AUSI Occupations in Manitoba

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Report on High Demand Occupations in Manitoba January, 2005

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.

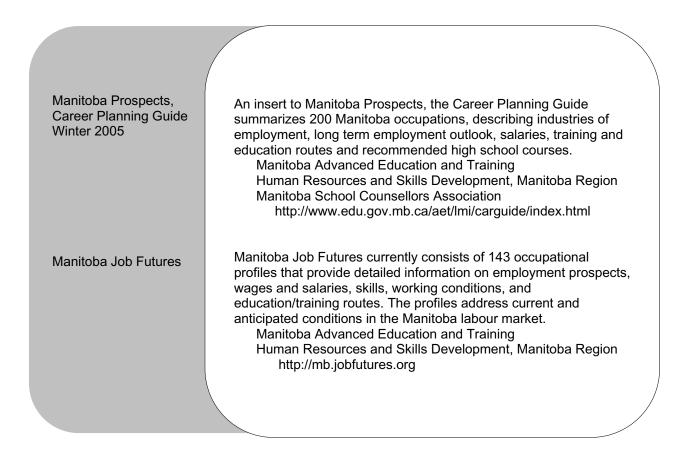
- High demand occupations are those that employers are likely to have difficulties in filling. These usually involve a lengthy training period, which prevents rapid adjustment of supply to demand. A few occupations are included because of active recruitment. For those occupations there is generally a large supply of qualified or almost qualified people, as the jobs 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, nonwage 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, but may be done more frequently if warranted.



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



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:

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I. High Demand Occupations in Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/Average Salary	Industry/Sector	Region
	M	ANAGEMENT		
0311	Health Care Manager	Start: \$35,000 Average: \$54,500	Hospitals, Long Term Care Facilities	All of Manitoba
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 Manager Increasing demand for construction managers.	Start: \$27,000 Average: \$65,000	Construction	Winnipeg and Northern Manitoba
	BUSINESS, FINA	NCE AND ADMINIST	RATION	
1111	Accountant CA, CGA or CMA designations.	Start: \$25,000 (students) Average: \$55,000	Business Services for all Industries	All of Manitoba
1121/ 1223	Human Resources and Recruitment Officer Continuing demand for people with recruitment skills and a training background.	Start: \$25,000 Average: \$47,900	Health care, Manufacturing, Information Technology, Financial Services	All of Manitoba
1453	Customer Service/Information Clerk Ability to work with customers/clients in meeting any of their service needs.	Start: \$15,000 Average: \$29,600	Customer Contact Centers, Retail Trade	Winnipeg and Brandon
1454	Survey Interviewer Strong telephone and general computer skills.	Start: \$15,000 Average: \$21,000	Customer Contact Centers	Winnipeg and Brandon

NOC	Job Title Specific Qualifications/Skills	Starting/Average Salary	Industry/Sector	Region
	NATURAL A	ND APPLIED SCIENC	ES	
2123	Specialist Agronomist Agronomists with skills in finance, research and marketing.	Start: \$30,000 Average: \$65,000	Crop and Livestock Services, Financial Services	Rural Manitoba
2131	Civil Engineer Water and waste and infrastructure.	Start: \$27,000 Average: \$59,000	Professional Services, Municipal Governments	Winnipeg
2132	Mechanical Engineer (Plant Engineer/Maintenance Engineer) AutoCAD, machining and HVAC design experience.	Start: \$32,000 Average: \$52,700	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: \$59,000	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 Technologist and Technician 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
2261	Non-Destructive Testing Technician	Start: \$25,000 Average: \$40,000	Aerospace	Winnipeg
	Experienced technicians qualified in a range of NDT techniques.			
2263	Health and Safety Officer	Start: \$36,000	Health Care Products,	Winnipeg and Southern
	Experience in a variety of manufacturing and research settings.	Average: \$44,300	Manufacturing	Manitoba
2282	Computer Support Technician	Start: \$26,000	Customer	Winnipeg, Selkirk and
	Excellent communication and problem-solving skills with minimum two years of formal education.	Average: \$40,000	Contact Centers	Brandon
		HEALTH		
3111/ 3112	Doctor/Physician Family Physicians and a variety of Specialties.	Start: \$75,000 Average: \$185,000 (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. Winnipeg for most specialists
3121	Optometrist	Start: \$60,000 Average: \$88,200	Private Clinics	Rural Manitoba
3131	Pharmacist	Start: \$68,300 Average: \$85,900	Hospitals and Retail Pharmacies	Mostly Rural Manitoba. Some demand in Winnipeg
3142	Physiotherapist	Start: \$49,000 Average: \$56,800	Private Clinics and Hospitals	Rural Manitoba
3143	Occupational Therapist	Start: \$49,000 Average: \$56,800	Hospitals and Private Clinics	All of Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/Average Salary	Industry/Sector	Region
3152	Registered Nurse (RN)	Start: \$51,400 Average: \$61,000	Hospitals, Nursing Homes, Health Care Products Research and Manufacturing	All of Manitoba
3152	Registered Psychiatric Nurse (RPN)	Start: \$51,400 Average: \$61,000	Hospitals, Long Term Care Facilities	All of Manitoba
3211	Medical Laboratory Technologist	Start: \$ 39,000 Average: \$51,200	Hospitals, Long Term Care Facilities	All of Manitoba
3214	Respiratory Therapist	Start: \$42,400 Average: \$50,600	Hospitals	All of Manitoba
3215	Nuclear Medicine Technologist	Start: \$37,500 Average: \$49,000	Hospitals	Winnipeg and Brandon
3215	Radiation Therapist	Start: \$53,600 Average: \$64,600	CancerCare Manitoba	Winnipeg
3215	Radiological Technologist	Start: \$39,000 Average: \$51,200	Hospitals	All of Manitoba
3233	Licensed Practical Nurse	Start: \$38,400 Average: \$46,900	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, EDUCATIO	N, GOVERNMENT SE	RVICE AND RELIGIC	DN
4121	University Professor Professors in high demand fields such as Engineering, Information Technology, Management, Medicine and Natural Sciences.	Start: \$34,000 Average: \$77,000	Universities	Winnipeg and Brandon
4141	Secondary School Teacher French, senior years Science, Math and Computer Science Teachers.	Start: \$38,500 Average: \$50,600	High Schools	All of Manitoba for specialty teachers. Northern Manitoba for all teachers.
4153	Family and Marriage Counsellor	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: \$27,000	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	, RECREATION AND	SPORT	A
5125	Translator Experienced translators that can translate a variety of technical and government documents.	Start: \$43,700 Average: \$60,000	Government, Marketing and Publishing	Winnipeg
	SALE	S AND SERVICE		
6242	Cook Active Recruitment.	Start: \$13,000 Average: \$18,100 Journeyperson:	Restaurants and Hotels	Southern Manitoba
		\$20,000		
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: \$14,600 Average: \$19,000 plus tips	Restaurants and Bars	All of Manitoba
6471	Visiting Homemaker	Start: \$16,000 Average: \$22,000	Home Health Care and Personal Services	All of Manitoba
6661	Housekeeper Active Recruitment.	Start: \$14,000 Average: \$20,000	Hotels and Private Cleaning Services	Winnipeg and Southern Manitoba
	TRADES, TRANSPOR	T AND EQUIPMENT C	PERATORS	
7231	Machinist CNC and traditional machining skills.	Start: \$18,000 Average: \$38,100	Aerospace, Machine Shops	Winnipeg and Southern Manitoba

