GUIDE

Canadian Job Market Guide

arrive guides

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Overview of the Canadian job market

Newcomers move to Canada with many dreams and goals. Some of the top reasons for choosing Canada include having a better quality of life, improved future for themselves and their family, and access to better education and work opportunities.

Many of these goals are closely linked to being able to find a stable source of livelihood in Canada. One of the top concerns newcomers have is the scope of their profession or occupation in Canada or a specific Canadian province/city. The reasons are obvious – financial security and stability, and the opportunity for career advancement.

There is no direct or definitive answer to the scope or demand of any occupation in Canada. However, there is a process that you can follow to better understand the job market, the industry you work in, plan your career, and make decisions driven by data, facts, and numbers.

The core objective of this guide is two-fold:

- To equip you with the tools and resources required to analyze the job market in Canada, and
- To educate you about the process to analyze the Canadian job market, plan your career path, and make informed decisions.

Supported by candid insights from on-the-ground recruiters, this guide covers 14 industries with detailed information on:

- Steps you can follow to analyze each industry/sector,
- Certifications and licenses that may be required for your role in Canada,
- How to set your salary expectations,
- The process of finding a job in your field, and
- The hiring process in Canada.

The industries/sectors covered in the guide include:

Information Technology (IT)

Finance, Accounting, Insurance, and Investment

Sales and Marketing

Business and Management Consulting

Human Resources (HR), Staffing, and Recruitment

Engineering

Project Management

Healthcare

Creative Arts and Design

Logistics and Supply Chain

Fitness, Sports, and Recreation

Hospitality, Travel and Tourism

Education

Legal

We hope that this information will help you to organize your research, provide answers to your most pressing career questions, and help you get a head start on the job market in Canada.
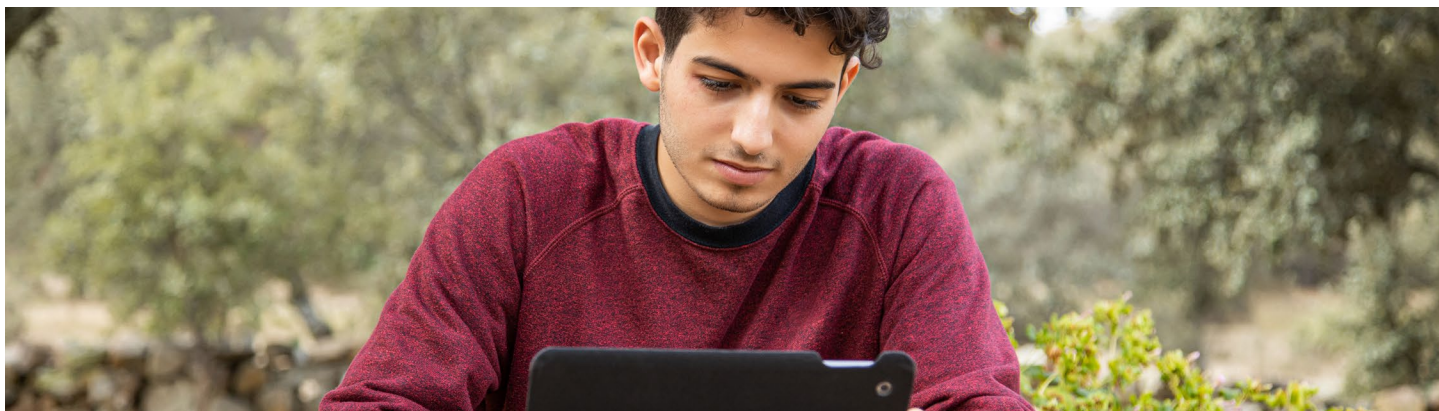
Deep-dive into industry-specific job markets

The job market in Canada consists of many individual industries and sectors. Newcomers are talented and skilled individuals looking to either get back in their field of work, switch careers, freelance, or even start their own business after they move to Canada.

In this guide, we will help you understand how to analyze the scope for various occupations across a number of industries/sectors in Canada and make a successful transition to the Canadian job market.

The National Occupation Code (NOC) and job titles

NOC is Canada's national system for describing occupations. The NOC code is a four-digit number that plays an important part in your immigration application. The NOC consolidates and groups jobs based on the type of job duties and the work a person does. You can learn more and find your NOC code on the Government of Canada website.

Identifying your NOC code makes the process of analyzing the job market easier.

Note: The following list of codes and titles is indicative and not exhaustive. If you cannot find your industry/sector, occupation or job title here, please refer to the NOC site for additional codes and titles that may be a better representation of your profile and occupation.

Information Technology (IT)

Technology is a growing sector in Canada, driving employment and innovation. With approximately 37,000 companies and $160 billion CAD in revenue, the Information Technology Association of Canada (ITAC) terms the IT industry as the engine of growth and people often refer to Toronto, one of the IT hubs of Canada, as the Silicon Valley of the North. One of the key factors that contribute to the progress of the IT industry is talent. Immigration programs such as Express Entry and Provincial Nomination have a sweet spot for IT professionals, making it easier for them to move to Canada.

NOC Code	NOC Code Name	Example Titles
2171	Information system analysts and consultants	IT Business Analyst, IT Consultant, IT Consulting Account Manager, Cloud Architect, Solutions Architect, Software QA Analyst
2172	Database analysts and database administrators	Database Analyst, Database Administrator, Database Architect
2173	Software engineers and designers	Software Engineer, Software Designer, Software Architect
2174	Computer programmers and interactive media developers	Software Developer, Software Programmer, Multimedia Developer
2175	Web designers and developers	Web Designer, Web Developer, Webmaster
2281	Computer network technicians	Data Center Operator, LAN Administrator, LAN Technician, Network Administrator, Network Support Technician, System Administrator
2282	User support technicians	Software Technology Support Analyst, Call Centre Agent, Computer Help Desk Representative, Software Installation Technician
2283	Information systems testing technicians	Software Tester, Systems Testing Technician, Software Test Coordinator
0213	Computer and information systems managers and directors	IT Director, IT Development Manager, IT Integration Manager, IT Implementation Manager, Software Development Manager, Software Engineering Manager/Director, Software QA Manager/Director

Finance, Accounting, Insurance, and Investment

The financial services sector in Canada comprises many roles related to the fields of accounting, insurance, and investment. In March 2020, The Conference Board of Canada released a report which highlighted Toronto as the second-largest financial centre in North America and the seventh-largest globally, in employment.

Additionally, a report published by the government of Canada indicated that "the country has a strong, globally competitive financial sector that has proven to be stable, resilient and well respected. In addition to the services it provides, the financial sector is a source of economic strength and employment." The sector provides plenty of opportunities for newcomers to acquire essential skills and accelerate their careers.

NOC Code	NOC Code Name	Example Titles
0111	Financial managers	Controller - Financial Services, Director - Financial Services, Director of Accounting, Finance Director, Treasurer, Financial Administrator
0121	Insurance, real estate, and financial brokerage managers	Insurance Manager, Real Estate Service Manager, Financial Brokerage Manager, Commodities Trading Manager
0122	Banking, credit, and other investment managers	Bank Manager, Commercial Banking Manager, Credit Manager, Mortgage and Consumer Credit Manager
1111	Financial auditors and accountants	Accountant, Auditor
1112	Financial and investment analysts	Financial Analyst, Investment Analyst, Portfolio Manager, Financial Services Research Associate
1113	Securities agents, investment dealers, and brokers	Broker, Foreign Exchange Trader, Mutual Fund Broker, Securities Agent, Stockbroker
1114	Other financial officers	Financial Investigator, Financial Planner, Mortgage Broker
1212	Supervisors, finance, and insurance office workers	Bank Clerks Supervisor, Bookkeeping Supervisor, Payroll Supervisor, Accounting Supervisor

Finance, Accounting, Insurance, and Investment (cont'd)

NOC Code	NOC Code Name	Example Titles
1311	Accounting technicians and book-keepers	Accounting Technician, Bookkeeper, Finance Technician, Accounting Bookkeeper
1312	Insurance adjusters and claims examiners	Insurance Adjuster, Claims Examiner
1313	Insurance underwriters	Insurance Underwriter, Liability Underwriter, Property Underwriter
1314	Assessors, valuators and appraisers	Real Estate Appraiser, Property Assessor, Property Valuator, Business Valuator
1315	Customs, ship and other brokers	Customs Broker, Cargo Broker, Ship Broker
1431	Accounting and related clerks	Accounting Clerk, Audit Clerk, Billing Clerk, Finance Clerk, Tax Clerk
1432	Payroll administrators	Pay Advisor, Pay Clerk, Payroll Officer, Salary Administration Officer
1433	Banking, insurance and other financial clerks	Bank Clerk, Credit Clerk, Mortgage Clerk, Real Estate Clerk, Securities Clerk, Insurance Rater
1434	Collectors	Collector, Collection Clerk, Collection Officer

Sales and Marketing

Newcomers to Canada may find that sales and marketing are competitive fields to break into, especially for those whose first language is not English or French. Newcomers also tend to lack a deep knowledge of the local Canadian culture, traditions, and the overall landscape, which is often a basic requirement for sales or marketing roles. A key point to note for this sector is that sales and marketing roles in Canada tend to be more specialized and niche.

