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Greater New Orleans Jobs Report 2024



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Interactive Report:



Introduction

The 2024 Greater New Orleans Jobs Report, presented by Bank of America, takes a close look at occupations from both long-standing and burgeoning industry sectors, reflecting a diverse economic landscape.

Today, legacy and emerging industry sectors are undergoing transformations, leading to novel career opportunities. Using this data, strategies can be developed to grow generational wealth and ensure an excellent quality of life for all residents of Greater New Orleans.

Moreover, this report provides stakeholders with data-driven insights to fuel strategic investments that create high-wage jobs, boost career opportunities, and build wealth.

The hope is that this analysis guides workforce development and talent attraction efforts that respond to industry trends, ensuring future economic prosperity.

This year's report also expands on previous versions by providing a more detailed view of industries and a closer look at the in-demand skills that should be curated and nurtured by education and training providers.

Sincerely,

Jonathan Matessino

President

Bank of America New Orleans / Baton Rouge

Michael Hecht

President and CEO

Greater New Orleans, Inc.

Methodology

All featured occupations meet Greater New Orleans, Inc.'s top jobs criteria:

- Median hourly earnings at or above the Living Wage of \$23.20 (MIT, 2024)
 - *On-ramp occupations with media hourly earnings of \$17.40 or higher are included as they provide access to Top Jobs and meet the remaining criteria*
- Employ at least 100 people in Greater New Orleans
- Have grown since 2014 and are projected to continue growing

The data for this report was sourced from Lightcast and MIT's Living Wage Calculator.

This booklet offers a high-level summary of the report, but readers can explore the data further through interactive dashboards on Greater New Orleans, Inc.'s website by scanning the QR code on the cover.

Regional Trends

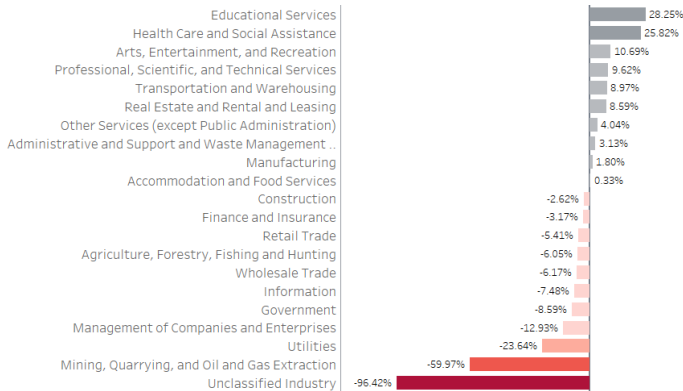
Understanding labor market trends is crucial when it comes to measuring the regional economic outlook and assessing ecosystem needs. While this report offers valuable insights into our immediate job market, analyzing it alongside macro-level labor market data paints a richer and more meaningful picture. The metrics in the 2024 Jobs Report, such as industry growth, unemployment rate, and labor force participation rate are important indicators of the health of the labor market in Greater New Orleans.

INDUSTRY OUTLOOK

Data shows the region’s economy has diversified significantly. While sectors such as energy and tourism remain pillars of the growth, recent growth is shaping the local workforce. Healthcare and education have emerged as power players, offering steady growth and competitive salaries. This trend reflects a national focus on service-oriented jobs, but with a New Orleans twist – healthcare here encompasses a bustling bioscience scene, while education includes a thriving tourism-hospitality training sector.

Meanwhile, the energy sector is undergoing its own transformation. The rise of an “all-of-the-above” strategy changes the landscape, demanding new skillsets and offering alternatives to traditional occupations. Yet, Louisiana’s legacy allows the state to uniquely capitalize on the shift. Adapting existing infrastructure and expertise will create thousands of high-paying jobs, solidifying the region’s energy leadership while ushering in a new future. These dynamics paint a picture of a labor market undergoing change, but one brimming with potential.

