

BUILDING THE WORKFORCE OF TOMORROW

Canadian Labor Market Analysis

January 23



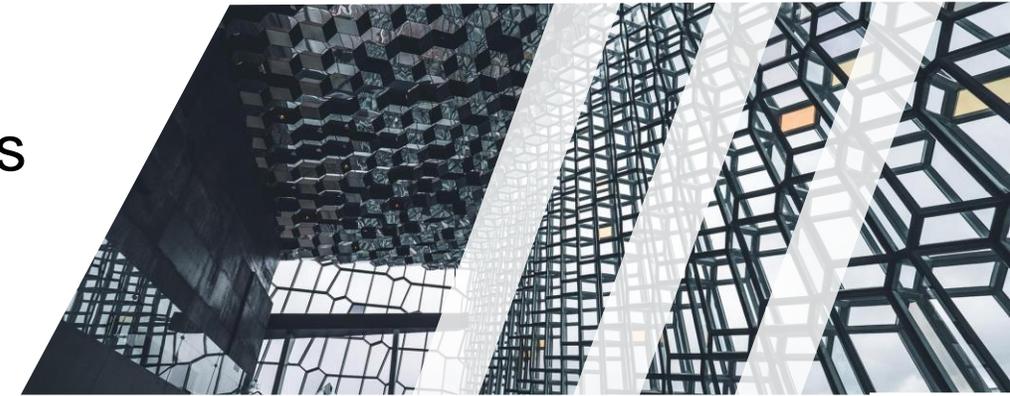
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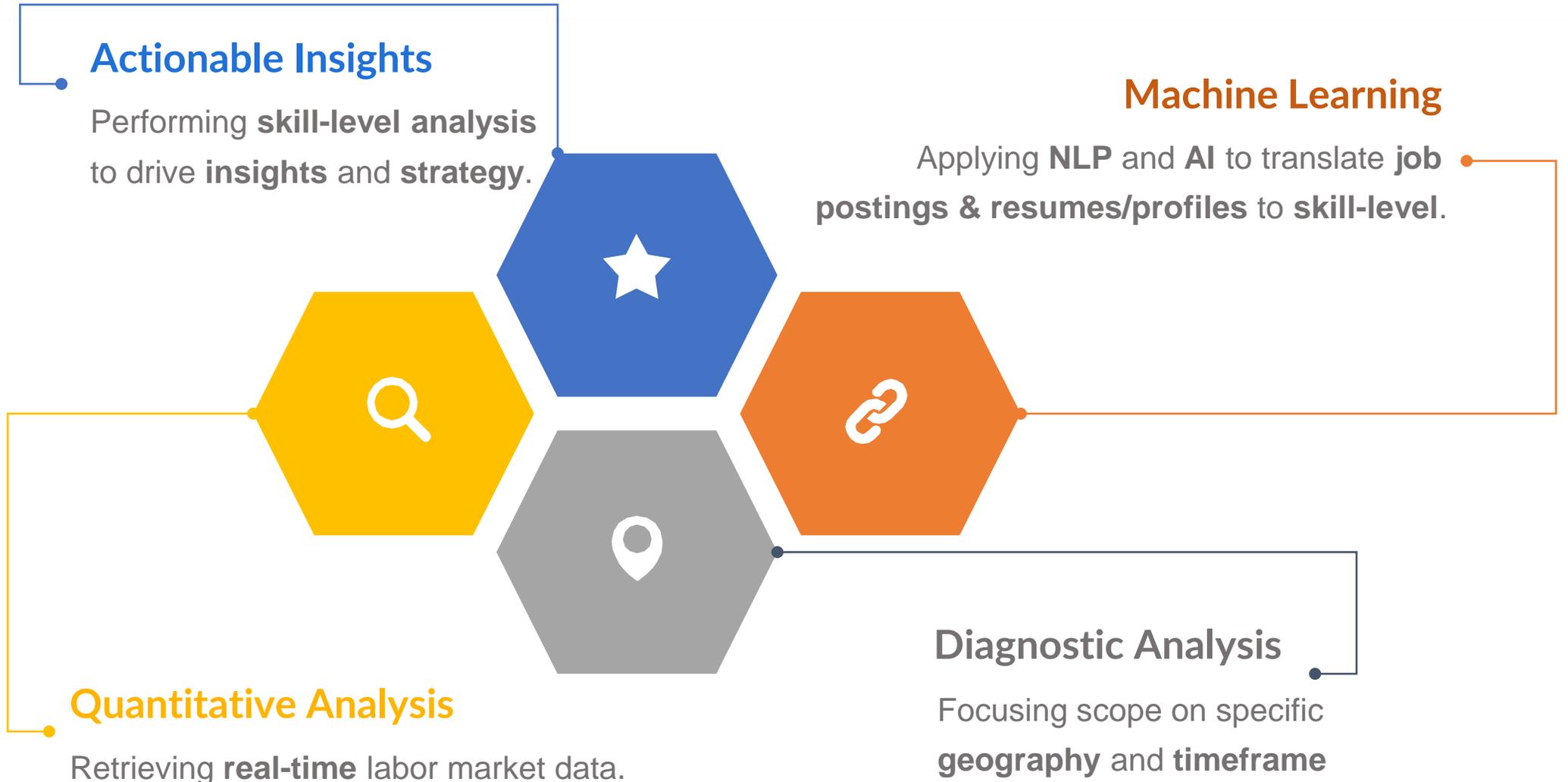
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3 Provincial Labor Market Analysis

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Overview



12 Months

The research evaluated the **Canadian labor market** data in the 12 months from **August 2021 to July 2022**.



26,546,569

The research examined **26.55M market records**, including jobs and individual profiles, of which **2.94%** across Canada (1.7% except for the province of Québec) were associated with **Francophone**.



3,300+

The research studied **10 NOC occupations** and over **3,300 unique job titles** that were related to **Francophone**.



9,800+

More than **9,800 unique skills** had been identified from **the Francophone research**.

Canadian Labor Market



Francophone jobs

account for **7% of total hiring needs** across Canada, of which 58% are in Québec, followed by Ontario (31%).

Primary demand for Francophones across Canada is associated with **Business, finance and administration, Sales and service, and Management** occupations.



Francophone talent

accounts for **1.8% of the total available workforce** across Canada, of which 47% are in Ontario, followed by Québec (24%).

Available Francophone talent across Canada is associated with **Sales and service, Business, finance and administration, and Management** occupations.



The labor shortage of Francophones can be seen in the field of **Natural and applied sciences, Business, finance and administration, and Health occupations.**

In addition, the occupations associated with **Natural and applied sciences and Business, finance and administration** have been at the top of the **hardest-to-fill jobs.**

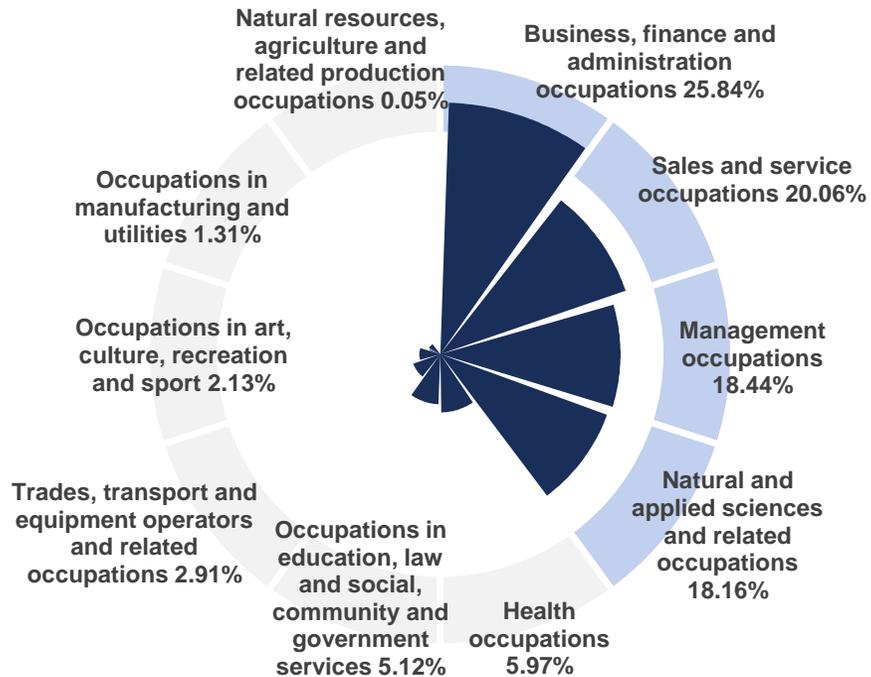


Functional skills relating to **Business Strategy, Information Technology Management, Organization Skills, and Reporting** are **hard to find** in the available Francophone workforce but are hot across the Canadian labor market.

Hiring Needs for French Speaking across Canada

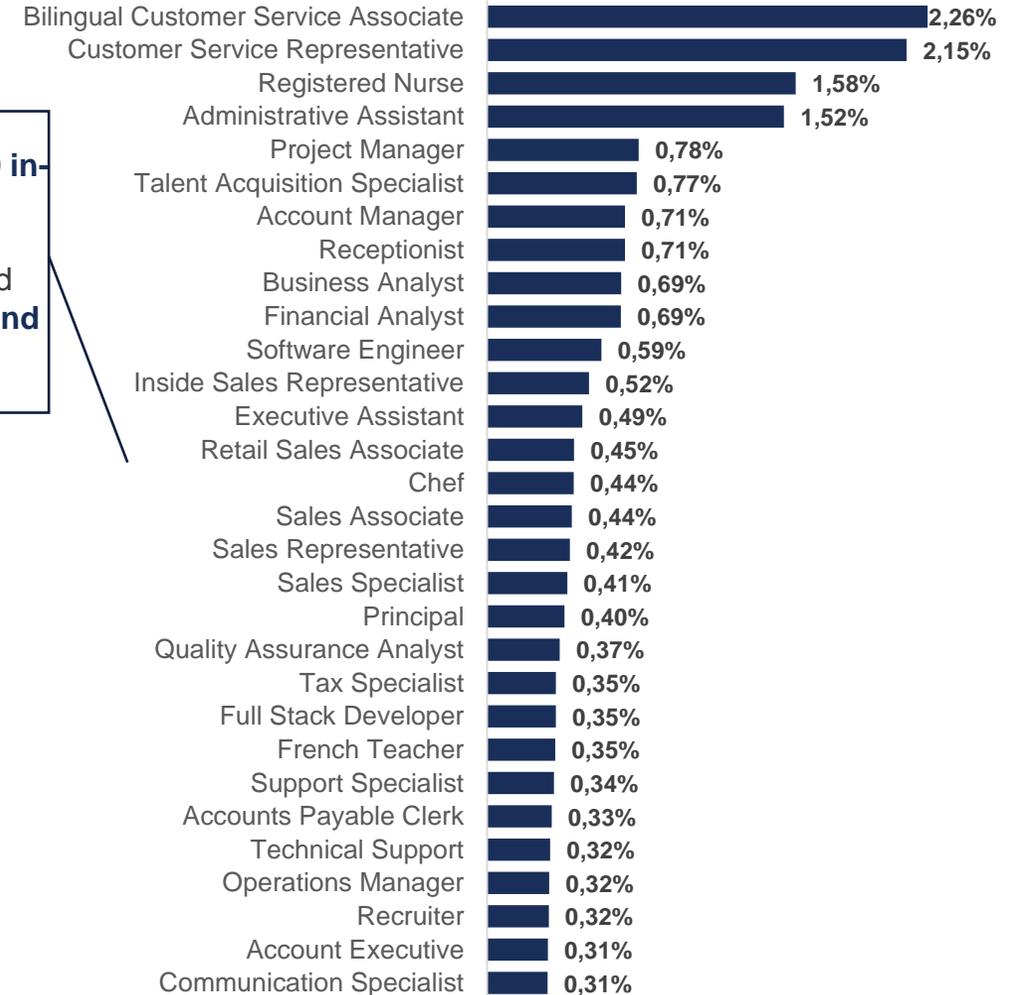
Hiring Needs by NOC Occupations

Demand for Francophone jobs relating to **Business, finance and administration, Sales and service, and Management, Natural & applied sciences & related occupations** account for over 70% of the hiring needs for French-speaking across Canada.