NOC Code	NOC Code Name	Example Titles
0124	Advertising, marketing, and public relations managers	Advertising Director, Marketing Manager, Public Relations Director, Sales & Marketing Manager
0601	Corporate sales managers	Corporate Sales Manager, Regional Sales Manager, National Accounts Manager
1123	Professional occupations in advertising, marketing, and public relations	Communications Specialist, Media Coordinator, Media Relations Officer, Public Affairs Officer, Publicity Agent, Event Marketing Specialist, Advertising Consultant
4163	Business development officers and marketing researchers and consultants	Business Development Officer, Market Researcher, Marketing Analyst, Marketing Consultant, Tourism Industry Consultant, Economic Research Officer
6211	Retail sales supervisors	Department Store Supervisor, Telemarketing Supervisor, Head Cashier
6221	Technical sales specialists – wholesale trade	Software Sales Representative, Technical Sales Supervisor, Medical Instruments Sales Agent
6232	Real estate agents and salespersons	Real Estate Agent, Real Estate Agent Supervisor, Real Estate Sales Representative
6235	Financial sales representatives	Financial Services Officer, Financial Services Representative, Loan Officer, Sales Associate – Personal Banking

Sales and Marketing (cont'd)

NOC Code	NOC Code Name	Example Titles
6411	Sales and account representatives – wholesale trade (non-technical)	Food Products Sales Representative, Freight Sales Agent, Hotel Accommodations Sales Representative, Transfer Company Agent
6421	Retail salespersons	Car Rental Agent, Computer Salesperson – Retail, Furniture Salesperson, Retail Sales Clerk
6623	Other sales related occupations	Door-to-door Salesperson, Home Demonstrator – Retail, Telemarketer

Business and Management Consulting

Business and management consulting is a popular category for newcomers to Canada. According to an article published by the University of British Columbia, the number of consulting firms in Canada has grown each year between 2013 and 2018. This trend is expected to continue through 2023. The report highlighted two key industry growth drivers:

- During 2018 to 2023, government expenditure is forecast to grow at an annualized rate of 1.7 per cent. This will likely create more opportunities for management consultants specializing in advising public agencies.

- Financial services will be a key driver of industry demand during 2018-2023. Management consultants will benefit as a result of Canadian banks and firms seeking their services.
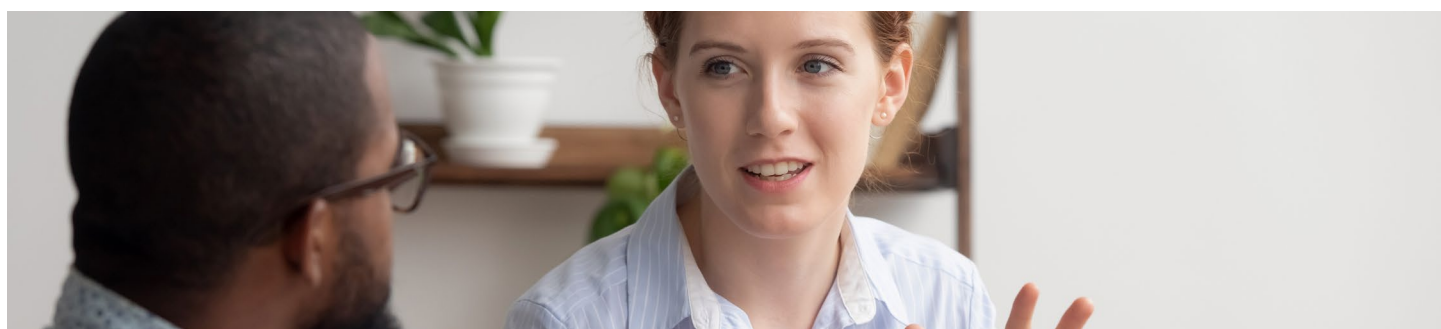
Business and Management Consulting (cont'd)

NOC Code	NOC Code Name	Example Titles
0013	Senior managers – financial, communications and other business services	Chief Executive Officer (CEO), Chief Financial Officer (CFO), Executive Vice-President (EVP), General Manager (GM), Vice-President (VP)
0125	Other business services managers	Management Consulting Service Manager, Market Research Service Manager, Professional Services Manager
1122	Professional occupations in business management consulting	Business Management Consultant, Management Analyst, Consultant, Senior Consultant, Business Analyst
4163	Business development officers and marketing researchers and consultants	Business Development Officer, Market Researcher, Marketing Analyst, Marketing Consultant, Market Research Analyst

Human Resources (HR), Staffing, and Recruitment

According to Hays Canada, more than two-thirds (66 per cent) of Canada's employers were set to exceed payroll budgets to attract new hires while more than one-third (34 per cent) planned to boost salaries for existing staff in 2020. Like most other industries, the COVID-19 pandemic has impacted this industry as well, resulting in a noticeable decline in these figures. Given that the HR industry and its services are largely cyclical as they are dependent on growth in the number of employees and businesses in Canada, we can expect to see the situation improve as economies recover.

NOC Code	NOC Code Name	Example Titles
0112	Human resource managers	HR Manager, HR Administrator, Personnel Director, Recruiting Manager, Personnel Training and Development Manager

Human Resources (HR), Staffing, and Recruitment (cont'd)

NOC Code	NOC Code Name	Example Titles
1121	Human resource professionals	Compensation Research Analyst, Employee Relations Officer, HR Consultant, Wage Analyst, Job Analyst
1223	Human resources and recruitment officers	HR Officer, Personnel Officer, Recruitment Specialist, Staffing Coordinator, Employment Supervisor

Engineering

Engineering is an upcoming sector in Canada. A Labour Market Report published by Engineers Canada highlighted the nation's growing need to replace retiring engineers, specifically civil, mechanical, electrical/electronic, and computer engineers. The report also stressed the importance of internationally-trained engineers, and Federal government immigration programs, such as the Express Entry program, to meet workforce requirements.

NOC Code	NOC Code Name	Example Titles
0211	Engineering managers	Engineering Manager, Electrical Engineering Service Manager, Production Engineering Manager
0212	Architecture and science managers	Director of Research – Manufacturing, Architectural Manager, Scientific Research Department Manager
0711	Construction managers	Construction Manager, General Contractor, Construction Project Manager

Engineering (cont'd)

NOC Code	NOC Code Name	Example Titles
2131	Civil engineers	Civil Engineer, Construction Engineer, Structural Engineer, Transportation Engineer
2132	Mechanical engineers	Automotive Engineer, Mechanical Engineer, Refrigeration Engineer, Robotics Engineer
2133	Electrical and electronics engineers	Electrical Design Engineer, Electronics Engineer, Television Systems Engineer, Avionics Engineer
2134	Chemical engineers	Biochemical Engineer, Chemical Process Engineer, Waste Treatment Engineer
2141	Industrial and manufacturing engineers	Industrial Engineer, Manufacturing Engineer, Safety Engineer, Quality Control Engineer
2142	Metallurgical and materials engineers	Materials Engineer, Metallurgical Engineer, Welding Engineer
2143	Mining engineers	Mining Engineer, Mineral Engineer, Mine Layout Engineer
2144	Geological engineers	Geological Engineer, Geophysical Engineer
2145	Petroleum engineers	Petroleum Engineer, Subsea Engineer, Oil and Gas Production Engineer
2146	Aerospace engineers	Aeronautical Engineer, Aerospace Systems Engineer, Aerospace Structural Engineer
2147	Computer engineers (except software engineers and designers)	Computer Hardware Engineer, Network Test Engineer, Systems Designer – Hardware, Telecommunications Hardware Engineer

Engineering (cont'd)

NOC Code	NOC Code Name	Example Titles
2148	Other professional engineers, n.e.c.	Biomedical Engineer, Engineering Scientist, Marine Engineer, Naval Architect, Textile Engineer
2231	Civil engineering technologists and technicians	Civil Engineering Technician, Highway Technician, Structural Investigator
2232	Mechanical engineering technologists and technicians	Heating, Ventilation and Air Conditioning (HVAC) Technologist, Machine Designer, Tool Designer
2233	Industrial engineering and manufacturing technologists and technicians	Computer-assisted Design (CAD) Programmer, Manufacturing Technician, Quality Assurance Technologist, Planning Technician
2241	Electrical and electronics engineering and technologists and technicians	Communications Technologist, Electrical Engineering Technician, Electronics Manufacturing Technologist, Metering Technologist
2262	Engineering inspectors and regulatory officers	Elevator Inspector, Engineering Regulatory Officer, Railway Accident Investigation Officer
2271	Air pilots, flight engineers, and flying instructors	Air Pilot, Flight Engineer, Second Officer – Air Transport, Flying Instructor
2274	Engineer officers, water transport	Chief Engineer – Water Transport, Marine Engineer Officer, Tugboat Engineer
7361	Railway and yard locomotive engineers	Railway Engineer, Yard Engineer – Railway, Locomotive Engineer – Railway
9241	Power engineers and power systems operators	Power Engineer, Power Plant Operator, Building Systems Technician, Electrical Power System Operator

Project Management

Project management is an essential function among multiple industries such as construction, finance, and information technology, and is often regarded as an in-demand skill.