Industry Outlook (2013-2023)

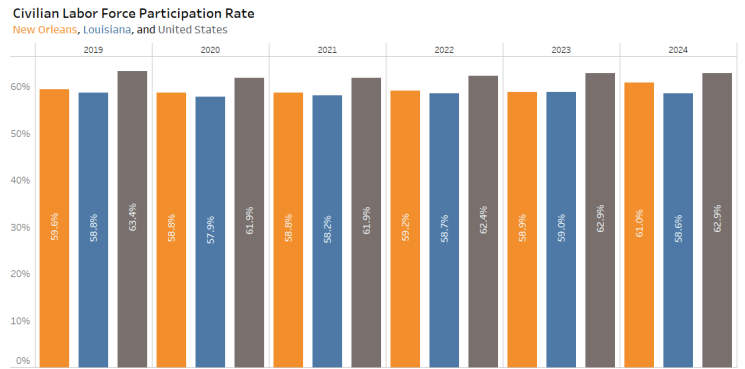


LABOR FORCE PARTICIPATION RATE

The region’s labor force participation rate indicates an opportunity to support the further development of accessible career pathways for residents.

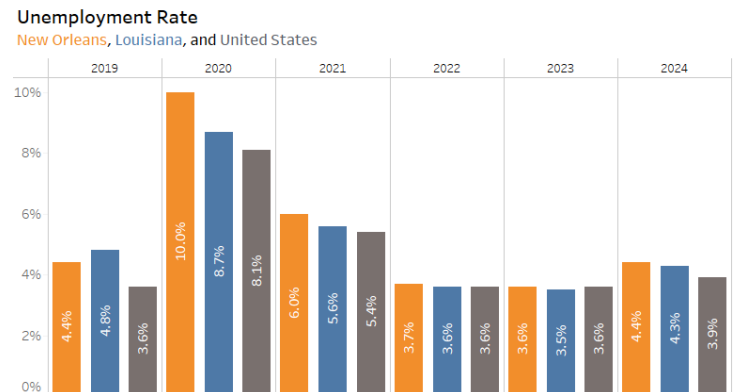
The labor force participation rate measures the talent available for employment, as well as how many working-aged residents are sitting on the sidelines. The region’s 61.0% participation rate, though higher than Louisiana’s average, highlights a significant

share of working-aged residents not engaged in the job market. This may reflect factors like higher education, retirement, or caregiving, as well as potential economic challenges, such as limited job opportunities or employment barriers. A lower participation rate can constrain economic growth by reducing the share of residents contributing to the economy.



UNEMPLOYMENT RATE

An employed labor force is an indicator of success in matching workers with job opportunities. The unemployment rate measures the share of the labor force that is jobless but actively seeking work, reflecting overall job market conditions. The Greater New Orleans unemployment rate rose to 4.4% in 2024, up from 3.6% in 2023 and matching its pre-pandemic level. Though marginally higher than state and national rates, this increase mirrors broader trends, signaling a cooling job market. While still moderate, sustaining job growth and workforce participation will be key to maintaining regional economic momentum.

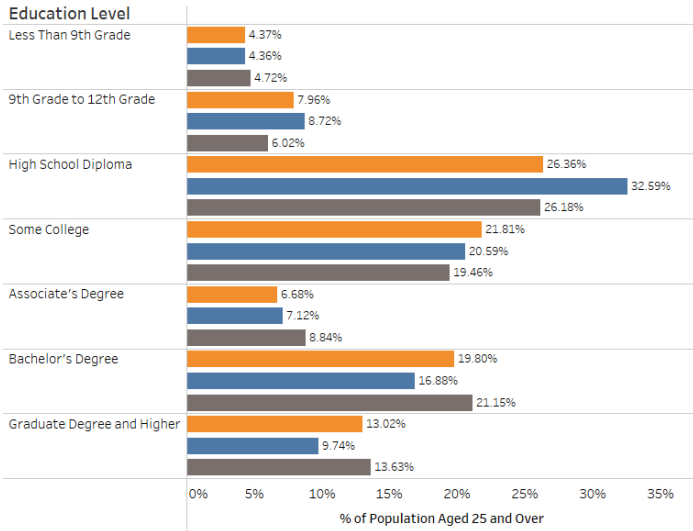


EDUCATIONAL ATTAINMENT

A well-educated population is key to fostering innovation, attracting businesses, and driving economic growth. While the region leads Louisiana in degree attainment, with 39.5% holding at least a bachelor's degree, it lags behind the national average and faces challenges in high school completion and degree attainment below the associate's degree level. To support long-term economic growth in Greater New Orleans, efforts should focus on increasing degree completion, improving high school graduation rates, expanding workforce training and certification programs, and helping individuals with some college education finish their degrees.

