Report on High Demand Occupations in Manitoba January, 2004

This report identifies occupations that are currently in high demand in Manitoba, and are expected to be in high demand over the next two years.

- I. High demand occupations are those that employers are likely to have difficulties in filling. These usually involve a lengthy training period, which prevents rapid adjustment of supply to demand. A few occupations are included because of active recruitment. For those occupations, there is generally a large supply of qualified or almost qualified people, as they tend to have shorter training periods. Occupations are listed by their National Occupational Classification Code (NOC). Some NOC codes were revised in 2001 and they are used where applicable. These revisions are concentrated in the information technology occupations.
- II. **High demand skills** can be either generic to many occupations or specific skills that are required for certain occupations.
- III. **Aboriginal communities** in Manitoba have several specific occupations and skills requirements in their communities.

Wage rate information is based on an amalgamation of labour market data, including Statistics Canada Census data, local wage surveys and various industry reports. It reflects starting and average wages that a job seeker could expect depending upon their level of experience. Wages could, however, vary considerably in some occupations depending on experience, location, non-wage benefits and other factors.

Unforeseen developments, such as significant changes in interest rates, or adjustments in the value of the Canadian dollar, could significantly alter labour market conditions, even over the short term. The high-demand occupation list and comments are usually updated every six months or more frequently if warranted.



For further information on Manitoba's labour market, see:

Occupational Profiles, Manitoba Regions	These profiles include: a description of the type of work done in an occupation, industries and companies in Manitoba in which these occupations are employed, training and education requirements, salaries, current employment conditions, and long- term employment outlook. Information is available for Winnipeg, Northern Manitoba, Selkirk, Brandon Employment Centres. Human Resources and Skills Development, Manitoba Region http://www.mb.hrdc-drhc.gc.ca/menu/lmi.shtml	
Manitoba Prospects, Career Planning Guide Winter 2003	An insert to Manitoba Prospects, the Career Planning Guide summarizes 200 Manitoba occupations, describing industries of employment, long term employment outlook, salaries, training and education routes, recommended high school courses. Manitoba Advanced Education and Training Human Resources and Skills Development, Manitoba Region Manitoba School Counsellors Association http://www.edu.gov.mb.ca/aet/lmi/carguide/index.html	
Manitoba Job Futures	Manitoba Job Futures currently consists of 121 occupational profiles that provide detailed information on employment prospects, wages and salaries, skills, working conditions, and education/training routes. The profiles address current and anticipated conditions in the Manitoba labour market. Manitoba Advanced Education and Training Human Resources and Skills Development, Manitoba Region http://mb.jobfutures.org	/

The High Demand Occupations Report lists occupations according to the National Occupational Classification (NOC) system. The NOC presents a structure for analyzing and understanding the labour market. The two major attributes of jobs used as classification criteria in the NOC are skill level and skill type (see appendix on page 16).

Comments or inquiries regarding this report may be directed to:

Labour Market Information Unit Manitoba Advanced Education and Training 270 - 800 Portage Avenue WINNIPEG, Manitoba R3G 0N4 Telephone: (204) 945-2116 Fax: (204) 948-3104 Web site: www.edu.gov.mb.ca/aet/lmi/hdo/hdo.htm

I. High Demand Occupations in Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/ Average Salary	Industry/Sector	Region
	• M/	ANAGEMENT	1	;
0213	Information Systems - Project Manager Ability to co-ordinate projects, manage staff and budgets, maintain project timelines, make business cases, and communicate them to management and clients, combined with a strong Information Technology background.	Start: \$45,000 Average: \$63,000	Information Technology, Finance and Insurance	Winnipeg
0611	Advertising and Marketing Manager Ability to identify customer/client needs and relate them to products and services. An ability to find new sales opportunities locally and globally.	Start: \$25,000 Average: \$59,000	Manufacturing	Winnipeg
0711	Construction Managers Increasing demand for construction managers.	Start: \$27,000 Average: \$65,000	Construction	Winnipeg and Northern Manitoba
	BUSINESS, FINA	NCE AND ADMINIST	RATION	k
1111	Accountant CA, CGA or CMA designations.	Start: \$25,000 (students) Average: \$55,000	Business Services for all Industries	All of Manitoba
1453	Customer Service/Information Clerk Ability to work with customers/clients in meeting any of their service needs.	Start: \$14,200 Average: \$29,600	Customer Contact Centers, Retail Trade	Winnipeg and Brandon
1454	Survey Interviewer Strong telephone and general computer skills.	Start: \$14,000 Average: \$23,400	Customer Contact Centers	Winnipeg and Brandon

