[FINAL] 2020 Canada Emerging Jobs Report

Introduction from Guy Berger

We're excited to introduce the Emerging Jobs Report in Canada. The Emerging Jobs Report is our opportunity to shine a spotlight on jobs experiencing tremendous growth and examining what these trends mean for the workforce. Using LinkedIn data, we're able to identify the top 15 jobs that have emerged over the last 5 years, as well as the skills uniquely associated with them, and insights into the industries and cities hiring this emerging workforce.

Canada's inaugural Emerging Jobs Report is dominated by tech, reflective of the country's recent history as a hub for cutting-edge innovation, boasting one of the top computer science programs in the country at the University of Waterloo and a well-educated population as a result of affordable education.

These trends have implications for those outside of tech as well. The entire workforce will need to learn new skills - like data literacy - to stay competitive in this rapidly-changing job market, and skills that can't be automated - like communication - will become even more valuable. The growth of these new jobs in a market with ample skilled talent could also mean good things for Canada's underemployment rate.

By sharing insights about the types of roles being impacted most by rapid change, we want to make sure professionals and companies are able to prepare for the new world of work. Continue reading to learn more about LinkedIn's 2020 Emerging Jobs for Canada.

2020 Job Trends

- **Tech is king.** In a country that's investing heavily in training tech talent, this may come as no surprise. The roles emerging within the country range from traditional engineering roles, to more cutting-edge jobs in robots and artificial intelligence, so there's something for nearly every technical skillset represented.
- **Data, data everywhere.** Data is pervasive and plays a role in nearly every job on the list, just another indicator that data is the new gold and companies need people who can turn it into profit. Data science specifically is an area that has seen explosive growth over the last 5 years and is a role we anticipate to keep a spot on this list for years to come.
- **Soft skills are only increasing in value.** The emergence of robotics, artificial intelligence, and data science is an indicator that automation is imminent, but there are some things that can never be automated. Skills like communication, time management, and collaboration are all incredibly valuable no matter which role you're in, and they're something recruiters are looking out for in this competitive job market.

2020 Industry Trends

- **Banking is officially undergoing its digital transformation.** The legacy banking industry has been playing catch up as firms develop new tools and solutions for the

modern, digital consumer. And it shows in the talent the industry is hiring for; it's the number one industry hiring big data developers and robotics engineers.

- **Gaming goes to the next level.** Computer gaming companies have made massive innovation strides in the last decade. With the introduction of eSports, Virtual Reality, and mobile gaming, firms have seized the opportunity to create new experiences for gamers, and it looks like that's not stopping. The industry is hiring up both artificial intelligence and data talent to build the next generation of games.
- **Online learning is here to stay.** The multi-billion-dollar E-Learning industry is taking off, and it's staffing up to prepare. LinkedIn data shows the industry is snapping up both sales and tech talent, indicating continued customer demand for these types of solutions.

2020 Location Trends

- **Calgary and Kitchener are becoming Canada's next big tech hubs.** There is an opening for nearly every emerging job in Calgary and Kitchener. Calgary is impressive, considering the city has previously relied on the Oil & Gas industry while Kitchener is one of the fastest growing markets for startups attracting top talent, likely due to its proximity to Waterloo University.
- **Remote work on the rise.** Being able to work remotely is something that's growing in importance for many professionals, in part because it opens up more job options that allow you to work from a place that makes sense for you. In Canada, where Toronto is one of the world's tightest real estate markets and Vancouver is pricey, the option to work from anywhere could be attractive.
- **Canada is reversing the brain drain.** Historically, underemployment in Canada has plagued young people and highly skilled workers have chosen to leave the country because of it, but that's all starting to change due to more job availability and legislation changes. Investment in the Canadian startup scene has been growing steadily, making it an attractive place for young professionals to join the job market. Combined with the growth of new jobs in the region, this could prove a beacon of hope for young professionals in Canada.

Top 15 Emerging Jobs

1. **Artificial Intelligence Specialist**
   a. **What you should know:** Artificial Intelligence and Machine Learning have both become synonymous with innovation, and our data shows that's more than just buzz. Hiring for this role has grown 85% annually over the past 5 years and encompasses a few different titles within the space that all have a very specific set of skills despite being spread across industries, including Artificial Intelligence and Machine Learning Engineers.
   b. **Skills unique to the job:** Machine learning, Deep learning, TensorFlow, Python, PyTorch
   c. **Where the jobs are:** Toronto, Montreal, Vancouver, Quebec, Ontario, Calgary

d. **Top industries hiring this talent:** Computer Software, Information Technology & Services, Higher Education**,** Research, Internet

