

Tucson Employment Market



Emily Chavez
Founder/CEO

Agenda

Introduction

Growing Industries/Jobs

Labor Shortages

Dwindling Industries

AI in Recruiting



Meet Emily



Our Story

2016

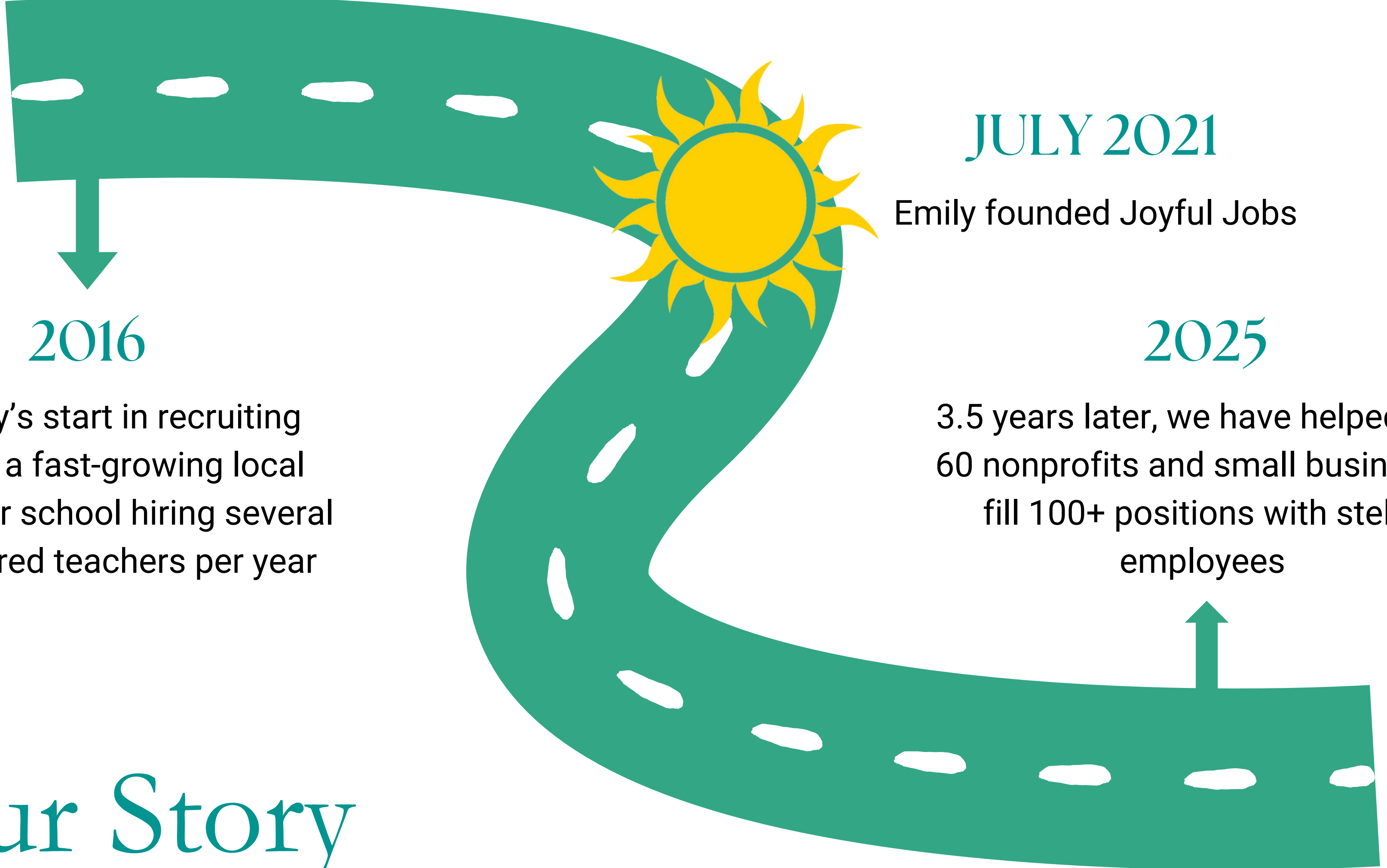
Emily's start in recruiting
with a fast-growing local
charter school hiring several
hundred teachers per year

JULY 2021

Emily founded Joyful Jobs

2025

3.5 years later, we have helped over
60 nonprofits and small businesses
fill 100+ positions with stellar
employees



Trusted By





GROWING INDUSTRIES/JOB

● Cybersecurity: 27% growth in AZ 2023-2024; 110 workers for every 100 jobs

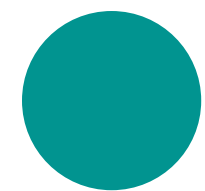
● Heavy focus on cloud security, AI-powered threat detection, and IoT security, particularly within the manufacturing, healthcare, finance, and aerospace/defense sectors

● Semiconductor manufacturing (24,000+ AZ employees).

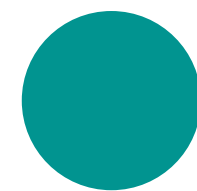
● Over 9300 tech companies in Tucson, tech wages have increased 13%, and Tucson expects 28% growth in tech jobs by 2026



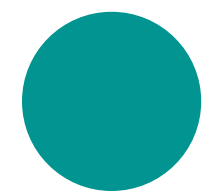
LABOR SHORTAGES



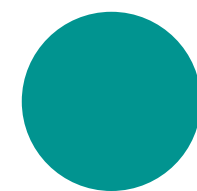
Nonprofit fundraising professionals



Some trades/technicians



CPAs/tax professionals/accountants



Educators and social service professionals



DWINDLING INDUSTRIES

● Technology, AI, and automation threatens the long-term stability of entry-level jobs, such as retail, food, office, and sales positions

● “There may be 154,458 jobs at high risk of automation in Pima County during the next decade or so” (2020 MAP Southern AZ report)

● Other at-risk industries: leisure and hospitality; trade, transportation, and utilities; and natural resources and mining - all 60%+ risk of automation

● Some healthcare data entry and triage work may also become automated with AI



AI IN RECRUITING

● AI can source, screen, and onboard candidates, but the most sophisticated tools are still well out of reach financially for small businesses

● AI tends to put a positive spin on everything

● Recruiting is so much more unique by company than coding or customer service

● Successful job seekers do need to make their resume basic AI-proof

Thank You/Q&A

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