NOC	Job Title Specific Qualifications/Skills	Starting/ Average Salary	Industry/Sector	Region			
2132	Mechanical Engineer (Plant Engineer/Maintenance Engineer) AutoCAD, machining and HVAC design experience.	Start: \$32,000 Average: \$53,000	Manufacturing	All of Manitoba			
2141	Industrial and Manufacturing Engineer Quality control and systems/workflow design skills.	Start: \$28,000 Average: \$53,500	Manufacturing	Winnipeg			
2161	Actuary	Start: \$32,000 Average: \$64,000	Finance and Insurance	Winnipeg			
2171	Computer Systems Analyst Ability to consult with clients and provide innovative solutions for various business processes.	Start: \$32,000 Average: \$55,600	Information Technology, Insurance, Manufacturing	Winnipeg			
2173	Software Developer Programming skills in Visual Basic, C, Java, C++	Start: \$25,000 Average: \$51,400	Information Technology, Business Services	Winnipeg			
2211	Chemical Technologists and Technicians Production and quality control skills.	Start: \$25,000 Average: \$ 42,200	Health Care Products	Winnipeg and Southern Manitoba			
2233	Industrial Engineering Technologist and Technician Increasing demand for people with quality control experience.	Start: \$22,000 Average: \$44,000	Manufacturing	Winnipeg			