2. **Site Reliability Engineer**
   a. **What you should know:** If you're ever wondering who makes sure the apps you're using are always up and running, look no further. Site Reliability Engineers are responsible for ensuring that development and operational processes are running smoothly, as well as fixing issues if things ever go awry. As a bonus, the skills required are transferable to many different engineering roles.
   b. **Skills unique to the job:** Amazon Web Services (AWS), DevOps, Terraform, Kubernetes, Docker Products
   c. **Where the jobs are:** Toronto, Vancouver, Montreal, Ottawa, Kitchener, Calgary
   d. **Top industries hiring this talent:** Computer Software, Internet, Information Technology & Services, Banking, Financial Services

3. **Data Engineer**
   a. **What you should know:** Data has quickly become every company's most valuable resource, and they need savvy engineers that can build infrastructure to keep it organized and make sense of the information. This role has seen more than 50% growth in hiring annually since 2015 and with the deluge of data showing no signs of stopping, this role is here to stay.
   b. **Skills unique to the job:** Apache Spark, Hadoop, Amazon Web Services (AWS), Python, Big Data
   c. **Where the jobs are:** Toronto, Montreal, Vancouver, Ottawa, Calgary
   d. **Top industries hiring this talent:** Computer Software, Information Technology & Services, Internet, Banking, Financial Services

4. **Data Scientist**
   a. **What you should know:** Data Science is a specialty that's continuing to grow significantly across all industries. Our data indicates some of this growth can likely be attributed to the evolution of jobs that have previously existed, like statistician, as well as the importance of data in driving day-to-day business decisions.
   b. **Skills unique to the job:** Machine Learning, Data Science, Python, R, Apache Spark
   c. **Where the jobs are:** Toronto, Montreal, Vancouver, Calgary, Ottawa
   d. **Top industries hiring this talent:** Information Technology & Services, Computer Software, Banking, Financial Services, Internet

5. **Cyber Security Specialist**
   a. **What you need to know:** It's no secret that cybersecurity is top of mind for every company, something that's made more apparent by the addition of Cyber Security Specialist to this year's Emerging Jobs list. The growth and importance of this role is likely to continue as an estimated 19 million Canadians have been affected by data breaches since November 2018 and the cost of a data breach

has risen [12%](#) over the past five years, which could cost businesses and consumers an average of $3.92 million.

b. **Skills unique to the job:** Cybersecurity, Information Security, Security Information and Event Management (SIEM), Network Security, Penetration Testing

c. **Where the jobs are:** Toronto, Montreal, Vancouver, Ottawa, New Brunswick, Calgary

d. **Top industries hiring this talent:** Information Technology & Services, Management Consulting, Computer & Network Security, Telecommunications, Banking

6. **Big Data Developer**

a. **What you need to know:** There is an unprecedented ocean of data available in today's increasingly digital world. Businesses that opt to apply automated techniques to help solve problems and better service customers turn to Big Data Developers to elicit, analyze, and interpret data requirements and develop solutions. Similar to data scientists, it's likely this role is here to stay.

b. **Skills unique to the job:** Apache Spark, Hive, Hadoop, Scala, Big Data

c. **Where the jobs are:** Toronto, Montreal, Vancouver, Kitchener, Halifax, Calgary

d. **Top industries hiring this talent:** Banking, Information Technology & Services, Telecommunications, Financial Services, Computer Software

7. **DevOps Engineer**

a. **What you need to know:** The demand for DevOps engineers is growing, and it's not difficult to figure out why. Companies that utilize DevOps practices to transform their software development processes are deploying code up to [30 times faster](#) than their competitors. While the job definition of a DevOps Engineer varies per role, they hold the expertise and knowledge in developing and operating software applications and work closely with developers and DevOps teams to implement next-generation infrastructure.

b. **Skills unique to the job:** Docker Products, Jenkins, Amazon Web Services (AWS), Ansible, DevOps

c. **Where the jobs are:** Toronto, Vancouver, Montreal, Ottawa, Kitchener, Calgary

d. **Top industries hiring this talent:** Information Technology & Services, Computer Software, Banking, Financial Services, Internet

8. **Full Stack Engineer**

a. **What you should know:** While not a new job, the rapid pace of change in technology has made Full Stack Developers a valuable asset to any company. They're required to be skilled in a wide variety of different technical solutions so they're able to understand the end-to-end build of a project. Building this skillset lends itself well to professionals who may want to explore a range of engineering roles.

b. **Skills unique to the job:** React.js, Node.js, AngularJS, JavaScript, Git

c. **Where the jobs are:** Toronto, Montreal, Vancouver, Ottawa, Kitchener, Calgary

d. **Top industries hiring this talent:** Computer Software, Information Technology & Services, Internet, Financial Services, Marketing & Advertising