NOC Code	NOC Code Name	Example Titles
1221	Administrative officers	Planning Officer, Non-technical Project Manager, Administrative Officer, Office Manager

Healthcare

A report from Canada's Economic Strategy Tables on Health and Biosciences indicated that by 2025, Canada will double the size of the health and biosciences sector. The country is expected to become a top-three global hub by:

- Leveraging and advancing innovative technologies,
- Attracting and retaining capital, skills and talent, and
- Ensuring a vibrant ecosystem that will unleash the full potential of the sector and lead to improved health outcomes

This would open up many opportunities for healthcare professionals to excel and succeed in their respective specialized fields.

Healthcare (cont'd)

NOC Code	NOC Code Name	Example Titles
0014	Senior managers – health, education, social and community services and membership organizations	Health Services Institution Executive Director, Health Services Director
0311	Managers in healthcare	Chief of Medical Staff, Director of Nursing, Director of Surgery, Medical Clinic Director
0411	Government managers – health and social policy development and program administration	Health Program Operations Manager – Government Services, City Medical Officer of Health – Government Services
1243	Medical administrative assistants	Medical Secretary, Administrative Assistant – Medical, Ward Secretary
1251	Court reporters, medical transcriptionists and related occupations	Medical Transcriptionist
1252	Health information management occupations	Health Information Management Supervisor, Health Records Technician, Medical Records Unit Supervisor
3011	Nursing coordinators and supervisors	Nursing Coordinator, Nursing Supervisor, Public Health Nursing Supervisor, Psychiatric Nursing Supervisor
3012	Registered nurses and registered psychiatric nurses	Registered Nurse, Registered Psychiatric Nurse, Private Duty Nurse, Critical Care Nurse
3111	Specialist physicians	Anesthetist, General Surgeon, Neurologist, Pediatrician, Neurosurgeon, Orthopedist, Psychiatrist
3112	General practitioners and family physicians	Family Physician, General practitioner (GP), Medical Doctor
3113	Dentists	Dentist, Oral Pathologist, Orthodontist

Healthcare (cont'd)

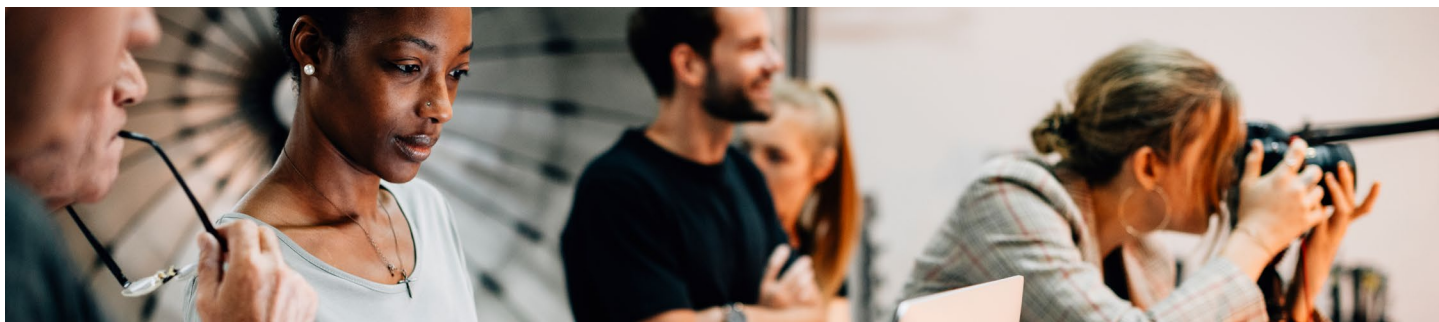| NOC Code	NOC Code Name	Example Titles
3114	Veterinarians	Veterinarian, Veterinary Pathologist, Veterinary Surgeon
3121	Optometrists	Doctor of Optometry, Optometrist
3122	Chiropractors	Chiropractor
3124	Allied primary health practitioners	Midwife, Nurse Practitioner, Physician Assistant
3125	Other professional occupations in health diagnosing and treating	Naturopath, Podiatrist, Orthoptist
3131	Pharmacists	Pharmacist, Hospital Pharmacist, Retail Pharmacist
3132	Dietitians and nutritionists	Dietitian, Nutritionist, Clinical Dietitian
3141	Audiologists and speech-language pathologists	Audiologist, Speech Therapist, Clinical Audiologist
3142	Physiotherapists	Physical Therapist, Physiotherapist, Registered Physiotherapist
3143	Occupational therapists	Occupational Therapist
3144	Other professional occupations in therapy and assessment	Music Therapist, Art Therapist, Exercise Physiologist

Healthcare (cont'd)

NOC Code	NOC Code Name	Example Titles
3211	Medical laboratory technologists	Histology Technologist, Medical Laboratory Supervisor, Immunohematology Technologist
3212	Medical laboratory technicians and pathologists' assistants	Medical Laboratory Assistant, Pathology Assistant
3213	Animal health technologists and veterinary technicians	Animal Health Technician, Veterinarian Assistant, Registered Veterinary Technician (RVT)
3214	Respiratory therapists, clinical perfusionists and cardiopulmonary technologists	Respiratory Therapist, Certified Clinical Perfusionist (CCP), Respiratory Therapy Chief
3215	Medical radiation technologists	Radiation Therapist, Radiation Therapy Technologist (RTT), X-ray (radiology) Technician
3216	Medical sonographers	Medical Sonographer, Ultrasound Technologist
3217	Cardiology technologists and electrophysiological diagnostic technologists, n.e.c.	Cardiology Supervisor, Electrocardiographic (ECG) Technologist, Electroneurodiagnostic (END) Technologist
3219	Other medical technologists and technicians (except dental health)	Orthotist, Dietary Technician, Prosthetist
3221	Denturists	Denturist, Denturologist
3222	Dental hygienists and dental therapists	Dental Hygienist, Dental Nurse, Dental Therapist
3223	Dental technologists, technicians and laboratory assistants	Dental Laboratory Assistant, Dental Technician, Registered Dental Technologist (RDT)

Healthcare (cont'd)

NOC Code	NOC Code Name	Example Titles
3231	Opticians	Contact Lens Technician, Optician
3232	Practitioners of natural healing	Acupuncturist, Herbalist, Reflexologist
3233	Licensed practical nurses	Graduate Nursing Assistant, Licensed Practical Nurse (L.P.N.), Registered Nursing Assistant (R.N.A.)
3234	Paramedical occupations	Ambulance Attendant, Paramedic, Emergency Medical Technician (EMT)
3236	Massage therapists	Massage Therapist (MT), Registered Massage Practitioner
3237	Other technical occupations in therapy and assessment	Audiology Technician, Ophthalmic Assistant, Physiotherapy Technician, Speech Therapy Assistant
3411	Dental assistants	Dental Assistant
3413	Nurse aides, orderlies and patient service associates	Nurse Aide, Patient Care Aide, Psychiatric Aide, Patient Service Associate
3414	Other assisting occupations in support of health services	Autopsy Assistant, Optometrist Assistant, Orthopedic Technologist, Therapist Assistant – Medical
4151	Psychologists	Psychologist, Psychological Associate
4165	Health policy researchers, consultants, and program officers	Healthcare Consultant, Healthcare Planner, Health Services Researcher

Creative Arts and Design

The creative industry in Canada encompasses fine arts, commercial arts, advertising, photography, motion pictures, animation, web design, creative writing and more. Breaking into these highly competitive fields can be challenging for newcomers, especially for those whose first language is not English or French. Not surprisingly, newcomers also tend to lack a deep knowledge of the local Canadian culture, which is often a basic requirement for certain creative roles. As an advertising copywriter, for example, an understanding of popular culture and Canadian humour – what Rob Lawrence from Mandrake Recruitment calls "the vagaries of Canadiana" – is essential.

