

# Recovery Occupations Planning Guide

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2023-2024

PHILADELPHIA  
**WORKS** INC.



# Recovery Occupations Planning Guide 2023-2024

Check out approximately 60 middle-skill and entry-level jobs that are currently growing and hiring in Philadelphia.

Learn More



## Are you looking for more than a job? Do you want a career? We can help.

We believe that everyone deserves to work in a field where they can grow and the skills you learn in school are only the beginning. That's why we've created the Recovery Occupations Planning Guide. Here, you can find out about jobs that pay at least \$15 per hour and what it takes to get them.

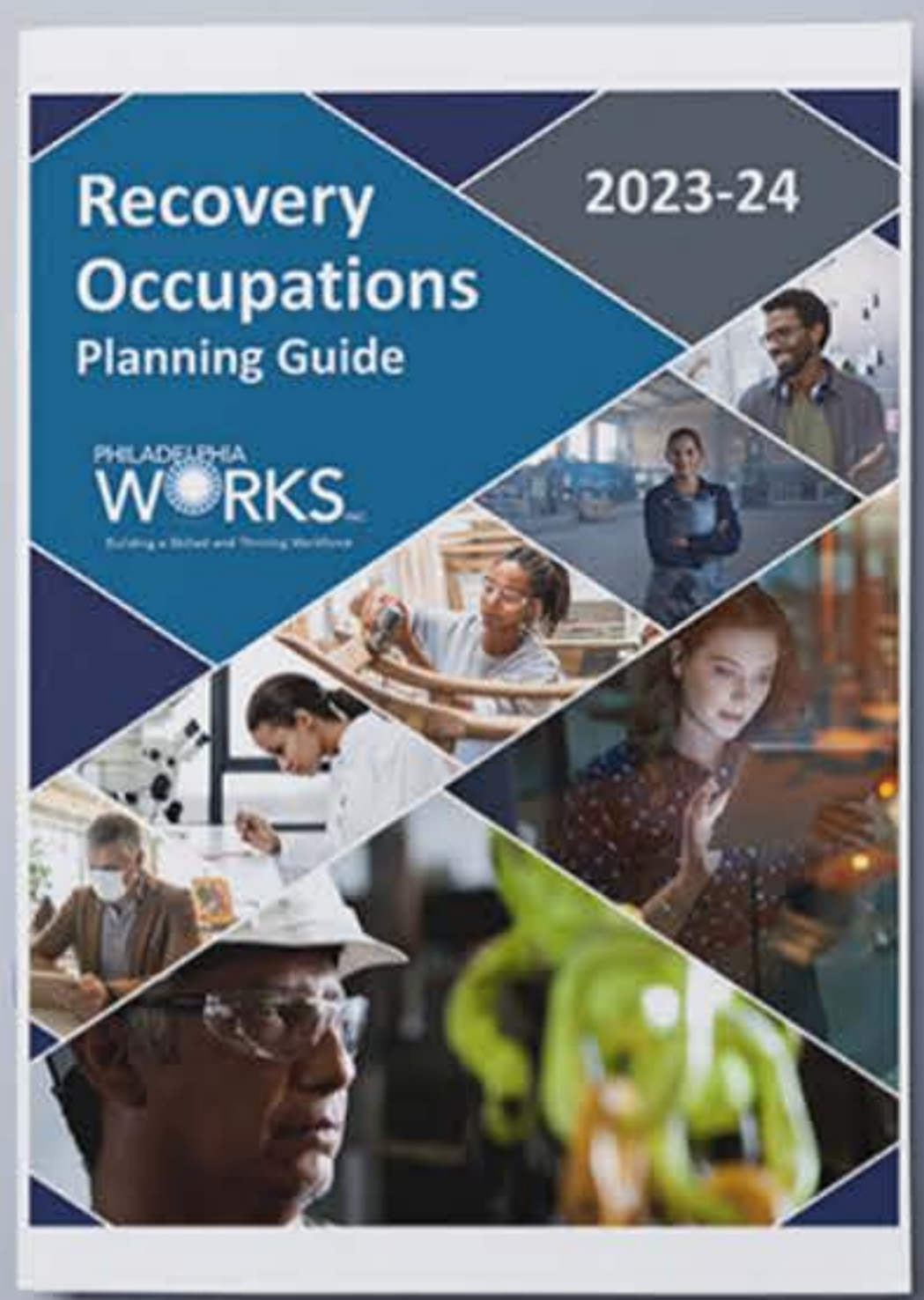
View the Full Guide

### Recovery Occupations Defined

The Recovery Occupations Planning Guide is a catalog of approximately 60 middle-skill and entry-level jobs that are currently growing in Philadelphia. Recovery occupations were identified by local employers, economic developers, and workforce agencies as being critical to the region's recovery.

