# Pathways to Professions

Careers in the Professional, Scientific and Technical Sector



**Brant-Haldimand-Norfolk** 

The Trends, Opportunities and Priorities (TOP) labour market planning consultations for the communities of Brant, Haldimand and Norfolk Counties are facilitated by the Workforce Planning Board of Grand Erie. During these consultations, one of the priority issues identified has been the need for more in-depth information on future human resource requirements in the Professional, Scientific and Technical Services sector.

We would like to acknowledge and thank the many Brant, Haldimand and Norfolk employers who gave their time and effort to participate in 'Pathways to Professions – Careers in the Professional, Scientific and Technical Sector.'

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Project Coordination: Jaymie Nelson, Workforce Planning Board of Grand Erie





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### Professional, Scientific and Technical Services Sector

#### **Industry Overview:**

Professional, Scientific and Technical Services comprises establishments primarily engaged in activities in which human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis.

Subsectors of this industry include:

- Legal Services
- Accounting, Tax Preparations, Bookkeeping and Payroll Services
- Architectural, Engineering and Related Services
- Specialized Design Services
- Computer Systems Design and Related Services
- Scientific Research and Developmental Services
- Other Professional, Scientific and Technical Services

Businesses within this sector represent a very significant portion of total business within the region. This sector represented the largest portion of all business in Brant (593) and 4th largest sector in Haldimand-Norfolk (431) as of June 2009. All businesses within this sector in Grand Erie fall into Small and Medium Enterprises (SMEs) employing 99 or fewer employees.

#### **National and Provincial Trends:**

The Professional, Scientific and Technical Services sector represents 7.1% of total employment in Canada. Ontario is slightly more concentrated at 7.8%. Grand Erie has a significantly smaller share of employment in this sector at 3.4%. Nationally and provincially this sector had been growing steadily in 2007 and 2008, with an average annual employment rate of over 4%. 2009 stagnated employment nationally and slowed it to 2% provincially.

## Grand Erie Employment Outlook in the Professional, Scientific and Technical Services Sector:

Almost all of the positions in this sector require formal education at the university level, with the exception of specialized college training for administrative support staff. Employers in Grand Erie have stressed the importance of workplace learning, in these careers such as cooperative education – citing that field experience is a critical component of training.

The Workforce Planning Board of Grand Erie has selected only a few of the many careers available in the Professional, Scientific and Technical Services sector available in Brantford and Brant, Haldimand, Norfolk Counties. Readers are encouraged to explore the many other career opportunities available in this sector through excellent on-line resources appearing throughout the guide.

The **Workforce Planning Board of Grand Erie** would like to extend their thanks to employers and others who contributed to the development of 'Pathways to Professions – Careers in the Professional, Scientific and Technical Sector.

Lawyers advise clients on legal matters, represent clients before administration boards and draw up legal documents such as contracts and wills. Lawyers also plead cases, represent clients before tribunals and conduct prosecutions in courts of law. Lawvers are employed in law firms and prosecutor's offices. Both lawyers are employed by federal, provincial and municipal governments and various business establishments or they may be self-employed. Articling students are included in this group.

In Grand Erie there are 180 lawyers with the majority, (155) of them working in the Professional, Scientific and Technical Services sector, specifically the Legal Services industry. Lawyers account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada

This National Occupation Code (NOC) also includes notaries in Quebec.



### **National Occupation Code (NOC): 4112 (Level A)**

#### **Main Job Duties**

Lawyers perform some or all of the following duties:

- Advise clients of their legal rights and all matters related to law
- Research legal precedents and gather evidence
- Plead clients' cases before courts of law, tribunals and boards
- Draw up legal documents such as real estate transactions, wills, divorces and contracts, and prepare statements of legal opinions
- Negotiate settlements of civil disputes
- Perform administrative and management functions related to the practice of law
- May act as mediator, conciliator or arbitrator
- May act as executor, trustee or guardian in estate and family law matters

Lawyers may specialize in specific areas of the law such as criminal, corporate, contract, taxation, administrative, international, commercial, real estate, family and estate, intellectual property, personal injury and labour.

Source: WorkinginCanada.gc.ca

### **Working Conditions**

Lawyers work in offices and courts. They may travel to attend conferences and meetings. They may use legal texts, law library resources (including online databases) and general office equipment. Lawyers' hours can be flexible, they may work normal office hours but must also be prepared to work longer hours and weekends when required.

Lawyers usually have contact with a variety of people including clients, court staff and other legal professionals. Depending on their field of law, lawyers may also work with some or all of the following: banks and financial advisers, real estate agents, police, doctors, forensic scientists, resource management planners and witnesses giving expert evidence.

### **Industry Employment Potential - Average**

Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. While job growth will create new positions, the majority of job openings will stem from replacement needs as workers retire. Demand for lawyers is linked to population growth and the volume of business activity.

The high cost of legal services, however, may lead to increased use of dispute-resolution systems in which lawyers' services are not mandatory. Also, electronic filings and the growth of computerized legal databases may increase the use of legal technicians instead of lawyers.

Some lawyers are particularly affected by business cycles in the economy. Demand for legal services involving real estate transactions, mergers and acquisitions tend to decline during a recession, while those involving bankruptcy activities increases. Corporate regulatory compliance is a growing area of demand. Lawyers require good interpersonal skills and knowledge about the community where they practice.

Source: Job Futures - www.tcu.gov.on.ca/

### **Typical Job Titles**

There are many different job titles for lawyers and Quebec notaries. Some examples are: Crown attorney, Crown prosecutor, attorney, barrister, corporate counsel, general counsel, law partner, legal advisor, notary (Quebec) and solicitor.





Wage rates are not available for the region covering Grand Erie.

Average annual salary (full-time): \$104,714 (Grand Erie) Source: Grand Erie wages, 2006 census, Statistics Canada

For a reference point the following wages are for the Toronto Region. Take into account there may be more opportunities and higher wages, as it is a large urban centre.

\$21.60/hr -Low

\$38.20/hr – Average

\$65.90/hr -High

Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

### **What Local Employers Are Looking For**

**Experience:** Not available – lawyers must complete the required education, articling and examinations before they can practise.

#### **Specific Skills:**

Employment potential is higher for workers who have one or more of the following credentials:

- Two to three years of undergraduate studies and a bachelor's degree from a recognized law school and successful completion of the bar examination and completion of a period of articling are required
- Licensing by the provincial or territorial law society is required
- Lawyers wishing to practise in another province may be required to pass examinations set by the provincial law society

Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential**

Experience in this occupation will increase your employability; lawyers with a few years of experience are in demand.

However, it can be harder for recent graduates to find work, as competition for entry-level jobs is high. Good grades and experience as a summer clerk can help improve your chances of getting work.

Law firms in rural areas, which are often small, find it particularly hard to fill vacancies when workers leave or retire, so you may find it easier to get work in these areas. In Grand Erie over 55% of Lawyers are aged 45+, so retirements will continue to create job openings.

Source: www.careers.gov

#### **Essential Skills Required**

The most important essential skills for lawyers are not identified. For more information regarding essential skills, visit the Ontario Skills Passport website.



### **Specific Duties**

Lawyers may do some or all of the following depending on their seniority and the type of legal work they are involved with:

- give legal advice to clients, including families, businesses and individuals
- research and study details of the law and examine legal arguments
- prepare legal documents such as wills and affidavits
- prepare and advise on paperwork for property or business deals
- handle clients' funds

- instruct barristers to appear in court on behalf of clients
- interview suspects and witnesses
- look after the affairs of deceased people

They may also choose to specialize in one or more of the following areas: accident compensation, corporation (ACC) law, administrative/public law, banking and finance law, construction law, criminal law, employment law, environmental law, family law, litigation law, property law or tax law.

#### **Related Occupations**

- Paralegal and Related Occupations (NOC 4211)
- Natural and Applied Science Policy Researchers, Consultants and Program Officers (NOC 4161)

### **Education and Training**

Aside from being a lawyer, there are other opportunities to work in a legal profession. Some examples of legal programs available through Ontario colleges include:

- **Legal Office Administration** Training includes legal document preparation, legal terminology and legal procedure that you can apply to work in law firms or corporate legal departments.
- Paralegal / Court and Tribunal Administration Prepare yourself to become a licensed Paralegal under the Law Society Act and the Law Society of Upper Canada.
- Law Clerk / Legal Assistant Whether in corporate law or litigation practices, you'll complete research, conduct client interviews, file documents with courts and accompany lawyers to court appearances.
- You can search Ontario colleges that offer legal programs at: www.ontariocolleges.ca or visit a list of colleges here, http://tinyurl.com/45btc3g
- A list of Ontario registered private career colleges that offer training can be found at:: www.ontario.ca/en/services\_for\_residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local law related programs include:**

There are many steps required to become a lawyer. These are local law related programs for your reference and may help you on your first step to becoming a lawyer.

- Laurier University (Brantford): www.wlu.ca/page.php?grp\_id=1983&p=10042
- University of Ontario Institute of Technology: https://connect.uoit.ca/uoit/program.do?from=subject&programID=199

### **Online Resources**

- The Law Society of Upper Canada: www.lsuc.on.ca
- Federation of Law Societies of Canada: www.flsc.ca
- Ontario Bar Association: www.cbao.org

### What Do Employers Have To Say...

### Advice from Community Legal Clinic – Brant, Haldimand, Norfolk

#### **!** Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

No, prior to going to law school, I researched both the profession and the opportunities, so I was not surprised by anything that I have experienced.

### What is the most exciting or rewarding part of your career?

Our clients at the legal clinic are by definition low income. When we are successful with an appeal, the client's financial or living situation can be drastically improved and this provides immense satisfaction.

### Q: What is the most challenging part of your career?

The most challenging part is trying to assist our clients in dealing with the frustration and anger that they experience because of negative decisions made by "the system".

### What attracted you to work within the local community?

I decided to move to Ontario to attend law school because of the existence of the legal clinic system, which is the most comprehensive and effective poverty law system in Canada. I was specifically attracted to this community because a position was available at the clinic.

### **Q**: What type of personality (or personal characteristics) best suit this occupation?

The type of law that we practice requires organization and the ability to think logically and communicate effectively. It also requires the ability to deal effectively with clients who are often in crisis, for reasons outside their control.

#### What continuing education and training needs do you need in your career?

We are required to take a minimum of 12 hours of continuing education per year to maintain our license.

#### Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

The training is made available through the Law Society of Upper Canada; based in Toronto or by the legal clinic system. We access that training in person or via alternative media (webcasts etc.)

### What was the career path that led you to your current occupation?

Before going to law school, I obtained a degree in economics and sociology. I then worked in the counselling field before deciding to go into law. After law school, I worked in private law firms until I could obtain a position in the clinic system.

Legal assistants and paralegals prepare legal documents, maintain records and files and conduct research to assist lawyers or other professionals. Public notaries administer oaths, take affidavits, sign legal documents and perform other activities according to the limitations of their appointment. Trademark agents advise clients on intellectual property matters. Independent paralegals provide legal services to the public as allowed by government legislation, or provide paralegal services on contract to law firms or other establishments. Legal assistants and paralegals are employed by law firms, by record search companies and in legal departments throughout the public and private sectors. Independent paralegals are usually self-employed. Trademark agents are employed by law firms and legal departments throughout the public and private sectors, trademark development and search firms or they may be self-employed. Notaries public are employed by government and in the public and private sectors or they may be self-employed.