Educational Attainment

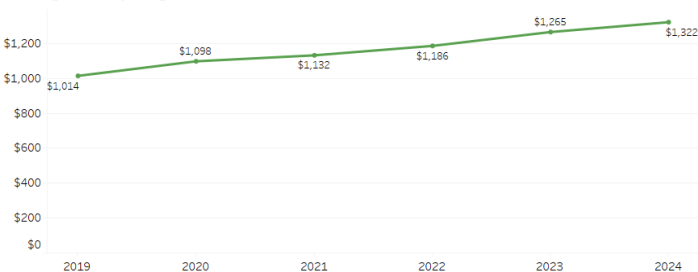
New Orleans, Louisiana, and United States



WAGE GROWTH

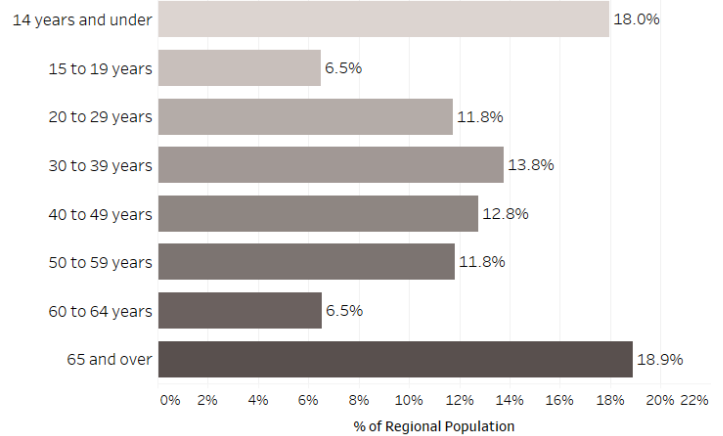
This data helps assess the region's affordability and can guide businesses and investors in making informed decisions about where to allocate resources and opportunities. Average weekly wages across the region have continued their steady growth over the past five years. While this is positive news, there is still work to be done to ensure weekly wages keep in line with inflation and the overall increase in the cost of living.

Average Weekly Wages



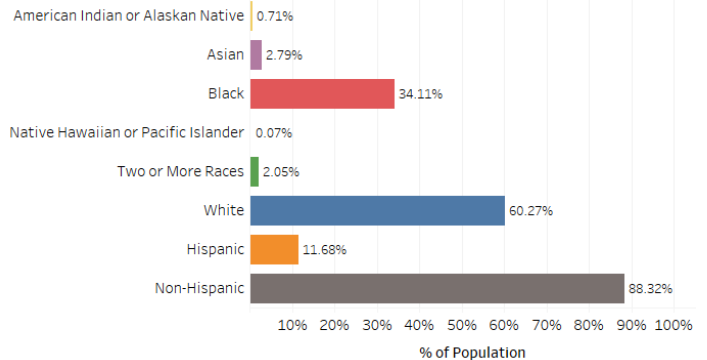
AGE DEMOGRAPHICS

In Greater New Orleans, the largest age group is 30-39 (13.8%), followed by 40-49 (12.8%) and 20-29 and 50-59 (both at 11.8%), indicating a balanced mix of young and mature workers. Overall, the region reflects a diverse age range that requires targeted strategies for engagement, training, and succession planning across all age segments.



RACIAL DEMOGRAPHICS

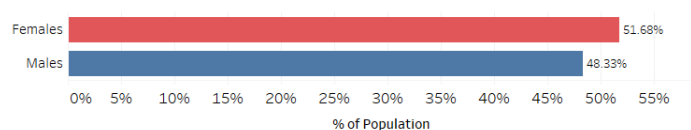
Many industries and Top Jobs across the Greater New Orleans region are not fully reflective of the racial and ethnic makeup of the local population, highlighting an economic mobility imperative for all workforce development stakeholders.