- ✓ \$15+/Hr Median Wage
- ✓ Minimal negative impact to employment during the COVID-19 pandemic, and/or projected growth, resulting in dependable job openings
- ✓ Strategic focus on middle-skill and low-skill jobs with opportunity for advancement
- ✓ Strategic focus on timely jobs requiring an Associate's Degree or less, to connect career-seekers to employment or earn-and-learn opportunities now
- ✓ A WIOA High Priority Occupation (HPO), or worthy of petition

### Featured Recovery Industries



### View the Recovery Occupation Planning Guide

The Recovery Occupations Planning Guide provides detailed information on each occupation including wages, required skills, training and certifications, top Philadelphia employers, and more. The Recovery Occupations Planning Guide was created in response to the need for accurate information about higher paying jobs that are growing in the region

Download PDF

### Align Your Training with Your Career Goals

Don't get stuck looking for a job—let the Recovery Occupations Guide show you how to find a career path that fits your interests and abilities so that you can move forward with confidence. Explore available training programs near you or call 1-833-750-JOBS (5627) to get connected.

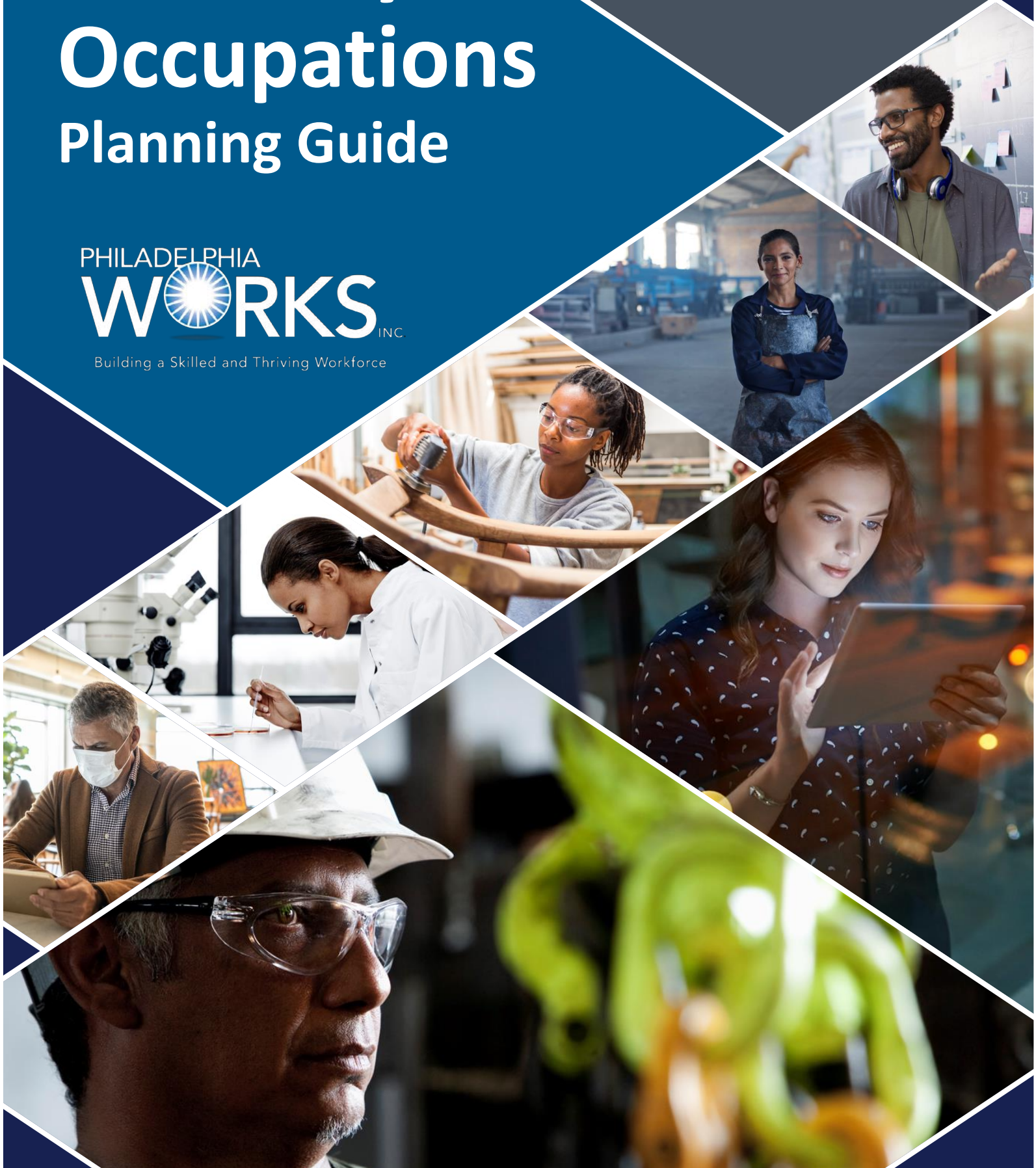
Contact Us Today

# Recovery Occupations Planning Guide

2023-24

PHILADELPHIA  
**WORKS** INC.