NOC Code	NOC Code Name	Example Titles
0511	Library, archive, museum and art gallery managers	Art Gallery Manager, Chief Librarian, Library Director,
0512	Managers - publishing, motion pictures, broadcasting and performing arts	Museum Executive Director
5121	Authors and writers	Ballet, Opera, Dance or Theatre Company Director, Publishing Manager, Director, Editor-in-Chief
5122	Editors	Broadcasting/Station/Programming Manager
5123	Journalists	Writer, Advertising Copywriter, Interactive Media Writer, Technical Writer, Medical Writer, Author
5131	Producers, directors, choreographers and related occupations	Advertising Editor, Associate Editor, Contributing Editor,
5134	Dancers	Copy Editor, Editor, Technical Editor
5135	Actors and comedians	Broadcast Journalist, Columnist, Correspondent

Creative Arts and Design (cont'd)

NOC Code	NOC Code Name	Example Titles
5136	Painters, sculptors and other visual artists	Cyberjournalist, Investigative Reporter, Commentator
5212	Technical occupations related to museums and art galleries	Artistic Director, Choreographer, Director, Director of Photography, Filmmaker, Producer-director
5221	Photographer	Dance Instructor, Dancer, Performance Movement eacher, Choreographer
5222	Film and video camera operators	Acting Teacher, Actor/Actress, Drama Teacher, Narrator
5223	Graphic arts technicians	Art Teacher (except primary, secondary and post-secondary education), Artist, Sculptor
5224	Broadcast technicians	Art Gallery Preparator, Conservation Technician, Museum Registrar, Museum Technician, Paintings Restoration
5226	Other technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts	Commercial Photographer, Forensic Photographer, Industrial Photographer, Photographer, Scientific Photographer,
5227	Support occupations in motion pictures, broadcasting, photography and the performing arts	Assistant Camera Operator, Camera Operator
5241	Graphic designers and illustrators	Animation Painter, Computer Graphics Technician, Multimedia Graphic Design Technician
5242	Interior designers and interior decorators	Broadcast Technician, Broadcasting Switcher, Master Control Room (MCR) Equipment Operator
5243	Theatre, fashion, exhibit and other creative designers	Costumier, Gaffer, Key Grip, Lighting Technician
5244	Artisans and craftspersons	Make-up Artist, Program Coordinator, Special Effects Technician, Stage Manager, Stunt Coordinator
5245	Patternmakers	Camera crane operator, Dresser, Broadcasting and Performing Arts, Lighting Assistant, Production Assistant,

Logistics and Supply Chain

The demand for transportation, warehousing and logistics services originates from all sectors of the economy and is directly affected by fluctuations in economic activity and trade patterns. Four major ports accounted for 99 per cent of Canada's international container traffic: Vancouver (54 per cent), Montreal (29 per cent), Halifax (9 per cent) and Prince Rupert (7 per cent), making them hotspots for logistics and supply chain professionals.

NOC Code	NOC Code Name	Example Titles
1215	Supervisors, supply chain, tracking and scheduling co-ordination occupations	Flight Crew Scheduling Supervisor, Freight Forwarding Logistician, Logistics Supervisor, Head Shipper, Receiving Supervisor
1521	Shippers and receivers	Receiver, Shipper, Shipping Agent, Supply Chain Assistant, Shipping and Receiving Clerk
1522	Storekeepers and partspersons	Storekeeper, Partsperson, Parts Supplier, Medical Supply Clerk
1523	Production logistics co-ordinators	Production Clerk, Production Coordinator, Production Scheduler, Supply Chain Coordinator
1524	Purchasing and inventory control workers	Inventory Analyst, Purchasing Clerk, Procurement Clerk, Inventory Planner
1525	Dispatchers	Mobile Equipment Dispatcher, Inbound/outbound Freight Coordinator, Truck Dispatcher
1526	Transportation route and crew schedulers	Schedule Analyst, Flight Crew Scheduler, Transit Scheduler

Fitness, Sports, and Recreation

Health and fitness is a growing trend in Canada. From 2014 to 2019, the industry grew at an average rate of 5.1 per cent, primarily driven by consumer trends and public health campaigns. Health and Fitness franchise listings have also seen a 35 per cent increase, presenting potential opportunities for fitness professionals.

NOC Code	NOC Code Name	Example Titles
0513	Recreation, sports and fitness program and service directors	Director of Recreation, Sports Association Director, Sports Program Director, Professional Football Team Manager, Professional Hockey Team Manager
4167	Recreation, sports and fitness policy researchers, consultants and program officers	Fitness Policy Analyst, Sports Analyst, Sports Consultant, Sports Program Supervisor, Fitness Consultant, Fitness Coordinator
5251	Athletes	Athlete, Baseball Player, Hockey Player, Golfer
5252	Coaches	Coach, Head Coach, Soccer Coach, Hockey Coach
5253	Sports officials and referees	Referee, Sports Official, Umpire, Racetrack Timer
5254	Program leaders and instructors in recreation, sport and fitness	Fitness Instructor, Personal Trainer, Recreation Technician, Playground Worker, Camp Counsellor
6532	Outdoor sport and recreational guides	Outdoor Guide, Mountain Climbing Guide, Hot Air Balloonist, Outfitter
6722	Operators and attendants in amusement, recreation and sport	Amusement Park Attendant, Amusement Attraction Operator, Sports Attendant, Park Receptionist

Hospitality, Travel and Tourism

According to Tourism HR Canada, Canada's tourism sector has the potential for significant growth in the coming decades, as both a contributor to the economy and a source of employment for Canadians. A key challenge to growing the sector persists in the labour challenges tourism operators face, especially in rural and remote regions. Spending by tourists and local residents in Canada's tourism sector could reach $338 Billion CAD by 2035, requiring 2.3 million jobs to meet that demand.

NOC Code	NOC Code Name	Example Titles
0631	Restaurant and food service managers	Restaurant Manager, Food Services Manager, Bar Manager, Catering Service Manager
0632	Accommodation service managers	Hotel Manager, Guest-house Operator, Front Desk Manager, Tourist Home Operator
6313	Accommodation, travel, tourism and related services supervisors	Tour Guide Supervisor, Travel Clerk Supervisor, Hotel Clerk Supervisor, Reservations Supervisor
6321	Chefs	Chef, Sous-chef, Head Chef, Saucier
6322	Cooks	Cook, First Cook, Line Cook, Second Cook
6511	Maîtres d'hôtel and hosts/hostesses	Chief Host/Hostess - Food Services, Maître d', Restaurant Host/Hostess
6512	Bartenders	Bar Attendant, Bartender, Head Bartender

Hospitality, Travel and Tourism (cont'd)

NOC Code	NOC Code Name	Example Titles
6513	Food and beverage servers	Captain Waiter/Waitress, Banquet Server, Waiter/Waitress, Sommelier
6521	Travel counsellors	Travel Agent, Travel Consultant, Reservation Agent
6522	Pursers and flight attendants	Purser, Flight Attendant, Flight Service Director
6523	Airline ticket and service agents	Airline Baggage Agent, Airline Cargo Agent, Airline Ticket Agent, Customer Service agent - Airline
6524	Ground and water transport ticket agents, cargo service representatives and related clerks	Railway Reservations Clerk, Ticket Agent (except airline), Cargo Customer Service Representative
6525	Hotel front desk clerks	Guest Services Agent, Hotel Front Desk Clerk, Reservations Clerk, Room Clerk
6531	Tour and travel guides	Tour Guide, Travel Guide
6721	Support occupations in accommodation, travel and facilities set-up services	Baggage Porter, Bellhop, Hotel Doorkeeper, Cruise Line Passenger Attendant, Train Service Attendant

Education

According to the 2001 Census, just over three-quarters of a million people held an occupation related to education. A report from Statistics Canada indicated that with declining fertility, an aging workforce and massive retirements, Canada risks shortages of highly skilled labour in the years ahead. To meet these challenges and remain internationally competitive, many believe that Canadians must engage in lifelong learning and acquire new skills through continuing education and workplace skills development, creating the need for teachers, professors, instructors, and educators.

Interestingly, as per the 2018 Organization for Economic Co-operation and Development (OECD) data, Canada is the most educated country in the world, with 56.7 per cent of Canadian adults having received a post-secondary degree. That's 10% higher than the U.S. and 16 per cent above the OECD average.