In Grand Erie there are 170 paralegals (and related occupations) with the majority, (140) of them working in the Legal Services industry and in the Public Administration subsector (30). Paralegals and related occupations account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada





**National Occupation Code (NOC): 4211 (Level B)** 

### **Main Job Duties**

## Legal assistants and paralegals in law firms or in other establishments perform some or all of the following duties:

- Assist lawyers by interviewing clients and witnesses, assembling documentary evidence, preparing trial briefs, and arranging for trials
- Prepare wills, real estate transactions and other legal documents, court reports and affidavits
- Research records, court files and other legal documents
- Draft legal correspondence and perform general office and clerical duties

#### Notaries public perform some or all of the following duties:

- Administer oaths and take affidavits and depositions
- Witness and certify the validity of signatures on documents
- May draft contracts, prepare promissory notes and draw up wills, mortgages and other legal documents

#### Trademark agents perform some or all of the following duties:

- Advise on trademarks, trademark licensing requirements, transfer of intellectual property and protection of existing trademark rights
- Represent clients at proceedings before the Trade Marks Opposition Board and in related proceedings
- May represent clients internationally in consultation with foreign associates and attorneys

#### Independent paralegals perform some or all of the following duties:

- Represent clients in small claims court and in other lower court proceedings, at tribunals and before administrative bodies
- Advise clients and take legal action on landlord and tenant matters, traffic violations, name changes and other issues within their jurisdictions

Source: WorkinginCanada.gc.ca

### **Working Conditions**

Paralegals may have to travel locally to visit individuals, companies and other law firms. They may also travel to attend conferences and law seminars. Paralegals work to deadlines and as a result the work may be stressful at times.

Equipment paralegals may use include: law library resources, computers, legal software and databases and legal documents. They may work full- or part-time hours. Depending on their workloads, they may have to work overtime and visit clients outside of normal office hours.

Paralegals are always under the supervision of a qualified lawyer when working in a legal firm. They interact with a wide variety of people, including members of the public and other lawyers.

### **Industry Employment Potential - Average**

Demand for paralegals is expected to grow as an expanding population increasingly requires legal services, especially in areas such as intellectual property, health care, international law, elder issues, criminal law, and environmental law. The growth of prepaid legal plans also should contribute to the demand for legal services.

Private law firms will continue to be the largest employers of paralegals, but a growing array of other organizations, such as corporate legal departments, insurance companies, real-estate and title insurance firms, and banks also hire paralegals. Corporations in particular are expected to increase their in-house legal departments to cut costs. The wide range of tasks paralegals can perform has helped to increase their employment in small and medium-size establishments of all types.

To a limited extent, paralegal jobs are affected by the business cycle. During recessions, demand declines for some discretionary legal services, such as planning estates, drafting wills, and handling real estate transactions. Corporations are less inclined to initiate certain types of litigation when falling sales and profits lead to fiscal belt tightening. As a result, full-time paralegals employed in offices adversely affected by a recession may be laid off or have their work hours reduced. However, during recessions, corporations and individuals are more likely to face problems that require legal assistance, such as bankruptcies, foreclosures, and divorces. Paralegals, who provide many of the same legal services as lawyers at a lower cost, tend to fare relatively better in difficult economic conditions.

Source: Bureau of Labour Statistics - www.bls.gov

### **Typical Job Titles**

There are many different job titles for legal assistants and paralegals. Some examples are: commercial law clerk, corporate paralegal, family law paralegal, independent paralegal, land titles examiner, law clerk, legal assistant, legal researcher, litigation legal assistant, notary public, real estate law clerk, title searcher and trademark agent.



\$12.20/hr – **low** | \$18.90/hr – **average** | \$26.25/hr – **high** Source: Workingin Canada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$41,482 Source: Grand Erie wages, 2006 census, Statistics Canada

### What Local Employers Are Looking For

- Reliable
- Ability to keep information confidential
- Accuracy

- Work with minimal supervision
- Work well under pressure
- · Friendly, patient and helpful

**Experience:** 3-5 years **Specific Skills:** 

Employment potential is higher for workers who have one or more of the following:

- Legal assistants and paralegals in law firms require a bachelor's degree in law or a college diploma in a legal assistant or law clerk program or in-house training from a law firm or other legal establishment.
- Independent paralegals require knowledge of legal principles and procedures usually obtained through industrysponsored courses and through experience, or on completion of a community college paralegal program.
- Notaries public are appointed after examination and certification of their qualifications by the governing judiciary in their province or territory. All appointments have specific limitations on the activities they can perform and for specific periods of time. (Notaries public require a provincial licence.)
- To be licensed, trademark agents are required to work in the area of trademark law, including the preparation and prosecution of trademark applications for registration, for two years and to successfully complete the examination conducted jointly by the Intellectual Property Institute of Canada and the Registrar of Trade-Marks, Canadian Intellectual Property Office or either one of the above and to be a lawyer entitled to practise in Canada.
- Trademark agents require registration with the federal Trade-Mark Office.

Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential - Average**

Opportunities for employment in this occupation are expected to be good. Paralegal services are affected by legislative rules governing paralegals' right to practice in various legal domains, as well as the overall economic environment. Paralegals are now able to do routine legal services typically done by attorneys. In an attempt to reduce costs, employers are opting to hire paralegals to conduct duties once performed by lawyers.

There is also a trend towards specialization among paralegal firms. All of this is expected to create good employment opportunities for this group. It is expected that demand for these professionals will increase as awareness of their services grows. Openings will also be created through retirements. In Grand Erie 70% of paralegals are 25-44 years old (32% are 45+).

Source: JobFutures.org (occupation 4211) & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills identified are: critical thinking, oral communication and reading text.



#### **Specific Duties**

Paralegals may do some or all of the following:

- help to prepare cases for court
- act on behalf of and assist clients buying, selling and developing property
- assist clients with commercial and business transactions
- prepare, analyze and interpret a variety of legal documents

- prepare and file court documents
- administer estates and trusts and prepare wills
- administer and help with the legal aspects of running a company
- assist clients with debt collection
- assist clients with asset planning and maintenance of family trusts

#### **Related Occupations**

- Banking, Insurance and Other Financial Clerks (NOC 1434)
- Bookkeepers (NOC 1231)
- Payroll Clerks (NOC 1432)

### **Education and Training**

There are a number of careers in the legal field, below are just a few of the programs you could pursue:

- **Legal Office Administration** Training includes legal document preparation, legal terminology and legal procedure that you can apply to work in law firms or corporate legal departments.
- Paralegal / Court and Tribunal Administration Prepare yourself to become a licensed paralegal under the Law Society Act and the Law Society of Upper Canada.
- Law Clerk / Legal Assistant Whether in corporate law or litigation practices, you'll complete research, conduct client interviews, file documents with courts and accompany lawyers to court appearances.

Many of these courses are built on the same foundations – research, analysis and knowledge of the law. Many colleges offering these programs also offer work placement components, allowing students to get a hands-on feel for the work environment.

Most Ontario college legal programs require an Ontario Secondary School Diploma (OSSD) or equivalent, which includes a grade 12 English credit. Applicants are also required to be highly literate in the English language, with strong writing and analytical skills. A higher-grade mathematics credit is also encouraged.

Upon program completion, graduates are qualified to work in the position that their program title indicates (unless further certification or examination is necessary), and may enter a number of legal arenas, including (but not limited to): small claims court, provincial offence proceedings, traffic court, financial institutions and government legal departments. Admissions for legal programs will vary, so be sure to read each description carefully.

Source: OntarioColleges.ca

- You can search Ontario colleges that offer legal programs at: www.ontariocolleges.ca or visit a list of colleges here, http://tinyurl.com/4ju72ku
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

### **Examples of local programs include:**

- Humber College: www.humber.ca/program/paralegal-education
- Fanshawe College: www.fanshawec.ca/en/lck1/

### **Online Resources**

- Canadian Association of Paralegals: www.caplegal.ca
- Institute of Law Clerks of Ontario: www.ilco.on.ca
- Paralegal Society of Ontario: www.paralegalsociety.on.ca
- The Law Society of Upper Canada: www.lsuc.on.ca

### What Do Employers Have To Say...

#### Advice from R D Walker Paralegal Services, Simcoe

## Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

I started my career with the court system, so I had a really good understanding of what was required to be a paralegal. However, for someone considering the career I would say that they should know there is a lot of research required for case law. Also depending on the company you work for you may be required to travel. As a paralegal, I service Brantford, Simcoe and Hamilton - and the small claims litigation for those areas requires occasional travel.

Lastly, there are four main areas that paralegal services cover; small claims, traffic tickets, federal tribunals, landlord and tenant law.

### Q: What is the most exciting or rewarding part of your career?

The court work is definitely the most exciting part of the career, and being an advocate for your client is the most rewarding. I also enjoy always learning and discovering things while doing research.

#### Q: What is the most challenging part of your career?

The most challenging part is listening. As a paralegal its import to listen to your clients carefully and understand what their expectations and interpretations are.

### Q: What attracted you to work within the local community?

I was born and raised in this community and have worked in this community before. There are lots of opportunities here for paralegals, and because we are licensed under the Law Society of Upper Canada (a provincial body) there are also opportunities all across Ontario.

### Q: What type of personality (or personal characteristics) best suit this occupation?

The personal characteristics that best suit this occupation are; analytical skills, listening, organization and time management to name a few.

### **Q:** What continuing education and training needs do you need in your career?

As of this year (2011) the Law Society has said paralegals require a minimum of 12 hours of professional development per year.

## Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

There are a variety of activities you can do for the professional development hours required in this profession. Some examples include; round table discussions, seminars delivered through the Law Society, and updates on new developments in areas such as Small Claims Court.

Most of the training requires you to travel to larger cities such as Toronto or London, however some are also available through online webinars.

#### **Q:** What was the career path that led you to your current occupation?

I started my education in 'law and security' wanting to be a police officer. I ended up with a job in the court system and started seeing the civil side of the law, and that is how I became interested in my current career as a paralegal.

Financial auditors examine and analyze the accounting and financial records of individuals and establishments to ensure accuracy and compliance with established accounting standards and procedures. Accountants plan, organize and administer accounting systems for individuals and establishments (articling students in accounting firms are included in this unit group.) Financial auditors and accountants are employed by auditing and accounting firms throughout the private and public sectors, or they may be self-employed.

In Grand Erie there are 665 financial auditors and accountants with the majority, (345) of them working in the Professional, Scientific and Technical Services sector and in the Manufacturing sector (165). Financial auditors and accountants account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada

## financial auditors & accountants



**National Occupation Code (NOC): 1111 (Level A)** 

#### **Main Job Duties**

#### Financial auditors perform some or all of the following duties:

- Examine and analyze journal entries, inventories, bank statements, expenditures, tax returns and other accounting and financial records of an individual, department or company, to ensure financial recording accuracy and compliance with established accounting standards
- Prepare detailed reports on audit findings and make recommendations to improve individual or establishment's accounting and management practices
- Conduct field audits of businesses to ensure compliance with provisions of the Income Tax Act, Canadian Business Corporations Act or other statutory requirements
- May supervise other auditors or professionals in charge of accounting within client's establishment

#### Accountants perform some or all of the following duties:

- Plan, set up and administer accounting systems and prepare financial information for an individual, department, company or other establishment
- Examine accounting records and prepare financial statements and reports
- Develop and maintain cost finding, reporting and internal control procedures
- Examine financial accounts and records and prepare income tax returns from accounting records
- Analyze financial statements and reports and provide financial, business and tax advice
- May act as a trustee in bankruptcy proceedings

Source: WorkinginCanada.gc.ca

### **Working Conditions**

Auditors and accountants usually work regular hours, but they may work overtime to meet deadlines. They may work in teams, interact with clients on a daily basis and work alongside other professionals. They may supervise small groups of staff.