NOC	Job Title Specific Qualifications/Skills	Starting/ Average Salary	Industry/Sector	Region
2263	Health and Safety Officers Experience in a variety of manufacturing and research settings.	Start: \$36,000 Average: \$44,300	Health Care Products, Manufacturing	Winnipeg and Southern Manitoba
2282	Computer Support Technicians Excellent communication and problem-solving skills with minimum two years of formal education.	Start: \$26,000 Average: \$40,000	Customer Contact Centers	Winnipeg, Selkirk and Brandon
	A	HEALTH		
3111/ 3112	Doctor/Physician Family Physicians and a variety of Specialties.	Start: \$75,000 Average: \$150,000 (for Family Physicians) \$200,000 (for Specialists) Depending on contract arrangements, overhead costs, etc.	Hospitals, Private Clinics and Drug Research Companies	All of Manitoba for family physicians and Winnipeg for most specialists
3121	Optometrist	Start: \$60,000 Average: \$88,200	Private Clinics	Rural Manitoba
3131	Pharmacist	Start: \$56,100 Average: \$71,600	Hospitals and Retail Pharmacies	Primarily Rural Manitoba but also in Winnipeg
3142	Physiotherapist	Start: \$45,000 Average: \$52,800	Private Clinics and Hospitals	Rural Manitoba
3143	Occupational Therapist	Start: \$45,000 Average: \$52,800	Hospitals and Private Clinics	All of Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/ Average Salary	Industry/Sector	Region
3152	Registered Nurse	Start: \$47,500 Average: \$56,000	Hospitals, Nursing Homes, Health Care Products Research and Manufacturing	All of Manitoba
3211	Medical Laboratory Technologists	Start: \$ 37,000 Average: \$48,600	Hospitals, Long Term Care Facilities	Winnipeg and Southern Manitoba
3214	Respiratory Therapist	Start: \$42,400 Average: \$50,600	Hospitals	All of Manitoba
3215	Radiological Technologist	Start: \$35,900 Average: \$47,100	Hospitals	All of Manitoba
3233	Licensed Practical Nurse	Start: \$36,400 Average: \$44,500	Long Term Care Facilities	Rural areas of Manitoba
3114	Veterinarian Large animal veterinarians.	Start: \$40,000 Average: \$55,000	Private Clinics	Southern Manitoba
	SOCIAL SCIENCES, EDUCATION	N, GOVERNMENT SE	RVICE AND RELIGIO)N
4121	University Professor Professors in high demand fields such as Engineering, Information Technology, Medicine and Natural Sciences.	Start: \$34,000 Average: \$77,000	Universities	Winnipeg and Brandon
4141	Secondary School Teachers French, senior years Science, Math and Computer Science Teachers.	Start: \$32,000 Average: \$50,600	High Schools	Northern Manitoba for all teachers and specialty teachers in all of Manitoba
4153	Family and Marriage Counsellors	Start: \$22,000 Average: \$35,300	Private Practices	All of Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/ Average Salary	Industry/Sector	Region
4214	Early Childhood Educator/Preschool Teacher Level II and III certified early childhood educators.	Start: \$22,000 Average: \$25,000	Nursery Schools and Daycares	All of Manitoba
4215	Rehabilitation Teacher (Special Needs Teacher)	Start: \$18,000 Average: \$35,100	Elementary and High Schools	Winnipeg and Northern Manitoba
	ARTS, CULTURE	E, RECREATION AND	SPORT	
5125	Translator Experienced translators that can translate a variety of technical and government documents.	Start: \$41,200 Average: \$55,000	Government, Marketing and Publishing	Winnipeg
5226	Technical Occupations in Film Project-based demand for the fourth crew of gaffers, grips and special effects staff.	Start: \$18,000 Average: \$31,000 Irregular hours and contract work is required.	Television, Film and Theatre Production	Winnipeg
	SALI	ES AND SERVICE	1. รายและและและและและและและและและและและและและแ	
6242	Cooks Active Recruitment.	Start: \$14,000 Average: \$18,100 Journeyperson: \$22,000	Restaurants and Hotels	Southern Manitoba
6421	Retail Salesperson Active Recruitment in clothing, groceries and household products stores.	Start: \$14,200 Average: \$31,000	All Non-durable Retail Sectors	All of Manitoba
6453	Waiter/Waitress Active Recruitment.	Start: \$14,200 Average: \$17,000 plus tips	Restaurants and Bars	All of Manitoba
6471	Visiting Homemaker	Start: \$14,000 Average: \$21,600	Home Health Care and Personal Services	All of Manitoba

6661	Housekeepers Active Recruitment.	Start: \$14,000 Average: \$20,000	Hotels and Private Cleaning Services	Winnipeg and Southern Manitoba	
	TRADES, TRANSPOR	T AND EQUIPMENT (OPERATORS		
7231	Machinist CNC and traditional machining skills.	Apprentice: \$18,000 Journeyperson: \$36,100	Aerospace, Machine Shops	Winnipeg and Southern Manitoba	
7241	Construction Electrician Certified journeyperson electricians with supervision and training skills for northern communities.	Apprentice: \$20,000 Journeyperson: \$43,500	Construction and Building Maintenance	Northern Manitoba	
7251	Plumber Certified journeyperson plumbers with supervision and training skills for northern communities.	Apprentice: \$18,800 Journeyperson: \$39,800	Construction and Building Maintenance	Northern Manitoba	
7265	Welder Greater demand for experienced industrial welders.	Production Apprentice: \$20,000 Journeyperson: \$30,700 Industrial	Machine Shops, Metal Manufacturing and Construction	Rural Manitoba	
		Start: \$20,000 Journeyperson: \$36,000			
7271	Carpenter	Start: \$26,000	Construction and	Northern	
	Certified journeyperson carpenters that can supervise job sites and train local apprentices	Average: \$29,000	building maintenance	Manitoba	
7272	Cabinetmaker	Apprentice: \$17,500	Construction and Wood Products	Winnipeg and Southern	
		Journeyperson: \$28,000	Manufacturing	Manitoba	
7312	Heavy-Duty Equipment Mechanic Experience in computerized diagnostic equipment.	Apprentice: \$18,000 Journeyperson: \$39,600	Forestry, Truck, Construction and Farm Implements Dealers	All of Manitoba	
7321	Motor Vehicle Mechanic Experience in computerized diagnostic equipment.	Apprentice: \$16,200 Journeyperson: \$32,000	Car and Truck Service and Repair	All of Manitoba	

