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HOT JOBS 2010

CANADA'S JOB MARKET IS ON ITS WAY TO RECOVERY FROM LAST YEAR'S JOB MARKET SLUMP, WHICH TOOK **387,000** JOBS AWAY THANKS TO THE RECESSION. THIS YEAR AS WE CELEBRATE THE TRIUMPHANT RETURN OF **285,000** NEW JOBS, WE WONDER WHAT WILL BE THE UP AND COMING CAREERS THAT WILL EMERGE FROM THE ASHES OF 2009. WHICH OF THESE JOBS WILL BE SOMEWHAT RECESSION PROOF, AND WHAT KINDS OF TRAINING WILL BE NECESSARY TO GET THESE JOBS?

LOOKING OVER THE JOB MARKET AS A WHOLE, WE SEE THAT SOME OF THE BIGGEST EMPLOYMENT GAINS HAVE COME OUT OF MANUFACTURING, NATURAL RESOURCES, FOOD SERVICES, AND HEALTH CARE. THE GREATEST JOB LOSSES INCLUDE THOSE FROM RETAIL (SALES), WHOLESALE, FINANCE, INSURANCE, AND REAL ESTATE. THESE RESULTS, HOWEVER, DO NOT SHOW THE EMERGING TRENDS THAT HAVE ALREADY BEGUN TO SPIN THE JOB MARKET INTO A DIFFERENT DIRECTION.



Resume Photo: JLGutierrez

MOST BUSINESSES USE COMPUTER DRIVEN SEARCH SYSTEMS TO SCAN RÉSUMÉS FOR VARIOUS KEYWORDS IN ORDER TO NARROW DOWN LARGE GROUPS OF APPLICANTS. MORE TIMES THAN NOT, THESE WORDS WILL BE FOUND HIGHLIGHTED IN THE JOB DESCRIPTIONS THEMSELVES.

JOB MARKET TRENDS

One of the most obvious boosts we see all throughout North America, is the coming of age of baby boomers, who are now being tipped towards retirement. This means the health care industry should remain strong, despite the closures of hospitals we have seen over recent months. Most experts agree health care is a fundamentally recession proof career, considering people will always get sick and will always need help to get better.

These baby boomers want it all, which includes an extended career (beyond 65), active lifestyle, fruitful sex life (Viagra), and the continued effort of pharmaceutical companies to develop a fountain of youth in a pill. Thanks to this, drug companies, sales reps, and pharmacists will all enjoy a stable job market through this decade.

Big industry has seen its heyday. The smaller, more manageable companies are nudging their way to the front of the pack,

offering increased opportunities for everyone. Experienced workers are breaking away from the pack, becoming their own boss. "When the job market is suffering—some professionals are forced to start their own business out of necessity," says Career guidance expert and best selling author of *The Emerging Leader: Eight Lessons for Life in Leadership*, David Lewis. "They never planned to be in business for themselves, but with limited job options they have little choice."

According to Lewis, we can expect to find more of these necessary entrepreneurs coming from a variety of traditional careers, such as accountants, chefs, and mechanics. With smaller businesses emerging into various segments of the job market, financial managers, computer system administrators, and human resource professionals will branch out among the vast sea of starter companies, finding new opportunities like never before.

Some jobs no longer require large office buildings and cubicles, as companies are realizing employees can make better use of their productivity at home. While traditionally the kinds of stay-at-home jobs were predominantly administrative, today we see such stay-at-home careers including management analysts, graphic designers, web developers, PR specialists, and mental health counselors.

With technology advancing at a rapid rate, the information age is constantly bombarded by new and better ways to increase productivity. This means these smaller companies will be engaged in a never ending race to provide the best equipment and IT training to their teams. This competition will ensure job security for those who not only engineer, network, and operate this equipment, but also repair it.

There are two particular careers which should be approached with great care,

according to Lewis, especially during a recession. Sales and administrative support are unfortunately usually the first jobs to go when a company is downsizing. Instead of these, you may want to consider going back to school or training for one of these seven hot jobs.

SEVEN HOT JOBS FOR 2010

What's hot right now on the job front is really a combination of new opportunity, mixed with the older, stable, traditional career.