Many auditors are trained accountants and split their hours between auditing and accounting. Some auditors move into investigation or police work, focusing on risk management and investigating fraud. Auditors also progress easily into managerial and corporate positions, as they have experience seeing how different businesses operate.

### **Industry Employment Potential**

The Professional, Scientific and Technical Services sector represents 7.1% of total employment in Canada. Ontario is slightly more concentrated at 7.8%. Grand Erie has a significantly smaller share of employment in this sector at 3.4%.

Nationally and provincially, this sector had been growing steadily in 2007 and 2008 with an average annual employment growth rate of over 4%. In 2009 employment growth decreased nationally and slowed down to 2% provincially.

Source: Statistics Canada, Canadian Business Patterns Data

### **Typical Job Titles**

There are many different job titles for financial auditors and accountants. Some examples are: certified general accountant (CGA), certified management accountant (CMA), chartered accountant (CA), chief accountant, financial auditor, income tax expert, industrial accountant and internal auditor.



\$16.00/hr - low | \$25.80/hr - average | \$40.80/hr - high Source: Workingin Canada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average yearly salary (full-time): \$56,562 Source: Grand Erie wages, 2006 census, Statistics Canada

### **What Local Employers Are Looking For**

- · Experience with industry regulations
- Accuracy
- Knowledge of international trade and finance
- Work with minimal supervision
- Experience with accounting software
- Computer literacy

**Experience:** 3-5 years **Specific Skills:** 

Employment potential is higher for workers who have one or more of the following:

- Completion of secondary school
- Chartered accountants require a university degree and completion of a professional training program approved by a provincial institute of chartered accountants and, depending on the province, either two years or 30 months of on-the-job training and membership in a provincial Institute of Chartered Accountants upon successful completion of the Uniform Evaluation (UFE)
- Certified general accountants and certified management accountants require a university degree and completion of a training program approved by the Society of Certified General Accountants or Society of Management Accountants and several years of on-the-job training and certification by the Certified General Accountants Association or the Society of Management Accountants
- Auditors require education, training and recognition as indicated for chartered accountants, certified general accountants or certified management accountants and some experience as an accountant.
- Auditors may require recognition by the Institute of Internal Auditors. To act as a trustee in bankruptcy proceedings, auditors and accountants must hold a licence as a trustee in bankruptcy. Licensing by the provincial or territorial governing body is usually required for accountants and auditors practising public accounting.

Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential - Average**

Opportunities for this occupation in the Hamilton Niagara Peninsula are expected to be average over the next few years. Finance and accounting functions are important to a company in any economic environment. Since this occupation is found in all industrial sectors, job opportunities will increase in sectors that are growing.

Demand for accountants and auditors will be sustained because of complex government regulations and tax laws. However, hiring workers from other countries to perform routine accounting-related services will continue to moderate future employment growth.

About 42% of this occupation's workforce in Grand Erie is 25 to 44 years old. (According to the most recent census, almost half of the workers employed in this area were 45 years of age or older and therefore the need to replace these workers as they retire should result in job opportunities.)

Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

### **Essential Skills Required**

The most important essential skills identified are: critical thinking, data analysis, document use, money math, numerical estimation, scheduling or budgeting and accounting.



### **Specific Duties**

#### **Accountant Specific Skills:**

- prepare financial statements and reports
- analyze financial documents and reports
- prepare financial information for individuals, departments or companies

#### **Related Occupations**

- Bookkeepers (NOC 1231)
- Financial Managers (NOC 0111)

#### **Financial Auditor Specific Skills:**

- ensure accuracy and compliance to accounting standards, procedures and internal control
- examine financial records and transactions
- prepare reports and audit findings

### **Education and Training**

There are three professional designations for accountants in Ontario: Chartered Accountant (CA), Certified General Accountant (CGA) and Certified Management Accountant (CMA).

- You can search Ontario Colleges that offer accounting and auditing programs at; www.ontariocolleges.ca or visit
   a list of colleges that offer training here, http://tinyurl.com/4dstdpx
- A list of Ontario registered private career colleges that offer training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514
- Look information on employment, career planning, education and job opportunities at:
   IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

The following educational institutions offer training related to financial auditors, accountants and investment professionals:

- Niagara College (Niagara): www.niagaracollege.ca/programs/baa 0423
- McMaster University (Hamilton): www.degroote.mcmaster.ca/UG/programs.html
- Brock University (St. Catharine's): www.brocku.ca/business

#### **Online Resources**

- Institute of Chartered Accountants of Ontario: www.icao.on.ca
- Certified General Accountants of Ontario: www.cga-ontario.org
- Certified Management Accountants: www.cma-ontario.org
- Institute of Internal Auditors: www.theiia.org

### What Do Employers Have To Say...

#### Advice from BDO Canada LLP, Brantford

## Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

In this occupation the hours of work are extremely heavy and stress load is also fairly heavy. Typically work is extremely busy from January to May.

### Q: What is the most exciting or rewarding part of your career?

Developing ideas and tax plans to maximize the amount of tax savings for clients. It is also very rewarding seeing your client's success and growth.

#### Q: What is the most challenging part of your career?

Change seems to be the only constant in this career. Changes in accounting standards, audit standards and tax laws happen annually and we are required to keep up on all changes.

### Q: What attracted you to work within the local community?

I wanted to work in Grand Erie close to family and friends – I wasn't interested in a long commute especially to big cities such as Toronto.

### Q: What type of personality (or personal characteristics) best suit this occupation?

Detailed people. The work done by accountants is always very detailed and needs to be specific.

### Q: What continuing education and training needs do you need in your career?

Accountants need to keep up to date with the changing accounting and tax standards as mentioned above. Also accountants with designations are required to complete a minimum number of professional development (PD) hours each year for their designations which range from 50-100 hours.

## Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

Most training is provided by our accounting firm in house. Training courses are provided by our associations. (i.e. CA, CGA)

### Q: What was the career path that led you to your current occupation?

I started as a 'junior' and progressed in to an 'intermediate' position. While working I was able to complete my CGA designation.

Accounting and related clerks calculate, prepare and process bills, invoices, accounts payable and receivable, budgets and other financial records according to established procedures. They are employed throughout the private and public sectors.

In Grand Erie there are 920 accounting and related clerks with the majority of them working in the Manufacturing (195), Wholesale Trade (115), and Professional, Scientific and Technical Services (115) sectors. Accounting and related clerks account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada

## accounting & related clerks



#### **National Occupation Code (NOC): 1431 (Level C)**

### **Main Job Duties**

Accounting and related clerks perform some or all of the following duties:

- Calculate, prepare and issue documents related to accounts such as bills, invoices, inventory reports, account statements and other financial statements using computerized and manual systems
- Code, total, batch, enter, verify and reconcile transactions such as accounts payable and receivable, payroll, purchase orders, cheques, invoices, cheque requisitions, and bank statements in a ledger or computer system
- Compile budget data and documents based on estimated revenues and expenses and previous budgets
- Prepare period or cost statements or reports
- Calculate costs of materials, overhead and other expenses based on estimates, quotations, and price lists
- Respond to customer inquiries, maintain good customer relations and solve problems
- Perform related clerical duties, such as word processing, maintaining filing and record systems, faxing and photocopying

Source: WorkinginCanada.gc.ca

### **Working Conditions**

Accounting and related clerks work in offices in banks, insurance and lending firms, government departments and various businesses and companies. Most clerks work normal business hours, although in some organizations they may work evenings or weekends at busy times (they are often required to meet deadlines, which can be stressful.)

Accounting and related clerks may work independently, in teams with other accounting staff and with the general public (customers and suppliers.) They may also progress into payroll work, managerial positions, or into senior accounting positions (as they invest in further professional development).

### **Industry Employment Potential**

Accounting clerks that can carry out a wider range of accounting activities will be in greater demand than specialized clerks. Also, those with several years of experience that can demonstrate they can handle a range of tasks will have the best job prospects. Additionally, an increased emphasis on accuracy, accountability, and transparency in the reporting of financial data for public companies will increase the demand for this occupation. Accounting and related clerks are required to abide by any new regulations and reporting methods, changes in regulations may result in additional demand for clerks involved in accounting and auditing. However, growth will be limited by improvements in accounting software and document-scanning technology that make it easier to record, track, audit, and file financial information, including transactions and reports.

Source: WorkinginCanada.gc.ca

### **Typical Job Titles**

There are many different job titles for accounting and related clerks. Some examples are: accounting clerk, accounts payable clerk, accounts receivable clerk, audit clerk, billing clerk, budget clerk, costing clerk, deposit clerk, finance clerk, freight-rate clerk, income tax return preparer, invoice clerk, ledger clerk and tax clerk.





\$12.00/hr – low | \$16.90/hr – average | \$22.30/hr – high Source: Workingin Canada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$40,186 Source: Grand Erie wages, 2006 census, Statistics Canada

### What Local Employers Are Looking For

- Organization
- Accuracy
- May require industry knowledge
- Work with minimal supervision
- Experience with accounting software
- Computer literacy

**Experience:** 3-5 years

**Specific Skills:** 

Employment potential is higher for workers who have one or more of the following:

- Completion of secondary school is usually required
- Completion of college or other courses certified by the Certified General Accountants Association of Canada, Certified Management Accountants, Canadian Securities Institute or Canadian Bookkeepers Association may be required
- Some accounting clerks must be bondable

Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential - Fair**

Outlook for this occupation in the Hamilton Niagara Peninsula is unavailable – however, for surrounding areas including London-Woodstock area, Kitchener-Waterloo-Barrie-Guelph area, and Toronto region all project a fair outlook.

Improvements in computer-based technology to process financial and other types of information will continue to impact the demand for these clerks. However, due to the large size of this occupational group, a substantial number of job openings will be created each year from the need to replace workers who retire or leave. In Grand Erie, approximately 58% of people employed in this occupation are 45+ years old.

Although technological advances such as tax preparation software will alter the way these workers perform their daily tasks, it will not eliminate demand for these workers, especially in smaller establishments. Accounting clerks now work exclusively in a computerized environment. The use of computerized accounting, inventory and billing systems are part of the job. Good computer skills are essential for this occupation.

Source: WorkinginCanada.ga.ca, Job Futures & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills identified are: job task planning and organizing, oral communication, problem solving, scheduling or budgeting and accounting.



#### **Specific Duties**

Accounts officers may do some or all of the following depending on the size of their organization:

- handle general accounts queries
- arrange payment of bills and accounts
- check and bank payments received each day
- keep records of financial transactions
- check credit ratings of new customers
- keep records of costs such as labour and materials
- compare costs with budgets

#### **Related Occupations**

- Bookkeepers (NOC 1231)
- Banking, Insurance and Other Financial Clerks (NOC 1434)

- At larger companies, accounts officers may specialize in a particular area, such as:
- accounts receivable collecting and recording payments that come in to an organization
- accounts payable organizing the payment of invoices on behalf of an organization
- credit control ensuring that money owed to the organization by outside companies and contractors gets paid
- Financial Auditors and Accountants (NOC 1111)
- Payroll Clerks (NOC 1432)

### **Education and Training**

There are three professional designations for accountants in Ontario: Chartered Accountant (CA), Certified General Accountant (CGA) and Certified Management Accountant (CMA).