9. Experience Designer

a. **What you should know:** As we conduct more of our daily business interactions online, it's never been more critical to offer users a seamless, frictionless digital experience. Research also indicates that attention spans are shrinking as a result of information overload, leaving businesses with mere seconds to leave a lasting impression on consumers. It should come as no surprise to see Experience Designer join the ranks of this year's list, these experts understand why customers come to a site and how to offer an optimized user experience.

b. **Skills unique to the job:** User Experience (UX), User Experience Design (UED), Design Thinking, User Interface Design, Wireframing

c. **Where the jobs are:** Toronto, Montreal, Vancouver, Ottawa, Calgary

d. **Top industries hiring this talent:** Computer Software, Design, Marketing & Advertising, Financial Services, Higher Education

10. Robotics Engineer

a. **What you should know:** Robotics is an industry on fire. UiPath, one of the most popular robotics solutions, was just valued at $7B and the industry as a whole is projected to continue this upward momentum. On average, hiring for the role of Robotics Engineer has grown 40% year over year since 2015, with jobs available in cities like Toronto and Montreal, as well as emerging cities like Kitchener.

b. **Skills unique to the job:** Robotic Process Automation (RPA), Blue Prism, Robotics, UiPath, Fanuc Robots

c. **Where the jobs are:** Toronto, Calgary, Quebec, Montreal, Kitchener

d. **Top industries hiring this talent:** Banking, Industrial Automation, Information Technology & Services, Computer Software, Automotive

11. Customer Success Specialist

a. **What you should know:** Also fueled by the growth of technology services that require hands-on support, customer success roles are on the up-and-up. Hiring for Customer Success Managers in Canada grew by 35% in 2019. These professionals typically have a hybrid of soft and hard skills, as they're responsible for both understanding the technology and managing the customer relationship.

b. **Skills unique to the job:** Software as a Service, Customer Relationship Management, Account Management, Salesforce, Customer Retention

c. **Where the jobs are:** Toronto, Vancouver, Montreal, Ottawa, Halifax, Calgary

d. **Top industries hiring this talent:** Computer Software, Information Technology & Services, Internet, Marketing & Advertising, Financial Services

12. Javascript Developer

a. **What you need to know: J**avaScript Developer is one of the most in-demand roles in the country, likely because knowing how to code in any of the JavaScript

languages gives you the unique ability to be able to build apps for almost any platform.

   b. **Skills unique to the job:** React.js, Node.js, AngularJS, JavaScript, TypeScript
   c. **Where the jobs are:** Toronto, Montreal, Vancouver, Calgary, Ottawa
   d. **Top industries hiring this talent:** Computer Software, Information Technology & Services, Banking, Internet, Financial Services

13. **Product Owner**
   a. **What you need to know:** Product Owners are at the center of a company's development cycle, and although the role can vary depending on the environment, they typically have several key roles and responsibilities covering everything from business strategy to product design. The top industries to hire Product Owners in Canada since 2015 include information technology and services, financial services and computer software industries.
   b. **Skills unique to the job:** Agile Methodologies, Scrum, Product Management, Agile Product Management, JIRA
   c. **Where the jobs are:** Toronto, Montreal, Vancouver, Calgary, Ottawa
   d. **Top industries hiring this talent**: Computer Software, Information Technology & Services, Banking, Financial Services, Internet

14. **Data Consultant**
   a. **What you need to know:** Companies may have more data than ever, but not everyone is making the most of it. Laddering back to the importance of big data is the ability to analyze and process said data to make organizations more profitable through reduced costs and increased revenues. Cue the Data Consultant, another new addition to the Emerging Jobs Report.
   b. **Skills unique to the job:** Hadoop, Apache Spark, Hive, Machine Learning, Big Data
   c. **Where the jobs are:** Toronto, Ottawa, Montreal, Vancouver
   d. **Top industries hiring this talent:** Information Technology & Services, Banking, Financial Services, Management Consulting**,** Computer Software

15. **Cloud Engineer**
   a. **What you need to know:** Cloud computing changed the game for companies that wanted to build products without needing their own servers, and every year the cloud gets bigger. Cloud Engineers will likely be a continuing need across the country in all industries.
   b. **Skills unique to the job:** Amazon Web Services, Cloud Computing, Microsoft Azure, DevOps, Docker Products
   c. **Where the jobs are:** Toronto, Vancouver, Montreal, Ottawa, Calgary
   d. **Top industries hiring this talent:** Banking, Financial Services, Telecommunications, Internet, Government Administration