Magnifier Photo: kutaykanti



Photo: Urbancow

DURING AN INTERVIEW, REMEMBER THAT ALL RESPONSES NEED TO BE MARKET DRIVEN, MEANING TO EMPHASIZE WHAT YOU CAN DO FOR THE COMPANY, NOT WHAT THE COMPANY CAN DO FOR YOU.

7. ENTREPRENEUR

With decreased job security through traditional companies, professionals are deciding to enter the career market as their own entity. If you have a knack for this kind of thing, you could find happiness, success, and freedom beyond the normal 9 to 5.

Getting Started: Web marketing can be as easy as \$50 for the website/hosting, and \$300 for an LLC.

Outlook: Good.

Salary: Profits range greatly, but six figures are not out of the question.

6. MEDICAL/PHARMACEUTICAL

Surgeons, Dentists, Nurses, Pharmacists, and Pharmacy Representatives (sales) are all good career choices for 2010. Nurses are an up and down field,

but experience helps to bolster security. Many pharmacists will eventually own their own pharmacy, mixing health care with entrepreneurship.

Training: These careers all require an education, degree (B.S., PharmD, MD, etc), training, and/or certification.

Outlook: Very Good (jobs will increase for pharmacists by as much as 17 percent by 2020).

Salary: While established nurses can average \$50,000/annual, many surgeons, dentists, pharmacists, and sales reps enjoy \$70,000/annual up to six figures.

5. ACTUARY

Why is crunching numbers and assessing risk for companies such a hot job across North America? For one, it is relatively low stress, meaning that you will probably live longer and

have less overall health problems. Two, the more certification exams you pass, the higher your salary can climb.

Training: B.A. or B.S. in Actuary Science.

Outlook: Great (21 percent growth by the end of 2020).

Salary: Ranges from \$80,000/annual up to \$110,000 with several years' experience.

4. MARKETING RESEARCH

Marketing researchers help companies determine which products consumers are most in need of.

Training: Bachelor degree in Marketing or Social Science will get you in the door, but graduate level backgrounds will nab the best opportunities.

Outlook: Great (28 percent growth by 2020).

Salary: \$58,423/annual average, with the possibility of \$146,000/annual at Vice President level.

3. SKILLED TRADESPERSON

Who says you need a university degree to foster a hot career in 2010? Certainly not the skilled tradespersons who are enjoying the ramp up of new technology driven jobs. We're talking about such emerging careers as solar installers, wind turbine fabricators, and robotics builders.

Training: Apprenticeships (some paid).

Outlook: Excellent (Over 40 percent of the new jobs will be created within the next 20 years).

Salary: Above the national average, which is currently \$23.49/hour.

2. COLLEGE/VOCATIONAL PROFESSOR/INSTRUCTOR

With each hot job comes the necessary training, and universities, community colleges, and vocational schools will be on the prowl for qualified professors and instructors. Skilled professionals with field experience will find it even easier to become a teacher down the road.

Training: Life experience is a great prerequisite for vocational instruction, but a post graduate degree (M.A., Ph.D, etc) will be necessary to compete on the university level.

Outlook: Very good.

Salary: Competitive, although will vary depending on subject, education, and experience.

1. INFORMATION TECHNOLOGY (IT) MANAGERS

"IT positions will be in demand as companies seek to gain efficiencies through emerging technology", says Lewis. While some people may say that the computer age has already peaked, reliance on computers will continue to ensure low unemployment rates and above average security and wages.

Training: B.A. in Computer Science, or experience as a programmer will go a long way.

Outlook: Great.

Salary: \$60,000 to \$90,000/annual.

EYE ON THE FUTURE

According to Fast Future Research, the hottest jobs to keep an eye out for the future will include body part tradespersons (creating living parts for athletes and soldiers), Ethicist (trained in the ethical practice of cloning), and space pilots and tour guides (space travel and lunar posts). Future career opportunities will also likely include nano-medics (nanotechnology health care), waste handlers (destroy data for security), virtual clutter maids (organize computer accounts), and time brokers (manage our most precious commodity... time).

JOB SEARCH TIPS

Part of the trick of differentiating yourself in 2010, will be using various techniques to make your résumé stand out from the hundreds of other résumés going in for these jobs. Most

hiring managers use computer systems to scan résumés for keywords, highlighting these for further consideration. David Lewis recommends tailoring your résumé to include certain keywords. The idea behind this, is most businesses use computer driven search systems to scan résumés for various keywords in order to narrow down large groups of applicants. How do you know which words to use? More times than not, these words will be found highlighted in the job descriptions themselves.