GENDER DEMOGRAPHICS

Our region's gender distribution mirrors the national population, meaning there is ample opportunity to ensure industries employ residents in accordance with the region's population, particularly within **Top Jobs**, which are featured later in the report. Many Top Jobs are dominated by one gender, providing an opportunity to diversify those careers.

Gender



The Path Forward

Understanding labor market trends is crucial when it comes to measuring the regional economic outlook and assessing ecosystem needs. While this report offers valuable insights into our immediate job market, analyzing it alongside macro-level labor market data paints a richer and more meaningful picture.

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Regional Industries

For years, Greater New Orleans has strategically focused on five key industry clusters—**Advanced Manufacturing, Digital Media, Energy, Healthcare, and Trade & Logistics**. These sectors have historically served as economic drivers, providing high-quality jobs and fostering regional growth.

As local and state leaders look ahead, these legacy clusters offer a foundation upon which the region can build, evolve, and adapt to emerging economic trends and technological advancements. Below is an analysis of each industry cluster, outlining historical performance, challenges, opportunities, and insights for stakeholders.

Advanced Manufacturing

Greater New Orleans has a long history of industrial expertise, particularly in shipbuilding, aerospace, and precision manufacturing. Although the sector saw a 5.2% decline in employment from 2014 to 2024, it remains a critical part of the region's economy, contributing \$2.1 billion in Gross Regional Product (GRP). Despite workforce contraction, the sector's stability and high wages (average earnings of \$105,875 per year) highlight its continued importance.

13,537

Total Jobs

-5.2%

Change in Jobs Count
(2014-2024)

\$105,875

Average Earnings

\$2.1B

Gross Regional Product
(GRP)

Key Insights & Takeaways:

- **Major Employers:** Lockheed Martin, Intralox, Pellerin Milnor Corporation, Kongsberg Maritime
- **Strengths:** Skilled workforce, established supply chains, and strong ties to aerospace and defense
- **Challenges:** Declining job numbers and competition from global manufacturing centers; decline in available jobs potentially due to automation
- **Opportunities for Growth:** Expansion of automation, new investments in sustainable manufacturing, and integration with logistics hubs for supply chain efficiency



Digital Media

The Digital Media sector in Greater New Orleans has seen remarkable growth, with employment increasing by 51.8% from 2014 to 2024, outpacing the national average. This growth has been fueled by a dynamic mix of startups, gaming studios, software development firms, and digital content creators. Despite wages being 64% below the national average, the industry continues to attract talent due to the region's affordability and creative culture.

4,423

Total Jobs

+51.8%

Change in Jobs Count
(2014-2024)

\$119,661

Average Earnings

\$1.4B

Gross Regional Product
(GRP)



Key Insights & Takeaways:

- **Major Employers:** Cint, Procore, Barrister Global Services, Ardent Services
- **Strengths:** Strong incentives for tech companies, an expanding talent pipeline, and a culture of innovation
- **Challenges:** Wage disparities compared to national averages and competition from established tech hubs
- **Opportunities for Growth:** Development of more high-wage tech jobs, enhanced workforce training programs, and increased venture capital investment in startups

Energy

Greater New Orleans has long been an energy powerhouse, particularly in oil, gas, and petrochemicals. The industry is a significant economic contributor, generating \$18.1 billion in GRP, and is undergoing a transformation into future energy solutions on the heels of \$60B+ in announcements across Louisiana over the past five years and investments in training, research, and energy startups. This activity is countering employment declines of 29.8% in the past decade, which were prompted by shifts in the global energy market.