7322	Motor Vehicle Body Repairer	Apprentice: \$15,500 Journeyperson: \$31,300	Car and Truck Service and Repair	All of Manitoba
7411	Tractor Trailer Driver — Long Haul A clean driving record and a class 1 license.	Start: \$21,000 Average: \$37,000 (Wages may vary if mileage rates apply)	Agriculture, Manufacturing and Transportation	All of Manitoba
7414	Delivery Driver Active recruitment.	Start: \$14,000 Average: \$28,700	Construction, Manufacturing, Garages and Restaurants	Winnipeg
7421	Heavy Equipment Operator	Start: \$20,800 Average: \$35,600	Construction	Northern Manitoba
	PRI	MARY INDUSTRY	4	
8253	Pork Production Technician	Start: \$16,000 Average: \$32,000	Agriculture	Southern Manitoba
8431	General Farm Worker Persistent demand for experienced farm equipment operators and livestock personnel.	Start: \$14,000 Average: \$16,400 Some employers may provide room and board	Agriculture	Southern Manitoba and Parklands
	PROCESSING, MA		UTILITIES	
9511	Machining Tool Operators Mostly CNC operators, manual operators are also in demand.	Start: \$15,000 Average: \$26,000	Machining, Metals Manufacturing and Aerospace	Southern Manitoba
9617	Food and Beverage Processing workers Knowledge of regulations covering production of various food products and safe production practices	Start: \$14,000 Average: \$ 24,900	Food Processing	Brandon, Portage la Prairie and Southeast Manitoba

NOTE: In most trades occupations, there is a higher demand for individuals who have been examined and received journeyperson certificates or licenses in their trades e.g., plumber, automobile mechanic, machinist, electrician.

II. High Demand Skills in Manitoba

Some of the following skills are required in a wide range of occupations, while some are related to specific occupations. In some cases, demand for these skills can be met by upgrading the skills of existing employees, but individuals may also be required to have them before being hired.

Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 General Written and Verbal Communication Skills Ability to listen, speak and write, in order to transmit or receive information clearly. 	All Industries	All of Manitoba
 Analytical Problem-Solving Ability to recognize and define problems, design and implement solutions and evaluate results. 	All Industries	All of Manitoba
 Group Effectiveness, Interpersonal and Teamwork Skills Ability to work with others for the purpose of problem-solving, innovation and process improvement. 	All Industries	All of Manitoba
Time ManagementAbility to schedule and priorize work for self and others and to use time efficiently.	All Industries	All of Manitoba
 Presentation Skills Ability to organize information and communicate through public presentations using a variety of media including overheads and PowerPoint presentations. 	Engineers, Health Careers, Information Technology Careers, Teachers and Professors, Non-profit Organizations	All of Manitoba

Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 Supervisory Skills Ability to assign and co-ordinate projects, and ensure that the work is done on time and to quality standards. These skills are especially valuable when combined with experience doing the work of those being supervised. 	Manufacturing, Information Technology, Health Care Products, Hospitals, Tourism and Construction Trades	All of Manitoba
 Small Business Management Ability to operate a small business, with skills ranging from financial management, staff supervision and bookkeeping to production management, sales and distribution. 	Small Businesses in all Industries.	All of Manitoba
 Telephone communication skills Ability to sell products and respond to customer needs cheerfully and professionally on the phone. 	Customer Contact Center Industry, Customer Service and Information Technology Support Careers	Winnipeg and Brandon
 General Computer Skills Ability to use various computer applications and programs such as spreadsheets, databases, word-processing and various operating systems. Keyboarding skills. 	The need for basic computer skills is becoming increasingly important in all careers.	All of Manitoba
 Internet Use Skills Ability to use the Internet for research and communication purposes. 	Education and Research- based Careers, Government and the Customer Contact Industry. There is growing demand for Internet skills in Sales and Purchasing careers.	All of Manitoba

Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 Information Technology Project Management Skills Ability to co-ordinate projects, manage staff and budgets, and maintain project timelines combined with a strong Information Technology background. Make business cases, and be able to communicate them to management and clients. 	Information Technology, Insurance and Manufacturing Industries.	Primarily in Winnipeg but some need in rural Manitoba
 Computer-Assisted Drafting Manufacturing (CAD/CAM) Applications Ability to use computer applications in the design of products and in the set-up of tools to facilitate efficient production. 	Manufacturing and Information Technology Careers.	Winnipeg
 Quality Assurance Ability to apply statistical formulas to assess production performance, set standards for output, and establish inspection programs. Knowledge of international standards such as ISO 9000. Ability to use Co-ordinated Measuring Machines (CMM). 	Manufacturing, Cold Weather Testing, Agriculture, Food Processing, Customer Contact, and Health Care Products Industries.	All of Manitoba
 Lean Manufacturing A strong understanding of Lean Manufacturing techniques and an ability to implement them in a variety of manufacturing settings as well as an ability to teach these techniques to management and production staff. 	Manufacturing	Southern Manitoba
 Inventory Management Ability to determine current and future needs for raw materials and semi-finished manufactured goods and to control availability through efficient purchasing policies and just-in-time delivery systems. 	Manufacturing, Transportation and Storage, Wholesale and Retail Trade Careers.	All of Manitoba
 Marketing and Export Development Ability to identify customer/client needs and relate them to products and services. An ability to find new sales opportunities in export markets. 	Business Services, Customer Contact and Manufacturing Industries.	All of Manitoba

Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 Customer Service Ability to work with customers/clients in satisfactorily meeting any of their service needs. 	Retail and Wholesale Trade, Customer Contact, Manufacturing and Information Technology Careers	All of Manitoba
 Negotiation and Conflict Resolution Ability to handle difficult situations, clients and/or co-workers and work out reasonable solutions for all involved. 	Management occupations and careers dealing with the public	All of Manitoba
 Knowledge of Product Safety Regulations Knowledge of government regulations covering production and packaging of various food and pharmaceutical products, and knowledge of safe laboratory practices. 	Food, Beverage and Health Care Products Manufacturing	All of Manitoba
 Technical Reading and Writing Ability to read technical documents and manuals as well as write instructions and procedures for a variety of technical processes and protocols. 	Manufacturing and Construction Industries for reading blueprints and plans. Customer Service Careers to assist clients with complicated equipment and products.	All of Manitoba
 Workplace-Based Instructional Skills Ability to teach others through lecture or demonstration, using valid adult education instructional techniques. 	All Industries.	All of Manitoba
 Medical Education Skills Knowledge of a variety of common health care issues such as Diabetes and an ability to teach the public how to recognize early warning signs and educate them about the causes, implications and treatments. 	Education and Health Careers in Public Health Clinics	Northern and rural Manitoba

Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 Environmental Assessment Ability to conduct an environmental assessment using a number of inter-related skills including data interpretation, risk assessment and knowledge of hazardous waste handling. 	Manufacturing, Mining, and Hydro Electric Industries as well as Government Careers	All of Manitoba

III. Aboriginal Communities

The following are skills and occupations required particularly in the Aboriginal and reserve communities:

BUSINESS MANAGEMENT SKILLS

- Retail Management (Small Business)
- Accounting Skills
- Community and Economic Development Skills (including a cultural awareness component)
- Project Management
- Band Management/Administrator (with negotiation and conflict resolution skills)
- Housing Property Management
- Infrastructure Maintenance
- Surveyors (land claims and development)
- Entrepreneurship Skills
- Information, Communication Technology (ICT) skills