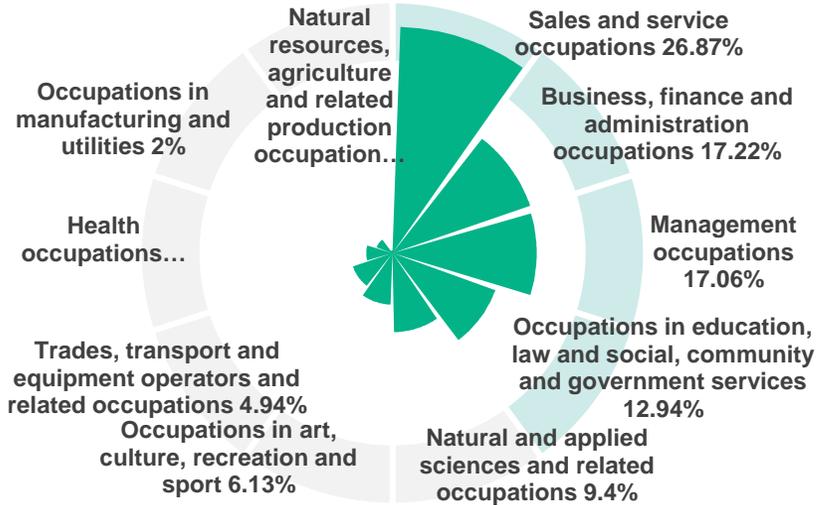


The **primary focus** of the **top 30 in-demand jobs** is associated with **Sales and service, Business, finance and administration, and Natural and applied sciences and related occupations.**

Top In-Demand Job Titles



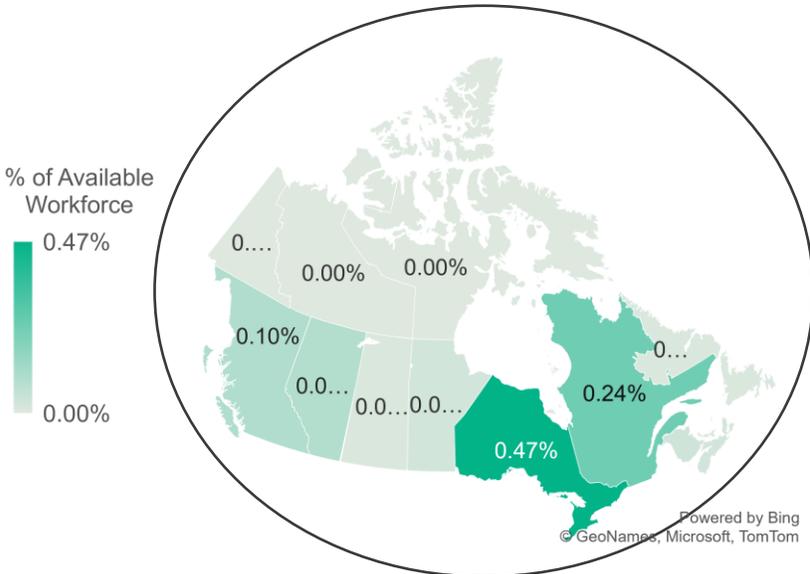
Francophone Talents across Canada



Top Supplied Job Titles

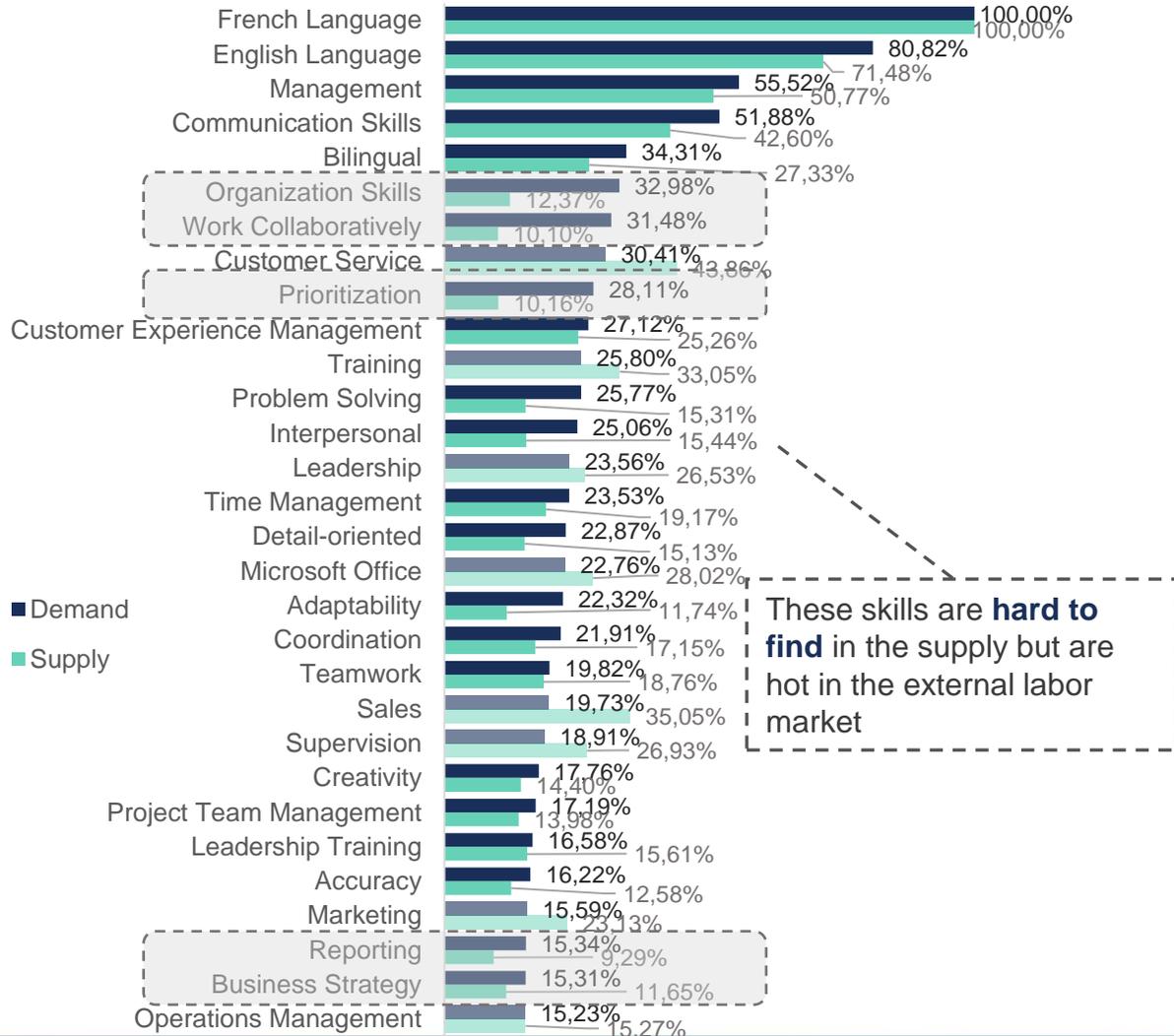


Top Supplied Skills

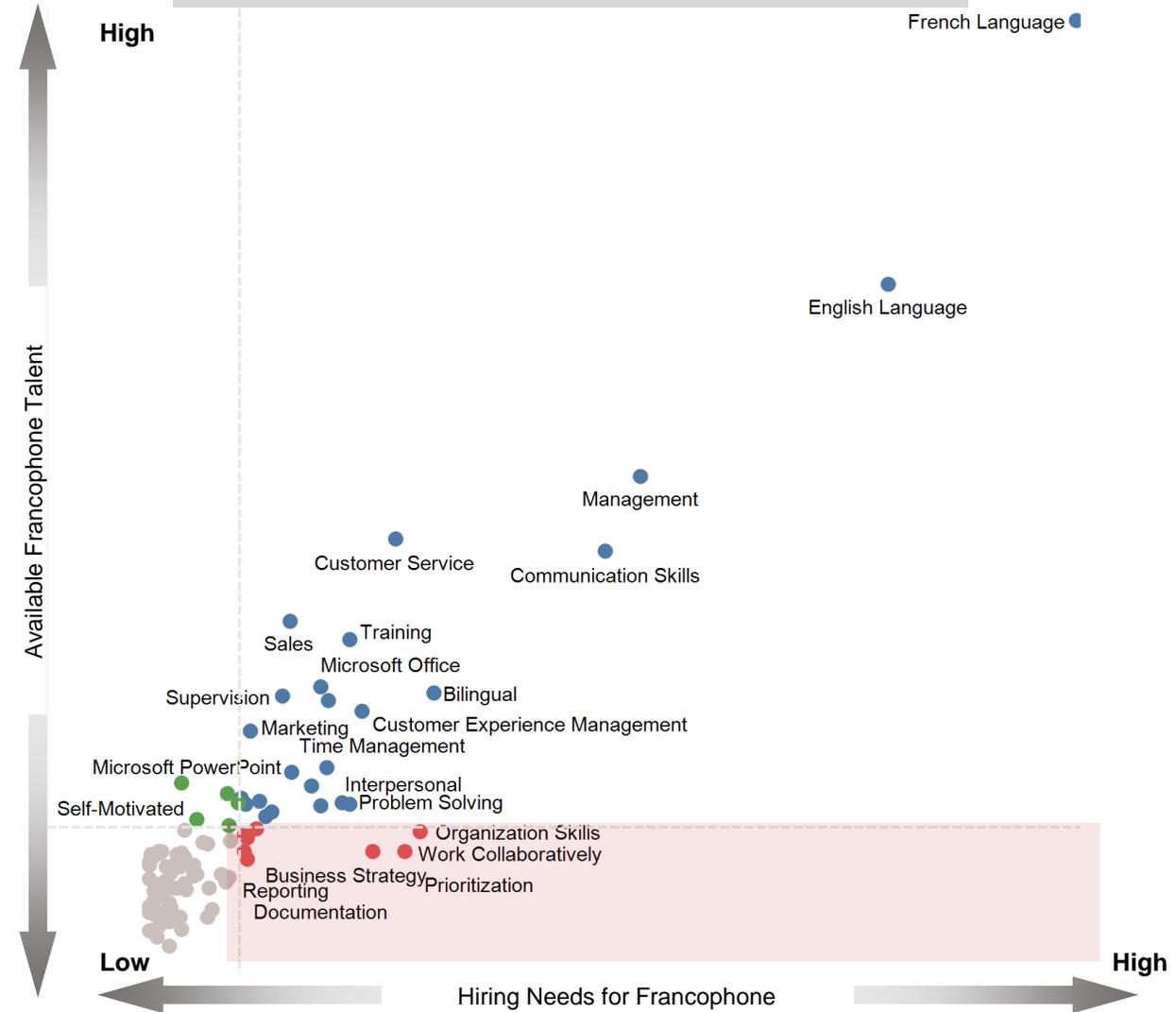


Supplied-Constrained Skills (Nationwide)