NOC Code	NOC Code Name	Example Titles
4011	University professors and lecturers	Professor, Instructor, Department Head
4012	Post-secondary teaching and research assistants	Laboratory Assistant, Teaching Assistant, Research Assistant
4021	College and other vocational instructors	College Lecturer, Trainer, Instructor, Teacher
4031	Secondary school teachers	Teacher, Instructor
4032	Elementary school and kindergarten teachers	Teacher, Instructor
4033	Educational counsellors	Academic Counsellor, Career Counsellor, School Counsellor
4413	Elementary and secondary school teacher assistants	Educational Assistant, School Lunchroom Supervisor, Educational Resources Assistant

Legal

A 2013 report from the Canadian Bar Association highlighted that lawyers, law firms, and the overall legal industry in Canada would face a complex and compelling, set of challenges over the next decade as they endeavour to remain viable, competitive and relevant in the face of a wave of fundamental change.

With new competitors already in the marketplace – such as paralegals, global legal publishers, and legal process outsourcers (LPO) – and more on the horizon – law firms and individual lawyers will have to make important decisions on how to maintain a competitive advantage in the provision of legal services in Canada and globally.

While these decisions may seem daunting to some people, they also present a vast range of opportunities for the profession to reinvent itself and thereby ensure that it remains dynamic and confident.

NOC Code	NOC Code Name	Example Titles
1242	Legal administrative assistants	Legal Assistant, Legal Secretary, Litigation Secretary
4111	Judges	Chief Justice, District Court Judge, Supreme Court Justice
4112	Lawyers and Quebec notaries	Lawyer, Legal Advisor, Prosecutor, Solicitor, Corporate Counsel
4211	Paralegal and related occupations	Notary Public, Paralegal, Land Titles Examiner, Legal Researcher, Trademark Agent

Tip: For the purpose of analysis, you don't have to be restricted to one single code (especially if you're looking to switch careers after moving to Canada); you can look at multiple codes that align with your skills and experience and decide which one might be better suited to your situation.

A step-by-step approach to analyzing the demand for your occupation

Analyzing the demand for any occupation in Canada, requires a multi-pronged approach, meaning, you have to refer to various sources for a holistic understanding of the trends and numbers.

Step 1: Explore Statistics Canada

Before you dive deeper, it's important to understand the big picture. Statistics Canada (StatCan) publishes monthly and annual employment trends for various industries. This is a good starting point to get an idea of the employment trends for almost all professions or occupations; any increase or growth is always a good sign.

Step 2: Identify the North American Industry

The monthly and annual employment trends data on StatCan is grouped by industries, which are usually identified by the NAICS codes. Here are some of the codes you may need to refer to:

Industry/Sector	NAICS code(s) for reference
Information Technology (IT)	51 – Information and Cultural Industries AND 54 – Professional, Scientific, and Technical Services
Finance, Accounting, Insurance, and Investment	52 – Finance and Insurance AND 54 – Professional, Scientific, and Technical Services
Sales and Marketing	54 – Professional, Scientific, and Technical Service
Business and Management Consulting	54 – Professional, Scientific, and Technical Services
Human Resources (HR)	54 – Professional, Scientific, and Technical Services 61 – Educational Services
Engineering	54 – Professional, Scientific, and Technical Services

A step-by-step approach to analyzing the demand for your occupation (cont'd)

Industry/Sector	NAICS code(s) for reference
Project Management	54 – Professional, Scientific, and Technical Services
Healthcare	62 – Healthcare and Social Assistance
Creative Arts and Design	51 – Information and Cultural Industries, 54 – Professional, Scientific, and Technical Services, AND 71 – Arts, Entertainment and Recreation
Logistics and Supply Chain	44-45 – Retail Trade, 48-49 – Transportation and Warehousing, AND 56 – Administrative and Support, Waste Management and Remediation Services
Fitness, Sports, and Recreation	71 – Arts, Entertainment and Recreation
Travel and Tourism	56 – Administrative and Support, Waste Management and Remediation Services 72 – Accommodation and Food Services
Teachers and Professors	61 – Educational Services
Lawyers	91 – Public Administration

Note: Some industries or sectors may require you to refer to two or more NAICS codes for the complete picture.

Step 3: Get employment statistics for your industry

Statistics Canada also allows you to filter the numbers by province – this is a good way to identify provinces that have the maximum demand for your skills, and know the probability of finding a job in your field. For instance, in 2019, among all provinces, Ontario had maximum employment for NAICS codes 51, 52, 54, 62 and 71.

▼ Customize table (Add/Remove data)

| Geography [2] | Labour force characteristics | North American Industry Classification System (NAICS) [3] | Sex | Age group |
| | | | Reference period | |

Customize layout ⓘ

Step 4: Read detailed reports published by the government for your industry

To gain a better understanding of the overall job market trends, you can look at the following two sites:

1. Statistics Canada publishes monthly reports which can be found by searching for the Labour Force Survey. A general Google search with the keywords (Canada Labour Force Survey + latest month and year) will take you directly to the relevant webpage. You can have a look at the reports from May 2020 and April 2020 to get an idea of the format and type of information that is available. Note that these are overall trends and not specific to any one sector. However, they will have subsections for noteworthy NAICS categories for that month.

2. Explore specific job markets in various provinces by reading a comprehensive report published by Canada's Job Bank. Once you're on the webpage, for deeper insight into a specific sector, choose a province, scroll down to sectoral profiles and select the relevant NAICS code (as indicated in the table above).

Tip: For a quick overview, type in your NOC code or job title on the Occupation Trends page and search. The main summary page will provide various details such as education and skill requirements for the role, average wages, and the number of jobs available. Clicking on the Prospects tab will show you a provincial breakdown of job prospects.

This exercise will help you set realistic expectations for being able to find a job in your field in a specific province or region.

JOB PROSPECTS

Software Developer in Canada

People working as a software developer have different job prospects depending on where they work in Canada. Find out what the future holds for them in your province or territory. These outlooks are applicable to all Computer programmers and interactive media developers (NOC 2174).

Note that the current 2019-2021 Employment Outlook was published in December 2019 based on information available at that time.

| Summary | Description | Wages | Prospects | Jobs | Requirements | Skills | Search |

Job opportunities over the next 3 years

Explore future job prospects by province and territory.

Location	Job prospects
Alberta	★★☆ Fair
British Columbia	★★★ Good
Manitoba	★★☆ Fair

Step 5: Narrow your search and find cities where your skills are in-demand

Once you decide on a province where you would like to work, you can start looking at specific cities in that province that offer more opportunities to find a job in your desired role. For this, Canada's Job Bank website is an excellent resource.

On the Explore an Occupation page, enter your job title or NOC code in the search bar, which will provide you with a summary and more details to explore. Then, on the Prospects tab, select a specific province – this will provide a further split by region. After narrowing down the region, you can go back to the main Occupation Trends page, type in your NOC (again) along with the region or city, to get a detailed report.

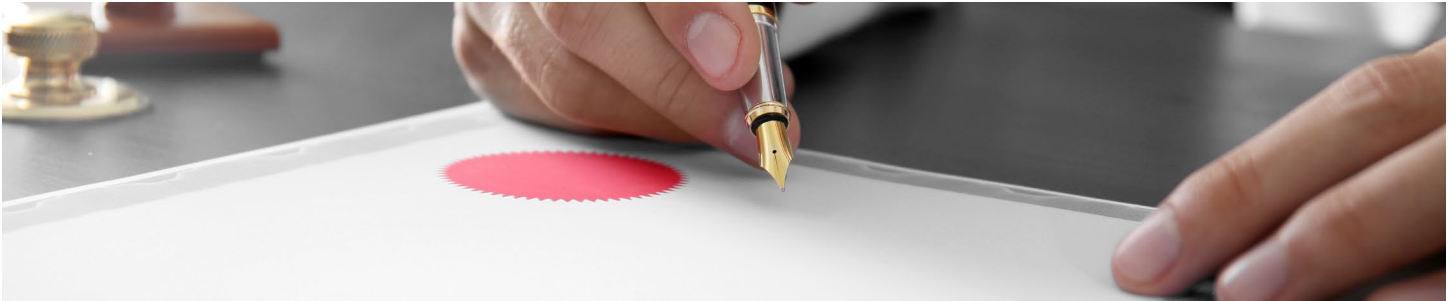SUMMARY

Marketing Manager near Vancouver (BC)

Find key facts and figures about working as a marketing manager. The following information is applicable to all Advertising, marketing and public relations managers (NOC 0124).

| Summary | Description | Wages | Prospects | Jobs | Requirements | Skills | Search |

> **"**
>
> "Business intelligence, artificial intelligence, software development, and blockchain are some of the in-demand IT skills right now. Experienced JavaScript developers, dev-ops professionals with knowledge of cloud technologies and databases are much sought-after."
>
> — *Margarita Kossinova, Senior Technical Recruiter, RBC*

Certifications and licenses: Things you should know

Different Canadian provinces and territories may have different requirements for professional licenses and certifications. Identifying if you will need to obtain a license or certification can help you get a headstart in preparing for your employment in Canada.