"You've got to do different things," says Abby Kohut, President of Staffing Symphony, HR consultant, and owner of AbsolutelyAb-

BIG INDUSTRY HAS SEEN ITS HEYDAY. THE SMALLER, MORE MANAGEABLE COMPANIES ARE NUDGING THEIR WAY TO THE FRONT OF THE PACK, OFFERING INCREASED OPPORTUNITIES FOR EVERYONE.

by.com. "Find out who the hiring manager is using Google, call the receptionist of the company, ask for the fax number, and then fax your résumé—nobody does this anymore." Another idea of Abby's is to buy a small share of stock in the company, wait for the share holders meeting, and take advantage of it by introducing yourself to all the key players. "Enjoy some friendly conversation, get their card, and e-mail the next day to say you're interested in a position."

"A personal connection will beat out a cold résumé or CV every time", says Lewis. Linked in (social media tool) and live media events are two ways to introduce yourself to potential employers/clients helping to also build a strong network which will become useful down the road. Twitter is another way to become recognized as a thought leader in your industry, opening yourself to new opportunities that would otherwise probably not come your way. Many jobs have actually found their way to 'tweeters' who impressed an employer with their talent and viewpoint.

When putting together an award winning résumé, remember, "Objective statements basically tell an employer what you want," says Lewis. "They prefer to know

what you offer." Once you get your résumé into the right hands, follow up after four to six days to confirm your interest in the position. "Fortune favours the bold," says Lewis. "Less than one percent of all résumés are followed up by a phone call—this is an easy way to beat out 99 percent of the competition."

"Ask for an exploratory meeting (15-20 minutes), so you can find out more about the company", says Bettina Seidman, a career management coach. "Never say that the company can find out more about you, this is a common mistake newbies make." You can make this call to the hiring manager regardless of a position being open

will run up against during an interview situation:

TELL ME A LITTLE ABOUT YOURSELF?

"They are not asking for a chronological history of your life," says Seidman. "This is four to six sentences of a summary about your background that responds to the job itself."

WHAT IS YOUR GREATEST WEAKNESS?

"Don't get caught like a deer in headlights, be very strategic, answer in terms of the job, and don't admit your worst screw-up," says Seidman. "Instead of 'weakness', think 'professional development'—this might include technology classes, graduate degree, or learning a foreign language."

WHO IS A ROLE MODEL FOR YOU?

"What this question is really asking, is what kind of a person are you," says Seidman. "Do not use family members—use somebody who can be admired on all levels, and is either well known in the profession, or an admirable public figure (ex. Bill Gates)."

DO YOU HAVE ANY QUESTIONS?

This is another difficult question that often stumps job seekers, and answering no is usually not your best option. "Never ask about salary or benefits," says Seidman. "If you do not have an offer—you do not need to know this answer." One of the best all around questions to reply to this question is, "If I'm hired for this job, what would be the first project I would work on?" "This is basically like saying, I am so interested in this job I can almost taste it," says Seidman.

WHAT WERE YOU EARNING BEFORE?

"Answer honestly, and in gross annual," says Seidman. "For example, \$33,000 a year, is an appropriate answer."

WHAT SALARY ARE YOU LOOKING FOR?

"Never say you are willing to negotiate, as that makes you sound unsophisticated—everything is negotiable," says Seidman. "Offer a range, such as \$30,000 to \$40,000 a year."

And finally, never send a thank you letter following an interview. "These people are paid for the interview," says Seidman. "Instead, write a strategic follow-up letter reinforcing why you are the best candidate for the position."

SEIDMAN'S STRATEGIC INTERVIEWING BOOT CAMP

Bettina Seidman (www.seidbet.com) who works with clients all over North America, has some golden advice on how to interview to get the job. "Be strategic in your approach," says Seidman. "Learn as much as you can about the job and organizing, and even the person who is interviewing you." During an interview, remember that all responses need to be market driven, meaning to emphasize what you can do for the company, not what the company can do for you. Here is the short-list of most difficult questions a job seeker