HEALTH, MEDICAL AND EDUCATION SKILLS

- General Practitioners and Traditional Healers (someone who has obtained a medical degree, but also apprentices with an elder or a practicing traditional healer).
- Specialist Physicians, Optometrists and Chiropractors
- Nurses
- Public Health Nurses and Health Care Aides
- Public Health Educator (especially with knowledge of Diabetes)
- Teachers, (especially high school math and science, Aboriginal languages and reading clinicians)
- Teachers Aides and Education Support staff
- Elder Advisors
- Early Childhood Educators/Daycare Managers
- Social Worker (Family Violence Counselor)
- Alcohol, Substance Abuse and Gambling Addictions Counselor
- Adult Education Instructors

EXPERIENCED/ CERTIFIED TRADESPERSONS

- Plumber
- Electrician
- Carpenter
- Sheet-Metal Worker
- Heavy-Duty Equipment Mechanic
- Motor Vehicle Mechanic
- Small Engine Repair (outboard motors, chain saws, snowmobiles)
- Heavy-Equipment Operators
- Prior Learning Assessment and Recognition Practitioners

SELF-GOVERNMENT

As First Nations communities move more and more towards self-government, the demand for knowledge and skills in this area will continue to grow. The following are skills and occupations that are either currently required or will be in the near future.

- Political Science Training and Leadership Training (B.A., certificates)
- Treaty/Land Claim Settlement Specialists
- Lawyers
- Justice Workers (B.A. in Law, specialized)
- Education Administrators
- Project Managers and Proposal Writers (accessing and managing funding dollars)

Appendix

National Occupational Classification (NOC) Coding System

One of the features of the NOC is its system of codes. The first two digits of each code convey meaning with respect to the group skill type and skill level category.

For all non-management occupations, the first digit of each code identifies one of the nine skill type categories. Similarly, for all non-management occupations, the second digit of each code identifies one of four skill level categories.

This applies to all occupations except management occupations. For management occupations, the first digit is 0 and the second digit represents the skill type categories, from 1 to 9, as above.

When the first digit is	the Skill Type Category is
1	Business, Finance and Administrative Occupations
2	Natural and Applied Sciences and Related Occupations
3	Health Occupations
4	Occupations in Social Science, Education, Government Service and Religion
5	Occupations in Art, Culture, Recreation and Sport
6	Sales and Service Occupations
7	Trades, Transport and Equipment Operators and Related Occupations
8	Occupations Unique to Primary Industry
9	Occupations Unique to Processing, Manufacturing and Utilities
0	Occupations are in Management and the second digit (1 - 9) refers to the Skill Type Category, as listed above
When the first digit is not 0 and the second digit is	the Skill Type Category is
1	Skill Level A (Professional Occupations)
2 or 3	Skill Level B (Technical, Paraprofessional and Skilled Occupations)
4 or 5	Skill Level C (Intermediate Occupations)
6	Skill Level D (Labouring and Elemental Occupations)

NOC Skill Level Criteria

Skill Level	Education/Training	Other
Skill Level A:	University degree (bachelors, masters or post- graduate)	
Skill Level B:	Two to three years of post-secondary education at a community college, institute of technology or CEGEP Two to four years of apprenticeship training Three to four years of secondary school and more than two years of on-the-job training, training courses or specific work experience	Occupations with supervisory responsibilities are assigned to skill level B. Occupations with significant health and safety responsibilities (e.g., fire fighters, police officers and registered nursing assistants) are assigned to skill level B.
Skill Level C:	One to four years of secondary school education Up to two years of on-the-job training, training courses or specific work experience	
Skill Level D:	Up to two years of secondary school and short work demonstration or on-the-job training	

More detailed information on the NOC system is available in the National Occupational Classification -Occupational Description, Human Resources Development Canada, Catalogue No. MP53-25-2001E <u>http://www23.hrdc-drhc.gc.ca/</u>