All occupations in Canada are classified into regulated and non-regulated occupations. You can find out if your profession is regulated by typing in your NOC code and province/territory on the Canadian Information Centre for International Credentials (CICIC) website.

Regulated occupations require you to have a license and/or a certification to be able to work in the field while employers may or may not demand certification for non-regulated occupations.

The Occupation Trends page on the Job Bank website will provide a list of skills and requirements (such as licenses and certifications) to be able to work in the field. To get to this page, you simply have to enter your NOC code along with the province/territory.

JOB REQUIREMENTS

Registered Nurse (R.N.) near Calgary (AB)

Find out what you typically need to work as a registered nurse (R.N.) near Calgary (AB). These requirements are applicable to all Registered nurses and registered psychiatric nurses (NOC 3012).

| ☰ Summary | 🗎 Description | $ Wages | ⬈ Prospects | ☰ Jobs | ☑ Requirements | ☰ Skills | 🔍 Search |

Note: Most occupations in the fields of **healthcare, engineering**, and **law** are regulated across Canada and you will be required to get a certification or license to be able to practice or work.

Getting certified and obtaining licenses in key healthcare professions

For internationally trained nurses: How to become a certified nurse in Canada

1. Send in an application to the National Nursing Assessment Service (NNAS) to create an Advisory Report that includes an evaluation of your education based on Canadian standards and comparing it to current Canadian nursing requirements. You will have to choose one nursing group and one province for your application.

   - There are six steps in this process: Creating an online account, submitting proof of identity documents, submitting nursing education form, submitting nursing registration form, submitting nursing practice/employment form, and lastly, submitting language test results.
   - Once you receive your Advisory Report, you can apply to the regulatory body in the province of your choice.

2. Apply to the provincial or territorial nursing association for assessment.

   - In Ontario, you can apply to the College of Nurses of Ontario (CNO) and in British Columbia, you can apply to the College of Registered Nurses of British Columbia.
   - As part of the assessment process, you will be required to take one or more exams to demonstrate your nursing competency, evaluate your knowledge and understanding of the laws, regulations, and college by-laws, practice standards and guidelines that govern the nursing profession in that particular province or territory.

3. If you pass, you must meet four other requirements in order to be registered by a provincial or territorial nursing regulatory body in Canada.

   - Evidence of fluency in English or French language.
   - Registration or eligibility for registration in the jurisdiction where the nursing program was completed.
   - Proof of Canadian Citizenship, Permanent Residency, or authorization under the Immigration and Refugee Protection Act to engage in the practice of nursing.
   - Good character and suitability to practise, as indicated by a Declaration of Registration Requirements and a Canadian Criminal Record Synopsis.

4. Get the certificate of registration from the provincial or territorial nursing College / Association.
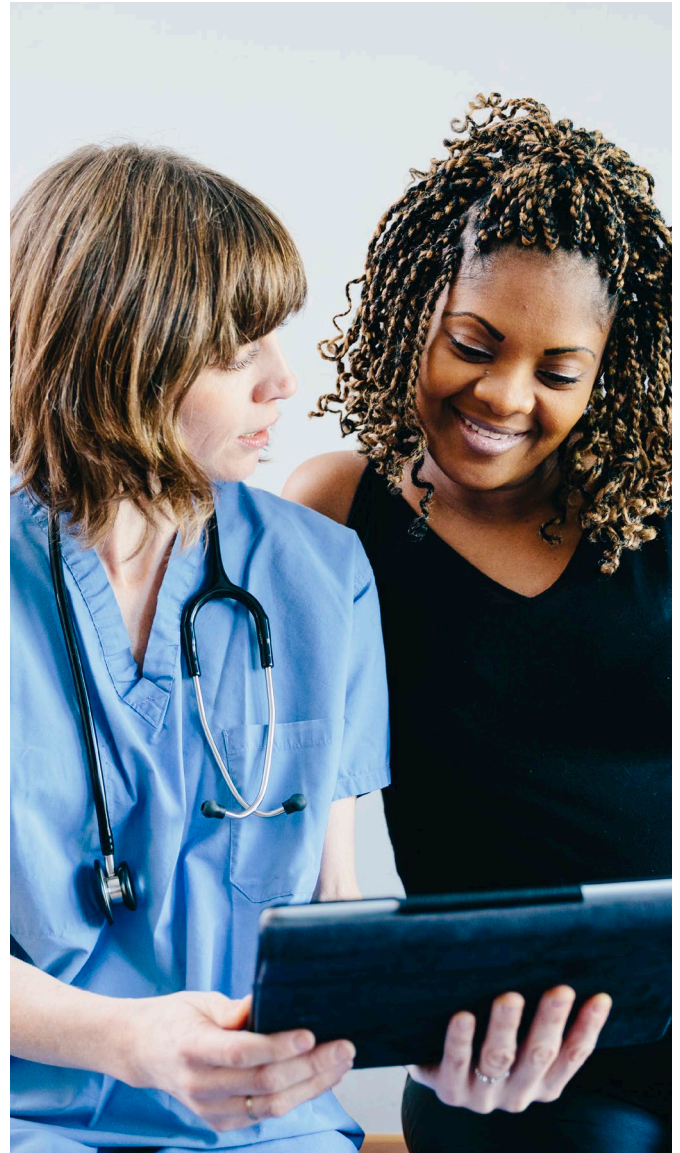
Tip: For more information on obtaining your nursing certification, head over to the Canadian Nurses Association (CNA) and the National Nursing Assessment Service (NNAS).

For internationally trained doctors: How to become a practicing physician in Canada

Here's an overview of the steps to be followed to be a practicing physician in Canada:

Before moving to Canada

1. Search the World Directory of Medical Schools to confirm if your medical degree is recognized in Canada. A Canada Sponsor Note for your school (where you completed your education) must be identified to be accepted in Canada.

2. Take the Medical Council of Canada Qualifying Examination (MCCQE) Part I practice tests. This is one of the exams you need to pass before you are eligible to practise in Canada.

3. Open a physiciansapply.ca account. You will need to pay a one-time, non-refundable fee. Once you sign up, you will be able to log into your account to request various services, including storing and sharing your documents, applying for exams and more.

4. Submit your medical credentials for verification through your physiciansapply.ca account.

    -   Before your credentials can be shared, however, you must first send a copy of your final medical diploma to the Medical Council of Canada (MCC) for source verification.

5. Take the MCCQE Part I exam at one of the 500+ test centres around the world.

After moving to Canada

1. Take the National Assessment Collaboration (NAC) exam.

2. Take the MCCQE Part II exam. After you pass the MCCQE Part II and meet all other MCC requirements, you will be awarded the Licentiate of the Medical Council of Canada.

After moving to Canada (cont'd)

3. Join a practice-ready assessment (PRA) program

    •   If you are looking to get a provisional licence so you can begin independent practice, a practice-ready assessment (PRA) program may be a good option for you.
    •   Available in several provinces, this kind of program is designed for internationally trained physicians who have pursued postgraduate clinical medical training abroad. For more information, contact your provincial international medical graduate program.

4. Seek out liability protection

    •   If you are practising or completing your medical training in Canada, you will need medical liability protection. See the Canadian Medical Protective Association for more information.

> **Tip:** For detailed information, steps, and processes, have a look at physiciansapply.ca and The Royal College of Physicians and Surgeons of Canada.

Getting certified and obtaining licenses in engineering professions

According to Engineers Canada, to be a licensed engineer in Canada, you must be licensed by one of Canada's provincial or territorial engineering regulators. However, you can still start working in engineering, even if you haven't been licensed by a regulator, as long as you are supervised by a licensed engineer who takes professional responsibility for your work.

The most important step prior to applying for your licensure is to determine in which province or territory you would like to work and then contact the regulator there to learn more about their specific application process.

Getting certified and obtaining licenses in engineering professions (cont'd)

1. Academic assessment: Your academic documents (degrees, transcripts or certificates) will be evaluated to determine if you need to complete any additional courses or take any examinations.

2. Work experience assessment: You will have to demonstrate that you have applied your engineering education through engineering work for a specified amount of time. Work experience outside of Canada is accepted, although some amount of engineering experience in a Canadian environment is required for all applicants in all jurisdictions.