- You can search Ontario colleges that offer accounting and finance programs at: www.ontariocolleges.ca or visit a list of colleges that offer training here, http://tinyurl.com/4w2uyya
- A list of Ontario registered private career colleges that training can be found at: www.ontario.ca/en/services\_for\_residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

The following educational institutions offer training related to financial auditors, accountants and investment professionals:

- Fanshawe College Lawrence Kinlin School of Business: www.fanshawec.ca/en/bac2/
- Mohawk College: www.mohawkcollege.ca/calendar/busAcct.html

#### **Online Resources**

- Canadian Securities Institute: www.csi.ca
- Certified General Accountants Association of Canada: www.cga-canada.org
- Certified General Accountants of Ontario: www.cga-ontario.org

### What Do Employers Have To Say...

#### Advice from Scotty's Refrigeration, Brantford

## Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

It would be awesome for young entrants to know the professional development options/requirements early. Also those thinking about entering the field should have an appreciation of accounting principles. The ability to pick up accounting software would also be very helpful for an entry-level position.

### Q: What is the most exciting or rewarding part of your career?

When I get to month-end and see that all the individual entries/coding build up to one complete whole.

### Q: What is the most challenging part of your career?

Working on those aspects that involve legislation as one cannot afford to be wrong and people management are always a challenge.

### Q: What attracted you to work within the local community?

The job opening attracted me and the office is a great environment (family-oriented).

### Q: What type of personality (or personal characteristics) best suit this occupation?

They need to be focused, have great attention to detail, not lazy, willing to get down to the details and driven.

#### Q: What continuing education and training needs do you need in your career?

I am continuing work on certification (CGA).

## Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

Since I commute to work in Grand Erie I take courses through McMaster University's Centre for Continuing Education in Hamilton.

### **Q:** What was the career path that led you to your current occupation?

I began as an Accounts Clerk then worked as an Audit Assistant, Auditor, Credit Analyst, Credit Manager (Project Finance) now I work as a Project Manager Accountant.

Bookkeepers maintain complete sets of books, keep records of accounts, verify the procedures used for recording financial transactions, and provide personal bookkeeping services. They are employed throughout the private and public sectors, or they may be self-employed.

In Grand Erie there are 1,035 bookkeepers, with many of them (310) working in the Professional, Scientific and Technical Services sector and in the Construction sector (80). Bookkeepers may also find employment in the Manufacturing sector and in Transportation and Warehousing. Bookkeepers account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada



#### **Main Job Duties**

Bookkeepers perform some or all of the following duties:

- Keep financial records and establish, maintain and balance various accounts using manual and computerized bookkeeping systems
- Post journal entries and reconcile accounts, prepare trial balance of books, maintain general ledgers and prepare financial statements
- Calculate and prepare cheques for payrolls and for utility, tax and other bills
- Complete and submit tax remittance forms, workers' compensation forms, pension contribution forms and other government documents
- Prepare tax returns and perform other personal bookkeeping services
- Prepare other statistical, financial and accounting reports

Source: WorkinginCanada.gc.ca

### **Working Conditions**

Most bookkeepers work normal business hours, although in some organizations they may work evenings or weekends at busy times. They may work independently, in teams with other accounting staff and with customers/clients.

At larger companies, bookkeepers may specialize in a particular area such as: accounts receivable (collecting and recording payments), accounts payable (payment of invoices on behalf of a company) or credit control (ensuring that money owed to the organization by outside companies gets paid). Bookkeepers may progress into payroll work or managerial positions.

### **Industry Employment Potential**

In Ontario, employment for this occupation is expected to increase more slowly than the average for all occupations. An increasing number of bookkeeping tasks are being completed by accounting software, decreasing the demand for workers in this occupation.

In small offices the bookkeeping function is increasingly integrated with other clerical support duties. Most vacancies are filled by informal networks or direct application. Bookkeepers with specialized computer skills and those working towards recognized accounting designations are expected to be more successful in the labour market.

### **Typical Job Titles**

There are many different job titles for bookkeepers. Some examples are: accounting bookkeeper, accounts payable, accounts receivable and accounts officer.





 $\$13.00/hr-\textbf{low}\ |\ \$18.10/hr-\textbf{average}\ |\ \$24.85/hr-\textbf{high}$  Source: Workingin Canada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$30,958 Source: Grand Erie wages, 2006 census, Statistics Canada

### **What Local Employers Are Looking For**

- Experience with industry regulations
- Accuracy
- Knowledge of tax law

- Work with minimal supervision
- Experience with accounting software
- Computer literacy

**Experience:** 1-5 years

### **Specific Skills:**

Employment potential is higher for workers who have one or more of the following:

- Completion of secondary school is required
- Completion of a college program in accounting, bookkeeping or a related filed
- Completion of two years (first level) of a recognized professional accounting program is recommended
- Courses in accounting or bookkeeping combined with several years of experience as a financial or accounting clerk may be required

Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential - Fair to Average**

Employment opportunities for bookkeepers in the Hamilton-Niagara Peninsula area are expected to be average for the next several years with the current supply generally meeting the demand. Since this occupation is found across so many industries, employment is not particularly vulnerable to economic downturns in specific industries. There is a wide variety of potential employers for bookkeepers; therefore, a qualified applicant should have fair opportunity for employment, increasing opportunities exist for freelance bookkeepers.

Job prospects are higher for those with post-secondary education in bookkeeping or accounting. While not usually required, job opportunities can be higher for those with a Canadian Institute of Bookkeeping (CIB) or a Certified Bookkeeping (CB) designation. In order to progress in this occupation to an accountant, workers will need to get an accounting designation as one of the following, Certified General Accountant, Certified Management Accountant or Chartered Accountant.

About 64% of this occupation's workforce in Grand Erie is 45+ years old, because of the large size of this occupational group, the need to replace workers who retire or leave will continue to produce additional openings yearly. Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

### **Essential Skills Required**

The most important essential skills identified are: computer use, data analysis, document use, money math, numerical estimation, scheduling or budgeting and accounting.



### **Specific Duties**

- handle general accounts queries
- arrange payment of bills and accounts
- check and bank payments received each day
- keep records of financial transactions

- check credit ratings of new customers
- keep records of costs such as labour and materials
- compare costs with budgets

### **Related Occupations**

- Accounting and Related Clerks (NOC 1431)
- Payroll Clerks (NOC 1432)
- Financial Auditors and Accountants (NOC 1111)

### **Education and Training**

The Canadian Institute of Bookkeeping (CIB) offers a Certified Bookkeeping (CB) designation. To obtain this designation, you must complete nine specified courses in bookkeeping related studies and complete three full-time years of experience in bookkeeping.

- You can search Ontario Colleges that offer accounting and finance programs at; www.ontariocolleges.ca or visit a
  list of colleges that offer training here, http://tinyurl.com/4rrpn9t
- A list of Ontario registered private career colleges that offer training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

- Niagara College offers a certificate in bookkeeping. Courses are offered on-line and in class. Credits can be earned towards the Canadian Institute of Bookkeeping (CIB) Certified Bookkeeping (CB) designation.
   www.niagaracollege.ca/ce/cert\_bookkeeping
- Mohawk College offers programs in business, accounting and applied accounting bookkeeping. Credits can be earned towards the Canadian Institute of Bookkeeping (CIB) Certified Bookkeeping (CB) designation. www.mohawkcollege.ca/discover/ce/ceb/appacct.html

### **Online Resources**

- Institute of Professional Bookkeepers of Canada: www.ipbc.ca
- Canadian Payroll Association: www.payroll.ca
- Canadian Institute of Bookkeeping (CIB): www.cibcb.com

### What Do Employers Have To Say...

### **Advice from DGB Accounting Services, Brantford**

## Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

Things to know:

- There are many different opportunities, i.e. you can work for a single company or a bookkeeping service where you work with many different companies.
- If you work in an area that does personal tax returns, tax time is extremely busy and can involve overtime
  hours.
- To be successful you must keep up to date on government information as well as computer programs

### Q: What is the most exciting or rewarding part of your career?

I enjoy the client contact. Working for a bookkeeping service allows me to work with many different types of businesses which keeps the job interesting. As well, each different industry has its own challenges.

### Q: What is the most challenging part of your career?

I have 10-15 clients that I work for on a regular basis and approximately ten more at certain times of the year. So, I guess the most challenging part is prioritizing the work and keeping everyone happy.

### Q: What attracted you to work within the local community?

I have always lived in Brantford community.

### **Q:** What type of personality (or personal characteristics) best suit this occupation?

They must be; detail oriented, flexible, have good communication skills, be organized and be able to learn accounting programs and software.

#### Q: What continuing education and training needs do you need in your career?

We attend seminars pertaining to government changes and updates and attend courses to keep skills up on accounting programs (i.e. simply accounting, quick books as well as excel).

## Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

I have taken some courses at Mohawk in Brantford. However, government seminars are usually in Hamilton. We go to Kitchener, London, Cambridge etc. for computer courses. Lately some seminars have been available as webinars.

### Q: What was the career path that led you to your current occupation?

I did not plan to have a career in bookkeeping. After graduating with my BA from Western, I worked for a major bank for eight years. However, once I had my kids I was looking for a job that would allow me to spend more time with them. I started working in the accounting department for a company and really enjoyed it. I took some accounting courses to update (I had taken some in school previously). It was a very easy transition from finance to accounting. I have been in my current job for 9 years working for a bookkeeping service. I really enjoy the variety of work this position offers.

Civil engineers plan, design, develop and manage projects for the construction or repair of buildings, earth structures, powerhouses, roads, airports, railways, rapid transit facilities, bridges, tunnels, canals, dams, ports and coastal installations and systems related to highway and transportation services, water distribution and sanitation. Civil engineers may also specialize in foundation analysis, building and structural inspection, surveying and municipal planning. Civil engineers are employed by engineering consulting companies, in all levels of government, by construction firms and in many other industries, or they may be self-employed.

In Grand Erie there are 145 civil engineers with the majority, (60) of them working in the Professional, Scientific and Technical Services sector. Other sectors where they may find employment in Grand Erie include the Public Administration and Manufacturing sectors. Civil engineers account for less than one percent of the employed labour force in Grand Erie. Source: Employed Labour Force, 2006 census, Statistics Canada



### **Main Job Duties**

Civil engineers perform some or all of the following duties:

- Confer with clients and other members of the engineering team and conduct research to determine project requirements
- Plan and design major civil projects such as buildings, roads, bridges, dams, water and waste management systems and structural steel fabrications
- Develop construction specifications and procedures
- Evaluate and recommend appropriate building and construction materials
- Interpret, review and approve survey and civil design work
- Conduct field services for civil works
- Ensure construction plans meet guidelines and specifications of building codes and other regulations
- Establish and monitor construction work schedules
- Conduct feasibility studies, economic analyses, municipal and regional traffic studies, environmental impact studies or other investigations
- Monitor air, water and soil quality and develop procedures to clean up contaminated sites
- Conduct technical analyses of survey and field data for development of topographic, soil, hydrological or other information and prepare reports
- Act as project or site supervisor for land survey or construction work
- Prepare contract documents and review and evaluate tenders for construction projects
- Supervise technicians, technologists and other engineers and review and approve designs, calculations and cost estimates

### **Working Conditions**

Civil engineers work in offices and on building sites and need a reasonable level of fitness if working on-site. They may work on-site in all weather conditions. Civil engineers may travel overseas to work or to attend conferences and seminars.