NOC	Job Title Specific Qualifications/Skills	Starting/Average Salary	Industry/Sector	Region
7241	Construction Electrician Certified journeyperson electricians with supervision and training skills for northern communities.	Start: \$20,000 Average: \$43,500	Construction and Building Maintenance	Northern Manitoba
7251	Plumber Certified journeyperson plumbers with supervision and training skills for northern communities.	Start: \$26,500 Average: \$39,800	Construction and Building Maintenance	Northern Manitoba
7272	Cabinetmaker	Start: \$17,500 Average: \$28,000	Construction and Wood Products Manufacturing	Winnipeg and Southern Manitoba
7312	Heavy-Duty Equipment Mechanic Experience in computerized diagnostic equipment.	Start: \$18,000 Average: \$39,600	Forestry, Truck, Construction and Farm Implements Dealers	All of Manitoba
7313	Refrigeration and Air Conditioning Mechanic	Start: \$20,900 Average: \$40,500	Building Maintenance and Construction	All of Manitoba
7321	Motor Vehicle Mechanic Experience in computerized diagnostic equipment.	Start: \$16,100 Average: \$32,000	Car and Truck Service and Repair	All of Manitoba
7321	Truck and Transport Mechanic	Start: \$20,000 Average: \$49,000	Transportation	All of Manitoba
7322	Motor Vehicle Body Repairer	Start: \$15,500 Average: \$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

NOC	Job Title Specific Qualifications/Skills	Starting/Average Salary	Industry/Sector	Region	
	PRIMARY INDUSTRY				
8253	Pork Production Technician	Start: \$16,000 Average: \$32,000	Agriculture	Southern Manitoba	
	PROCESSING, MAI	UFACTURING AND	UTILITIES		
9617	Food and Beverage Processing worker 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.

High Demand 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	All Industries	All of Manitoba
 Ability to listen, speak and write, in order to transmit or receive information clearly. 		
Analytical Problem-Solving	All Industries	All of Manitoba
 Ability to recognize and define problems, design and implement solutions and evaluate results. 		
Group Effectiveness, Interpersonal and Teamwork Skills	All Industries	All of Manitoba
 Ability to work with others for the purpose of problem-solving, innovation and process improvement. 		
Time Management	All Industries	All of Manitoba
 Ability to schedule and prioritize work for self and others and to use time efficiently. 		
Presentation Skills	Engineers, Health Careers, Information	All of Manitoba
 Ability to organize information and communicate through public presentations using a variety of media including overheads and PowerPoint presentations. 	Technology Careers, Teachers and Professors, Non-profit Organizations	

High Demand 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

High Demand 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

High Demand Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 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
 Customer Service Ability to work with customers/clients in satisfactorily meeting 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
 Industrial Welding Skills Increasing demand for individuals with a broad knowledge of metal manufacturing processes with a welding background. 	Metal Manufacturing	Southern Manitoba

High Demand Skills	Industry/Sector or Types of jobs where skills are required most	Region of Manitoba where skills are required most
 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
 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
- Mould Remediation skills

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 relate to the skill type and skill level category, as follows:

- For all *non-management* occupations, the first digit of each code identifies one of the nine skill type categories while the second digit of each code identifies one of four skill level categories.
- 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	Occupations with supervisory responsibilities are assigned to skill level B.
	Two to four years of apprenticeship training	Occupations with significant health and safety responsibilities (e.g., fire fighters, police officers and registered nursing assistants) are assigned to skill level B.
	Three to four years of secondary school and more than two years of on-the-job training, training courses or specific work experience	
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>