Building a Skilled and Thriving Workforce



## Background and Methodology

As **Philadelphia's Workforce Development Board, Philadelphia Works** manages strategic investment of federal, state, local and private funding into job training and employment programming throughout the city and Southeastern Pennsylvania region. While our community navigates economic recovery from the COVID-19 crisis, now, more than ever, we are prioritizing timely opportunities in occupations that are experiencing employer demand *now*; show promise for future growth; pay livable wages; and are accessible to workers with diverse educational and employment backgrounds.

To drive this COVID-considerate approach forward and support city leaders and partners as they, too, work toward recovery, Philadelphia Works has identified a set of **2023-2024 Recovery Occupations**. These occupations were drawn from our analysis of labor market and employment data; job posting data; and local employer feedback on the skills and credentials that workers need to become competitive candidates.

All Recovery Occupations have experienced minimal negative impact to employment during the pandemic or have projected growth through 2027 and pay \$15.00 or more an hour. Critically, most are middle-skill jobs or low-skill entry points into career paths with opportunity for advancement. Serving as a catalog, this document provides detailed information on each Recovery Occupation including wages, required skills and certifications, top Philadelphia employers, and more.

### How Philadelphia Works Identifies Recovery Occupations

- ☑ **\$15+/Hr** Median Wage
- ☑ Minimal negative impact to employment during the COVID-19 pandemic, and/or projected growth, resulting in dependable job openings
- ☑ Strategic focus on **middle-skill** and low-skill jobs with **opportunity for advancement**
- ☑ Strategic focus on **timely jobs** requiring an **Associate's Degree or less**, to connect career-seekers to employment or earn-and-learn opportunities **now**
- ☑ A WIOA High Priority Occupation (HPO), or worthy of petition

## How to use the *Recovery Occupations Planning Guide*

The **Workforce Service Flag** indicates the type of service most appropriate for this occupation.

**Transportation and Logistics Occupations**

### Light Truck Drivers

Drive a light vehicle, such as a truck or van, with a capacity of less than 26,001 pounds Gross Vehicle Weight (GVW), primarily to pick up merchandise or packages from a distribution center and deliver. May load and unload vehicle.

Direct Placement

Other Job Titles	Top Posting Employers	Baseline Skills
<ul style="list-style-type: none"> <li>Driver Helper</li> <li>Store Driver</li> <li>Package Delivery Driver</li> <li>Commercial Driver</li> </ul>	<ul style="list-style-type: none"> <li>Amazon</li> <li>UPS</li> <li>Advanced Auto Parts</li> </ul>	<ul style="list-style-type: none"> <li>Physical Abilities</li> <li>Communication Skills</li> <li>English language</li> <li>Organizational Skills</li> </ul>

Required Education and Experience	Certifications and Licenses
<ul style="list-style-type: none"> <li>High School Diploma or GED (Competitive: Post-Secondary Certificate)</li> <li>Less than Two Years of Experience</li> <li>On-the-Job Training: One Month or Less</li> </ul>	<ul style="list-style-type: none"> <li>Driver's License</li> <li>Competitive: CDL Class A (IR)</li> </ul>

The **Specialized, Software, and Baseline Skills Tables** show the different types of skills that someone employed in the position would need.

The **Certifications and Licenses Table** shows the different types of licenses that employers in Philadelphia demand. In some cases, certifications are listed as Competitive, which means this certification may be desirable for some employers.

**Credentials that are Industry Recognized are labeled (IR).**

Source: Philadelphia Works analysis of data from Lightcast Inc.

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### Workforce Service Flag Definitions

<b>Direct Placement</b>	These occupations typically require no specialized training beyond a high school diploma and require a month or less of onboarding.
<b>On-the-Job Training</b>	These occupations require no formal training beyond a high school diploma but require extensive on-the-job training.
<b>Vocational Training</b>	These occupations require some form of specialized training and are well-suited for traditional vocational skills training (Including ITAs and VSTs).
<b>Higher Education</b>	These occupations typically require no specialized training beyond an associate's or bachelor's degree.