3. Language competency assessment: You will need to prove that you are competent in one of Canada's two official languages, French and English. The language you require depends on the province where you plan to work. In Quebec, French is required, whereas in New Brunswick, either English or French is acceptable. In all other provinces, English is required.

4. Character assessment: You will need to provide evidence that indicates you have observed the values of truth, honesty and trustworthiness.

5. Professional practice examination: You will need to complete the Professional Practice Examination (PPE). This exam tests your knowledge of ethics and Canadian law as it relates to engineering, including contract, patent, trademark and copyright laws.

Tip: For detailed information, steps, and processes, refer to the EngineerHere website. This site is developed by Engineers Canada, with funding from Citizenship and Immigration Canada. It aims to provide a single source of information to international engineering graduates looking to become licensed engineers in Canada. This website has information on a range of topics such as getting licensed, finding the right employment, fitting into the Canadian engineering profession, and immigration to Canada.

Interesting Fact:

Many Canadian-trained engineers wear an Iron Ring. It is considered a symbol and reminder of the obligations and ethics associated with their profession. The ring is presented to engineering graduates in a private ceremony known as the Ritual of the Calling of an Engineer.
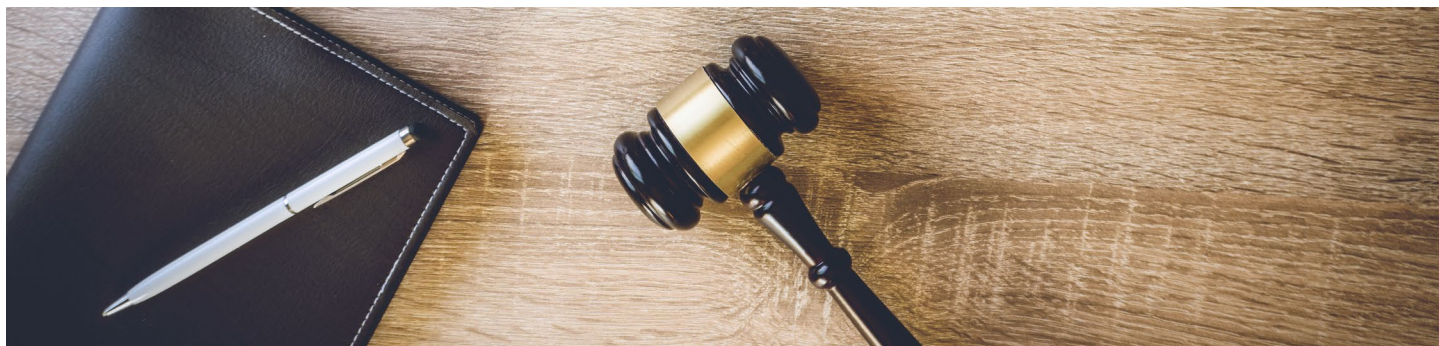
Getting certified as a lawyer

Most internationally-trained lawyers are unable to practice law in Canada before getting re-certified. For that reason, the National Committee on Accreditation (NCA) – a standing committee of the Federation of Law Societies of Canada – has created a recertification process that evaluates law credentials obtained from outside of Canada and gives international lawyers an opportunity to speed up their preparation for the Canadian Bar exam.

With this process, candidates do not need to follow different entrance requirements to practice law in Canadian provinces and/or territories. The only exception is the province of Quebec as the Barreau du Québec and the Chambre des Notaires du Québec have different evaluation procedures.

Internationally trained lawyers can apply for the NCA assessment at any time, even prior to coming to Canada (citizenship and residency are not looked at during the assessment process).

Here's an overview of the NCA assessment process:

- Online assessment application form, including a payment of $450 CAD, plus applicable taxes.
- Official set of final academic transcripts from the institution of your studies (copies are not accepted).
- Set of documents to be sent to the NCA by the institution where you completed your legal education, including:

    - An official copy of your academic transcripts,
    - A certificate or letter of membership in good standing from the local regulatory authority (if applicable), and
    - An official copy of your transcripts from the local regulatory authority for any courses or examinations required by such authority (if applicable).

Getting certified as a lawyer (cont'd)

- Language proficiency of a minimum 7.0 on each module of IELTS test (for English) or TESTCan (for French). This requirement may be waived if sufficient evidence is presented (if the official language of instruction was other than English or French).
- After all of the required documents are received, the NCA will start the application process, and an assessment report will be mailed to you within 4-8 weeks.
- The assessment report will outline the list of requirements needed in order to receive a Certificate of Qualification. The requirements can be divided into three types:

  - Passing the NCA exams;
  - Taking courses in specific areas of law at a Canadian law school; or
  - Completing a Canadian common law degree program

- Once you complete all of the NCA requirements, you can request a Certificate of Qualification. This certificate can later be used to enter the Bar admission process in specific provinces and/or territories.

Tip: For more information on the process, exam schedules, fees, and additional resources, check out the Federation of Law Societies of Canada (FLSC's) – National Committee on Accreditation (NCA) website.

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"There are hiring managers who look at the candidate's educational credentials first and foremost, and then there are those who look at experience – I've worked with both. For roles in IT, university degrees in computer science or computer engineering are known to be highly valued, closely followed by technology engineering and mathematics. If it's a more senior or a researcher-type of a role, they look for Masters and/or a PhD. Coding bootcamps are very popular these days; they look great on a resume. For someone who already has a background in development and wants to upgrade their skills, or those who have switched careers, bootcamps are definitely a strong good-to-have. They're a good stepping stone."

— *Margarita Kossinova, Senior Technical Recruiter, RBC*

"Must-have credentials for marketing roles vary from employer-to-employer and from one hiring manager to another. We see that having a university or college education is often mandatory for most positions; in marketing that would solely depend on expertise. For instance, while applying for a digital marketing role, it would be nice to have a digital marketing certificate."

— *Marcie Pollack, President, Marketers on Demand*

> "

"For project manager roles, I would say typically, any Bachelor's degree is essential and/or a Master's degree is good-to-have. In terms of certifications, the most common ones are Project Management Professional (PMP) and Certified Scrum Master (CSM) – these are not mandatory when applying for roles, but in general, candidates have either one or both. Additionally, there are lots of training and bootcamps for project management which can benefit those who are starting off in the field."

— *Nidhi Pilla, Lead Talent Advisor, RBC*

"There is a real need right now for creative people who understand the web world, and all that entails – and skill sets like web design, motion graphics, After Effects, video editing, UX, UI design etc., are in high demand and will help you land a job. There's also a lot of merit in taking courses when you arrive. If you are pursuing a career in advertising or design, Humber College Advertising Copywriting or Advertising and Graphic Design and OCAD University offer excellent programs. Even if it's an abbreviated course, you'll be exposed to Canadian brands, and you'll be able to talk to other students and teachers about the Canadian marketplace. This can be very helpful in giving you a better handle on Canadian culture versus just trying to dive right in."

— *Rob Lawrence, Vice President, Mandrake Human Capital*

Navigating salary expectations

Setting salary expectations is another key area of importance for newcomers. There are many sites to conduct salary research: The Job Bank website, Glassdoor, and reports published by recruitment firms such as Hays and Randstad are some of them. Your salary would vary greatly depending on the city you're based in and your work experience.

Each of these sources will let you filter your profession by experience level,region and city so that you can get a very real sense of salary expectations. It is a good idea to compare numbers from different sites to get a good ballpark figure.

Keep in mind that in the creative industry, work can come in the form of full-time, contract (temporary or long-term) and freelance. This means your income may be calculated as an annual salary, weekly or monthly retainer, or hourly rate.

How to find a job in your field in Canada

There are a few ways you can get started on your job search in Canada. Some of them are:

The basics: Online and offline search

In addition to Canada's Job Bank website and other online job search portals such as LinkedIn Jobs, Indeed, Monster, Workopolis, CareerBuilder, SimplyHired, etc., you can sign up for industry events and register with specialized recruitment or staffing agencies who can help market your resume to potential employers. Industry events in your city or neighbourhood can be found on sites like Eventbrite. Also, connect with recruiters. Even if a position is not exactly what you are looking for, recruiters can help you refine your search, tighten up your resume, and connect you with people looking to hire someone like you.

Networking

Networking is crucial in finding employment in Canada. Arrive Connections and LinkedIn are good starting points for you to build your network.