Supply-Demand Gap Analysis

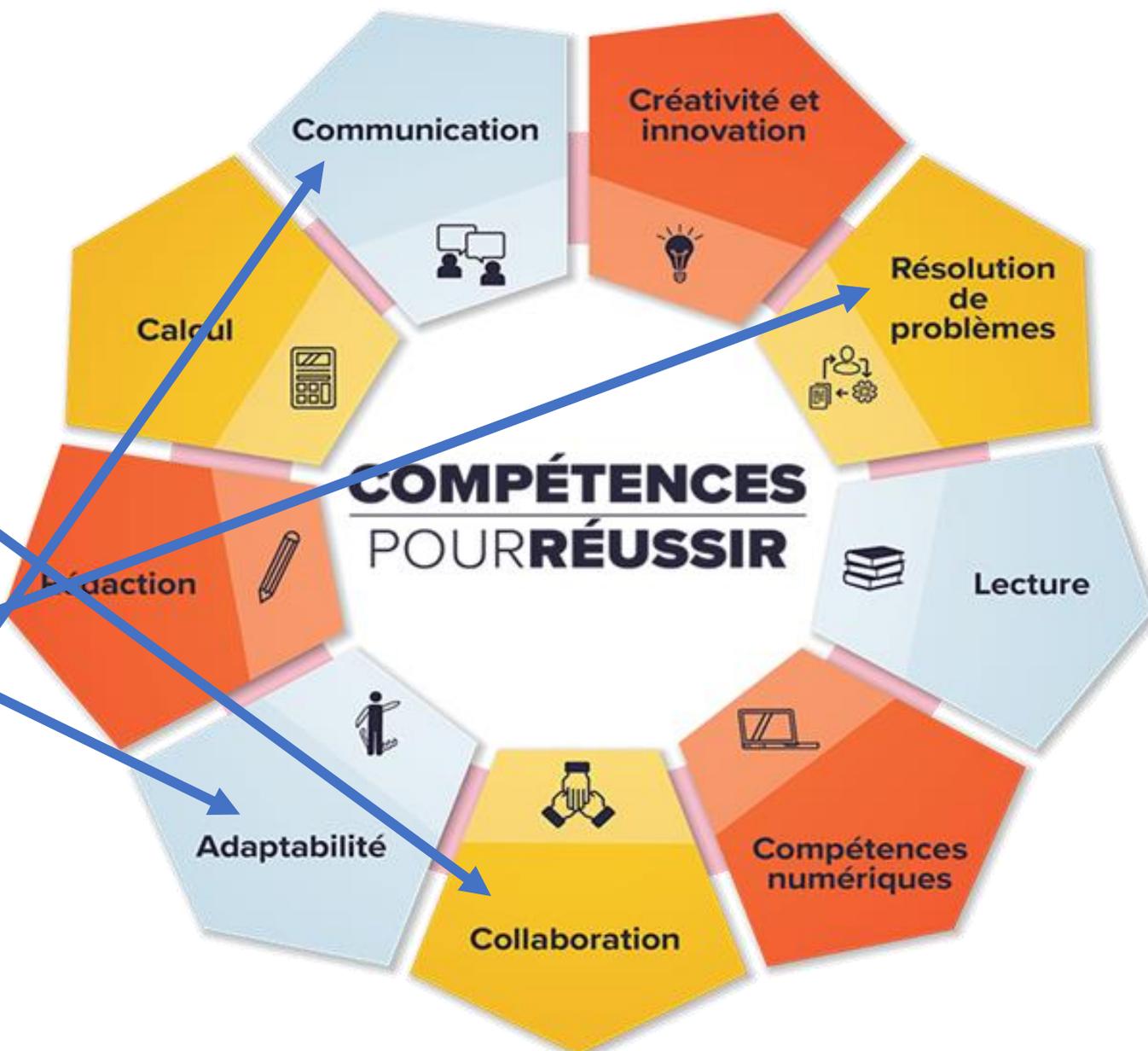


Supply-Demand Gap Analysis



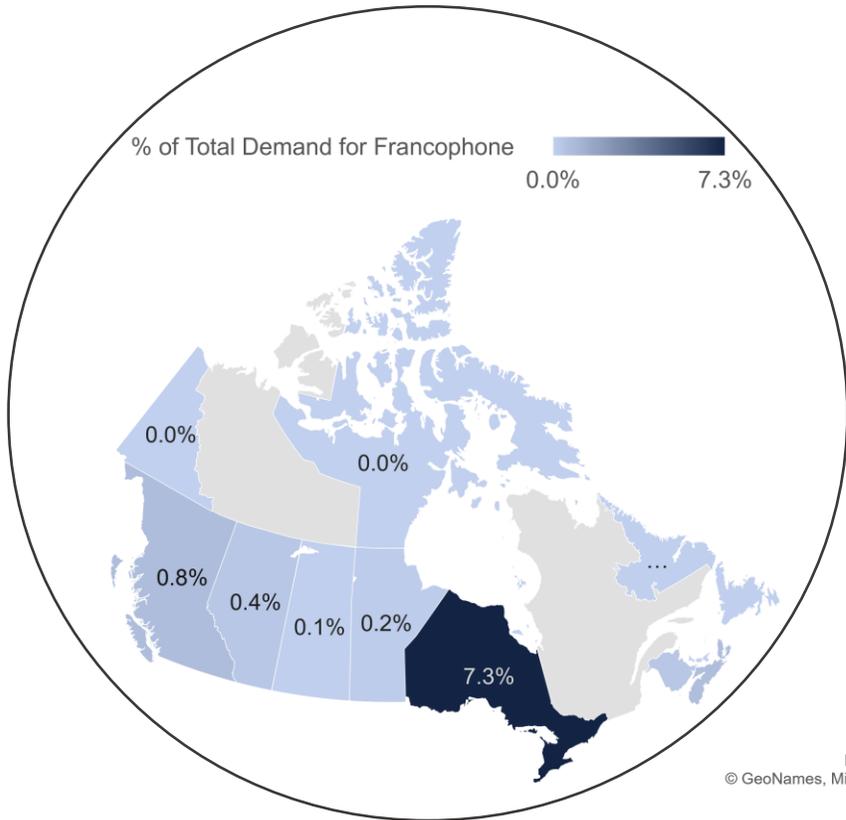
Les plus grandes lacunes de compétences désirées au Canada parmi les francophones

- **Collaboration 21,38%**
- Compétences organisationnelles 20,61%
- Priorisation 17,95%
- **Adaptabilité 10,58%**
- **Résolution de problèmes 10,46%**
- Compétences interpersonnelles 9,62%
- Anglais 9,35%
- **Communication 9,28%**



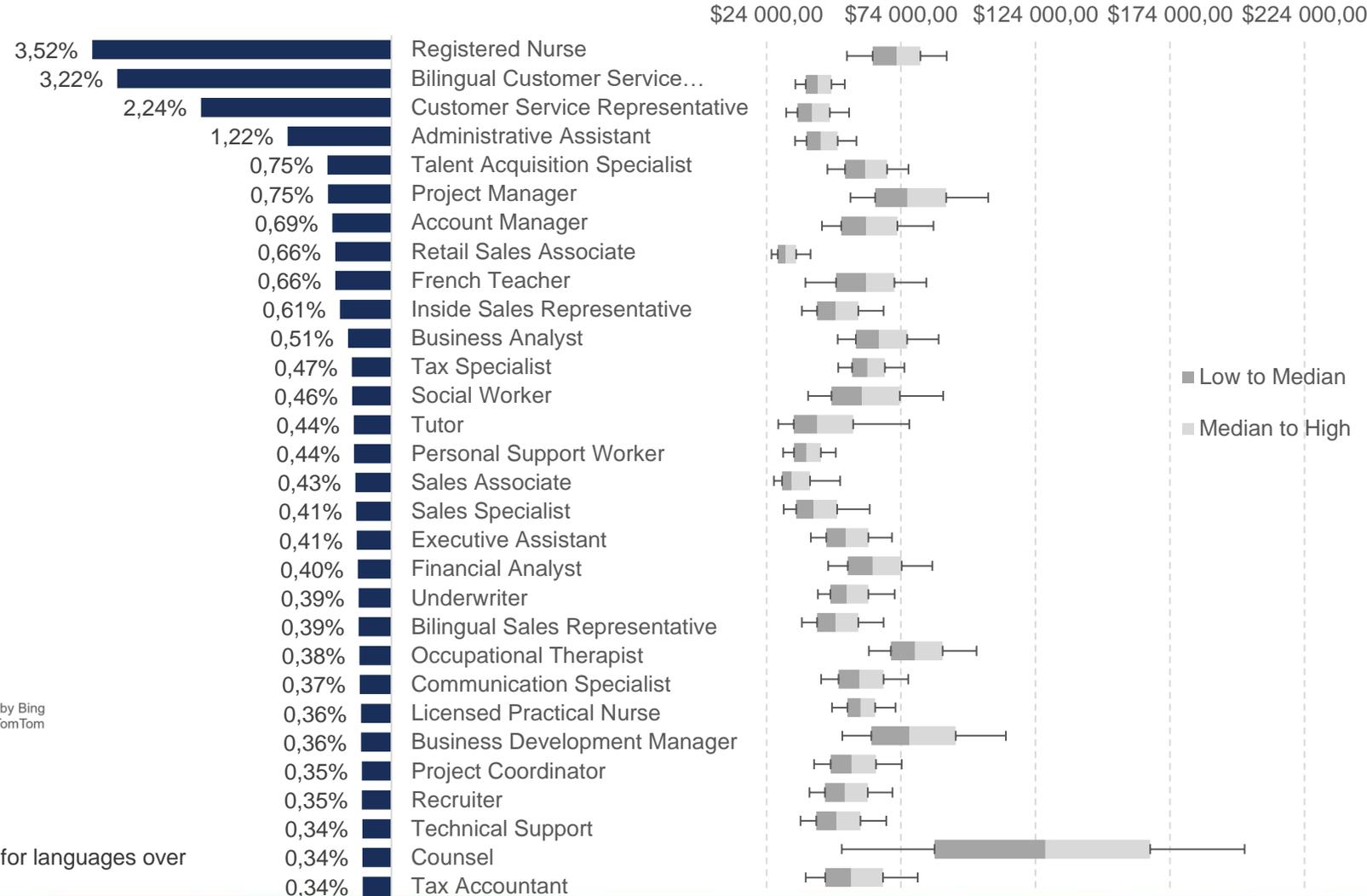
Francophone Job Analysis (Excluding Quebec)

Hiring Needs Distribution



* Analysis is based on nationwide base salaries across all hiring needs for languages over the past 12 months, at a 95% confidence interval.

Top In-Demand Job Titles*

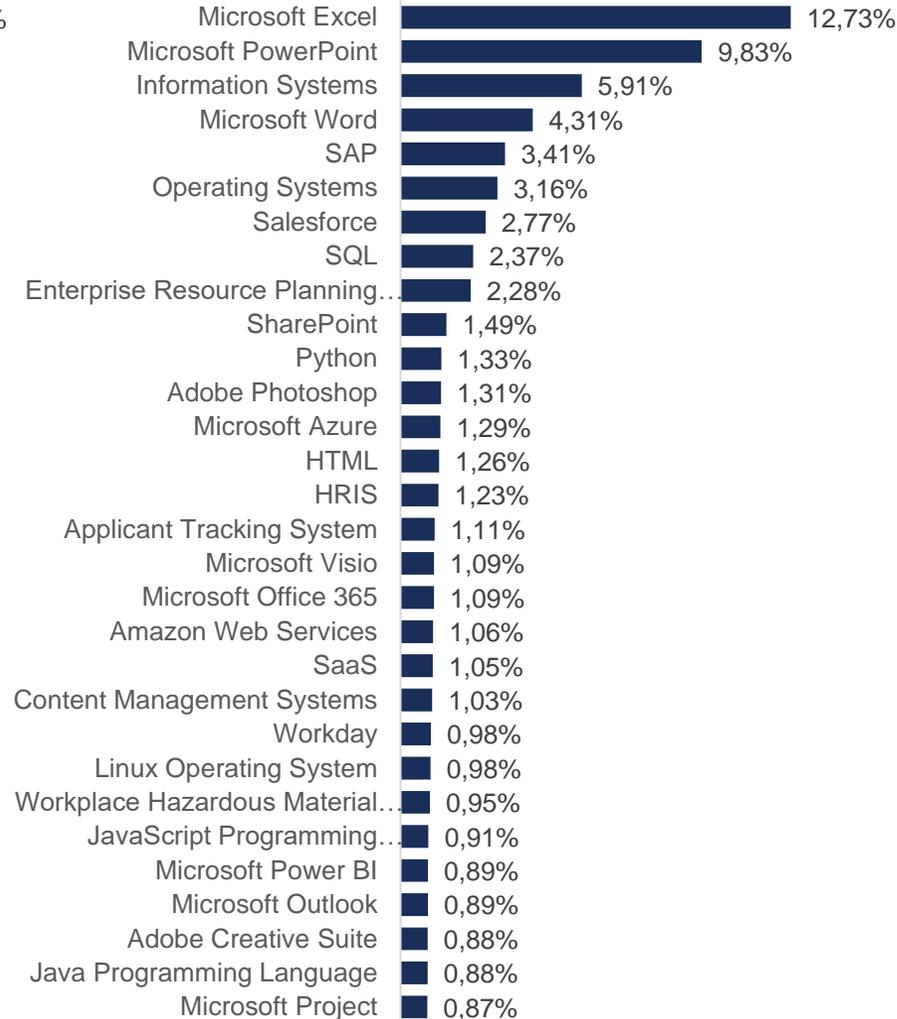


Most In-Demand Skills (Excluding Quebec)

Top Demanded Functional Skills



Top Demanded Technology Skills



Top Demanded Soft Skills



Summary of Provincial Analysis

Jobs

Skills

	AB	B.C.	MB	ON	SK	AC
Jobs	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Inside Sales Representative • Talent Acquisition Specialist • Reservation Agent • Business Analyst • Tax Specialist • Customer Support Representative 	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Reservation Agent • Business Systems Analyst • Talent Acquisition Specialist • Customer Success Specialist • Tax Specialist 	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Licensed Practical Nurse • Laboratory Assistant • Registration Clerk • Clinician • Field Service Engineer 	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Talent Acquisition Specialist • Registered Nurse • Bilingual Customer Service Associate • Occupational Therapist • Underwriter 	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Tax Specialist • Tax Accountant • Payroll Specialist • Tax Advisor • Support Analyst 	<p>Most supply-constrained jobs were:</p> <ul style="list-style-type: none"> • Team Assistant • Registration Clerk • Registered Nurse - Emergency Room • Registered Mental Health Nurse • Tax Specialist
Skills	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Project Team Management • Presentation skills • Security Best Practices • Continuous Process Improvement • Stakeholder Relationship Management 	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Security Best Practices • Stakeholder Relationship Management • Continuous Process Improvement • Training Plan Development • Software Integration 	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Collective Agreements • Training Plan Development • Continuous Process Improvement • Mental Health Diagnosis • Business Process Improvement 	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Continuous Process Improvement • Security Best Practices • Stakeholder Relationship Management • Training Plan Development • Partnership Development 	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Client Interaction • Taxation Law • Security Best Practices • Tax Returns • Tax Preparation 	<p>Most supply-constrained skills were:</p> <ul style="list-style-type: none"> • Patient Care Documentation • Evaluation • Critical Care Nursing • Patient Care • Mental Health Diagnosis

