

OVERCOMING THE CHALLENGES OF THE CURRENT JOB MARKET IN CANADA

Accounting and Finance 2013 Market Update

Elan Van Wyck and Alistair Houghton



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CURRENT CANADIAN MARKET CONDITIONS

- ECONOMY STABILIZING
- BUSINESS ACTIVITY CONTINUING TO SHOW SIGNS OF GROWTH
- EUROPEAN AND US UNCERTAINTY CAUSING MORE STRATEGIC RECRUITMENT PLANS
- INDUSTRIES TURNING THEIR ATTENTION TO RETENTION AS COMPETITION HEATS UP

ACCOUNTING AND FINANCE 2013 LANDSCAPE

- REAPING THE REWARDS OF AN OVERALL HEALTHY ECONOMY
- 2012 WAS A YEAR OF RE-BUILDING TO PRE-RECESSIONAL LEVELS
- 2013 SHOWING SIGNS OF MORE STABILITY; HIRING PLANS ARE MORE STRATEGIC FOR NICHE ROLES OPPOSED TO BACK-FILLING



2013 Hays Market Update Video
Accounting and Finance

ACCOUNTING AND FINANCE SECTOR OVERVIEW

WHERE ARE WE SEEING GROWTH?

- ACCOUNTING AND FINANCE SECTOR IS BENEFITING FROM THE GROWTH AND STRENGTH OF THE CANADIAN ECONOMY AND KEY INDUSTRIES
 - GTA: manufacturing industry (booming due to the buoyed automotive sector)
 - Across Canada: real estate is driving opportunities
 - British Columbia: resources and mining industry
 - Alberta: oil and gas industry

ACCOUNTING AND
FINANCE SECTOR IS
CANDIDATE RICH
RIGHT?

SKILLS IN DEMAND

- CANDIDATE RICH FOR ENTRY LEVEL TO MIDDLE MANAGEMENT POSITIONS
- AT SENIOR LEVELS, THERE IS LESS AVAILABLE TALENT BASED ON THE DEMANDS OF EMPLOYERS
- EMPLOYERS ARE SEEKING CANDIDATES WITH:
 - Experience in specific sectors:
 - Toronto: finance, technology and media experience
 - Mississauga: manufacturing, retail and distribution experience
 - Ottawa: property experience
 - Alberta/Vancouver: property, mining, and oil and gas experience
 - Personality fit

SKILLS IN DEMAND (*CONTINUED*)

ARE YOU A PROPERTY ACCOUNTANT?

KEY SHORTAGE

NICHE ROLES WITH SPECIALIST KNOWLEDGE IN:

- Mining and construction
- Cost accounting
- Financial analysis
- Bilingualism
- Financial and management reporting

**IMPROVING
ECONOMY**

**IMPROVING
COMPENSATION?**

COMPENSATION TRENDS

SALARIES ON THE WHOLE ARE RISING WITH INFLATION

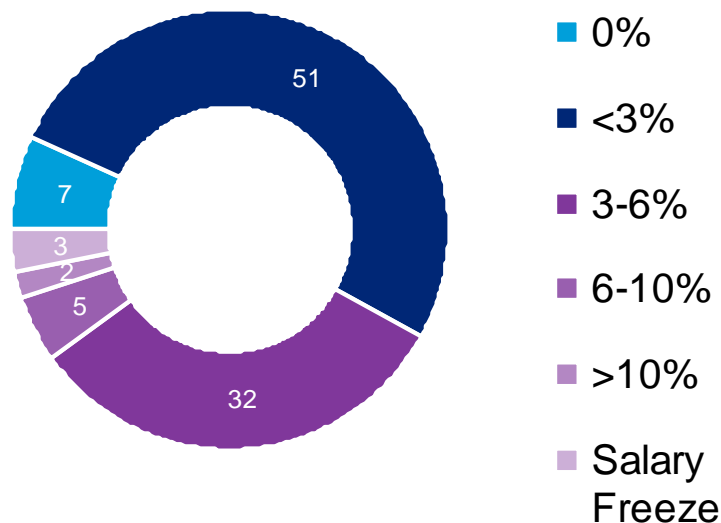
NOTICEABLE VARIATION WITHIN INDUSTRIES – HIGHER SALARIES FOUND IN:

- Real Estate
- Resources and Mining
- Oil and Gas

SALARY NOT ONLY DRIVER – HIGHEST RANKED DRIVER FOR TOP CANDIDATES IS CAREER PROGRESSION

Percentage of employers and the level that they expect to raise salaries in 2013

*2013 Hays Salary Guide



MARKETING YOURSELF IN TODAY'S MARKET

‘HOW TO GET THE JOB’ BEST PRACTICE

- Pre-interview Preparation
 - Skills matrix – used with STAR interview technique
 - Company/industry
 - Assessments
- Research your audience
- Confidence and Enthusiasm – a balancing act



REMEMBER: The objective of going for an interview is to secure a job offer or second interview, not to decide whether or not you want the job.

INTERVIEW TECHNIQUES

- STAR technique – “I” not “We”
 - Weakness question
 - Salary question
- Interview Etiquette
 - Handshake
 - Body language
 - Eye contact
- Closing questions
 - Don’t forget, questions show **enthusiasm** and **intelligence**.
- Post-interview Etiquette
- Recruiter Etiquette



MARKETING YOURSELF TODAY

- Cover Letter
- Resume
- Keywords, formatting (WORD), country-specific
- Customizing your resume
- LinkedIn, Monster, Workopolis, Indeed
 - Skills, connections, recommendations, groups,



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HAYS PRESENTERS

Elan Van Wyck

Senior Recruitment Consultant

Recruiting expert in Senior Accounting & Finance

Elan focuses on intermediate to senior Accounting & Finance roles in the Greater Toronto Area. Since joining Hays, Elan has built a strong expertise and reputation in his field.

He is a Wilfred Laurier University graduate having specialized in International Political Economy. His professional background prior to recruitment is primarily in sales and dealing with competition projects within sales departments. He has a long list of testimonials from both clients and candidates that demonstrate the quality of work that he provides. Because of Elan's extensive network, his success ratio is well above the industry average.

Clients have been quoted saying Elan is a pleasure to work with and helps throughout the whole interview and hiring process. He is proactive with reference checking so that if an offer is given, a hire can be processed in a short time frame. He has a passion for providing thorough service and quality in the candidates that he puts forward. His honesty and positive personality are a key to his success in recruitment.

Alistair Houghton

Division Manager

Recruiting experts in Accounting and Finance

Alistair is a business graduate with over 12 years of Accounting and Finance recruitment experience. Before moving to Canada in 2002, he started his career in the UK in a regional role covering the recruitment of designated positions across three offices and working with leading businesses in the telecoms, manufacturing, distribution, pharmaceutical and consumer products sectors.

Since arriving in Canada, Alistair has continued to work on designated Accounting and Finance positions in the Southwestern Ontario region and has consistently been a top performer within the company.

He is a career recruiter, and has a passion for providing quality and service.