21,595

Total Jobs

-29.8%

Change in Jobs Count
(2014-2024)

\$197,281

Average Earnings

\$18.1B

Gross Regional Product
(GRP)

Key Insights & Takeaways:

- **Major Employers:** Energy, Hornbeck Offshore Services, Wartsila North America, CenTrio Energy
- **Strengths:** Extensive energy infrastructure, skilled workforce, and strong legacy in oil & gas
- **Challenges:** Job losses due to automation and the global shift toward renewables
- **Opportunities for Growth:** Expansion into offshore wind, carbon capture, and hydrogen energy; leveraging Louisiana's energy expertise for a lower-carbon future



Healthcare

Healthcare has emerged as one of the fastest-growing sectors in Greater New Orleans, with a 16.2% job growth rate from 2014 to 2024. The industry now employs over 84,000 workers and contributes \$9 billion to the regional economy. As demand for medical services increases due to an aging population and advances in healthcare technology, the sector is poised for continued expansion.

72,863

Total Jobs

+16.2%

Change in Jobs Count
(2014-2024)

\$83,207

Average Earnings

\$9B

Gross Regional Product
(GRP)



Key Insights & Takeaways:

- **Major Employers:** Ochsner Health, LCMC Health, University Medical Center, West Jefferson Medical Center
- **Strengths:** World-class medical institutions, growing biotech sector, and strong research initiatives
- **Challenges:** Workforce shortages in nursing and specialized medical fields
- **Opportunities for Growth:** Expansion of telemedicine and biotech research, workforce training programs, and the development of medical tourism initiatives

Trade & Logistics

Greater New Orleans is a critical hub for trade and logistics, leveraging its strategic port infrastructure, intermodal transportation networks, and growing air cargo capacity. While employment in the sector declined slightly (-1.7%) over the past decade, it remains a \$708.9 million industry vital to global commerce. The Port of New Orleans, the Louis Armstrong International Airport, and extensive rail connections make the region a premier logistics center.

4,877

Total Jobs

-1.7%

Change in Jobs Count
(2014-2024)

\$77,768

Average Earnings

\$708.9M

Gross Regional Product
(GRP)

Key Insights & Takeaways:

- **Major Employers:** Port of New Orleans, KLLM Transport, Schneider National, Coastal Gulf & International Inc.
- **Strengths:** Unmatched access to domestic and international markets, extensive transportation infrastructure
- **Challenges:** Workforce constraints, automation trends reducing job demand, and competition from other U.S. ports
- **Opportunities for Growth:** Investments in port expansion (Louisiana International Terminal), integration of AI and automation in logistics, and leveraging new trade policies for economic advantage



Top Jobs (Industry Agnostic)

Shifting economic conditions, emerging technologies, and evolving workforce needs continue to shape job opportunities across industries. Understanding these changes is key to navigating the future of work. This section highlights a curated selection of high-growth, high-opportunity, and career-launching occupations, along with the top skills, experience, and education requirements sought by regional employers, and the median wages for these roles.

Top Jobs by Count

GENERAL AND OPERATIONS MANAGERS

Top Industries:     

- Total Jobs (2024): 15,520
- Growth (2014-2024): 52.52%
- Median Hourly Earnings: \$49.68
- Hires (2024): 8,069
- Typical Entry Level Education: Bachelor's degree
- Work Experience Required: 5 years or more
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Operations Management, Marketing, Merchandising, Inventory Management, Profit And Loss (P&L) Management

Common Skills: Operations, Management, Customer Service, Communication, Leadership

Software Skills: Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft Word

HEAVY AND TRACTOR-TRAILER TRUCK DRIVERS

Top Industries:     

- Total Jobs (2024): 6,455
- Growth (2014-2024): 12.66%
- Median Hourly Earnings: \$23.51
- Hires (2024): 5,142
- Typical Entry Level Education: Postsecondary nondegree
- Work Experience Required: None
- Typical On-The-Job Training: Short-term on-the-job training




Top Skills

Specialized Skills: Truck Driving, Pre-Trip And Post-Trip Vehicle Inspections, Warehousing, Vehicle Inspection, Flatbed Truck Operation

Common Skills: Good Driving Record, Loading And Unloading, Customer Service, Communication, Management

Software Skills: Inventory Management System, Microsoft Excel, Microsoft Office, SAP Applications, Microsoft Outlook

POSTSECONDARY TEACHERS

Top Industries:   