Alberta – Jobs

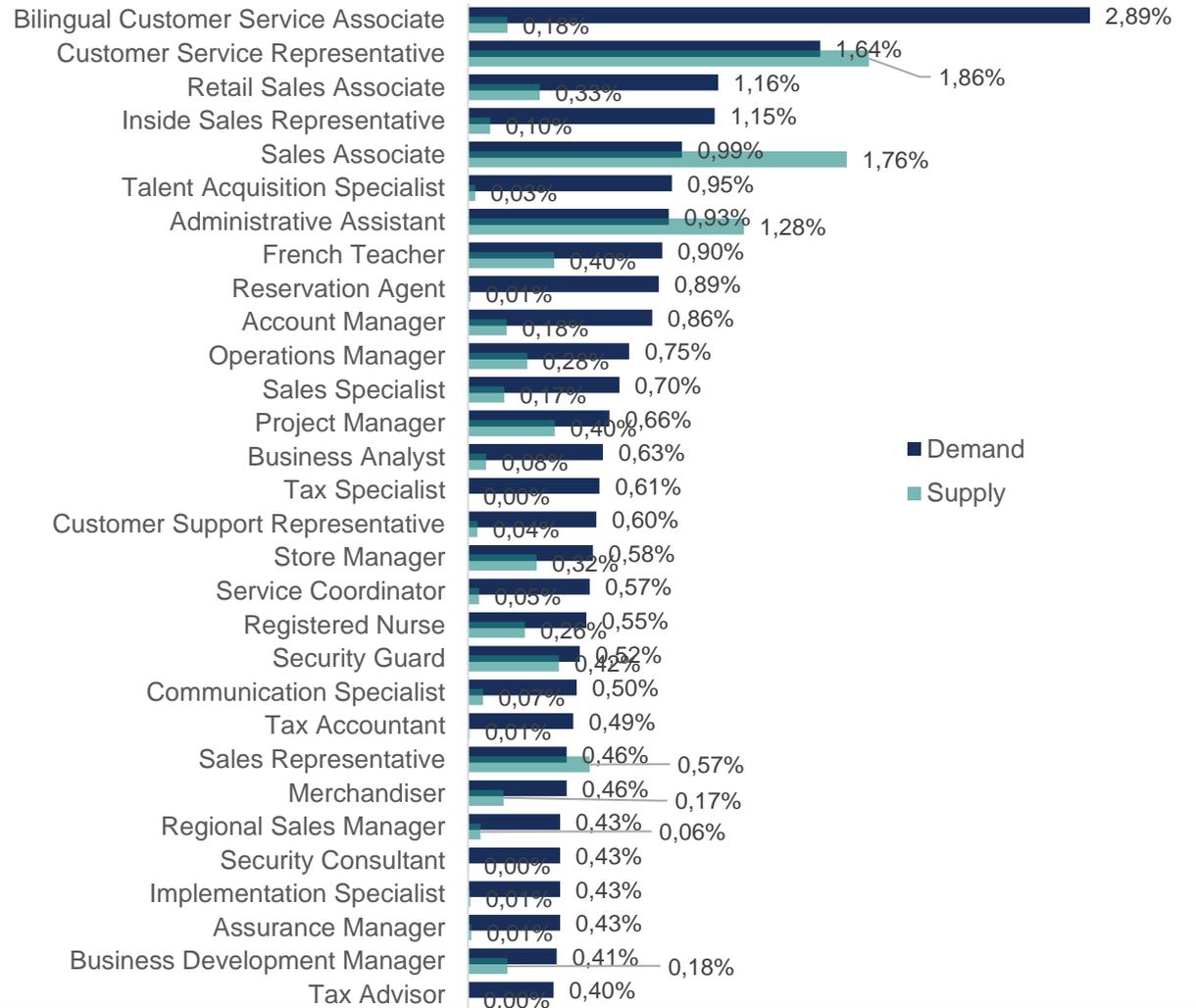
Higher supply-demand ratio indicates that **Alberta** could be one of the **Francophone talent pools** because there is sufficient Francophone talent across occupations.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for Customer Service Representative, Sales Associate, Administrative Assistant, and Sales Representative.

The employers in Alberta should **prioritize the hiring needs** or **reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

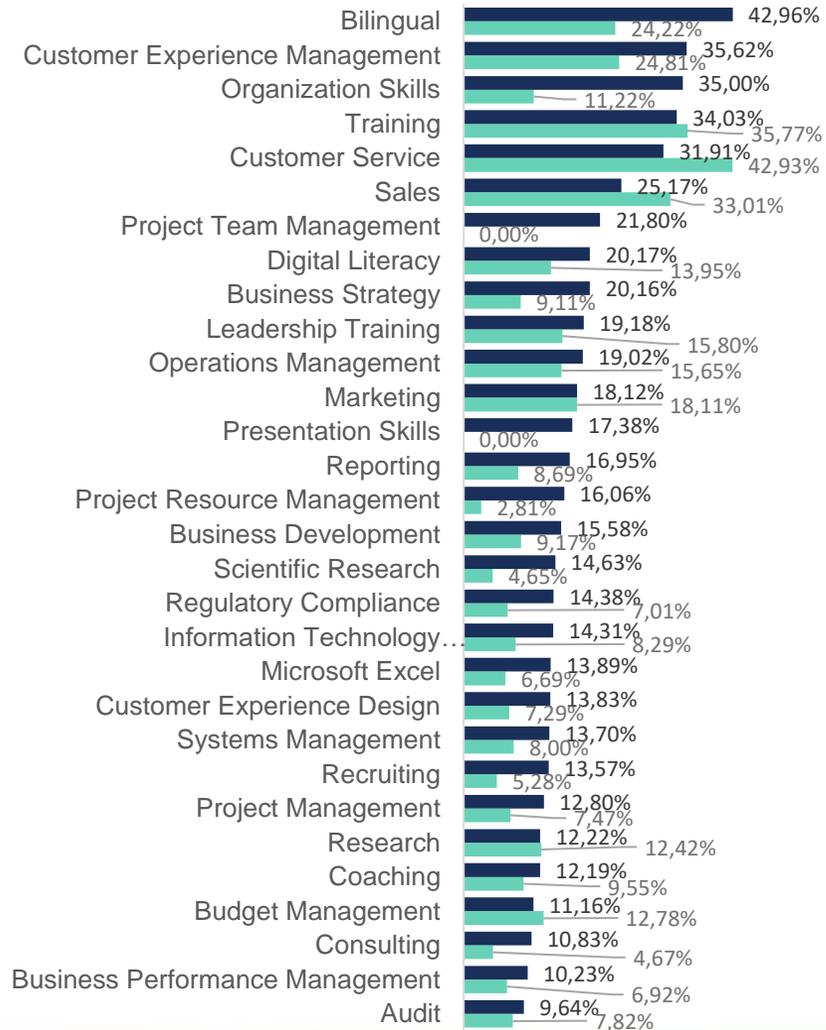
- Inside Sales Representative
- Talent Acquisition Specialist
- Reservation Agent
- Business Analyst
- Tax Specialist
- Customer Support Representative

