also develop strategies to maximize profit. There are 207,000 marketing managers in the U.S., including 27,000 new jobs since 2011. Their annual salary is \$97K-\$174K.

NOTE: Each of these creative careers typically requires a bachelor's degree.

[Find Your Calling Month](#), a nationwide initiative taking place throughout March, helps students discover possible career and education paths and get them excited about the future. During Find Your Calling Month, parents, teachers, counselors and advisors throughout the country are encouraged to host Find Your Calling events, where hosts are provided supplies to guide students in identifying their strengths and interests and explore careers and schools that supply the education they need at a manageable cost. [FindYourCalling.com](#) gives students the chance to instantly view a wide range of careers based on a survey about their individual interests, and see job growth projections, salary ranges, companies hiring, educational programs and more. To find out more about hosting a Find Your Calling event, visit [FindYourCalling.com](#). In conjunction with Find Your Calling Month, CareerBuilder is releasing [a series of studies](#) with surprising insights into labor market and hiring trends.

**About Emsi**

Emsi is a labor market data provider that strives to produce a comprehensive view of the regional workforce and economy to help people make better decisions. Emsi's composite labor market database blends historical and projected industry and occupation trends with rich job posting analytics to show the positions employers are seeking—and hiring—today. Our labor market dataset compiles both real-time and traditional sources, including an aggregation of between 6-8 million unique job postings each month, U.S. Department of Commerce, U.S. Department of Labor, and U.S. Department of Education National Center for Education Statistics. Since 2000, Emsi data has helped leaders in higher education and workforce/economic development build a better workforce and promote economic prosperity in their regions.

**About CareerBuilder®**

CareerBuilder is a global, end-to-end human capital solutions company focused on helping employers find, hire and manage great talent. Combining advertising, software and services, CareerBuilder leads the industry in recruiting solutions, employment screening and human capital management. It also operates top job sites around the world. Owned by TEGNA Inc. (NYSE: TGNA), Tribune Media (NYSE: TRCO) and McClatchy (NYSE: MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit [www.careerbuilder.com](http://www.careerbuilder.com).

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