Civil engineers usually work regular hours, but may need to work evenings and weekends. They may also need to be on call. Civil engineers work independently and as part of a team. They interact with clients and other professionals, and may be required to supervise groups of workers.

Equipment civil engineers may use includes: reference materials, computer and computer-aided design (CAD) software, plans and construction drawings, scale rulers, safety equipment, surveying, measuring and testing equipment and cameras.

Source: WorkinginCanada.gc.ca

### **Industry Employment Potential - Good**

It is expected that the number of job seekers will be sufficient to fill the job openings over the 2009 -2018 period and the number of job openings resulting from retirement and employment growth will be about equal.

Despite the large number of retirements over the 2009-2018 period, the retirement rate will not be high. This is because workers are older than average in this occupation and they also retire at an older age.

Employment growth will be strong because of investments in infrastructure programs and the transition to a knowledge-based economy will spur the creation of jobs in this occupation. A large majority of job seekers will come directly from the school system and the number of school leavers seeking employment in this occupation will increase slightly. Immigrants will also be a major source of supply in this occupation. A large number of immigrants are entering this occupation because of Canada's immigration policy, which promotes high-skilled candidates, and because knowledge and experience gained abroad in engineering are more easily transferable compared to some other occupations.

Source: WorkinginCanada.gc.ca

### **Typical Job Titles**

There are many different job titles for civil engineers. Some examples are: bridge engineer, civil engineer, construction engineer, environmental engineer, geodetic engineer, geomatics engineer, highway engineer, hydraulics engineer, municipal engineer, project engineer, construction, public works engineer, sanitation engineer, structural engineer, surveying engineer, traffic engineer, transportation engineer, water management engineer.



Hourly wage rates are not available for the region covering Grand Erie.

Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$75,923

Source: Grand Erie wages, 2006 census, Statistics Canada

For a reference point the following wages are found across the surrounding areas of: London-Woodstock, Kitchener-Waterloo-Barrie-Guelph and the Toronto Region. Take into account that these are for surrounding regions and should be used as a reference.

\$20.45/hr -Low

\$31.15/hr – Average

\$45.25/hr -High

Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

### What Local Employers Are Looking For

- Accuracy
- Good communication skills
- Knowledge of relevant legislation
- Creative and design skills for developing designs
- Knowledge of surveying methods
- Planning and organizational Skills

#### **Specific Skills:**

Employment potential is higher for workers who have one or more of the following:

- A bachelor's degree in civil engineering or in a related engineering discipline is required
- A master's degree or doctorate in a related engineering discipline may be required
- Licensing by a provincial or territorial association of professional engineers is required to approve engineering drawings and reports and to practise as a Professional Engineer (P.Eng.)
- Engineers are eligible for registration following graduation from an accredited educational program, and after three or four years of supervised work experience in engineering and passing a professional practice examination

  Source: WorkinginCanada.gc.ca

### **Grand Erie Employment Potential - Average to Good**

Opportunities for employment in this occupation are expected to be good over the period from 2009 to 2013. As the population and economy grow, more civil engineers will be needed to design, construct and maintain highways, bridges, water supply, and large buildings and building complexes. However, employment for this occupation is cyclical and is closely tied to construction activity and investment in infrastructure.

In an economic downturn, employment in this sector can fall below the forecasted rate. Globalization of civil engineering services may result in employment opportunities outside of Canada especially since the infrastructure across much of North America needs upgrading. Individuals willing to travel overseas and those able to work well in teams will have the best job prospects.

Source: JobFutures.org

In Grand Erie approximately 58% of people employed in this occupation are 25-44 years old, and 38% are 45+ years old. Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills for civil engineers are not identified. For more information regarding essential skills, visit the Ontario Skills Passport website.



### **Specific Duties**

Civil engineers may do some or all of the following:

- consult clients, other professionals and government officials
- study, investigate and evaluate construction and land-development sites
- plan and design structures such as roads, drainage and buildings
- get plans approved by relevant authorities
- prepare cost estimates and contract documents
- tender contracts and find contractors
- supervise and monitor construction to ensure structures are built to plan, and meet standards
- ensure assets, such as regional water plants and roads, and their allocated budgets are efficiently managed
- civil engineers, particularly those working as asset managers for local councils, may also be involved in

risk-assessment work, conduct public surveys, hold public forums and write long-term council plans

Engineers may choose to specialize in a particular such as:

#### **Geotechnical Engineer**

 Geotechnical engineers focus on the foundations for large structures, such as dams, tunnels, retaining walls or jetties, and how the soil and rock they are built on may affect them.

#### **Transport Engineer**

 Transport engineers plan, design and construct transport networks such as railways, airports and harbours.

#### **Related Occupations**

- Chemical Engineers (NOC 2134)
- Construction Managers (NOC 0711)
- Engineering Managers (NOC 0211)

- Geological Engineers (NOC 2144)
- Transportation Managers (NOC 0713)

### **Education and Training**

- You can search Ontario colleges that offer engineering technician/technology at: www.ontariocolleges.ca or visit a list of colleges here, http://tinyurl.com/49mwnom
- A list of Ontario registered private career colleges that offer training can be found at: www.ontario.ca/en/services\_for\_residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms/ or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

- Fanshawe College School of Building Technology: (Civil Engineering Technology) www.fanshawec.ca/en/cey2/
- Conestoga College: (Civil Engineering Technology) www.conestogac.on.ca/fulltime/program.jsp?SchoolID=2&ProgramCode=0024&p=0
- University of Guelph: (Bachelor of Engineering) https://admission.uoguelph.ca/template.aspx?SiteID=89818fca-d62b-4af8-bf2b-84a9abbe69f5
- McMaster University: (Engineering I) www.eng.mcmaster.ca/future/index.html

#### **Online Resources**

- Canadian Society for Civil Engineering (Ontario Region): www.csce.ca/Ontario.aspx
- Engineering Institute of Canada: www.eic-ici.ca
- Ontario Association of Certified Engineering Technicians and Technologists: www.oacett.org
- Ontario Society of Professional Engineers: www.ospe.on.ca

### What Do Employers Have To Say...

#### **Advice from First Nations Engineering Services, Ohsweken**

## Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

No there was nothing I wish I had known, I had always wanted to work in this industry.

### **Q:** What is the most exciting or rewarding part of your career?

The most rewarding part of my career is working with so many different groups of people.

#### Q: What is the most challenging part of your career?

I would say the most challenging part of my career is coming up with ideas to help our staff work well together.

### Q: What attracted you to work within the local community?

I live in this community and wanted to work locally.

### **Q**: What type of personality (or personal characteristics) best suit this occupation?

I would say someone who wants to work in this career needs to be; very organized, pay attention to detail, be a people person and they should also have basic accounting skills.

### Q: What continuing education and training needs do you need in your career?

For my career there are not any continuing education requirements, but people need to be familiar with accounting principles and computer software.

### Q: What was the career path that led you to your current occupation?

I always knew that I wanted to work in this industry, so I had a pretty direct career path.

Graphic designers conceptualize and produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs and interactive media such as websites and CD-ROMs. They are employed by advertising and graphic design firms, by establishments with advertising or communications departments and by multimedia production companies, or they may be self-employed. Graphic designers who are also supervisors, project managers or consultants are included in this unit group. Illustrators conceptualize and create illustrations to represent information through images. They are almost solely self-employed.

In Grand Erie there are 275 graphic designers and illustrators with the majority, (120) of them working in the Manufacturing sector and Professional, Scientific and Technical Services sector (90). Graphic designers and illustrators may also find employment in the Information and Cultural Industries (35). Graphic designers and illustrators account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada



#### **National Occupation Code (NOC): 5241 (Level B)**

### **Main Job Duties**

#### Graphic designers perform some or all of the following duties:

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- · Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
- Establish guidelines for illustrators or photographers
- Co-ordinate all aspects of production for print, audio-visual or electronic materials, such as websites, CD-ROMs, interactive terminals, etc.
- Co-ordinate sub-contracting
- · Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.

#### Illustrators perform some or all of the following duties:

- Consult with clients to determine the nature and content of illustrations in order to meet their communications needs
- Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards, stationery, etc.
- · Assist in developing storyboards for electronic productions such as multimedia, interactive and digital products, television advertising and productions, etc.
- Produce 2-D and 3-D animated drawings or computer illustrations Source: WorkinginCanada.gc.ca

### **Working Conditions**

Graphic designers work in comfortable conditions in offices and studios however, work may be stressful due to deadlines. They may also work from home or travel locally to attend photo shoots. Equipment graphic designers may use includes: art materials and equipment, computers and computer-aided design (CAD) software, photographic equipment, precise drawing and measuring instruments.

Graphic designers usually work regular hours, but they may be required to work evenings and weekends to meet deadlines. Graphic designers work independently and as part of a team. They interact with clients, other designers and printers. They may also supervise photographers, artists, illustrators and other production staff.

### **Industry Employment Potential**

According to the Statistics Canada Census, the number of people working in this occupation has increased over the past few years in Ontario. The workforce is relatively young, so retirement will not create job opportunities in this occupation for some time.

Computer-based workstations have long replaced drawing boards. More and more, people in these occupations rely on computers to present concepts to clients, produce final designs and manage projects. The increased range of media presents new opportunities for these workers as well as the need to keep up with the latest trends in technology.

People in this occupation increasingly use computerized page layout and graphic design systems in their work. Multimedia presentations and animated graphics are two types of work made far easier by computers. Website design and the expansion of the video entertainment market may offer good opportunities for graphic designers and illustrations, especially those with multimedia skills.

Source: NTAB; Graphic Designers and Illustrators Occupational Profile (adapted from; Government of Canada, Labour Market Information Directorate, Service Canada - labourmarketinformation.ca)

### **Typical Job Titles**

There are many different job titles for graphic designers and illustrators. Some examples are: advertising designer, animator – animated films, graphic artist, graphic designer – multimedia, interactive media or new media, illustrator, layout designer, medical illustrator, multimedia illustrator and scientific illustrator.





\$13.50/hr – **low** | \$19.35 – **average** | \$31.30/hr – **high** Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$40,944 Source: Grand Erie wages, 2006 census, Statistics Canada

### **What Local Employers Are Looking For**

- Effective communication skills
- Problem solving
- Organizational skills

- Willingness to continually learn
- Critical thinking and decision making
- Creativity

**Experience:** 1-2 years **Specific Skills:** 

Employment potential is higher for workers who have one or more of the following:

- A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma program in graphic arts is required.
- Experience or training in multimedia design at a postsecondary, college or technical institution may be required
- In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators.
- Creative ability and artistic talent, as demonstrated by a portfolio of work, are required for graphic designers and illustrators.
- Progression to management or senior design positions is possible with experience.

Source: WorkinginCanada.gc.ca

#### **Grand Erie Employment Potential**

The outlook for graphic designers and illustrators is not available for this region (Hamilton-Niagara Peninsula-Brantford Area) however, it is projected as fair across other regions of Ontario (including; Kitchener-Waterloo, London-Woodstock and Toronto Regions).