Top In-Demand Job Titles

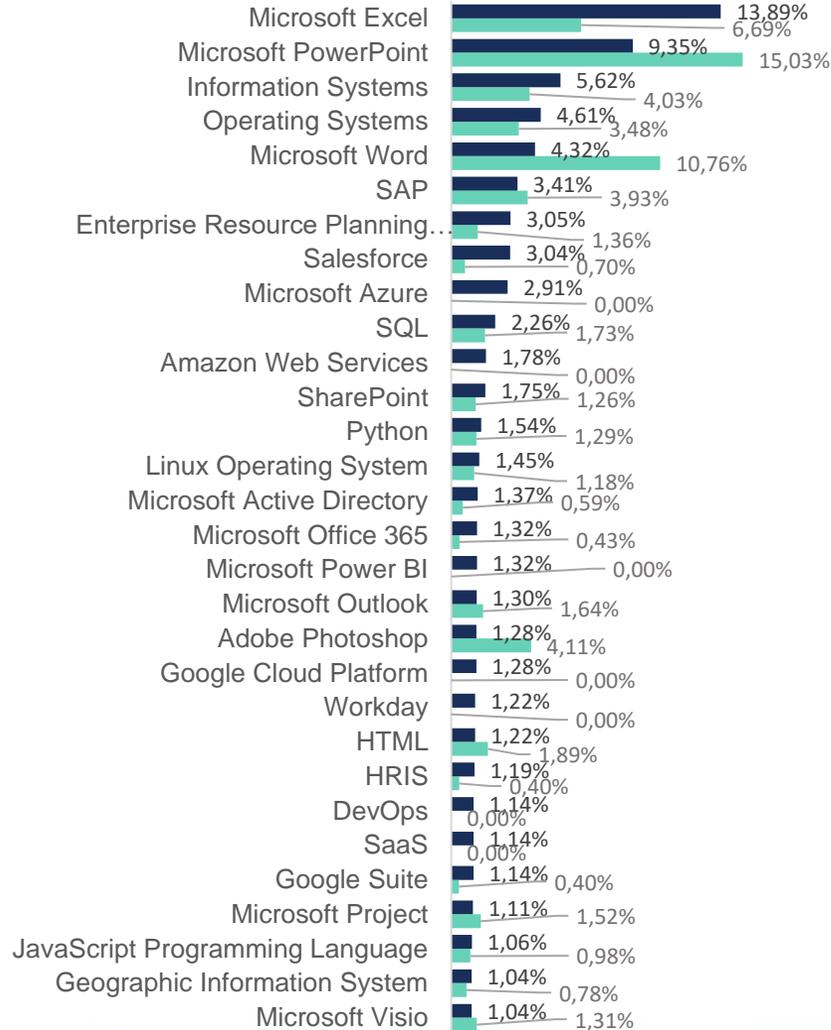


Alberta – Skills

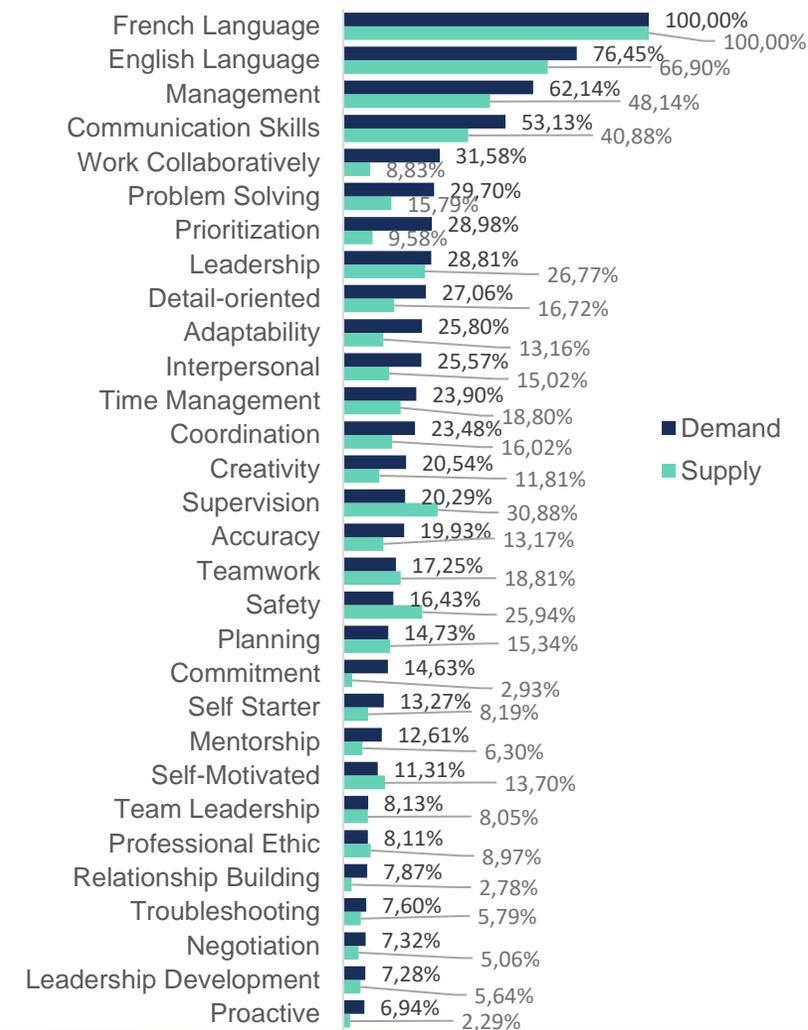
Top Functional Skills



Top Technology Skills



Top Soft Skills



British Columbia – Jobs

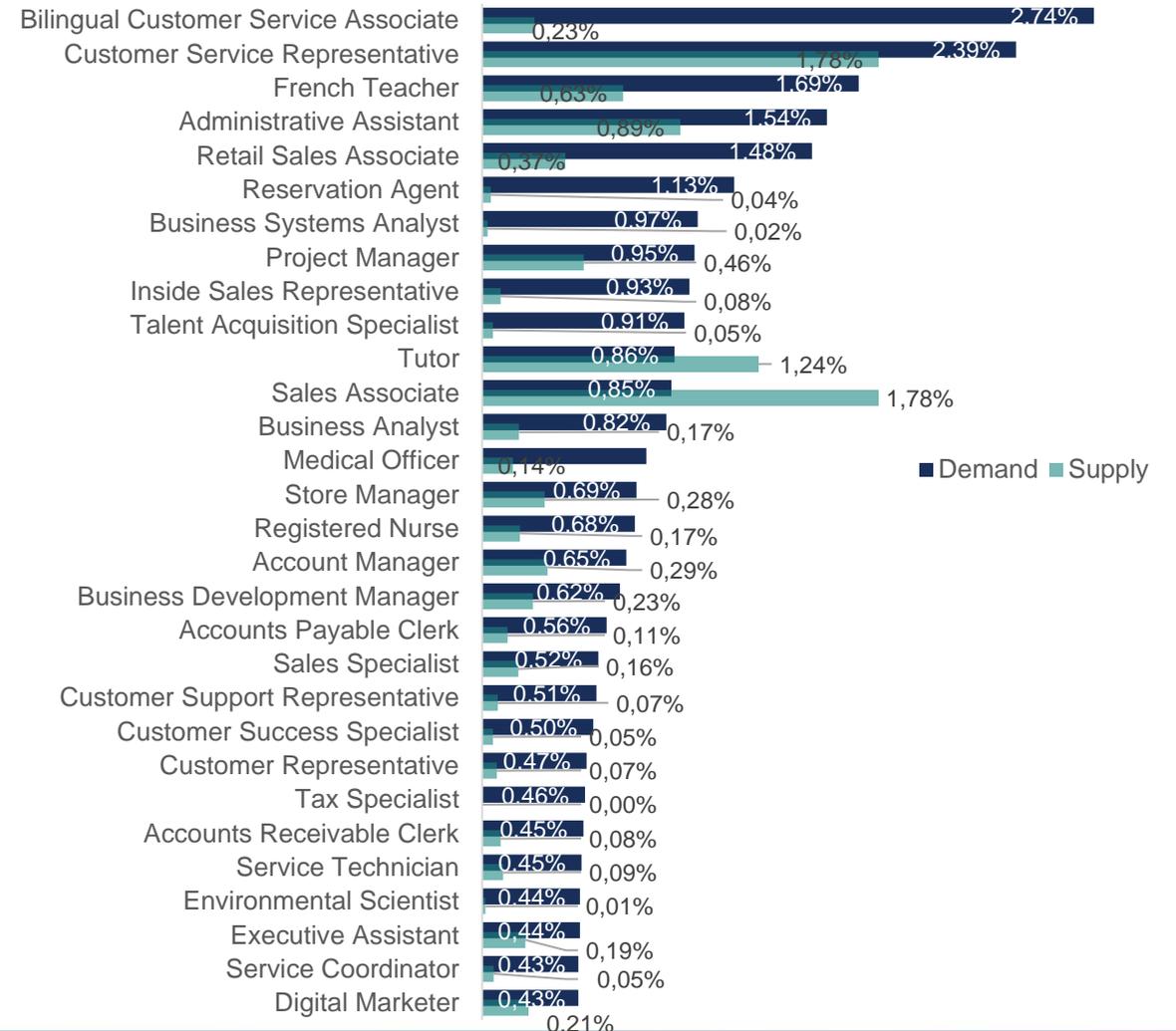
Supply-demand ratio is just above national average (146%). There is sufficient Francophone talent across occupations in **British Columbia**, which could be one of the **Francophone talent pools**.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for Tutor and Sales Associate.

The employers in British Columbia should **prioritize the hiring needs** or **reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

- Reservation Agent
- Business Systems Analyst
- Talent Acquisition Specialist
- Customer Success Specialist
- Tax Specialist

Top In-Demand Job Titles

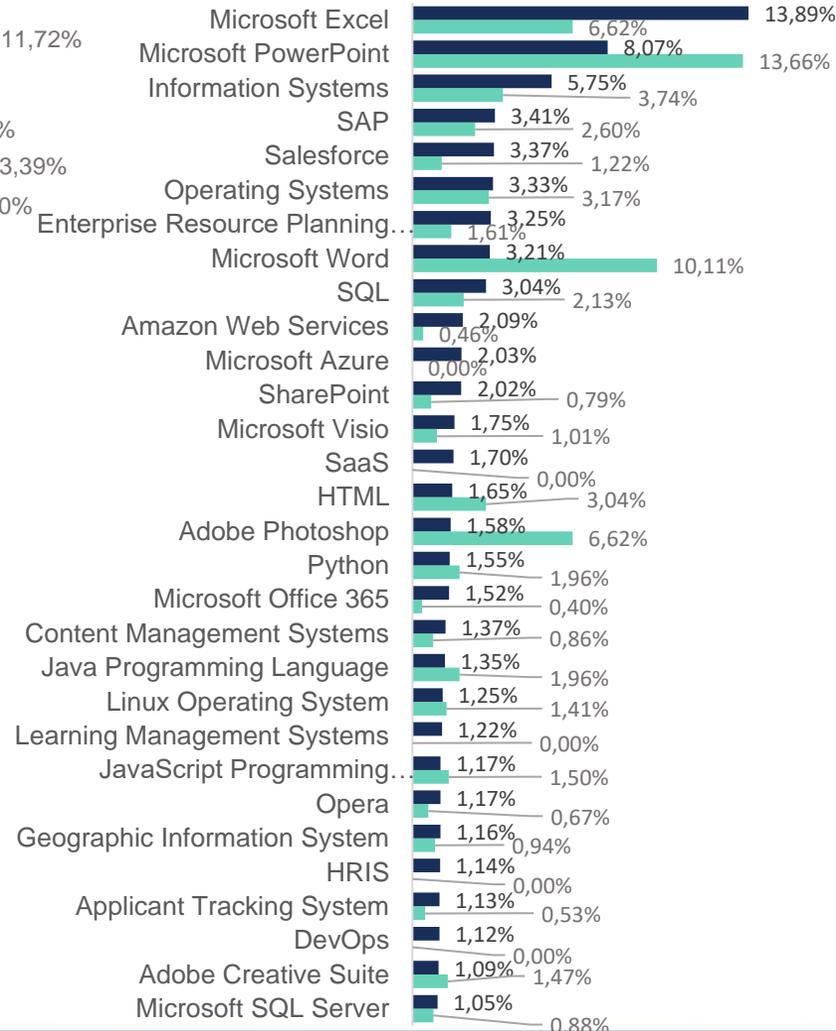


British Columbia – Skills

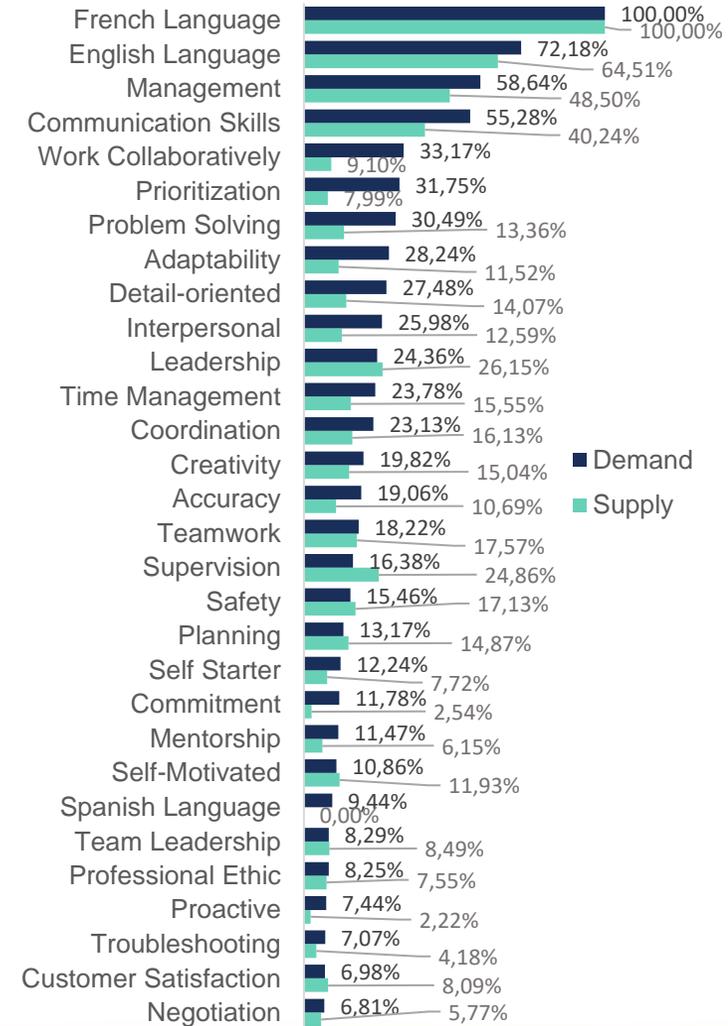
Top Functional Skills



Top Technology Skills



Top Soft Skills



Manitoba – Jobs

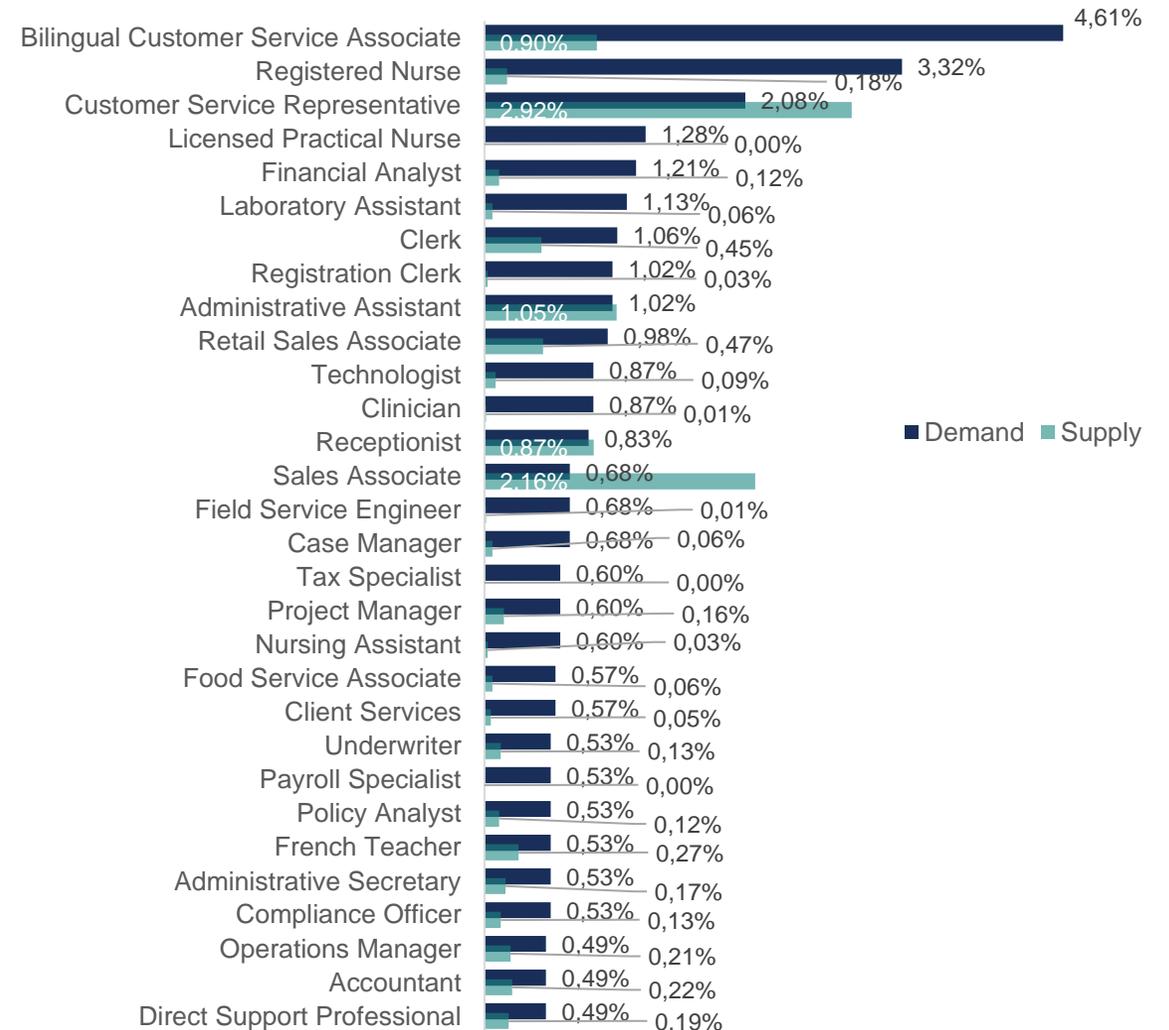
Higher supply-demand ratio indicates that **Manitoba** could be one of the **Francophone talent pools** because there is sufficient Francophone talent across occupations.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for Customer Service Representative, Administrative Assistant, and Sales Associate.

