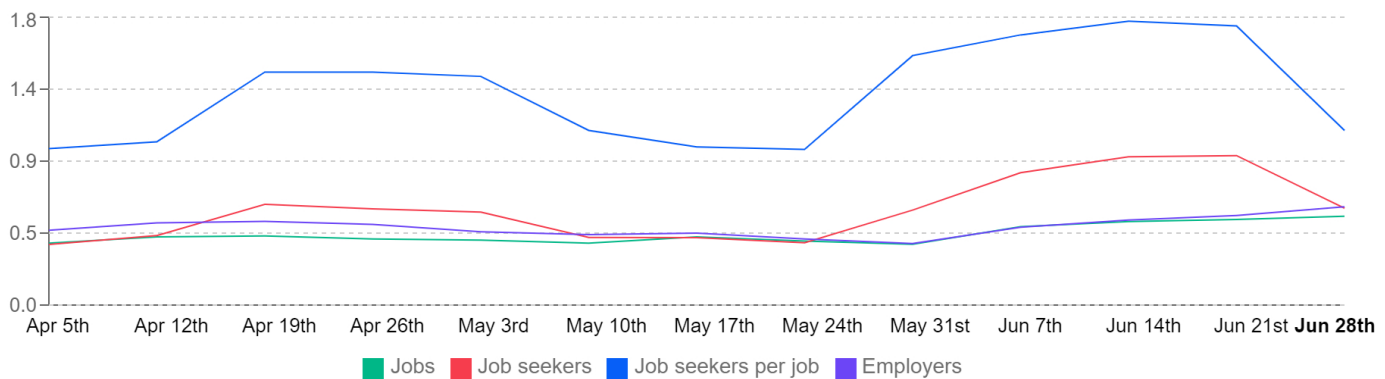# **Marketing** jobs within 25 miles of **Buffalo, NY** from **June 2020**

Trends [1]

Change over time for the selected data, indexed against the week of January 26th to February 1st 2020. The value reported is how much greater or smaller the data has become. For example, a jobs value of 1.25 would mean there were 25% more jobs that week than in the indexed week.

Legend: Jobs | Job seekers | Job seekers per job | Employers

Competition score [2]

60 / 100

Moderate competition

Marketing jobs in **Buffalo, NY** are **moderately competitive** compared to other job markets.

Jobs [3]

133

▲ **37** since May 2020

Number of jobs posted in Buffalo, NY that received clicks

Job seekers [4]

13,742

▲ **5,378** since May 2020

Number of job seekers to have clicked on jobs posted in Buffalo, NY
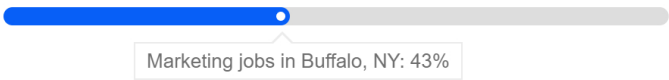
Job seekers per job [5]

~100

▲ **13** since May 2020

Average number of job seekers per job in Buffalo, NY

Marketing jobs within 25 miles of Buffalo, NY from June 2020

Candidate devices [6]

43% of clicks came from **mobile devices**

Marketing jobs in Buffalo, NY: 43%

Employers [7]

91

Total number of employers with active jobs in Buffalo, NY

Unemployment percentage [8]

5.4%

The unadjusted unemployment percentage in Buffalo, NY

Marketing jobs within 25 miles of **Buffalo, NY** from **June 2020**

Top search terms by clicks [9]

1.	marketi…	**16.4%**
2.	social media	**3.11%**
3.	communications	**2.82%**
4.	writer	**2.72%**
5.	marketing manager	**1.86%**
6.	writing	**1.6%**
7.	public relations	**1.55%**
8.	media	**1.24%**
9.	digital marketing	**1.19%**
10.	advertising	**1.17%**

Top employers by clicks [10]

1.	Matt's Lake Effect Laundromat	**12.12%**
2.	InfuseMedia	**10.95%**
3.	Alexis Russell Jewelry	**5.47%**
4.	M&T Ba…	**5.23%**
5.	Kevin Guest House	**4.6%**
6.	Buffalo Zoo	**3.07%**
7.	ISI Technolo…	**2.45%**
8.	Crowley Webb	**2.29%**
9.	Cedarland Development Group	**2.28%**
10.	Buffalo Engineering, P.C.	**2.24%**

Resumes [11]