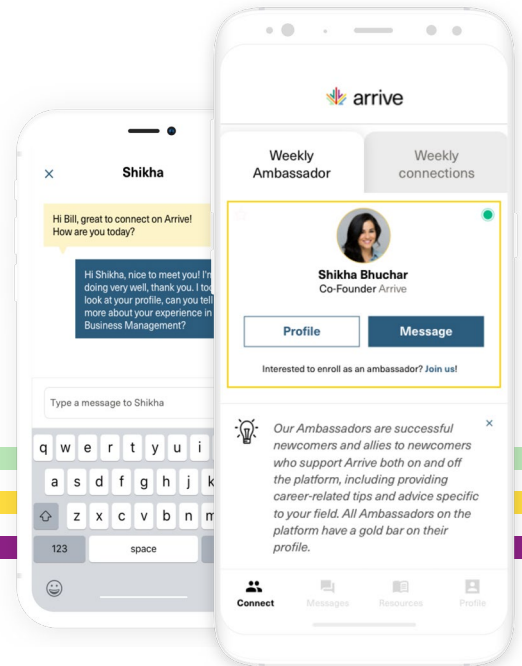Download the Arrive Connections app for free and start building your Canadian network digitally.

You can use the following Arrive resources to help be better prepared for your job search

- Read the Arrive career guide
- Improve your resume
- Practice interview questions
- Start building your Canadian network from home
- Understand the Canadian market before leaving
- Read the newcomer stories on the Arrive blog

Arrive is with you every step of the way.

Download the Arrive Connections app for free
and start building your Canadian
network digitally.

Get relevant certifications and/or licenses

Depending on your role and your industry, a certification and/or a license might be mandatory for you to be able to work in your field. Getting certified in Canada will improve your employment prospects and strengthen your resume.

Create your online portfolio

A portfolio is a collection of samples of work that demonstrates the kind of work you are capable of. Individuals in creative occupations may want to consider doing this. You want your portfolio to show that you, above all other candidates, have the specific skills, knowledge, or breadth of experience for the role. There are a number of websites like WordPress, Format, Wix, and Squarespace that can help you build your online portfolio.

Networking

Format your resume according to Canadian standards. It is also a great practice to customize your resume to fit the specific roles you are applying for. Understand your strengths and skills and highlight them accordingly.

Consider contract and freelance opportunities

Contract work can be an excellent way to gain experience on your way to a full-time career. In fact, many individuals in Canada start off as temporary contracts and are often able to convert those positions to full-time roles.

Industry-specific insights on job search in Canada:

- IT roles are in-demand in Canada and it is comparatively easier to find employment in this field.
- Sales and marketing roles are categorized into niche and specialized fields in Canada, and there is an increased emphasis on knowledge of local market, culture, traditions, and language. To find employment in the field of sales and marketing, as a first step, you should align your education, work experience, and skills with specific roles of interest in Canada.
- As a newcomer, if you're trying to switch careers and get into project management, there is no one path to get into project management. You can transition to being a project manager as an:

  - **Experienced individual with any background**: You can start with a business analyst role, moving to business systems analysis, then slowly transitioning to be a project control officer, a program control officer, and then eventually a junior project manager.
  - **Experienced developer**: Developers with strong coding experience sometimes choose to move into project management in a similar way.
  - **Quality Assurance associate**: Individuals with a background in Quality Assurance (QA) or Quality Engineering (QE) also opt for project management.

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"While recruiting, we use LinkedIn all the time. Candidates should ensure that their LinkedIn profiles are up-to-date and provide enough details for the recruiters to really understand the type of work they have been doing in their recent roles."

— *Kathryn Tooley, Talent Acquisition Lead, RBC Ventures*

"In Canada, marketing roles are very specific. The nice-to-have skills and credentials are now must-haves as employers have realized that the talent they're seeking is readily available and eager to work. When considering potential opportunities, newcomers should consider their past experience and skills and check role fitment. Also, good communication skills are mandatory for any marketing role. If you're not fluent in English, you may want to consider taking English as a Second Language (ESL) classes to improve your language skills."

— *Marcie Pollack, President, Marketers on Demand*

Understanding the hiring process

The hiring process across all industries and sectors in Canada is usually split into multiple rounds:

- **Screening**: This is usually a telephonic round where the interviewer will discuss basics such as role expectations, compensation, and chat about your experience.
- **Skill testing**: If the interviewer determines that you are a good fit for the role, the initial round is followed up with two or three more rounds of conversations primarily geared towards evaluating your skills and domain knowledge. These rounds may include white-boarding, a skill-based test, case studies, behavioural questions, or scenario-based questions.
- **Final round**: The hiring manager or recruiter will usually meet with you before an offer letter is issued. The focus of this conversation is generally on soft skills and cultural fit.

"

"I think one of the challenges, what I've observed from talking to newcomers is, sometimes they lack confidence in the interview and appear nervous. For that, I would definitely recommend attending a lot of social or tech events and networking because that's where you get to meet a lot of hiring managers or even recruiters from different organizations. It opens up opportunities and provides a broader understanding of the market. This would make you feel more comfortable to talk in an open environment, even before you're exposed to any interviews. And after the interview, don't hesitate to follow up with the recruiter you are working with to get an update on the status."

— *Margarita Kossinova, Senior Technical Recruiter, RBC*

A key aspect that distinguishes the creativity industry from others is the hiring process. Recruiters and hiring managers tend to hire for very specific roles. In most cases, job seekers must present a portfolio of their past work (designers, writers, art directors, art instructors, photographers), a commercial reel (advertising creative, cinematographers, film directors), or an audition (performance-based roles like actors or musicians).

Understanding the hiring process (cont'd)

For those in creative roles, the hiring process may vary depending on whether you are answering a job posting (don't be disappointed if you get no response – few people do), or working through a recruiter. For these purposes, if you are applying for a job at an advertising or design agency, you will most likely have the following rounds:

Screening interview: This will normally take place with an HR person. You may be asked to show your portfolio, but your resume and experience are likely the focus. If all goes well, you'll move on to the next stage.

Portfolio interview: In this meeting, you will present a portfolio of your work to the Creative Director or Design Director. This will be far more in-depth: The focus will be on big ideas, creative thinking and the skills you demonstrate. Even if you are just out of school, they will be looking for that magic or that gem that indicates you can grow into the role.

Final round(s): You may meet with other senior stakeholders before an offer letter is issued. There could be four or five rounds in total. Beyond your creative skills, you will also be assessed on personality, character and cultural fit. Remember to be yourself.

> "

"In advertising, for example, I want to see that a candidate has the ability to come up with original and novel ideas. The only way to do this is to show that you've done it. A Creative Director may spend three to five minutes looking at your portfolio. So, you have to grab their attention, demonstrate your skill set and leave them with something to remember you by."

— *Robin Heisey, Professor, Advertising and Marketing at Humber College and former Chief Creative Officer, FCB Canada*

Tip: Prepped is an excellent resource for you to practice your interview skills and prepare for the interview process in Canada. For more info, visit www.fullyprepped.ca

On average, the entire interview process can take between two to six weeks, depending on the urgency of the position to be filled, as well as the availability and scheduling of everyone involved in the process.

In summary

Similar to other countries, the job market in Canada is influenced by macro-economic trends. The recent coronavirus (COVID-19) pandemic has altered the way we work and live our lives. It has affected businesses as well as recruitment, making it essential for us to analyze recent data, read up on current industry news, and network as much as possible to get a sense of on-ground reality before you move to Canada.

Research well: Use data to guide your decisions

Many of the industry statistics and predictions that were published earlier in the year may not hold true in the current economic climate. In this scenario, you can rely on the latest reports published by Statistics Canada and news articles from authentic sources such as the Canadian Broadcasting Corporation (CBC), GlobalNews, and The Globe and Mail. Many industry associations and Federal and Provincial bodies are also publishing updated reports on employment numbers and market trends – these are good sources of reference. Use the step-by-step approach outlined in this guide to get a holistic understanding of the scope or demand for your occupation in the Canadian province/city you intend to live in.

Learn about credentials and licenses that may be essential in your field of work

Many professions in Canada are regulated, which means that you have to obtain certifications or licenses to be able to work in these fields. Some of these occupations include doctors, lawyers, nurses, accountants, project managers, and engineers. Obtaining these certifications is often a lengthy process, so advance preparation can help you save time, arrive prepared, and face the job market with confidence.

Networking is important

There is a hidden job market in Canada. "Hidden job market" refers to positions that are filled without the employer advertising for it publicly. It is said that as much as 65-85% of the jobs are not posted online. This is why building relationships with people who can support you is crucial. Networking is an excellent way to get insights into hiring processes, open opportunities, and learning more about your industry or role in Canada.

Finding your desired role in Canada may take some time and require you to strategize your resume and skills to attract employers. However, with the right resources and guidance, you will be ready to confidently navigate the job market and ensure a smooth transition for you and your family to Canada.

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