The employers in Manitoba should **prioritize the hiring needs or reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

- Licensed Practical Nurse
- Laboratory Assistant
- Registration Clerk
- Clinician
- Field Service Engineer

Top In-Demand Job Titles

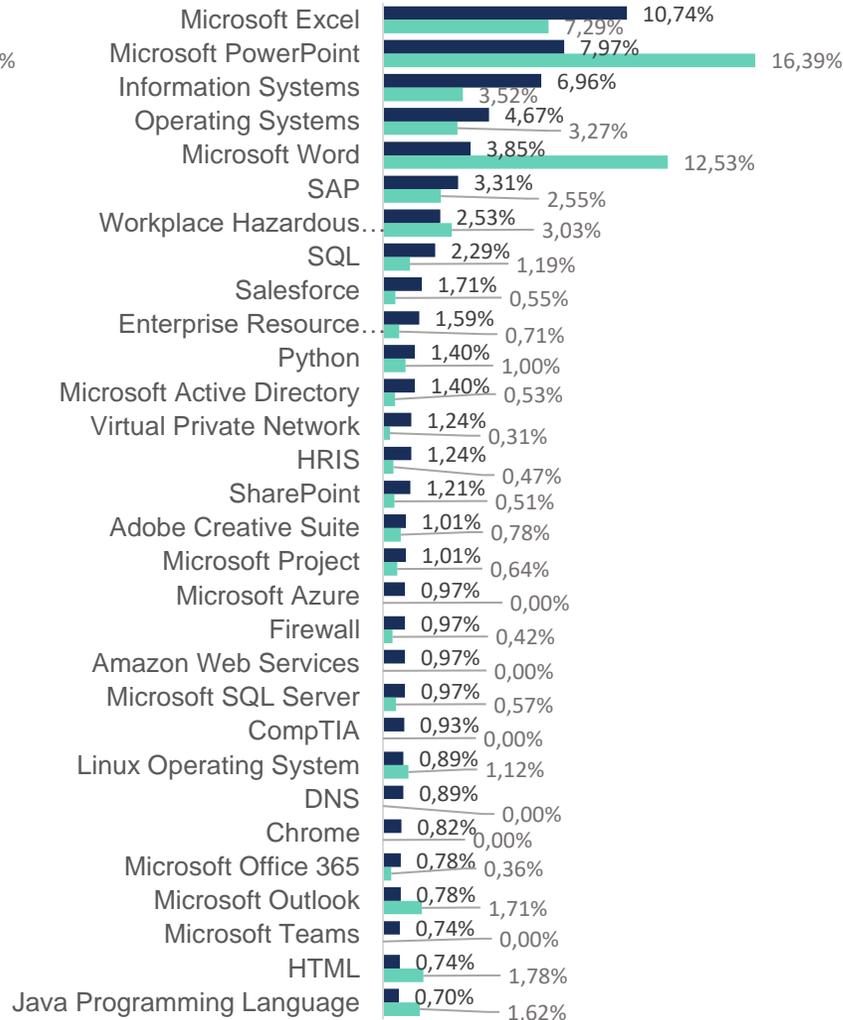


Manitoba – Skills

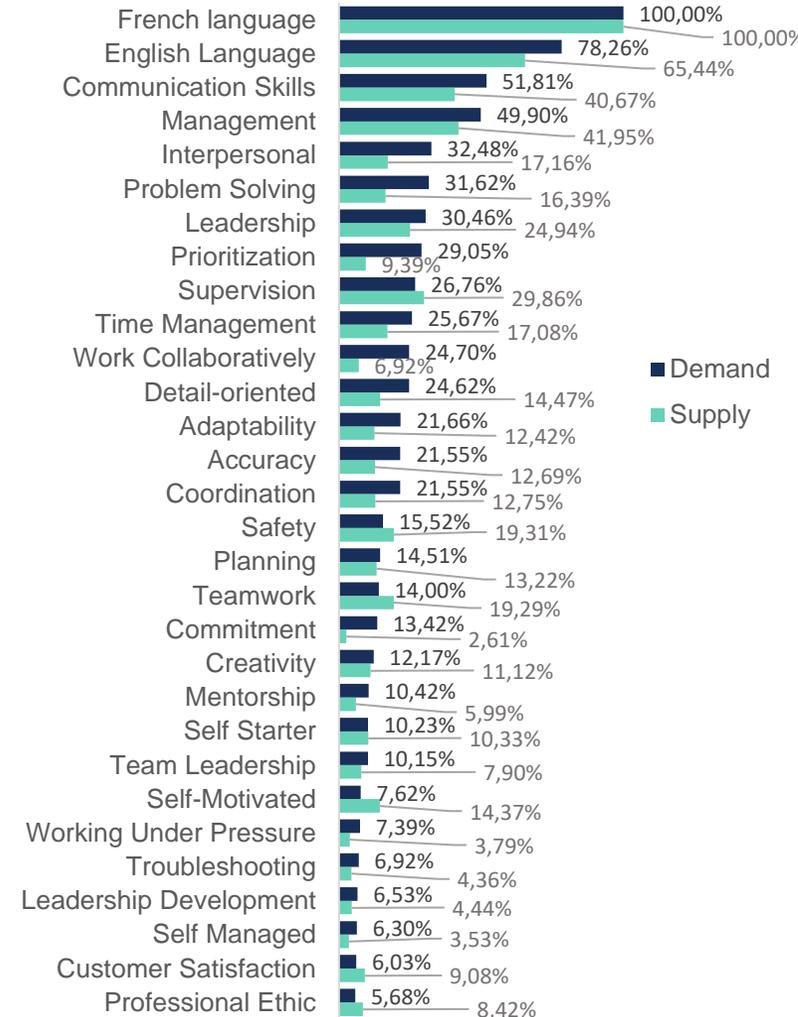
Top Functional Skills



Top Technology Skills



Top Soft Skills



Ontario – Jobs

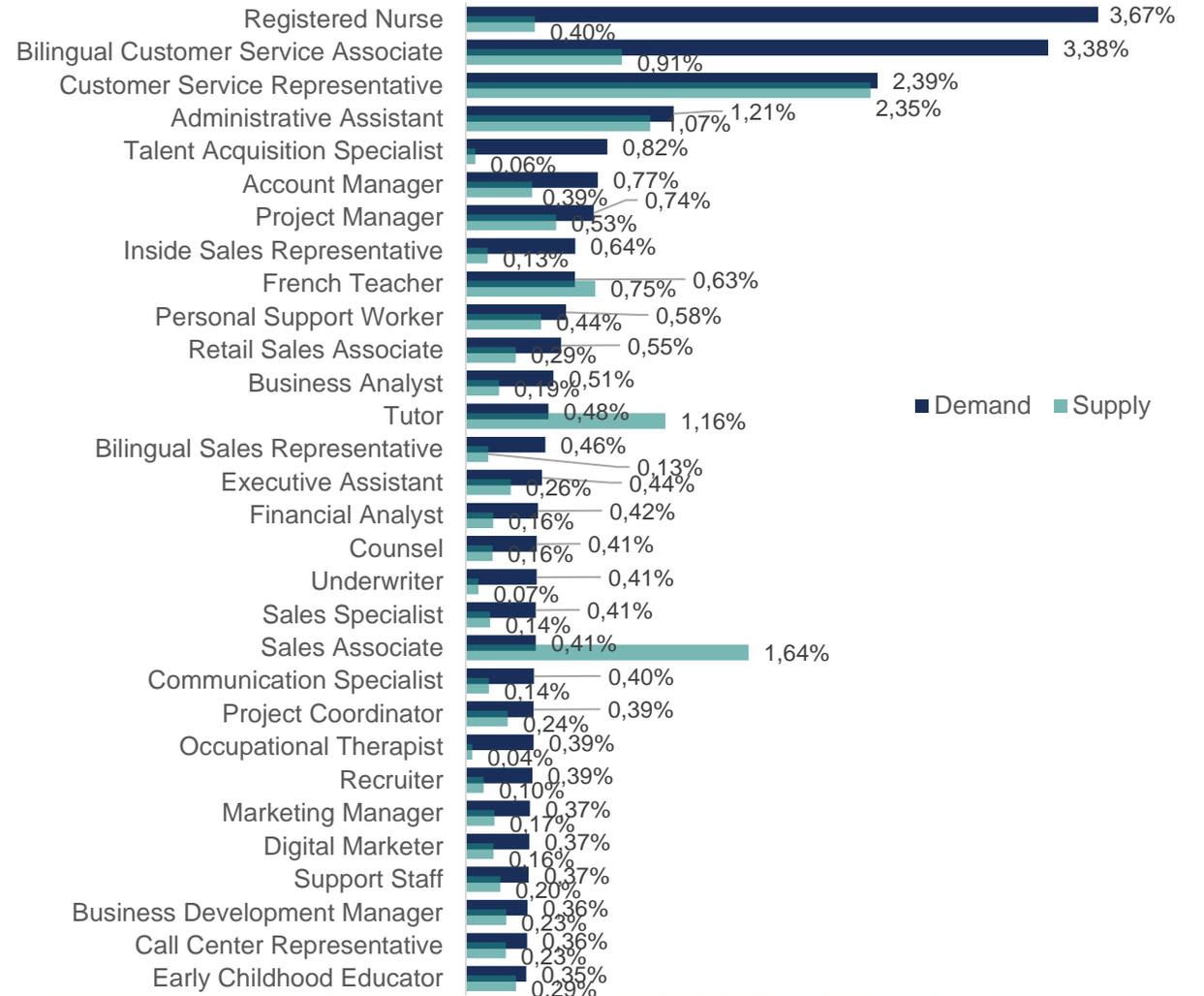
Lower supply-demand ratio indicates that **Ontario** is facing more competition for Francophone talent.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for French Teacher, Tutor, and Sales Associate.

The employers in Ontario should **prioritize the hiring needs** or **reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

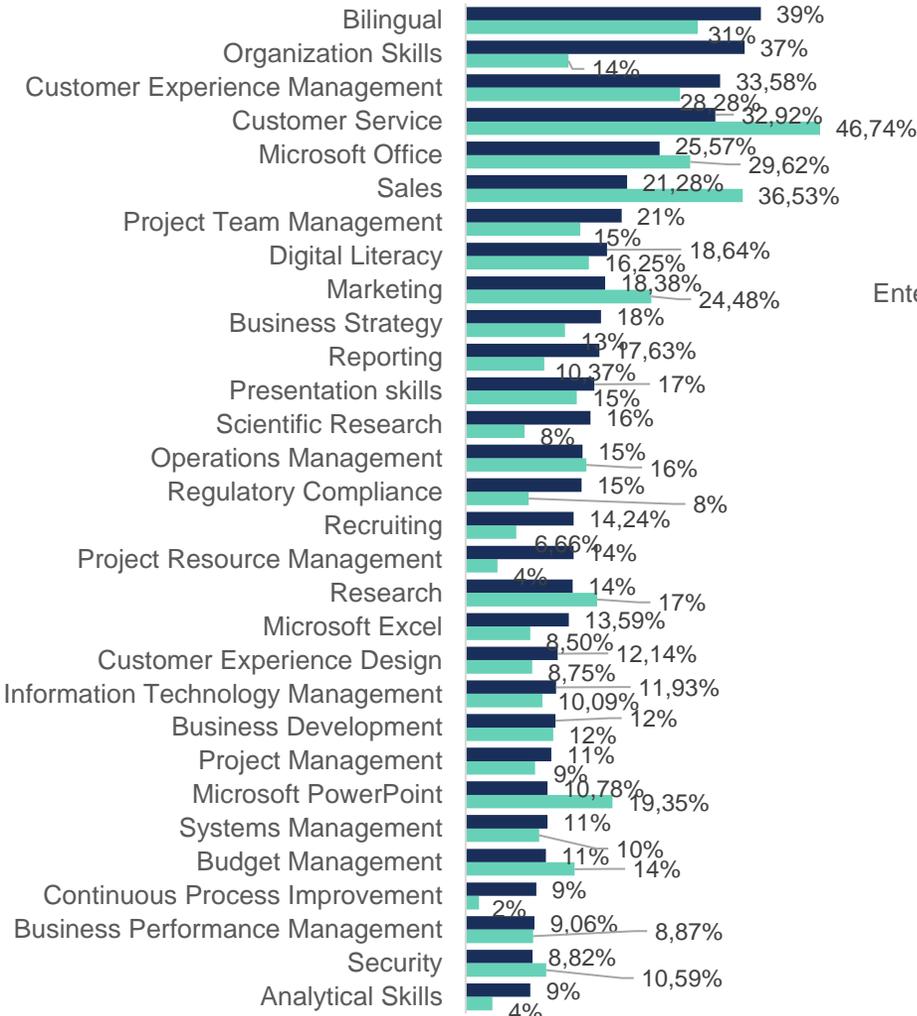
- Registered Nurse
- Bilingual Customer Service Associate
- Talent Acquisition Specialist
- Underwriter
- Occupational Therapist
- Recruiter