1,912

▲ **36** since May 2020

Number of resumes from job seekers available in Buffalo, NY on Indeed
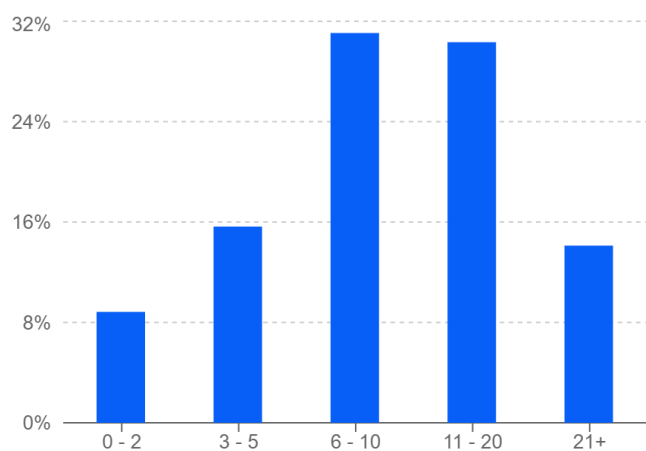
Resumes added or updated [12]
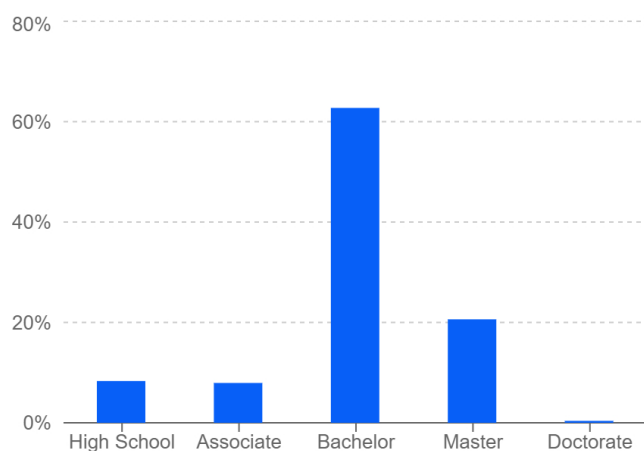
137

▲ **58** since May 2020

Number of resumes added or updated in the last month.

Marketing jobs within 25 miles of **Buffalo, NY** from **June 2020**

Reported years of experience [13]

Reported education level [14]

Most common employers [15]

1.	The Schwartz Group	**1.15%**
2.	LocalEdge	**0.84%**
3.	MainStreetHost	**0.63%**
4.	Seneca Gaming Corporation	**0.58%**
5.	Thryv	**0.58%**
6.	HSBC	**0.47%**
7.	Fisher-Price	**0.42%**
8.	Seneca Niagara Casino	**0.37%**
9.	University at Buffalo - SUNY	**0.37%**
10.	M&T Ba…	**0.31%**

Most common locations [16]

1.	Buffalo, NY	**41.27%**
2.	Amherst, NY	**7.06%**
3.	Williamsville, NY	**5.02%**
4.	Tonawanda, NY	**4.55%**
5.	Lancaster, NY	**3.4%**
6.	Niagara Falls, NY	**3.24%**
7.	Lockport, NY	**3.14%**
8.	Hamburg, NY	**2.93%**
9.	East Amherst, …	**2.88%**
10.	Orchard Park, NY	**2.82%**

Marketing jobs within 25 miles of Buffalo, NY from June 2020

This data is for June 2020 for the selection made

1. Change over time for the selected data, indexed against the week of January 26th to February 1st 2020. The value reported is how much greater or smaller the data has become. For example, a jobs value of 1.25 would mean there were 25% more jobs that week than in the indexed week.
2. This score is based on Indeed advertiser data for a three month period ending at the end of June 2020 for this title and/or location compared to the rest of the country.
3. The number of jobs posted that received clicks for the selected title and location in June 2020.
4. This is the number of job seekers, as identified by a unique tracking cookie, to have clicked on a job for the selected title(s) and location - if any - in June 2020.
5. This is the average number of job seekers per job for the selected title and location in June 2020.
6. This is the percentage of clicks which we know to have come from a mobile device in June 2020. Due to technical reasons, for a small percentage of clicks, the actual device used is not known.
7. The total number of employers with job postings for the selected title and location that received clicks in June 2020.
8. Source: BLS.gov unemployment figure for the month most recent month available, February 2020. BLS.gov cannot vouch for the data or analyses derived from these data after the data have been retrieved from BLS.gov.
9. These are the most popular search terms leading to clicks on jobs for the selected title(s) and location - if any - in June 2020. Note that some common generic phrases, such as "now hiring" or "jobs" may have been filtered out from this top 10.
10. These are the most popular employers using the selected title(s) (or for the selected location in general if no title is selected) in the selected location (or nationwide if no location is selected) based on the number of clicks that they have received in June 2020.
11. The number of resumes where the most recently listed work experience was in the search selected. Indeed does not guarantee that these job seekers are currently actively seeking employment.
12. The number of resumes where the most recently listed work experience was in the search selected. "Last month" refers to the most recent calendar month for which data is available. Indeed does not guarantee that these job seekers are currently actively seeking employment.
13. The years of work experience across all industries as indicated by the employment history listed on the job seeker's resume. Indeed does not guarantee this covers all of the job seeker's work experience.
14. The highest level of education achieved as indicated by the education listed on the job seeker's resume. Indeed does not guarantee this accurately covers all of the job seeker's education.
15. The most commonly listed employers for resumes within this search.
16. The most commonly listed locations for resumes within this search. Job seekers may list locations other than cities on their resume, such as a New York borough.

Note: All data is subject to review and adjustment. Any information provided in this report is provided for informational purposes only and Indeed does not guarantee its accuracy. This report does not constitute a contract.