Large numbers of people graduate with design qualifications each year, so competition for entry-level graphic design jobs is high. In the early stages of a career as a graphic designer, new graduates often need to be flexible and get experience by working either on computer files of existing designs and preparing design work for publication or as freelancers on short-term graphic design contracts.

Increasing numbers of graphic design and advertising firms are choosing to hire freelancers rather than full-time staff, so being able to market yourself and network with employers will give you a better chance of finding work. Good web design skills will help you find both freelance and full-time work, as more businesses are using the Internet to promote themselves or their products and services.

Graphic design employment is applicable to any number of businesses – marketing and graphic design go hand-in-hand for any business with a message to promote. Most graphic designers work in the following types of businesses: design agencies, advertising agencies, publishing companies, print production companies, film and multimedia companies, web design companies, sign-making companies and some graphic designers do freelance and contract work.

Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills identified are: oral communication, working with others, computer use, problem solving, job task planning and organizing, writing, reading text, document use, finding information, critical thinking, decision making and continuous learning.



#### **Specific Duties**

Graphic designers may do some or all of the following:

- discuss requirements of the project with their client
- analyze the purpose of the project
- discuss how to approach the project with colleagues
- develop design ideas by researching and brainstorming with colleagues
- prepare sketches, instructions and layout diagrams

- suggest production methods, materials and costs
- show design ideas to the client
- receive client feedback and alter the design accordingly

Graphic designers may choose to specialize in a particular area of graphic design such as: print publishing, web design, advertising or corporate design.

#### **Related Occupations**

- Sales, Marketing and Advertising Managers (NOC 0611)
- Interior Designers (NOC 5242)

• Graphic Arts Technicians (NOC 5223)

Graphic design gives you the opportunity to combine creativity with advancing technology. But being a graphic designer means more than having a sense for what looks good – whether you're interested in traditional or web graphic design, you need excellent business, communication and interpersonal skills to stay on top of projects and work effectively with clients.

Graphic design programs at Ontario colleges give students overall training, from traditional print to online and interactive design and multimedia training. Core courses such as page layout, typography, sketching and photography will be built on, with classes teaching digital applications to give students fundamental skills of practice and experience with leading technologies and graphic design software.

Courses in brand identity, professional practices and material management will help students manage their projects and learn to interact with clients in a professional and productive manner. Project-based assignments and work placements offered by many institutions will help students develop a feel for working in the field.

Requirements for a graphic design program include an Ontario Secondary School Diploma (OSSD) or equivalent, which includes a grade 12 English credit. A senior mathematics course may also be required.

- You can search Ontario Colleges that offer graphic design programs at:
   www.ontariocolleges.ca or visit a list of colleges here, http://tinyurl.com/45vwyeh
- A list of Ontario registered private career colleges that offer training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

- Mohawk College: www.www.mohawkcollege.ca/calendar/gdpDigital.html
- Niagara College: www.niagaracollege.ca/content/Programs/MediaandDesign/GraphicDesign.aspx

- Association of Registered Graphic Designers of Ontario: www.rgdontario.com
- Canadian Association of Photographers and Illustrators in Communications: www.capic.org
- Information and Communications Technology Council: www.ictc-ctic.ca
- Cultural Careers Council Ontario: www.workinculture.ca

#### Advice from The Designs Company & Blueprint IT Works Inc. (Grand Erie Region)

# Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

No - I pretty much knew what I was getting into. The only thing that sometimes still surprises me is the workload/ stress sometimes in this occupation. But that can be in any job and its how you deal with it that's important. (Blueprint IT Works Inc.)

#### Q: What is the most exciting or rewarding part of your career?

The most rewarding part of my career is being able to take the ideas my clients have in their mind and put them to paper/make them come to life. (The Designs Company)

The most exciting /rewarding part is creating and being in a creative environment. I enjoy the creative process and it's nice when you create something that the client loves, it's very satisfying. (Blueprint IT Works Inc.)

#### **Q:** What is the most challenging part of your career?

The most challenging part of my career is also the most rewarding "being able to take the ideas my clients have in their mind and put them to paper/make them come to life". (The Designs Company)

The most challenging part is working with clients that want their creative ideas to work when they just don't. (Blueprint IT Works Inc.)

#### Q: What attracted you to work within the local community?

I wanted to work where I live. I didn't want to have to commute to another city. (The Designs Company)
It nice to be a part of the community and help it grow. We're helping businesses make their mark, branding them so that they can be recognized within the community. (Blueprint IT Works Inc.)

#### Q: What type of personality (or personal characteristics) best suit this occupation?

The best characteristics to have for this occupation are; to like dealing with people and patience. (The Designs Company)

The characteristics they should have include; focused, visual/artistic/creative ability, eye for detail and great communication skills. (Blueprint IT Works Inc.)

#### **Q**: What continuing education and training needs do you need in your career?

You always need to be on top of the newest technology and software that is available. That may mean that you need some additional training on the newest software. (The Designs Company)

In this career computer program skills always need to be up-to-date. Keeping on top of the latest design software that's available is very important. As well as staying creative. (Blueprint IT Works Inc.)

# Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

I haven't looked into training in this community however, I am sure there is. There is also a lot of upgrading/tutorials you can do online as well. (Blueprint IT Works Inc.)

#### Q: What was the career path that led you to your current occupation?

I actually started in a different sector. I started in an office setting as a receptionist and then an executive assistant. Although it didn't have much to do with graphic design it certainly taught me a lot about how an office/business operates which helped me when I decided to work as a freelance designer. (The Designs Company)

I started in a junior position and worked up. I started in a film house and then magazine publications, some freelance when I was home after having children and now back in the workforce at Blueprint. (Blueprint IT Works Inc.)

Computer programmers write, modify, integrate and test computer code for microcomputer and mainframe software applications, data processing applications, operating systems-level software and communications software. Interactive media developers write, modify, integrate and test computer code for Internet applications, computer-based training software, computer games, film, video and other interactive media. They are employed in computer software development firms, information technology consulting firms, and in information technology units throughout the private and public sectors.

In Grand Erie there are 170 computer programmers and interactive media developers with the majority, (75) of them working in the Professional, Scientific and Technical Services sector. Other sectors where computer programmers and media developers may find employment in Grand Erie are the Manufacturing sector (25) and Wholesale trade sector (15). Computer programmers account for less than one percent of the employed labour force in Grand Erie. Source: Employed Labour Force, 2006 census, Statistics Canada



#### **Main Job Duties**

#### Computer programmers perform some or all of the following duties:

- Write, modify, integrate and test software code
- Maintain existing computer programs by making modifications as required
- Identify and communicate technical problems, processes and solutions
- Prepare reports, manuals and other documentation on the status, operation and maintenance of software
- Assist in the collection and documentation of user's requirements
- Assist in the development of logical and physical specifications
- May lead and co-ordinate teams of computer programmers
- May research and evaluate a variety of software products

#### Interactive media developers perform some or all of the following duties:

- Program animation software to predefined specifications for interactive CDs, DVDs,
   video game cartridges and internet-based applications
- Program special effects software for film and video applications
- Write, modify, integrate and test software code for e-commerce and other Internet applications
- Assist in the collection and documentation of user's requirements
- Assist in the development of logical and physical specifications
- May lead and co-ordinate teams of interactive media developers
- May research and evaluate a variety of interactive media software products

Source: WorkinginCanada.gc.ca

#### **Working Conditions**

Programmers work in offices and may travel locally or overseas to meet clients. Conditions may be stressful because they work to strict deadlines.

Programmers use computer hardware and software, and technical manuals, many of which are now available on the Internet. They may also use laptops, data-shows and video conferencing equipment. Programmers usually work full time and often work evenings and weekends to meet deadlines. They may also be on call.

Programmers work alone and with a wide variety of people including: other programmers, clients, computer analysts, managers and computer salespeople.

#### **Industry Employment Potential**

Despite the recent labour shortage in this occupation, it is expected that labour demand and supply will be balanced over the 2009-2018 period, with a sufficient number of job seekers to fill all the job openings. Job openings will mainly result from employment growth. Fewer jobs will result from retirements as there are many young workers in this occupation.

Although the rate of employment growth in this occupation will not reach the same level it did in the 1990's, it will remain strong for the projected period. This is because computer technology is now an integral part of the economy, which is becoming increasingly knowledge based. However, changes in technology that facilitate remote communication will increase competition in this industry since they will make it possible for Canadian companies to outsource information and communications technologies and development services to lower cost countries.

Although labour demand will be high, the number of job seekers is expected to be sufficient to fill all the job openings in this occupation. In fact, the number of computer science school leavers will be high since this field of study continues to be very popular among young people. Immigration will also be an important source of job seekers since computer related jobs remain one of the most attractive high-skilled occupations for immigrants, given that skills and knowledge acquired abroad in this field are easily transferable to Canada.

Source: WorkinginCanada.gc.ca

#### **Typical Job Titles**

There are many different job titles for computer programmers. Some examples are web programmer, application programmer, business application programmer, computer game developer, e-business (electronic business) software developer, interactive media developer, multimedia developer, operating systems programmer, programmer analyst, scientific programmer, software developer, software programmer and systems programmer.





\$17.70/hr – low | \$27.70 – average | \$39.95/hr – high Source: Workingin Canada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$66,711 Source: Grand Erie wages, 2006 census, Statistics Canada

#### **What Local Employers Are Looking For**

- Effective communication skills
- Management skills
- Attention to detail

- Analytical skills and problem solving
- Teamwork
- Technical skills

#### **Specific Skills:**

Employment potential is higher for workers who have one or more of the following:

- A bachelor's degree in computer science or in another discipline with a significant programming component or completion of a college program in computer science is usually required.
- Specialization in programming for engineering and scientific applications requires specific post-secondary study or experience.

#### **Grand Erie Employment Potential - Average**

The outlook for this occupation is not available for the Hamilton-Niagara Peninsula-Brantford Area, however it is projected as fair to limited across other surrounding regions of Ontario.

It is expected that more opportunities will become available in web development (a related occupation) as employers identify the advantages of e-commerce. The internet will continue to gain acceptance by companies and consumers as an effective means of managing information and business between companies (e-business) and customers (e-commerce). At the same time the technology is maturing and becoming more standardized allowing companies to manage their own web needs.

In Grand Erie 73% of people employed as computer programmers and interactive media developers are 25-44 years old. Applicants with good communications and project management skills will be more competitive. It is also important that those in this occupation keep updated on new trends, technologies and other applications.

Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills identified are: computer use, continuous learning and problem solving.

#### **Useful High School Subjects**

- Mathematics
- Business
- Computing/Computers
- Information and Communications Technologies

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#### **Specific Duties**

Programmers may do some or all of the following:

- discuss clients' computer program requirements
- work out design specifications for programs
- write programs
- run tests to ensure programs and computer systems are working properly
- · identify faults in programs

- prepare reports on the uses of programs
- maintain and upgrade programs
- build prototypes to tender for new business
- assist sales staff with estimates or prototypes
- keep track of hours spent working on projects

#### **Related Occupations**

- Computer Network Technicians (NOC 2281)
- Database Analysts and Data Administrators (NOC 2172)
- Systems Testing Technicians (NOC 2283)
- Web Designers and Developers (NOC 2175)

Computer programming is a broad-spectrum course that prepares you for a number of opportunities in the field of computer science and technology.