## Content Outline - Recovery Occupations - Draft 2

Last updated Kimi 12-29-2022

### BASIC INFO

- **New Web Design Element:**  
Landing Page  
Hero/Homepage Image
- **Website/Page/Brand:** PA CareerLink Philadelphia
- **Target Audience:** Customers/System Participants
- **Goal: What is the goal of the landing page?** Inform
- **Keywords:** List of keywords for headlines, sub-headlines, and links (5-7)?
  1. Career path
  2. Employment
  3. Jobs Near Me
  4. Jobs Hiring
  5. Training
  6. Vocational Training
  7. Certificate

**Create a Unique Value Proposition (UVP)** – See guiding questions below. Reference:  
<https://www.shopify.com/blog/value-proposition>

1. **What product/information are you selling/offering?:** Planning guide for exploring Recovery Occupations
2. **Who should buy/use your product/information?:** Customers/Sys. Participants who want more about how to get a sustainable career
3. **How will buying/using your product/info improve the visitor or their life?:** Information in the guide will give them a clear path to a career and give them job options they may not know about.
4. **Why should the visitor buy/use from you and not your competitors?:** PhilaWorks is a non-profit with workforce professionals focused on solutions for Philadelphia's workforce to succeed in today's economy. These occupations were drawn from our analysis of labor market and employment data by experienced data team.
5. **When will the value be delivered? :** When the user reads the recovery occupation planning guide

## Resulting UVP:

Planning guide for exploring Recovery Occupations for customers who want to know how to get a good job that will be sustainable for 2023-2024.

## Content Outline for Landing Page

### Hero Image

**Graphic:** Link to image file

**Call to Action H1:** Learn more about Recovery Occupations

**Call to Action body:** Recovery Occupations Planning Guide for 2023-2024 has detailed information on jobs in occupations that have proven to be sustainable and rooted in research by PhilaWorks.

**Link:** Landing Page Link

### Landing Page

**Graphic:** Link to image file

**H1 Title:** Recovery Occupations Guide 2023-2024

**H2 Subtitle:** Check out approximately 60 middle-skill and entry-level jobs that are currently growing in Philadelphia.

### Body Content (Content not yet organized into sections):

The Recovery Occupations Guide provides detailed information on each occupation including wages, required skills and certifications, top Philadelphia employers, and more. The Guide was created in response to the need for accurate information about higher paying jobs that are growing in the region.

### Additional Body Content:

Click or tap here to enter text.

### Section #: 1

#### Benefits/Features

**H1:** Are looking for more than a job? Do you want a career? We can help.

**H2:** Click or tap here to enter text.

**Body Text/Content:** Image from guide of How Philadelphia Works Identifies Recovery Occupations

**Promotion of Resource Benefits:** We believe that everyone deserves to work in a field where they can grow and the skills you learn in school are only the beginning. That's why we've created the Recovery Occupations Guide. Here, you can find out about jobs that pay at least \$15 per hour and what it takes to get them.

**Call to Action:** Click or tap here to enter text.

**CTA Button Text:** Read the Full Guide

**CTA Button Link:** Click or tap here to enter text.

### Section #: 2

## **Benefits/Features**

**H1:** Featured Recovery Occupations

**H2:** [Click or tap here to enter text.](#)

**Body Text/Content:** Image from guide of

**Promotion of Resource Benefits:** Guide has useful information including description of occupation, specific job titles, required education and experience, certifications and licenses, baseline skills, specialized skills

**Call to Action:** [Click or tap here to enter text.](#)

**CTA Button Text:** [Click or tap here to enter text.](#)

**CTA Button Link:** [Click or tap here to enter text.](#)

## **Section #: 2**

### **Build Trust**

**Headline:** Categories Featured in Recovery Occupations Planning Guide

**Sub-headline:** [Click or tap here to enter text.](#)

**Body Text/Content:** The Recovery Occupations Guide is a catalog of approximately 60 middle-skill and entry-level jobs that are currently growing in Philadelphia. These occupations were identified by local employers, economic developers, and workforce agencies as being critical to the region's recovery.

## **Section #: 4**

### **Closing Statement**

**Call to Action:** Don't get stuck looking for a job—let the Recovery Occupations Guide show you how to find a career path that fits your interests and abilities so that you can move forward with confidence.

**CTA Button Text:** [Click or tap here to enter text.](#)

**CTA Button Link:** [Click or tap here to enter text.](#)

## **Section #: 5**

### **Bottom of Page/Related Content**

**Call to Action:** : Align your training with your career goals. Explore available training programs or call 1-833-750-JOBS (5627) to get connected.

**CTA Button Text:** Contact Us

**CTA Button Link:** [Click or tap here to enter text.](#)