Top In-Demand Job Titles

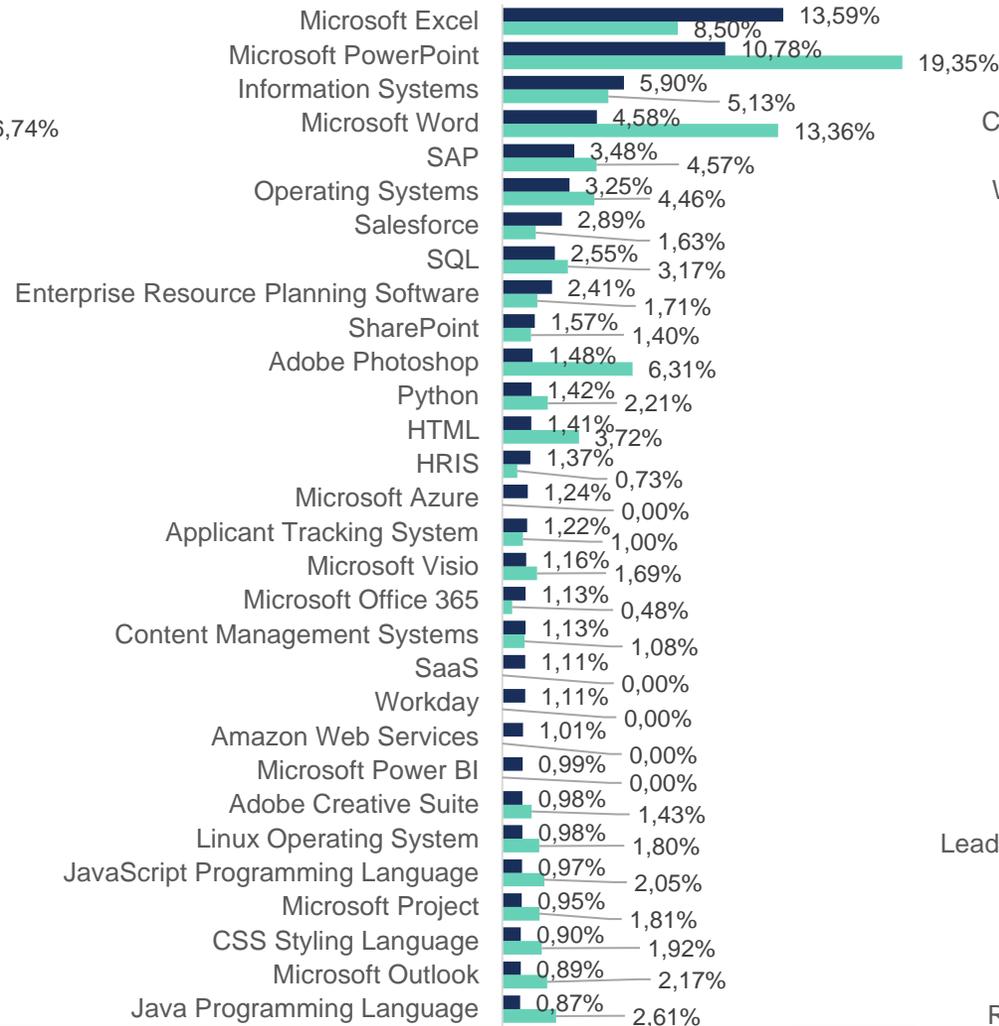


Ontario – Skills

Top Functional Skills



Top Technology Skills



Top Soft Skills



Saskatchewan – Jobs

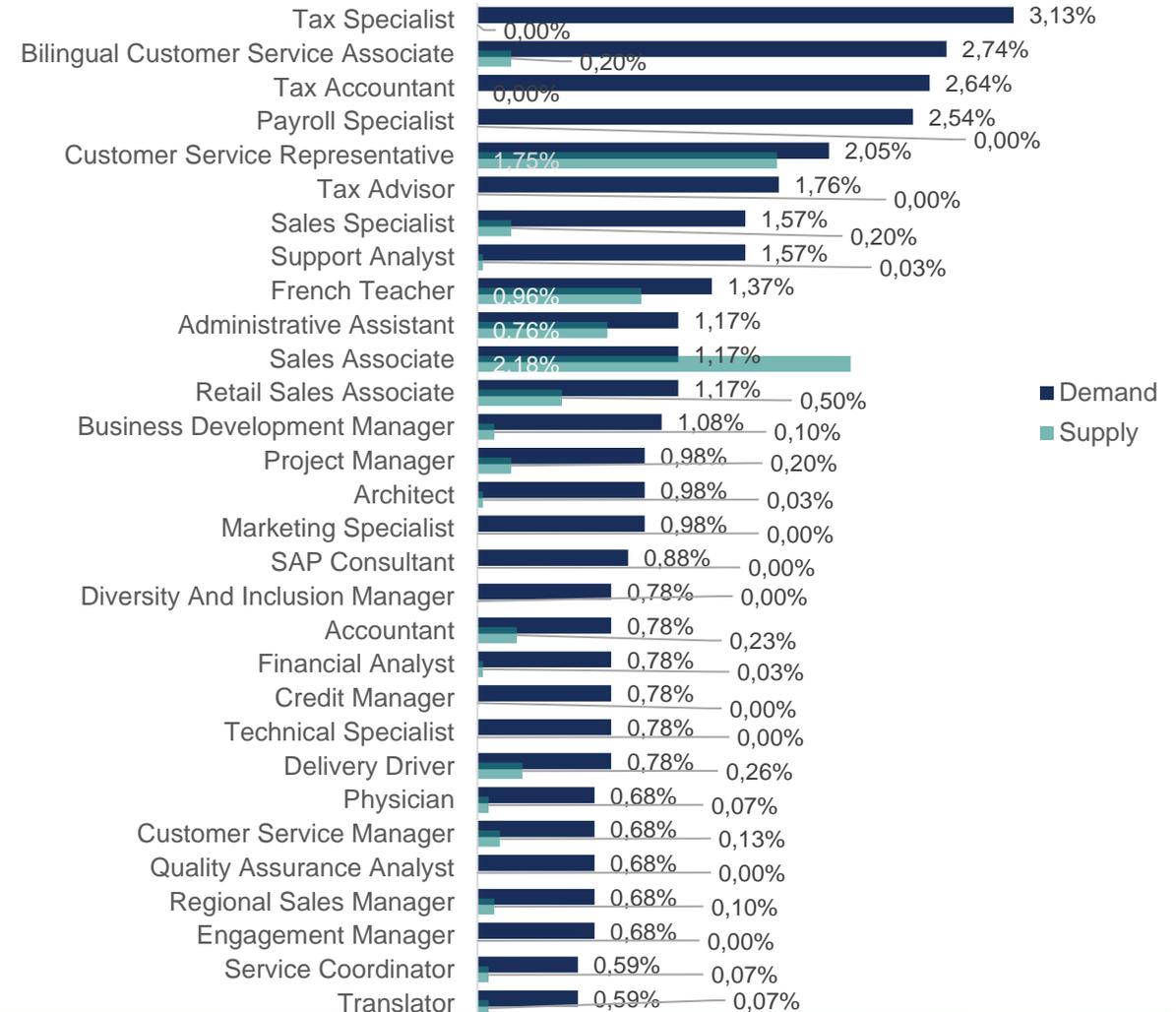
Higher supply-demand ratio indicates that **Saskatchewan** could be one of the **Francophone talent pools** because there is sufficient Francophone talent across occupations.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for Sales Associate.

The employers in Manitoba should **prioritize the hiring needs** or **reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

- Tax Specialist
- Tax Accountant
- Payroll Specialist
- Tax Advisor
- Support Analyst