Computer programming courses are intended to prepare students with knowledge of business systems, database development, data communications and object oriented programming, which they can apply to a number of realworld careers.

Along with technical education in courses such as web technologies, systems analysis and database design, students are instructed in courses like problem solving and technical reporting, which prepares them to handle complex situations they may encounter on the job.

An Ontario Secondary School Diploma (OSSD) or equivalent, which includes a grade 12 English and grade 12 mathematics credit, is required for computer programming and computer analyst programs at Ontario colleges. Additional math courses may be required and are often encouraged.

Source: OntarioColleges.ca

- You can search Ontario colleges that offer computer programming courses at: www.ontariocolleges.ca or visit a list of colleges that offer training here, http://tinyurl.com/4hfudxp
- A list of Ontario registered private career colleges training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

- Conestoga College: www.conestogac.on.ca/fulltime/program.jsp?SchoolID=2&ProgramCode=0066C&p=o
- Fanshawe College School of Information Technology: www.fanshawec.ca/en/bis5/

- Institute for Certification of Computing Professionals: www.iccp.org
- Information and Communications Technology Council: www.ictc-ctic.ca
- Society of Internet Professionals: www.sipgroup.org

#### **Advice from Hills Computer Service, Brantford**

# Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

There is a constant need to upgrade your skills it's important to think about this in when looking at computer programming as a career. It's a lot of training, and compensation for the job seems low when you factor it all in.

It is also highly competitive – often if you are new to the career you need to do a lot of contract work which can demand lots of travel before you find a permanent position. With technology always advancing the number of people required to complete a job is always decreasing, and younger candidates are always there waiting to take your place (often for lower wages).

#### Q: What is the most exciting or rewarding part of your career?

The most rewarding part of my career is; working with people, being able to diagnose and repair difficult problems and working for myself.

#### Q: What is the most challenging part of your career?

The most rewarding parts of my career are also some of the most challenging.

#### Q: What attracted you to work within the local community?

It is close to my home and there was a need for a local computer repair shop.

#### Q: What type of personality (or personal characteristics) best suit this occupation?

A person with lots of patience who is willing to take command and travel. They should also be open minded to new ideas, 'calm, cool and collected' and a trouble shooter.

#### Q: What continuing education and training needs do you need in your career?

Some of the continuing education and training needs in this career are; Microsoft computer professional, Microsoft computer systems engineer, SQL database management, Linux and Distro networking engineer.

# Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

You can take most of the courses online or at any community college. Co-operative education is a must!

#### **Q:** What was the career path that led you to your current occupation?

It first started as a hobby, I then did some schooling...more school, co-op, contract work for GE Capitol, I was then hired on fulltime at a computer store and now I have my own store.

Sales, marketing and advertising managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial, wholesale and e-business sales, marketing, advertising and public relations. They are employed by commercial, industrial and wholesale establishments, marketing and public relations consulting companies and government departments.

In Grand Erie there are 900 sales, marketing and advertising managers with the majority, (345) of them working in the Wholesale Trade sector (300), Manufacturing sector (225) and Professional, Scientific and Technical Services sector (110). Sales, marketing and advertising managers account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada

# sales, marketing and advertising managers



**National Occupation Code (NOC): 0611 (Level – Not Available)** 

Management occupations are not assigned to a skill level category. Factors other than education and training (e.g., previous experience, ownership of property and capital, ownership of intellectual property, inherent decision-making skills and organizational capabilities) are often more significant determinants for employment in management occupations.

Source: http://skills.edu.gov.on.ca/OSPWeb/jsp/login.jsp

#### **Main Job Duties**

The following is a summary of main duties for some occupations in this unit group:

- Sales managers plan, direct and evaluate the activities of sales departments in commercial, industrial, wholesale and other non-retail establishments.
- Marketing managers establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.
- Advertising managers plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.
- Public relations managers direct and evaluate establishments and departments that develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations.
- E-business managers plan, organize, direct, control and evaluate the design, development and maintenance of Internet and Intranet sites to manage an organization's Internet presence including public relations, communications and commercial activities.

#### **Working Conditions**

Sales, marketing and advertising managers spend most of their time working in offices, but may also travel to visit sales representatives, attend conferences or meet with colleagues, clients and customers. Sales, marketing and advertising managers usually work regular office hours, but they may also have to work longer hours if necessary. Conditions may be stressful as they work to deadlines and may be required to reach sales targets.

Sales, marketing and advertising managers usually work in a team. Depending on the company they work for they may also supervise assistants, sales and production staff, designers and suppliers. Managers have contact with a range of people including: clients, other managers, accountants and advertising, sales and marketing professionals.

#### **Industry Employment Potential**

Over the 2006-2008 period, employment growth in this occupation was strong; however, the unemployment rate rose to a relatively high level, which suggests that there were a sufficient number of job seekers to fill all the job openings for sales, marketing and advertising managers.

For sales, marketing and advertising managers, over the period of 2009-2018, job openings are expected to total 39,312 (across Canada). It is expected that 45,903 job seekers will be available to fill these job openings. In other words, the number of job seekers should be more than sufficient to fill all the job openings. As the mean age of workers in this occupation is older than average and the median age of retirement is about average, the majority of job openings in this occupation will result from retirements. Although it is expected to generate fewer job openings than replacement needs, employment growth should remain as strong as it has been in recent years because of domestic consumption. With regard to the labour supply, a high proportion of job seekers will be workers who acquired sales, advertising or marketing experience in other occupations and who will be promoted to management positions; however, a large number of job seekers will also come directly from the school system, predominantly from commerce or MBA programs. Source: www.hrsdc.gc.ca – Canadian Occupational Projection System

#### **Typical Job Titles**

There are many different job titles for sales, marketing and advertising managers. Some examples are: Internet communications manager, web communications manager, web marketing manager, advertising director, advertising manager, corporate sales manager, communications director, media relations director, public relations, fundraising campaign manager, manager, e-business, marketing manager, promotions manager, regional sales manager.



\$15.00/hr – **low** | \$26.65 – **average** | \$45.25/hr – **high** Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$80,052 Source: Grand Erie wages, 2006 census, Statistics Canada

#### **What Local Employers Are Looking For**

- Communications skills
- Creativity
- Team work

 Experience with international marketing and advertising may be an asset

**Experience:** 3-5 years **Specific Skills:** 

Employment potential is higher for workers who have one or more of the following:

#### Sales and marketing managers

A university degree or college diploma in business administration or in a related field with a specialization in sales or marketing and several years of experience as a sales or marketing representative or in a related occupation are required.

#### **Advertising and public relations managers**

 A university degree or college diploma in public relations, communications, marketing, journalism or in a related field and several years of experience as an advertising officer, public relations officer or communications officer or in a related occupation are required.

#### **E-business managers**

 A university degree or college diploma in a field related to website content and experience in website design, interactive media development, data administration or information systems analysis or experience related to Website content are usually required.

#### **Grand Erie Employment Potential - Average**

The outlook for this occupational group varies, as it covers a wide range of managerial groups. However, for managers in marketing and advertising it is expected that employment growth will likely be average because companies should continue to seek expertise in order to be competitive and are expected to contract out certain types of business operations (such as marketing).

Other occupations such as communications and public relations may see fewer employment opportunities than the average. However, job openings will continue to be created each year from the need to replace workers.

In Grand Erie, 43% of people employed as sales, marketing and advertising managers are 45+ years old – as a result retirements will continue to be a source of employment.

Employment trends for these occupations tend to move with the overall strength of the broader economy. By improving your knowledge and experience in international marketing, advertising, creativity, communications skills and management of information systems you will increase your employability.

Source: JobFutures.org & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills for sales, marketing and advertising are not identified. For more information regarding essential skills, visit the Ontario Skills Passport website.

#### **Useful High School Subjects**

Accounting

**Economics** 

English

#### **Specific Duties**

#### Sales managers may do some or all of the following:

- work out how much demand there will be for products or services
- prepare budgets and sales plans
- work out price lists, discounts, delivery terms and sales quotas
- advise other managers on public reaction to products or services
- assign sales targets to sales representatives
- supervise sales representatives, and ensure sales targets are met
- allocate districts to sales representatives
- report to the general manager or marketing manager
- organize staff meetings

#### Marketing managers may do some or all of the following:

- organize and analyze market research and surveys, and generate reports on products, services, consumers and sales
- monitor customer demand, sales, goods produced and/or services delivered
- help develop new products and services using research, customer feedback and other methods of information gathering

- identify and implement communication strategies, such as advertising campaigns, to attract customers
- identify target markets and work out how to deliver a message to particular groups
- prepare marketing plans, including budgets and progress reports
- decide on pricing and special deals for goods and services
- analyze customer feedback and monitor customer satisfaction.

#### Advertising sales managers may do some or all of the following:

- ensure advertising prices are competitive
- prepare sales plans and sell advertising
- advise on ways to improve sales
- ensure sales targets and staff deadlines are met
- run daily or weekly sales meetings
- consult with clients
- liaise with the public to get feedback about the radio station, newspaper, magazine or website that they work for
- manage budgets, accounts and circulation Source: WorkinginCanada.gc.ca

#### **Related Occupations**

- Professional Occupations in Public Relations and Communications (NOC 5124)
- Technical Sales Specialists Wholesale Trade (NOC 6221)
- Sales Representatives Wholesale Trade (NOC 6411)

- You can search Ontario Colleges that offer sales, marketing and advertising programs at:
   www.ontariocolleges.ca or visit a list of colleges that offer training here, http://tinyurl.com/4qxkcf3
- A list of Ontario registered private career colleges that offer training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

- Niagara College: (Sales) www.niagaracollege.ca/content/Programs/BusinessandEntrepreneurship/BusinessSalesandMarketing.aspx
- Fanshawe College Lawrence Kinlin School of Business: (Marketing) www.fanshawec.ca/en/bmk1
- Conestoga College: (Advertising) www.conestogac.on.ca/fulltime/program.jsp?SchoolID=4&ProgramCode=1067&p=ol

- Canadian Institute of Marketing: www.cinstmarketing.ca
- Canadian Produce Marketing Association: www.cpma.ca
- Institute of Communication Agencies: www.icacanada.ca

#### Advice from Picasso Fish Corporation, Simcoe

# Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

I have been involved in the sales and advertising industry for over 15 years in a variety of roles. Recently I got involved in the design side of the business through acquiring a graphic design diploma, which has proven very helpful in my role. Although my additional education did not lead to work specific to the graphic design side of things, it has allowed for more creativity to be integrated in my role (sales manager).

For someone considering the sales, marketing and advertising industry it is important to know that even though you may have gone to school for a specific program, you may not end up finding employment for that career. More often you find a job that is close to it - that may evolve (or help your career progress).

#### Q: What is the most exciting or rewarding part of your career?

Helping people who have a vision for what they want, but aren't sure or are unable to express or execute it. I also like that my role allows me to take both the creative side of things, and the sales piece that bring a project to fruition.

#### Q: What is the most challenging part of your career?

The most challenging part is the amount of time that you can spend on potential projects that don't end up turning into anything. There is a lot of time spent behind the scenes trying to obtain business in this industry.

#### Q: What attracted you to work within the local community?

People trust local businesses, so from my perspective it is nice to work with local business/industry and support my community.