- Total Jobs (2024): 8,503
- Growth (2014-2024): 6.73%
- Median Hourly Earnings: \$37.87
- Hires (2024): 4,062
- Typical Entry Level Education: Doctoral or professional degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Health Sciences, Nursing, Clinical Research, Curriculum Development, Public Health

Common Skills: Teaching, Research, Communication, Leadership, Management

Software Skills: Geographic Information Systems, Clinic Management Systems, Learning Management Systems, Microsoft Office, Python (Programming Language)

BUSINESS OPERATIONS SPECIALISTS, ALL OTHER

Top Industries:     

- Total Jobs (2024): 5,916
- Growth (2014-2024): 21.93%
- Median Hourly Earnings: \$30.45
- Hires (2024): 2,954
- Typical Entry Level Education: Bachelor's degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Auditing, Project Management, E-Commerce, Warehousing, Business Development

Common Skills: Communication, Sales, Leadership, Management, Self-Motivation

Software Skills: Microsoft Excel, Microsoft Office, Microsoft PowerPoint, Microsoft Office, Microsoft Access

ACCOUNTANTS AND AUDITORS

Top Industries:     

- Total Jobs (2024): 4,993
- Growth (2014-2024): 5.98%
- Median Hourly Earnings: \$35.21
- Hires (2024): 2,559
- Typical Entry Level Education: Bachelor's degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Accounting, Auditing, Financial Statements, Finance, Generally Accepted Accounting Principles

Common Skills: Management, Communication, Detail Oriented, Writing, Problem Solving

Software Skills: Microsoft Excel, Microsoft Office, Accounting Software, QuickBooks (Accounting Software, Microsoft Outlook

Top Jobs by Growth

MATERIAL MOVING WORKERS, ALL OTHER

Top Industries:     

- Total Jobs (2024): 720
- Growth (2014-2024): 420.72%
- Median Hourly Earnings: \$24.50
- Hires (2024): 489
- Typical Entry Level Education: No formal educational credential
- Work Experience Required: None
- Typical On-The-Job Training: Short-term on-the-job training

Top Skills

Specialized Skills: Boat Maintenance, Hand Tools, Power Tool Operation, Supply Chain, Effective Communication

Common Skills: Communication, Operations, Strong Work Ethic, English Language, Troubleshooting (Problem Solving)

LAWYERS

Top Industries:     

- Total Jobs (2024): 4,543
- Growth (2014-2024): 32.45%
- Median Hourly Earnings: \$71.06
- Hires (2024): 996
- Typical Entry Level Education: Doctoral or professional degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Lawsuits, Legal Research, Legal Pleadings, Legal Depositions, Legal Hearings

Common Skills: Communication, Writing, Research, Advocacy, Verbal Communication Skills

Software Skills: Westlaw, Microsoft Office, Microsoft Excel, Law Practice Management Software, Microsoft Outlook

DESIGNERS, ALL OTHER

Top Industries:     

- Total Jobs (2024): 310
- Growth (2014-2024): 353.37%
- Median Hourly Earnings: \$35.78
- Hires (2024): 182
- Typical Entry Level Education: Bachelor's degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Not Available

HEALTHCARE PRACTITIONERS & TECHNICAL WORKERS, ALL OTHER

Top Industries:     

- Total Jobs (2024): 2,084
- Growth (2014-2024): 239.28%
- Median Hourly Earnings: \$30.83
- Hires (2024): 634
- Typical Entry Level Education: Postsecondary nondegree award
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Postpartum Care, Discharge Planning, Prenatal Development, Communicable Diseases, Occupational Safety And Health

Common Skills: Communication, Planning, Teaching, Management, Training And Development

Software Skills: Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint

CHEMICAL EQUIPMENT OPERATORS AND TENDERS

Top Industries: 

- Total Jobs (2024): 815
- Growth (2014-2024): 198.12%
- Median Hourly Earnings: \$39.38
- Hires (2024): 209
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Moderate-term on-the-job training



Top Skills

Specialized Skills: Housekeeping, Oil and Gas, Forklift Truck, Biology, Chemical Process