Top In-Demand Job Titles

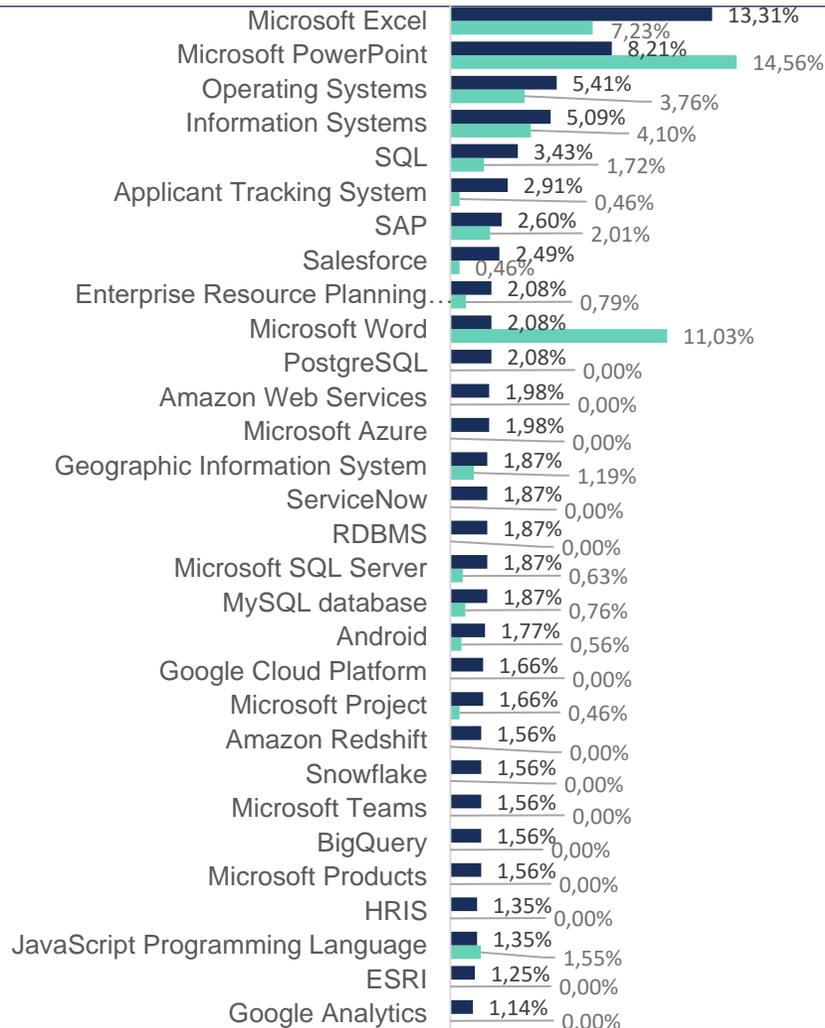


Saskatchewan – Skills

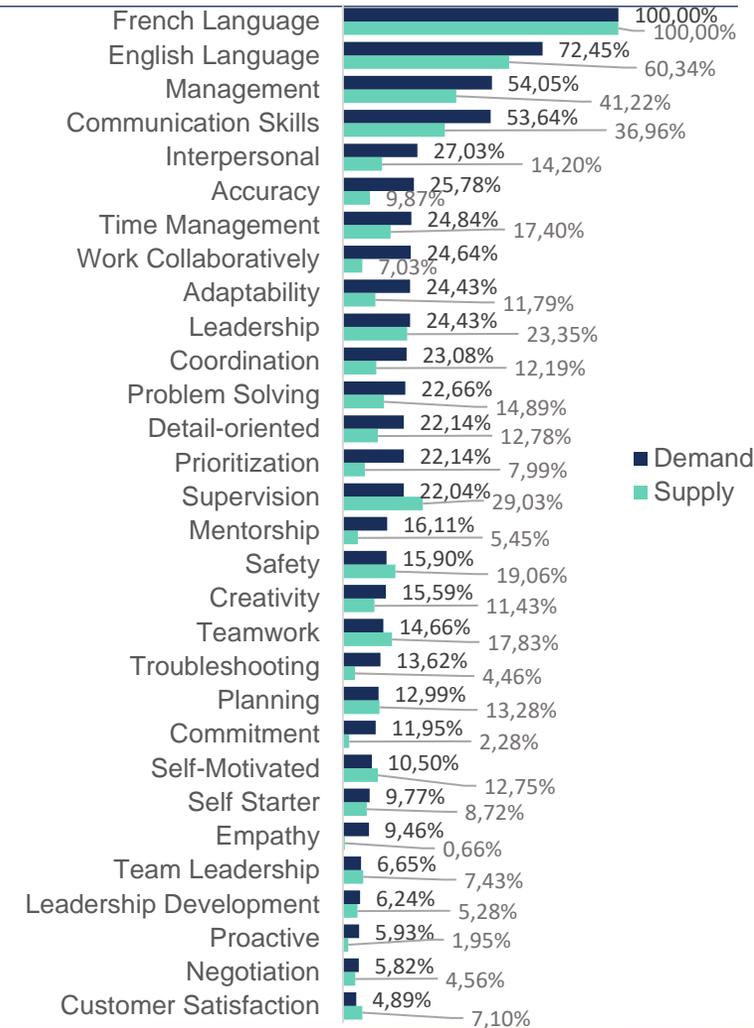
Top Functional Skills



Top Technology Skills



Top Soft Skills



Atlantic Canada – Jobs

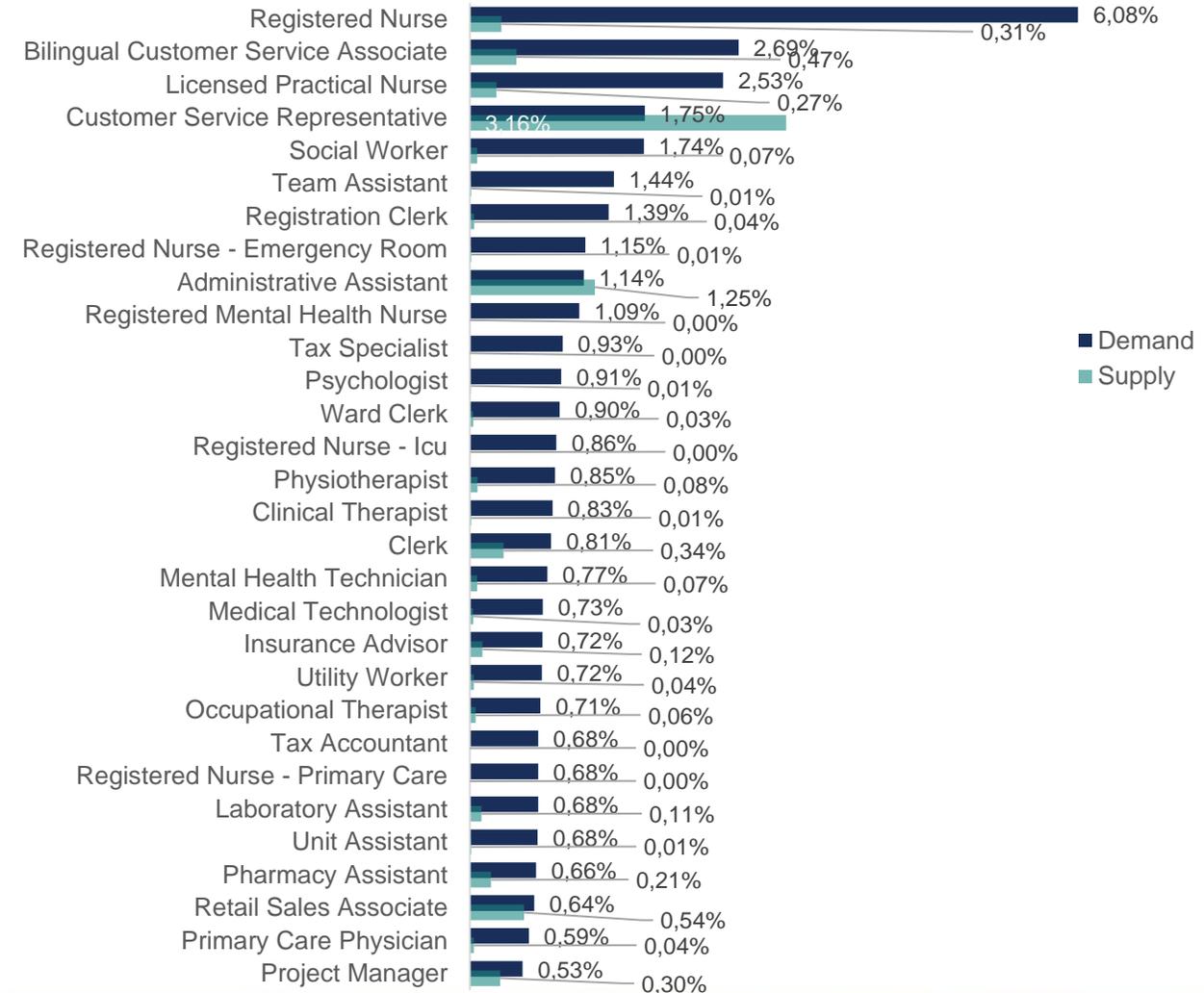
Lower supply-demand ratio indicates that insufficient Francophone talent can fill in occupations that employers demand in Atlantic Canada.

The **majority** of top in-demand job titles are suffering from a **labor shortage**, except for Customer Service Representative.

The employers in Atlantic Canada should **prioritize the hiring needs or reskilling strategies** for the following job titles because they are **hard to find** in the supply but are hot in the external labor market:

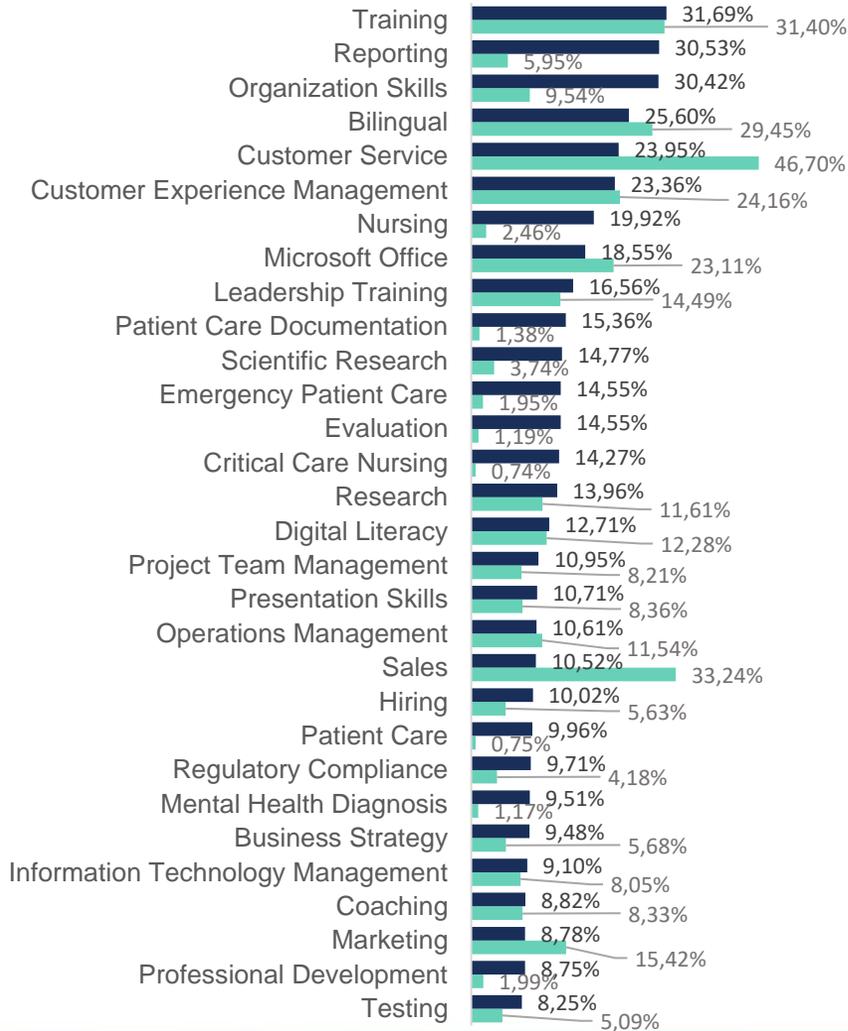
- Team Assistant
- Registration Clerk
- Registered Nurse - Emergency Room
- Registered Mental Health Nurse
- Tax Specialist

Top In-Demand Job Titles

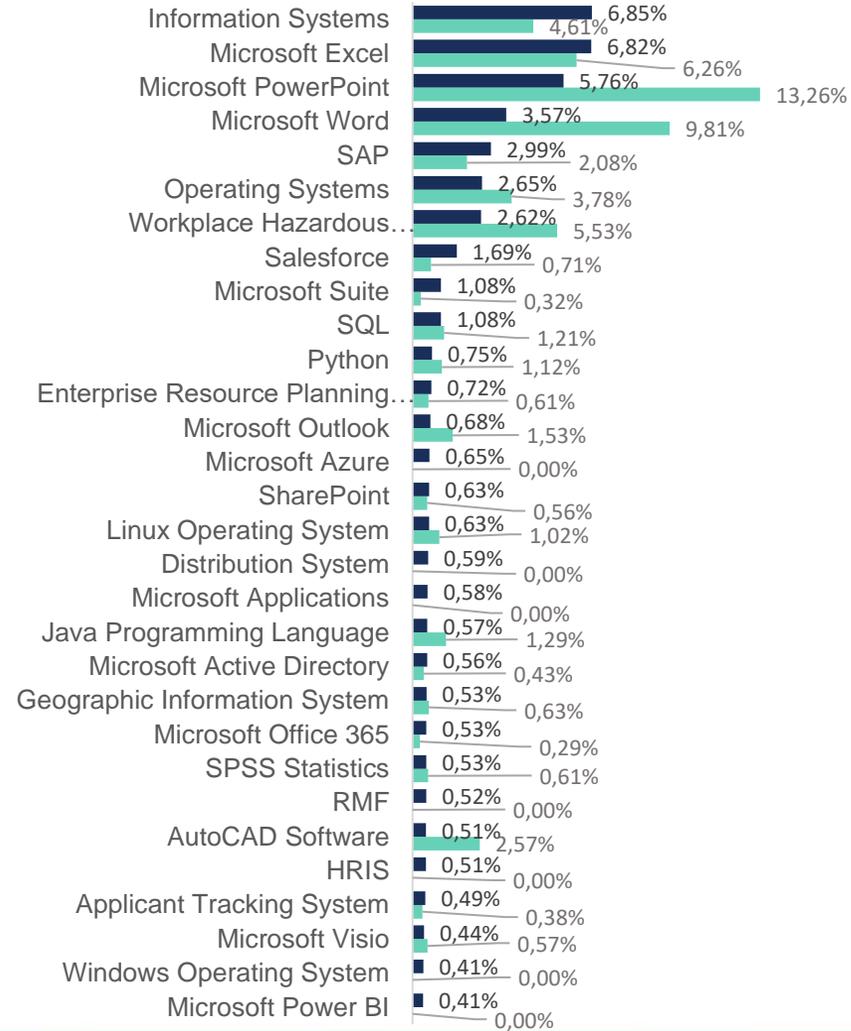


Atlantic Canada – Skills

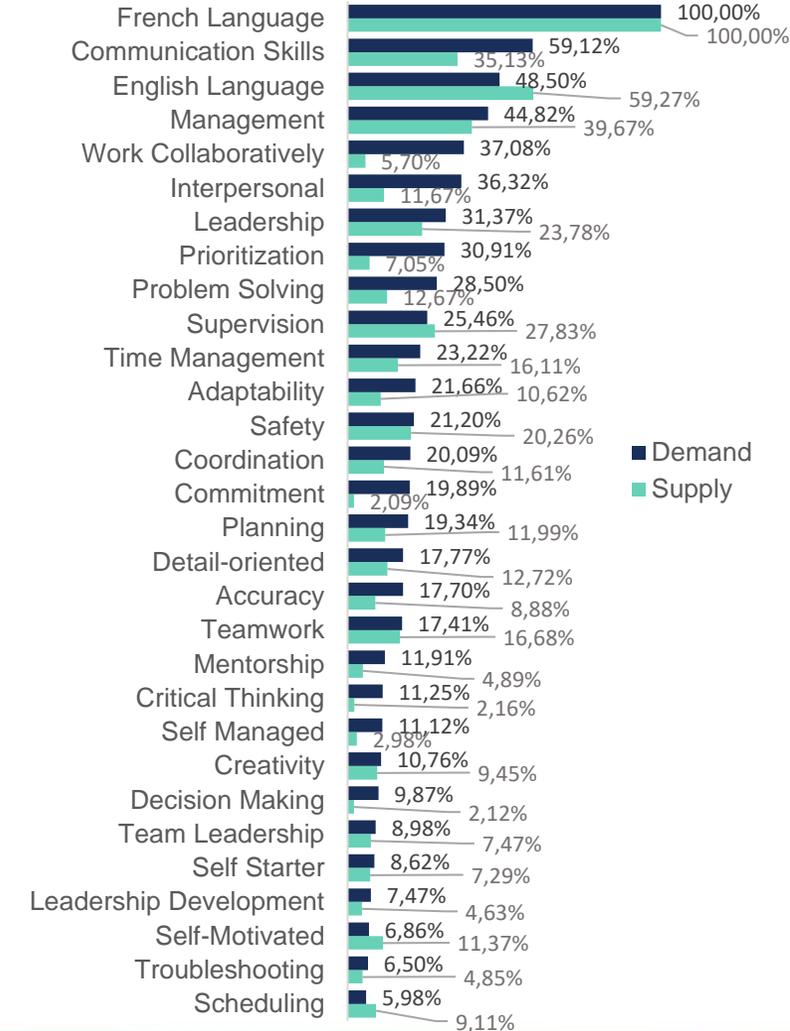
Top Functional Skills



Top Technology Skills



Top Soft Skills



Conclusion

Supply-Demand Gap

The research identified a discrepancy between hiring needs for Francophones and French-speaking talent across the Canadian labor market.

Mismatches including jobs as well as skills could have negative effects that could lead to a loss of work potential through inefficient resource allocation.

The shortage of Francophone talent is not limited to one or two job families, but rather spans entire industries.

Recommendation

1. Employers could assess the entire Francophone workforces and uncover employee skills at the most granular level to enable moving talent to the right place, at the right time
2. Employers could leverage skill-based talent acquisition for hotly demanded roles to acquire 80-90% of a skillset and apply the training to close the remaining gap.
3. Employers could start upskilling programs to mitigate skill gaps to create a more resilient and inclusive economy.



SkyHive

Unleashing Human Potential

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