#### Q: What type of personality (or personal characteristics) best suit this occupation?

In this type of industry people skills are a definite must. People should also have the ability to visualize and understand what your clients are communicating and be a good listener. Often this job requires you to be a problem-solver, and create solutions for the people you are working with so thinking on your feet is also required.

Lastly you need to have a strong back bone - you have a lot of rejection in sales, and if you don't handle rejection well this job is not a good fit for you. You win some, and you lose some -- in sales you don't win them all.

#### Q: What continuing education and training needs do you need in your career?

You need to be up-to-date on software, be familiar with any new computer programs and how you can incorporate them into your work so you can be better at your job. Customer management software is especially important since it manages your contacts, and your potential sales leads.

# Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

As far as computer software goes, there is a lot of online training is available to upgrade your skills if required. There are also correspondence courses offered through local college programs.

#### **Q:** What was the career path that led you to your current occupation?

I started my sales career in real estate sales, and then entered the industry specific to advertising and marketing. I enjoy this industry because it incorporates creativity while still being involved the sales. My graphic design education also helps me with my sales function in this particular business.

Veterinary and animal health technologists and technicians provide technical support to veterinarians by caring for animals and assisting in the diagnosis and treatment of animal health disorders. They are employed in veterinary clinics, animal hospitals, animal shelters, humane societies, zoos, animal research laboratories, pharmaceutical companies and government.

In Grand Erie there are 150 veterinary & animal health technologists and technicians with almost all of them working in the Professional, Scientific and Technical Services sector. However, other industries where this occupation may find employment are Farms and Medical and Diagnostic Laboratories. Veterinary & animal health technologists and technicians account for less than one percent of the employed labour force in Grand Erie.

Source: Employed Labour Force, 2006 census, Statistics Canada

# veterinary and animal health technologists and technicians



**National Occupation Code (NOC): 3213 (Level B)** 

#### **Main Job Duties**

Veterinary and animal health technologists and technicians perform some or all of the following duties:

- Provide nursing care and rehabilitation therapy for animals
- Handle, restrain and care for animals undergoing treatment and surgery
- Collect samples and perform other laboratory tests to assist in diagnosis of animal health problems
- Assist veterinarian with animals before, during and following surgery, preparing surgical equipment, administering and monitoring anaesthetics and cleaning up after surgery
- Prepare and administer medications and vaccines under direction of the veterinarian
- Administer treatments as prescribed by a veterinarian
- Provide wound and bandage care
- Conduct specialized procedures such as animal identification and hoof trimming
- Counsel clients on animal health care including nutrition and home care
- Conduct and assist in laboratory research
- Perform routine animal dental procedures, and assist veterinarians with animal dentistry
- May perform a variety of office management and clerical duties

Source: WorkinginCanada.gc.ca

#### **Working Conditions**

Veterinary technicians work in veterinary clinics and surgeries, laboratories, pharmaceutical companies, universities and government, in city or country areas. They may visit farms with a vet or independently. Veterinary technicians need to be reasonably fit, healthy and strong as they may spend long hours on their feet and the work can be physically demanding. They should also have good hand-eye coordination.

Equipment veterinary technicians may use includes: anaesthetic machines, dental equipment, sterilizing equipment, x-ray machines, a range of cleaning equipment and devices for restraining (holding of) animals.

Veterinary technicians work flexible hours and they may be required to be on call. Many technicians work part-time, do shift work and work on weekends. Veterinary technicians can move into related occupations, such as animal pharmaceutical sales and laboratory work, or progress into management positions.

#### **Industry Employment Potential**

Employment prospects are expected to be above average over the next few years. New openings will result from the need to replace those who retire. Spending on veterinary service has doubled over the last ten years due to the increasing number of pets in North America, as well as the fact that more pet owners consider their pets to be members of their family. Pet owners are more willing to spend money for veterinary procedures to extend the life of their animals. This trend is creating an increased demand for veterinary services and is increasing employment opportunities for veterinary and animal health technologists and technicians.

In addition, outbreaks of diseases in farm animals such as avian influenza are also increasing the demand of veterinary diagnostic services and the services of veterinary and animal health technologists and technicians.

Source: NTAB; Veterinary & Animal Health Technologists and Technicians Occupational Profile (adapted from; Government of Canada, Labour Market Information Directorate, Service Canada - labourmarketinformation.ca)

#### **Typical Job Titles**

There are many different job titles for veterinary and animal health technologists and technicians. Some examples are: animal health technologist, laboratory animal technician, veterinarian assistant, veterinary technician and veterinary technologist.



### **Wages and Salaries**

Wages and salaries may vary depending on the company and experience of the employee.

Wage rates are not available for the region covering Grand Erie. Source: WorkinginCanada.gc.ca: Hamilton-Niagara Peninsula-Brantford Area, reference period 2009

Average annual salary (full-time): \$30,587 (Grand Erie)

Source: Grand Erie wages, 2006 census, Statistics Canada

The following are provincial wage rates for occupations in this group:

**Veterinary Technician** 

**\$10 to \$15** an hour, with a high salary of \$23 an hour

Veterinarian Assistant

**\$10 to \$12** an hour, with a high salary of \$20 an hour

Source: OntarioColleges.ca, Agriculture-Animal-Related-Practices-Veterinary-Technician-Animal-Care

#### What Local Employers Are Looking For

- · Able to lift medium sized to larger animals
- Teamwork
- Organized

- Reliability
- · Good customer service skills
- Computer literacy

#### **Experience:**

On the job training and experience will make job seekers more attractive to potential employers.

#### **Specific Skills:**

Employment potential is higher for workers who have one or more of the following:

- nary technology college program is required
- Successful completion of a national registration examination may be required in some employment settings
- Completion of a two- or three-year animal health/veteri- Registration with provincial animal health technologists' or veterinary technicians'/technologists' association is available and is mandatory in some provinces (but not Ontario)

#### **Grand Erie Employment Potential - Average**

There are more opportunities for veterinary technicians in cities and larger urban centres, where demand is greatest and turnover tends to be higher. Although there are opportunities in rural communities there tends to be fewer job openings. For rural opportunities your chances of securing a job are higher if you have experience, as positions tend to require more responsibility (and often require veterinary technicians to work with a variety of small pets, and other farm animals.)

A large percentage of employed technicians work for veterinary practices - most veterinarians have a technician on staff. However, other possible employers include: veterinary product distributors, kennels, pet stores, zoos and organizations involved in veterinary research and pharmaceuticals.

Approximately 77% of this occupation's workforce in Grand Erie is 20 to 44 years old.

Source: WorkinginCanada.gc.ca & Employed Labour Force, 2006 census, Statistics Canada

#### **Essential Skills Required**

The most important essential skills identified are: data analysis, document use, measurement and calculation, money math, numerical estimation, oral communication, scheduling or budgeting and accounting.



#### **Specific Duties**

Veterinary technicians may do some or all of the following:

- clean the cages and surgery areas, and carry out general cleaning duties at a veterinary clinic
- carry out administrative and receptionist duties at a clinic and give advice to clients over the phone
- liaise with clients
- order stock and help to look after the retail sales side of the practice
- feed and exercise animals
- perform diagnostic tests and keep records
- perform duties on behalf of veterinarians, such as taking and developing x-rays, collecting blood samples, and testing animals for pregnancy
- care for sick and injured animals, and look after them before and after an operation

#### **Related Occupations**

Pet Groomers and Animal Care Workers (NOC 6483)

Veterinary care courses are generally available in two options:

- **Veterinary Assistant** One-year certificate programs teaching basic animal care, surgical preparation and lab work, as well as clerical duties. Graduates will serve in client care and vet support.
- **Veterinary Technician** Two-year diploma programs focusing on nutrition, pharmacology, and advanced clinical duties to prepare students to assist veterinarians. Graduates of these programs are eligible to write the registered veterinary technician exam.

Additional programs include animal care (one-year certificate programs offering a broad view of animal ethics, grooming and basic medical care) and animal grooming (one-year certificate programs teaching students the fundamentals of animal grooming and maintenance to prepare for work independently or in an animal care facility). Equine programs are also available as one-year certificate programs that can be taken on their own or as part of an agriculture program to prepare students for work in the equine industry.

All of the above programs require an Ontario Secondary School Diploma (OSSD) or equivalent, often including a grade 12 English credit. Because of their medical nature, vet tech and most vet assistant positions will also require senior level science and / or math courses.

Source: OntarioColleges.ca

- You can search Ontario colleges that offer veterinary technician and animal care programs at: www.ontariocolleges.ca or visit a list of colleges that offer training here, http://tinyurl.com/4qfu66p
- A list of Ontario registered private colleges that offer training can be found at: www.ontario.ca/en/services for residents/053263
- Find out about the range of postsecondary qualifications available in Ontario colleges and universities at: www.tcu.gov.on.ca/eng/postsecondary/schoolsprograms or contact them by phone at, 1-800-387-5514.
- Look information on employment, career planning, education and job opportunities at: IWIN www.iwin.on.ca/english/index.cfm?lb=14

#### **Examples of local programs include:**

University of Guelph - Ridgetown Campus: www.ridgetownc.uoguelph.ca/future/programs\_cvmoa.cfm

- Canadian Association of Animal Health Technologists and Technicians: www.caahtt-acttsa.ca
- Ontario Association of Veterinary Technicians (OAVT): www.oavt.org

#### **Advice from Norwich Veterinary Service, Norwich**

# Q: Is there anything you wish you knew about either your job, or industry prior to entering your occupation?

Not really, just the incredible amount of products that are used. In this job you have to learn the use and the ingredients of all of them for customer information. It can be quite overwhelming at the start.

#### Q: What is the most exciting or rewarding part of your career?

Getting the reward of saving animals in distress and seeing them flourish and their owner forever grateful.

#### Q: What is the most challenging part of your career?

Dealing with the owners sometimes. Wanting us to do everything in our power to treat their animal, but not wanting to understand what it takes to get a proper diagnosis and not willing to spend the money to do so. Some customers expect all the work to be done for free which is very frustrating.

#### Q: What attracted you to work within the local community?

The short traveling time and dealing with more rural clients.

#### Q: What type of personality (or personal characteristics) best suit this occupation?

Team player, outgoing, people skills and of course animal skills.

#### Q: What continuing education and training needs do you need in your career?

'Continuing Education' credits are a good way to keep up your knowledge and skills.

# Q: Are you able to take that upgrading here? If so where do you take the training in Grand Erie? (If the training is not available in our area – where do you find the necessary courses/training?)

Courses are available through the University of Guelph and other online sources. There are also annual gatherings you can attend.

#### **Q:** What was the career path that led you to your current occupation?

I started as farm manager at horse breeding farms, then was a horse groom, then veterinary receptionist, personal physician receptionist, veterinary assistant, animal health technician and now I work as a veterinary office manager.

# notes

#### **WORKFORCE PLANNING BOARD OF GRAND ERIE**

The Workforce Planning Board of Grand Erie serves the communities of Brant, Haldimand and Norfolk as a leader in local labour market planning. WPBGE delivers authoritative research, identifying employment trends, targeting workforce opportunities and bringing people together to act on solutions. WPBGE conducts annual research on the trends, opportunities and priorities impacting the local labour market and releases regular updates, reports and an annual publication that captures strategic actions to address key labour market priorities.



Workforce Planning Board of Grand Erie 1100 Clarence St. South, Suite 103B, Brantford, ON N3S 7N8 Phone: 519-756-1116 | Fax: 519-756-4663 www.workforceplanningboard.org

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