Common Skills: Troubleshooting (Problem Solving), Communication, Operations, Management, Problem Solving

Software Skills: Microsoft Excel, DIGITAL Command Language, Microsoft Outlook, Microsoft PowerPoint, SAP Applications

LEGAL SUPPORT WORKERS, ALL OTHER

Top Industries:   

- Total Jobs (2024): 594
- Growth (2014-2024): 210.46%
- Median Hourly Earnings: \$26.87
- Hires (2024): 307
- Typical Entry Level Education: Associate's degree
- Work Experience Required: None
- Typical On-The-Job Training: None

Top Skills

Specialized Skills: Lawsuits, Legal Discovery, Trial Preparation, Legal Support, Document Management

Common Skills: Planning, Interpersonal Communications, Troubleshooting (Problem Solving), Organizational Skills, Management

Software Skills: Microsoft Office, Microsoft PowerPoint, Nuix (eDiscovery Software), Microsoft Excel, Document Management Systems

INSTALLATION, MAINTENANCE, AND REPAIR WORKERS, ALL OTHER

Top Industries:     

- Total Jobs (2024): 3,087
- Growth (2014-2024): 189.82%
- Median Hourly Earnings: \$24.02
- Hires (2024): 1,906
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Moderate-term on-the-job training

Top Skills

Not Available

Top On Ramp Jobs

SECRETARIES AND ADMINISTRATIVE ASSISTANTS, EXCEPT LEGAL, MEDICAL, AND EXECUTIVE

Top Industries:     

- Total Jobs (2024): 11,835
- Growth (2014-2024): 11.40%
- Median Hourly Earnings: \$18.19
- Hires (2024): 7,791
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Short-term on-the-job training

MAINTENANCE AND REPAIR WORKERS, GENERAL

Top Industries:     

- Total Jobs (2024): 7,292
- Growth (2014-2024): 12.15%
- Median Hourly Earnings: \$19.14
- Hires (2024): 3,867
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Moderate-term on-the-job training

SALES REPRESENTATIVES OF SERVICES, EXCEPT ADVERTISING, INSURANCE, FINANCIAL SERVICES, AND TRAVEL

Top Industries:     

- Total Jobs (2024): 2,593
- Growth (2014-2024): 17.00%
- Median Hourly Earnings: \$23.06
- Hires (2024): 1,850
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Moderate-term on-the-job training

CUSTOMER SERVICE REPRESENTATIVES

Top Industries:     

- Total Jobs (2024): 9,345
- Growth (2014-2024): 41.06%
- Median Hourly Earnings: \$17.72
- Hires (2024): 7,902
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Short-term on-the-job training

LIGHT TRUCK DRIVERS

Top Industries:     

- Total Jobs (2024): 4,744
- Growth (2014-2024): 20.76%
- Median Hourly Earnings: \$18.47
- Hires (2024): 4,383
- Typical Entry Level Education: High school diploma or equivalent
- Work Experience Required: None
- Typical On-The-Job Training: Short-term on-the-job training

SAILORS AND MARINE OILERS

Top Industries:  

- Total Jobs (2024): 2,484
- Growth (2014-2024): 11.30%
- Median Hourly Earnings: \$22.18
- Hires (2024): 1,518
- Typical Entry Level Education: No formal educational credential
- Work Experience Required: None
- Typical On-The-Job Training: Moderate-term on-the-job training

Industry Legend

-  Accommodation and Food Services
-  Administrative and Support and Waste Management and Remediation Services
-  Agriculture, Forestry, Fishing and Hunting
-  Arts, Entertainment, and Recreation
-  Construction
-  Educational Services
-  Finance and Insurance
-  Government
-  Health Care and Social Assistance
-  Information
-  Management of Companies and Enterprises
-  Manufacturing
-  Mining, Quarrying, and Oil and Gas Extraction
-  Other Services (except Public Administration)
-  Professional, Scientific, and Technical Services
-  Real Estate and Rental and Leasing
-  Retail Trade
-  Transportation and Warehousing
-  Utilities
-  Wholesale Trade

